

Memorandum

To : The Conservancy
The Advisory Committee

Date: September 21, 2020

From : 
Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Director

Subject: **Agenda Item 12: Consideration of resolution authorizing a grant augmentation for SMM-84-1625, Non-Personal Interpretation.**

Staff Recommendation: That the Conservancy adopt the attached resolution authorizing a grant augmentation for SMM-84-1625, Non-Personal Interpretation in the amount of \$100,000, Los Angeles.

Legislative Authority: Sections 33204.2 and 33204.27 of the Public Resources Code.

Background: Parkland is preserved to protect the resources found therein and to provide access to the disappearing natural world for generations to come. The challenge then is to both protect and care for those resources while providing access to public lands to the millions of urban residents who have had little or no exposure to nature. Research demonstrates that interpretation is an effective management tool leading to the protection of resources. Educating visitors and inspiring the emotional and intellectual connections between the interest of the visitor and the meanings inherent in the resources leads to greater understanding and of commitment to protection of those resources. People care for what they value and value comes from the “interpretive continuum” that starts with awareness and understanding and ends with stewardship. In the case of Prop 84, protection is defined as “those actions necessary to prevent harm or damage to persons, property or natural resources” and includes interpretation as a means of doing so (Public Resources Code Section 75005(m)).

In 2016 the Santa Monica Mountains Conservancy awarded a grant to MRCA for park information, materials, and non-personal interpretive services. With the recent surge of park visitors during the pandemic, the need for those services has increased. An augmentation would allow MRCA to continue providing information and services to the public.