



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
570 West Avenue Twenty-Six, Suite 100
Los Angeles, California 90065
Phone (323) 221-9944 Fax (323) 221-9934

May 21, 2012

Ms. Elizabeth Cheadle
Chairperson
Santa Monica Mountains Conservancy
5750 Ramirez Canyon Road,
Malibu, California 90265

Grant Application – Proposition 84 Interpretative amenities and services - Los Angeles River Watershed

Dear Ms. Cheadle:

I am pleased to present the enclosed application for Proposition 84 funds in the amount of \$430,000 for visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.

The Mountains Recreation and Conservation Authority (MRCA) has a long history of providing relevant and meaningful interpretation and education programs that not only enhance the visitor experience but promote stewardship and protection of the resources. In addition to the programs and materials developed for the general public, specific focus will be on amenities and programs that serve disadvantaged communities. This includes programs at Vista Hermosa Park and along the Los Angeles River, as well as ensuring that disadvantaged youth have access to the mountains through transportation, education and interpretive programs, and overnight camping in the Santa Monica Mountains. In addition to MRCA programs, the grant includes contracts with community-based organizations to assist and enhance the MRCA's abilities to reach out and organize programs for such disadvantaged communities.

Please refer to the enclosed application for more information. If you have questions regarding this application please contact Amy Lethbridge at 818-878-0866 extension 233.

Sincerely,

George Lange
Chair

**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: Interpretive amenities and services –Los Angeles River Watershed 2012	Amount of Request: \$ 430,000		
Applicant Name: Mountains Recreation and Conservation Authority	Total Project Cost: \$ 430,000		
	Amount of Match: \$		
Applicant Address: 570 West Avenue 26, Suite 100 Los Angeles, CA 90065 Phone: 323-221-9944 Fax: 323-221-9934	Source of Match:		
	Project Address:		
	County	Senate District	Assembly District
	varied	varied	varied
Email: Amy.Lethbridge@mrca.ca.gov			
Grantee's Authorized Representative:			
Amy Lethbridge, Deputy Executive Officer		818-878-0866 xt 233	
<i>Name and Title</i>		<i>Phone</i>	
Person with day-to-day responsibility for project:			
Amy Lethbridge, Deputy Executive Officer		818-878-0866 xt 233	
<i>Name and Title</i>		<i>Phone</i>	
Brief Scope of Work (60 words maximum): Visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed and increase the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy.			
Funding Source Applied for: Proposition 84, Los Angeles River Watershed			
Narrative/Project Description:			
<p>For the purposes of this grant, interpretation includes any visitor serving amenities that educate and communicate the significance and value of natural, historical, and cultural resources of the Los Angeles River Watershed, and increases the understanding and enjoyment of these resources. These amenities include interpretive signage and materials, naturalist led programs, special seminars and events in parkland owned or managed by the Santa Monica Mountains Conservancy. A partial listing of properties is attached. Special attention will be given to development and implementation of programs at new parks, most notably Vista Hermosa.</p> <p>All programs will target regional audiences from our city's most impacted and disadvantaged urban areas. The specific scope of services that will be provided, include:</p> <p style="padding-left: 40px;">Guided interpretive programs, including program development and implementation, directly relating to the watershed's rich natural, cultural and historic resources. Programming will focus on interpretation of the site's endangered species, ecology, importance of the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, and fire ecology;</p>			

Signature of Authorized Representative

Date

Interim Form SMM-001

STATE OF CALIFORNIA ♦ THE RESOURCES AGENCY