

APPROVED
JUN 26 2014

REPORT OF GENERAL MANAGER

NO. 14-159

DATE: June 26, 2014

BOARD OF RECREATION
& PARK COMMISSIONERS

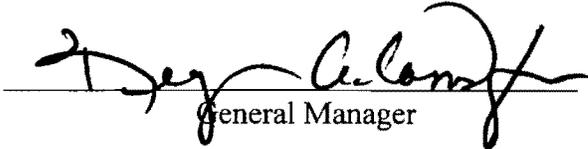
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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: NATIONAL RECREATION AND PARK ASSOCIATION, NATIONAL URBAN AND COMMUNITY FORESTRY ADVISORY COUNCIL, ENGAGING THE HISPANIC COMMUNITY IN URBAN FORESTRY GRANT - AUTHORIZATION TO ACCEPT GRANT FUNDS

R. Adams	_____	*V. Israel	_____
R. Barajas	_____	K. Regan	_____
H. Fujita	_____	N. Williams	_____




General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Authorize the General Manager of the Department of Recreation and Parks (RAP) to accept the grant funding from the National Urban and Community Forestry Advisory Council (NUCFAC), Challenge Cost-sharing Grant Program titled "Engaging The Hispanic Community in Urban Forestry Grant", disbursed through the grant recipient, the National Recreation and Park Association (NRPA), to augment expenses related for RAP to facilitate free public tree education events in connection with existing RAP tree-planting projects, as described in the Summary of this Report, in the amount of \$7,500.00, subject to the approval of the Mayor and the City Council;
2. Direct staff to transmit a copy of the grant award to the Mayor, Office of the City Administrative Officer (CAO), Office of the Chief Legislative Analyst (CLA) and to the City Clerk for Committee and City Council approval before accepting and receiving the grant award, pursuant to Los Angeles Administrative Code Section 14.6 et seq., as may be amended;
3. Designate RAP's General Manager, Executive Officer, Assistant General Manager, or their designee, as the agent to conduct all negotiations, execute and submit all documents, including, but not limited to Memorandum of Understanding (MOU), applications, agreements, amendments, and payment requests, which may be necessary for the completion

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of eligible projects; and,

4. Authorize RAP's Chief Accounting Employee to establish the necessary account and/or to appropriate funding received to the necessary account within "Recreation and Parks Grant" Fund 205, to accept the NRPA grant in the amount of \$7,500.00 for the NUCFAC opportunity.

SUMMARY:

On January 21, 2014, with NRPA, the National Environmental Education Foundation (NEEF), and the Hispanic Communications Network (HCN), RAP was directly awarded a grant of \$7,500.00 under the 2013 U.S. Forestry Service NUCFAC Challenge Cost-sharing Grant Program - Engaging Hispanic Community in Urban Forestry. NRPA will be the entity providing the grant funds to RAP.

The purpose of this grant is to underwrite RAP's assistance to NEEF with local non-profit organizations in Los Angeles to provide tree education at RAP parks. These opportunities will be held during existing, on-going tree care or tree planting events, tree giveaways, 50 Park openings, and/or clean-up projects that will include a tree educational element. NEEF will be selecting three (3) non-profit organizations that currently work with RAP to receive grants from NEEF in the amount of \$5,000.00 each to work with HCN to provide a branding of tree educational materials to help engage Hispanic communities in urban forestry.

The selection process for interested non-profit organization to receive funds from NEEF involves completing an online application, having the ability to provide at least five (5) events on RAP property before February, 2015, and providing a letter of recommendation and record of past successes with RAP.

The grant from NRPA to RAP in the amount of \$7,500.00 is to off-set RAP's costs to assist NEEF in recruiting the three (3) non-profits, to facilitate the efforts of the non-profits to pledged events, and for permits to host the tree education events at RAP locations. RAP will be required to show a \$15,825.00 in-kind staffing match to NRPA. The MOU (attachment A) from NRPA summarizes RAP's commitment to the grant.

FISCAL IMPACT STATEMENT:

Salary costs used for the required match to this grant are for existing staff already funded. Acceptance of this grant will have no additional impact on the General Fund as all direct expenses such as for materials, or reimbursement for permit costs, will be funded through the grant.

This report was prepared by Joel Alvarez, Senior Management Analyst I, Partnership Division.



National Recreation and Park Association

Memorandum of Understanding between the National Recreation and Park Association and City of Los Angeles Department of Recreation and Parks

April 16, 2014

Michael A. Shull, General Manager
City of Los Angeles, Department of Recreation and Parks
221 N. Figueroa St. Suite 1550
Los Angeles, CA 90012

Dear Mr. Shull:

The National Recreation and Park Association (NRPA) is pleased to inform you that the City of Los Angeles Department of Recreation and Parks (LADRP) has been selected as a grantee for the "Engaging Hispanic Community in Urban Forestry" project. You will receive a grant in the amount of \$7,500. The grant period will commence upon execution of this agreement and end March 15, 2015. The purpose of these funds is to reimburse your expenses for supplies, materials, signs, and other items to support your department's involvement in fulfilling the purposes of this grant which was funded by the U.S. Forest Service, with recommendation by the National Urban and Forest Advisory Committee (NUCFAC).

This grant opportunity is the result of a partnership between NRPA and the National Environmental Education Foundation (NEEF) to demonstrate the benefits of urban forests to Hispanic communities in the cities of Los Angeles and Houston while supporting on the ground engagement in both cities. It will also generate a national campaign to communicate with Spanish-speaking audiences nationwide about the value of urban forests.

Over the course of the grant period, LADRP is expected to:

- Identify appropriate and suitable persons from your staff and volunteer ranks in urban forestry and related professions who will be able to serve as role models to Latino communities to inspire young people to consider careers in this profession and related industries.
- Link this project to local and regional events and initiatives that highlight the value and benefits of urban forestry and the value of trees to communities.
- Identify 3 or more community-based land stewardship organizations to host events on public lands that promote community level engagement activities for Latino community members.
- Submit a final grant report to NRPA that includes:
 - A narrative on what your agency contributed to this project and what public benefits resulted from your involvement, including in-kind contributions of supplies, materials, and staff and volunteer time.



National Recreation and Park Association

- A detailed itemized program budget and record of expenditures of how grant funds were spent.
- Participate in conference calls, meetings, events, and webinars as requested by NRPA and NEEF.

Termination for Cause: Either party shall have the right to terminate this MOU for cause if the other party (i) materially breaches its obligations and agreements hereunder, or (ii) commits and/or demonstrates gross neglect in the conduct of its duties hereunder. In addition, NRPA retains the right to terminate this MOU, upon written notice, if it determines that continued affiliation with your agency is inconsistent with its mission and/or adversely affects its reputation. In order to terminate this MOU for cause, and as a condition to exercising such right to terminate for cause, a party shall give the other party thirty (30) days' prior written notice of such intention to terminate, specifying in detail the grounds or reasons for such termination for cause. Following any notice of termination for cause, the receiving party shall be permitted a reasonable opportunity to cure such claimed cause to the reasonable satisfaction of the other party.

Please acknowledge your agreement to the terms above by signing below. Upon receipt of this signed form, a check will be issued for your grant funds.

Name of Agency Approving Authority

Primary Contact for Grant Administration

Signature of Approving Authority

Email for Primary Contact

Printed Name

Telephone for Primary Contact

Once signed, please scan and send to Jessica Culverhouse at jculverhouse@nrpa.org or by U.S. mail to NRPA, 22377 Belmont Ridge Road, Ashburn VA 20148. Please do not hesitate to contact Jessica if you have any questions.

NRPA staff contact: