



MOUNTAINS RECREATION & CONSERVATION AUTHORITY
Los Angeles River Center and Gardens
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REQUEST FOR PROPOSALS LOS ANGELES RIVER RANGER PROGRAM ESTABLISHMENT PLAN

Question & Answer to Respondents

- What parameters have been identified for the program? For instance, could the pilot program include multiple components and/or methods of interpretation?

The current parameters regarding the program are identified in the legislation referenced in the RFP, otherwise known as AB 1558. The pilot program is intended to come about and be a result of the planning process. The final Plan product therefore, should lead to the pilot program. Yes, the pilot program can include multiple components. This work can go beyond the due date of June 30, 2018, i.e. Implementation (for pilot program). There are other parameters as far as where the extent of the program will reach. We expect the program to be designed as part of the Plan, and will be clear upon community outreach and stakeholder meetings. This can be discussed further during the interview phase.

- Establishing an identity implies branding as well as programming. What level of branding anticipated as part of this scope of work? Are graphic design/marketing materials anticipated?

There is no specific branding for the River Ranger Program as part of this scope of work. However, recommendations for branding should be part of work product and pilot program. These recommendations should be consistent with, and will require coordination with LA County as they undertake the update of the LA County LA River 51 Mile Master Plan. Materials and graphic design will be anticipated as part of the pilot program and roll out of a River Ranger program. This can also be coordinated with the sponsoring-city or County within the designated jurisdiction of the Pilot Program, and eventually the larger Program itself.

- Have preferred case studies or model programs been identified?

For the Plan as required by legislation, there isn't a singular program that has been established in the Greater Los Angeles area that solely serves the LA River- that is what we hope is developed. However, the MRCA has successfully operated the LA River recreation zone since 2011- which started with a pilot program and has since evolved to take place in two designated recreation zone areas. More info here: <http://lariverrecreation.org/>. We have not identified other model programs outside of Los Angeles.

- Has a budget, or budget range, been determined for this effort?

A contribution in the amount of \$500,000 has been collaboratively provided by the RMC and the SMMC through a Prop 1 grant. These funds are expected to cover the following, and shall not exceed the allotted amount: pilot program, agency staff, project management and plan development, as well as other administrative and agency costs.