



December 6, 2018

The Mountains Recreation and Conservation Authority (MRCA)
Attn: Sarah Rascon
570 West Avenue 26, Suite 100
Los Angeles, CA 90065

RE: Upper Los Angeles River and Tributaries Revitalization Plan – Community Engagement and Outreach

Dear Ms. Rascon,

Enclosed is Pacoima Beautiful's proposal for the Upper Los Angeles River and Tributaries Revitalization Plan in partnership with Friends of the LA River (FoLAR).

Pacoima Beautiful (PB) is a grassroots environmental justice organization that provides education, impacts public policy, and supports local arts and culture in order to promote a healthy and sustainable San Fernando Valley. It is the only environmental health and justice organization in the area and reaches over 10,000 residents annually through its programs and events.

Over our 22-year history we have been successful in developing effective strategies to engage and advocate with our community and for our community. Pacoima Beautiful's broad area of influence and established working relations and partnerships in the Northeast San Fernando Valley puts us in a position to provide direct community outreach to gather input for the Upper Los Angeles River and Tributaries Revitalization Plan.

The Upper Los Angeles River and Tributaries outreach effort unites Pacoima Beautiful's community outreach expertise with FoLAR's education and community engagement programs to inform, inspire civic engagement and foster environmental stewardship.

Friends of the Los Angeles River is a non-profit organization founded in 1986 to protect and restore the natural and historic heritage of the Los Angeles River and its riparian habitat through inclusive planning, education and wise stewardship. FoLAR's education, advocacy and stewardship-building efforts are equitably focused and prioritize mobilizing diverse communities.

The Los Angeles River and its tributaries run through some of the most densely populated and ethnically diverse communities in the county where access to nature and open space is virtually non-existent. Because the Los Angeles River is one of the few elements crossing geographic, economic, and social boundaries in Los Angeles, FoLAR connects Angelinos in ways no other civic project can. We know that the long-term success of realizing projects that deliver meaningful quality of life improvements depends upon an open and transparent community process. It is incumbent upon us to engage and mobilize community members living along the upper Los Angeles River's tributaries to let their voices be heard.

Through FoLAR's work is for everyone's benefit, habitat restoration, nature education, and the creation of recreational activities along the River impact the hundreds of thousands of mostly low-income families and business owners who have made the banks of this natural resource their home for generations.

Our partnership respectfully requests \$170,841 to conduct the outreach and engagement in the Pacoima, Tujunga, Verdugo Wash regions.

a. Describe the NGO's approach to your work, including communication process, project management, and quality control

Pacoima Beautiful engages thousands of people every month through our programming and campaigns. This includes our membership base that has monthly meetings, our youth groups at local high schools, and our outreach in the community on various issues. We have a robust network of contacts throughout the San Fernando Valley at various schools, community organizations and neighborhood groups. We maintain a database containing the contact information for thousands of residents and maintain a robust social media presence as well as a website.

The organization has operated in the community for over 22 years. The majority of our staff and members live in the area. Through this we are able to build strategies and programs that speak to the values and issues facing the community. This is a mechanism for mobilizing residents around various campaigns to create results.

Pacoima Beautiful is a leader, not only in the San Fernando Valley, but throughout the county on issues of equity and smart urban planning. Staff members have been appointed to various boards and commissions including the Los Angeles City Planning Commission, the Metro Service board, the DOT Pedestrian Advisory Board, and the Measure A and M policy advisory councils. We have received numerous grants to create innovative projects around complete streets and place making including the Bradley Avenue People St. Plaza as well as several Great Streets grants.

Our communication infrastructure is very much grassroots. Pacoima Beautiful does most of its outreach door to door and phone banking. We do however also utilize other forms of communications such as:

- Website: www.pacoimabeautiful.org
- Facebook: facebook.com/Pacoima.beautiful
- Twitter: @pb__community
- Instagram: @pacoimabeautiful

b. Name members and roles of the proposed team

Veronica Padilla: Veronica joined Pacoima Beautiful as Deputy Director in April 2010 and became the Executive Director in July 2013. Veronica graduated from UCLA with a BA in Geography/Environmental Studies in 2003 and in 2006 received a MA in Urban Planning from UCLA. Her experience includes private sector and non-profit work including environmental consulting, GIS mapping, and government sector work for the Los Angeles Housing Department. She is also a City of Los Angeles Planning Commissioner. As an Urban Planner by trade, Veronica works to develop a community of leaders. Her goal is to improve

December 6, 2018



**The RIVER
PROJECT**

12215 Ventura Blvd #111

Studio City, California 91604

tel: 818-980-9660

www.TheRiverProject.org

Sarah Rascon
Mountains Recreation & Conservation Authority
570 West Avenue 26, Suite 100
Los Angeles, CA 90065

**RE: Request for Proposals for Los Angeles River and Tributaries Revitalization
Plan Community Engagement and Outreach**

The River Project (TRP) is prepared to assist the Project Planning Team in completing traditional and non-traditional community engagement and outreach to local residents, stakeholders, neighborhoods and community groups for the Upper Los Angeles River and Tributaries Revitalization Plan.

Founded in 2001, TRP is a 501(c)(3) and LA County certified Social Enterprise working toward living rivers, nourished by healthy watersheds for a climate-resilient, equitable future. As an organization we have nearly two decades of community engagement experience, and have remained committed to grassroots, bottom-up planning methods and non-traditional engagement strategies that are responsive to communities' specific needs. We actively prioritize projects in disadvantaged communities; examples of such projects are outlined on the following pages.

A team experienced in the history of the region and relevant disciplines will be influential for presentation of materials, questions, activities, and to ensure engagement addresses appropriate areas where the plan may be informed. Our proposed staff has a combined 44 years of experience in the areas of outreach, planning, design, scientific research, youth engagement, and watershed education and management. TRP has a deep familiarity with the Upper Los Angeles River, its tributaries, and social and physical geographies within the planning area. The majority of TRP staff members also live within the Arroyo Seco and Tujunga Wash subwatersheds. Our staff includes:

- Melanie Winter, Founder & Executive Director
- Jonathan Perisho, Design & Policy Director
- Zoe Axelrod, Environmental Designer
- April Cerrato, Community Engagement Coordinator
- Brisa Aviles, Community Engagement Intern

TRP staff has worked with MRCA on projects, plans, and policy documents since 1998, when our director proposed the MRCA-funded Great Heron Gate at Fletcher Avenue. MRCA was a stakeholder in our consensus-driven Tujunga Pacoima Watershed Plan, completed in 2008. TRP also partnered with MRCA on the Paddle the River program, which we helped found and run for the first two years of its existence. Over the past decade, we have worked with MRCA to shape numerous projects and policy documents, including landscape guidelines for the river.

With a proven track record of bottom-up community engagement, technical expertise, project management, and watershed education in the planning area, The River Project is uniquely qualified to assist the Project Planning Team. We would look forward to partnering with other locally embedded groups to expand our reach within these communities.

Sincerely,

Melanie Winter
Founder & Director



Mountains Recreation and Conservation Authority
Los Angeles River Center and Gardens
570 West Avenue Twenty-six, Suite 100
Los Angeles, CA 90065

Dear Ms. Rascon,

River LA believes the 51-mile LA River is a public space that can inspire and enrich people's lives through integrated community programming. Programming the spaces along the Upper LA River can invigorate communities of need with shared access to parks and open space, recreation, education, ecological resources, and arts and culture.

River LA seeks to engage non-traditional stakeholders in the Upper LA River through two distinct but complementary sets of activities. First, River LA proposes holding three community meetings corresponding to the three planning phases. Our innovative approach to public engagement brings new stakeholders to these traditional outreach approaches by connecting with large sets of community members through digital tactics, on-the-ground turnout efforts, and communication partnerships. In the past five months as part of the LA County planning effort, River LA has engaged with 1349+ individuals in-person through four community meetings and online through issue surveys. River LA's approach lends itself to deeper conversations and trackable data that better allows for community needs and interests to be identified and understood. The empirical data provides a foundation for intelligent plan prioritization. The goal of our community meetings outreach is to objectively inform and engage the public at each step of the process while creating two-way communication opportunities between the general public, community organizations and the planning team. This ensures feedback is recognized and included throughout the process.

Secondly, River LA aims to reach even more new audiences and inform a whole new generation of river stakeholders in the Upper LA River by providing watershed related education and activation of local middle and high school students through the Resilient Rio 51 program, a recreational activation learning opportunity based on the overarching planning processes for the LA River. There are a number of disadvantaged communities in the Upper River who feel excluded from community revitalization; they are left feeling that the planning efforts happen to them, not with them. To bridge this gap, River LA seeks to focus outreach resources on targeted youth programs that train middle and high school students living in Canoga Park and Winnetka so they can develop creative activations demonstrating the LA River's recreational benefits, gather feedback, and shape its role in improving the health of the



region. Canoga Park and Winnetka rank among the areas of highest need for open space according to LA County's most recent assessment. Only 23% of the community lives within walking distance to a park, where the County average is nearly double at 49%. Youth community engagement provides exponential benefits by educating the future decision makers, creating more lasting and resilient communities in the long-term; in the near-term, youth engagement has shown to have a positive effect of increasing participation by parents and extended families. Engagement produces enthusiasm and energy, and the Resilient Rio 51 program aims to catalyze generational community building around the LA River.

Combining community meetings with a focused youth education component will provide an opportunity for non-traditional community members in the Upper LA River to experience the incredible opportunity for nature and outdoor recreation in their backyard while providing the necessary community feedback needed to help inform current and future planning processes.

Thank you for your consideration and we look forward to working with you on the Upper Los Angeles River and Tributaries Revitalization Plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Angela Barranco", with a fluid, cursive style.

Angela Barranco
Incoming CEO



The Valley Economic Alliance

c/o **Mulholland Institute**, 23679 Calabasas Rd. #507, Calabasas, CA 91302
818-712-9500 robert.scott@mulhollandinstitute.org

Proposal Dated: December 6, 2018

To: MOUNTAINS RECREATION & CONSERVATION AUTHORITY
Los Angeles River Center and Gardens
570 West Avenue Twenty-six, Suite 100
Los Angeles, California 90065

By Email: Sarah.rascon@mrca.ca.gov

RE: REQUEST FOR PROPOSALS
UPPER LOS ANGELES RIVER AND TRIBUTARIES REVITALIZATION PLAN
COMMUNITY ENGAGEMENT AND OUTREACH
RFP Dated: November 15, 2018 File: MRCA-RFP-181115

Board of Directors:

Please find attached a proposal for the Upper Los Angeles River and Tributaries
Revitalization Plan, Community Engagement and Outreach

Our proposed team members are all highly qualified experts with extensive experience
in matters of public policy in the greater San Fernando Valley subregion.

Robert L. Scott, Project Director
Saul Mejia, Saul Mejia, Cultural Associate

Michael Shires PhD, Senior Associate

Stacy Andrews, Project Coordinator
Dennis Washburn, Context Associate

Mulholland Institute
Community Spokesperson, Radio
Personality
Pepperdine University, School of
Public Policy
Mulholland Institute
Founding Mayor
City of Calabasas

December 6, 2018 - Page 2

The Valley Economic Alliance is a non-governmental/non-profit organization, and the Mulholland Institute is a non-governmental organization.

These NGOs have been focused on establishing geographic equity and creating a sense of place for San Fernando Valley residents for over 25 years. Numerous governmental, civic, charitable and economic assets have been developed through their efforts and those of their strategic partners.

NGOs were responsible for the charter-reform creation of a system of Neighborhood Councils and Area Planning Commissions in the City of Los Angeles, as well as creating strategic partnerships, bringing together the cities of Burbank, Calabasas, Glendale, Los Angeles, San Fernando and Santa Clarita, County of Los Angeles, Valley Industry and Commerce Association, United Chambers of Commerce, Valley Economic Development Center, Alliance of Neighborhood Councils and SMA to work for more sustainable communities, economic prosperity, and quality of life for all residents of the greater San Fernando Valley.

The proposed Project Director served for over a decade on the citywide City of Los Angeles Planning Commission, and working with community advocates, oversaw the development of the latest General Plan Framework, 35-plus Community Plans, and numerous specific plans and planning overlays. (see attached CV)

Consultant NGOs' 25 year track record includes functioning as the regional steward for the greater San Fernando Valley area, as founders and accelerators for the Community Foundation of the Valleys and for the San Fernando Valley Council of Governments. These NGOs' networks of activists and leaders are more than just hired experts. These individuals are committed to more than just token outreach.

This opportunity is a perfect follow-on to the work we recently performed with The Northeast San Fernando Valley Sustainability & Prosperity Strategy. We have a large number of community activists and stakeholders with whom we already have pre-existing relationships—in areas of housing, economic development, environment, transportation and planning. This was a highly-ambitious outreach and collaboration performed for the Southern California Association of Governments (SCAG), including the cities of San Fernando and Los Angeles, and the County of Los Angeles. The endeavor covers an area the size of Cleveland, with an even greater population—half a million residents. <http://www.northeaststrategy.org/>

We look forward to meeting with the committee and responding to any questions you may have.

Warm regards,



Robert L. Scott, Executive Director
Mulholland Institute
Founding Chair/The Valley Economic Alliance



William C. Velásquez Institute

December 6, 2018

Ms. Sarah Rascon
Urban River Program Officer
Mountains Recreation and Conservation Authority
Los Angeles River Center and Gardens
570 W. Ave. 26, Los Angeles, California 90065

Via Email: Sarah.rascon@mrca.ca.gov

Dear Ms. Rascon,

On behalf of William C. Velasquez Institute (WCVI) please find our proposal for the Upper Los Angeles River and Tributaries Revitalization Plan for Community Engagement and Outreach. WCVI seeks to assist the Project Planning Team with community engagement and outreach to disadvantaged communities through three phases of Inventory and Analysis, Concept Development and Plan Preparation from approx. January 2019 to September 2019. For our plan WCVI requests \$25,000.00.

Community Engagement and outreach will be done around The Revitalization Plan. WCVI will conduct a minimum of 6 informational outreach sessions aimed at engaging Latino and other disadvantaged communities. WCVI is a minority-focused, civil rights-based institution with a priority on Latino communities. In practice virtually 100% of WCVI activities are in underserved communities around issues of equity, inclusion and equality. WCVI will involve its numerous environmental and conservation partners and experts throughout this project. These relationships have been developed over the years of LA River and environmental justice related programs and activities.

The WCVI team will consist of:

Laura Santos is a bilingual Chicana outreach person with 30 years' experience in the field. She has worked off and on for WCVI for eight years. She is a leader of WCVI's ProAgua and Aguacate Alliance networks. Her specialty is with Mexican American grassroots and grassroots leaders (including elected officials) in the northeast LA, San Gabriel Valley, and Inland Empire areas.

Edin Enamorado is a bilingual Guatemalan organizer with six years experience in the field. He has worked for WCVI (and SVREP) since 2016 organizing our ProAgua network in Orange and LA Counties. His specialty is with immigrant, youth and faith communities (and well as local elected officials) in Southeast LA, Greater East LA, Inland Empire, San Diego and Orange Counties.

WCVI has worked in the past with SMMC and MRCA. With this proposal WCVI hopes to gather community input through robust, meaningful outreach in order to ensure the plan reflects the interests and needs of Latinos and other disadvantaged residents.

Thank you for your consideration of our request. I can be reached at 210-240-9546 or pgonzales@wcvl.org should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Patricia Gonzales". The signature is written in a cursive, flowing style.

Patricia Gonzales
Vice President

Cover Letter

December 6, 2018

Sarah Rascon
Santa Monica Mountains Recreation & Conservation Authority
570 West Avenue 26, Suite 100
Los Angeles, CA 90065

Re: SPI Proposal to MRCA for Community Engagement with Native Nations and Indigenous Peoples for the Upper Los Angeles River and Tributaries Revitalization Plan

Dear Sarah Rascon and MRCA Proposal Review Committee:

Thank you for the opportunity to submit this cover letter and application on behalf of Sacred Places Institute for Indigenous Peoples. We are a grassroots Indigenous-led community organization located in the ancestral homelands of the Tongva people in what is now known as Los Angeles, California. We are fiscally sponsored by Sierra Health Foundation: Center for Health Program Management.

Sacred Places Institute for Indigenous Peoples (SPI) is strongly committed to working with California Native Nations and Indigenous Peoples to develop tribal capacity and foster long-term water resource planning that will benefit tribal communities. We have an established track record of undertaking meaningful engagement and communication with representatives from Native Nations and local Indigenous-led and Indigenous-serving organizations within the geographic area covered by this proposal, and a demonstrated capacity to plan, host, facilitate and report back from tribal community events. We are requesting funding to support substantive and meaningful engagement with the Native Nations on whose ancestral homelands the Upper Los Angeles River and associated tributaries are located and as defined in the RFP.

SPI will engage with and listen to tribal governments, youth, Elders, and community leaders from these Native Nations and provide open channels of communication to make this program a success. We will build the capacity of local Native Nations and Indigenous-led organizations to participate on behalf of their nations and tribal communities in the development of a Revitalization Plan (Plan) which reflects the diverse needs of the region's watershed and the Native Nations with ancestral homelands located within the watershed.

Additionally, SPI will engage in stakeholder and agency education around meaningful engagement with Native Nations so that these entities may be best positioned to support tribally identified needs. We will organize meetings in collaboration with the Project Planning Team and advise on the creation of culturally relevant and respectful content, agenda and facilitation for meetings, develop Watershed Education curriculum that uplifts the perspectives of Native Nations and Indigenous traditional practices that promote living in right relation with the lands and waters around them, and assist in the development of an effective Community Engagement Plan and content for the interactive website. Finally, we will organize tribal community roundtables/panels/listening sessions with tribal community members and elected tribal leaders from the Native Nations on whose ancestral homelands Los Angeles is located, leverage existing events, programs and relationships to maximize the effectiveness of involving the community, and track and report on such events as appropriate and within the parameters established by constituents.

Theories of Change and Key Strategies

SPI applies Indigenous knowledge and worldviews to our environmental and climate justice policy and advocacy work and serve as a nexus for knowledge- sharing among Native Nations, Indigenous Peoples, and our allies on key environmental and cultural issues. We utilize multiple strategies to build community power and achieve community-identified goals including grassroots organizing, direct action, law and policy research and advocacy, civic engagement, media outreach, public education, and leadership development. We believe paradigm shifts are achieved through broad-based grassroots organizing, capacity-building from the ground up, and connecting the most disenfranchised communities with university and institutional resources to advance environmental and climate justice priorities defined and determined directly by the communities we serve.

Creating a more just and sustainable world is at the heart of the work we do. Indigenous Peoples and the citizens of Native Nations face many of the same health and environmental justice issues as communities of color and disenfranchised communities worldwide. We address the root causes of environmental racism and social injustice by advancing racial, social and climate justice strategies to achieve systemic change and promote health and wellness in Indigenous communities, communities of color and disenfranchised communities throughout California and beyond.

Principles and Strategies:

- **Empowering Native Nations:** Indigenous Peoples are best suited to determine the environmental justice needs of their nations. Our role at SPI is to be flexible and responsive in our support for Native Nations and Indigenous communities working on the ground to protect sacred, lands, waters, and cultures.
- **Research Justice:** Empowering Indigenous communities and uplifting direct community-based research on environmental issues is critical to support climate justice.
- **Indigenous Leadership Development:** With an emphasis on engaging activists, artists, and youth concerned about climate justice and the protection of sacred places SPI aims to support future Indigenous leaders.
- **Coalition Building:** SPI creates networks, supports coalitions, and builds partnerships to raise awareness, and generate public enthusiasm for organizational initiatives and proposed solutions.

Key Staff

Angela Mooney D’Arcy, Executive Director and Founder, Acjachemen Nation Angela is from the Acjachemen Nation, Juaneno Band of Mission Indians, the Native Nation whose traditional territories include the area now known as Orange County. She has been working with Native Nations, Indigenous people, grassroots and nonprofit organizations, artists, educators and educational institutions on environmental and cultural justice issues for nearly twenty years. She is the Executive Director and Founder of Sacred Places Institute for Indigenous Peoples and co-founder of the United Coalition to Protect Panhe, a grassroots alliance of Acjachemen people dedicated to the protection of the sacred site Panhe. She serves as Board Secretary for the Blas Aguilar Adobe Museum & Acjachemen Cultural Center in San Juan Capistrano and is a recipient of the New Voices Fellowship, a national Ford Foundation-funded program dedicated to cultivating the next generation of social justice leaders and the Earthjustice Sutherland Fellowship, awarded each year to a law school graduate to continue their work in environmental public-interest law. She received her B.A. from Brown University and her J.D. with a concentration in Critical Race Studies and focus on federal Indian law from University of California, Los Angeles School of Law.

AnMarie Mendoza, Indigenous Waters Program Lead Organizer, Tongva. AnMarie was born and raised in the San Gabriel Valley and identifies with the distinctive and diverse working-class communities of the area. Generations of her family have witnessed, endured and contributed to the molding of Los Angeles and it is for this reason she seeks to understand the historical intersectionality of her Gabrielino-Tongva and Mexican lineages within her academic study. AnMarie received her B.A. in Political Science from UCLA and is currently pursuing a Masters in American Indian Studies. She uses her work to confront mainstream erasure of indigenous voices within the Los Angeles water narrative. She has a passion for political organizing and hopes to contribute to indigenous movements that seek both social and spiritual justice. Currently, she is the lead LA organizer for the Ocean Protectors campaign and directs SPI's Indigenous Waters Program which uplifts the sovereignty of Native Nations in local, state, federal and international land and water use planning processes. AnMarie lives in Pomona, CA with her 7-year-old son Michael, who is her ultimate motivation.

Aolani Sanchez, Chumash Organizer, Chumash, Tohono O'odham, Pima and Rarámuri Nations is an Afro- Latina Indigenous youth of mixed ancestry. Aolani is dedicated to protecting and perpetuating the cultures of her tribal communities. She was born and raised in the ancestral homelands of the Tongva People in Long Beach and will continue her studies at Long Beach Community College in the fall.

Cheyenne Reynoso, Ocean Protectors, Oklahoma/Mississippi Choctaw, and Cherokee is a graduate from the University of California, Irvine where she served as an advisor, mentor, organizer and youth leader for the American Indian Summer Institute in Earth System Science program. She also founded and organized the annual Native American Youth Conference at UC Irvine, served as program coordinator for Native students at Dartmouth College, worked as an Education Assistant for the well-known Native American youth college program Walking Shield Inc. Currently she coordinates programming for Resilience Orange County and Girls and Womxn of Color and works as the Orange County Native Organizer for Sacred Places Institute's Ocean Protectors Campaign.

All our staff members are Indigenous women. However, we are not certified as a disadvantaged business enterprise. SPI has not previously participated in an MRCA project.

Thank you for the opportunity to submit this proposal. Please feel free to contact us if you have any questions or would like additional information.

Sincerely,



Angela Mooney D'Arcy
Executive Director
Sacred Places Institute for Indigenous Peoples