June 30, 2015

Board of Supervisors
County of Marin
3501 Civic Center Drive
San Rafael, California 94903

SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE SEVEN GRANT AGREEMENTS TOTALLING $78,240 RELATED TO THE MEASURE A BREATHE/RESPIRA COMMUNITY GRANT PROGRAM

Dear Board Members:

RECOMMENDATION:
Authorize the President to execute the following grant agreements:

a. Agreement with Marin Conservation League in the amount of $5,100.
b. Agreement with San Geronimo Valley Community Center in the amount of $8,000.
c. Agreement with Trips for Kids in the amount of $5,300.
d. Agreement with Opening the World/Bay Area Community Resources in the amount of $8,000.
e. Agreement with Conservation Corps North Bay in the amount of $17,840.
f. Agreement with Marin City Community Services District in the amount of $20,000.
g. Agreement with Novato Youth Center in the amount of $14,000.

SUMMARY:
Each fiscal year for the life of Measure A, Marin County Parks expects to make $100,000 available to support the Breathe/Respira Community Grant Program. A goal of the program is to connect underserved communities in Marin with Marin County Parks' lands and programs through three focus areas:

- Visits to Parks: Organize and lead trips to Marin County Parks' parks, open space preserves, and recreation facilities. These outings may be coordinated with planned or existing outings and/or programs at Marin County parks or open space preserves in partnership with ranger, volunteer and environmental education staff.

- Outreach in Communities: Help Marin County Parks expand its reach into Marin's communities that are unfamiliar with county parks, open space
preserves, and programs by working with staff to share information about these resources and opportunities. Help Marin County Parks build knowledge and encourage use of our public lands through organizations already engaged with those communities.

- Bridges to Enjoying the Outdoors: Plan and lead programs to overcome barriers that prevent or limit access to and enjoyment of Marin County’s parks and open space preserves. Proposed strategies could address language, transportation, ability level, information access, and a wide range of other barriers.

There are two grant categories – “Sprouts” grants and “Wings” grants. This year the amount available for small grants to Sprouts applicants is $26,400; the remaining $90,000 is available for larger Wings grants. The total available this year exceeds $100,000 because some funding was carried over from last year. This year’s grant program Overview document, including all information about this grant program, is attached.

Grants awarded by your board last year successfully connected hundreds of youth and young adults, and minority and geographically isolated communities, to Marin County parks and preserves. Leading up to the opening of this year’s application period, staff reached out to our diverse community partners, posted information on the Marin County Parks website, distributed press releases, engaged in radio interviews, and made presentations to advertise this grant opportunity. Program information was made available on the Marin County Parks Measure A webpage. To document the promising results of this program, staff is developing a visitor survey that, among other things, will capture data related to the diversity of visitors to our parks and preserves.

In March, 2015 the Parks and Open Space Commission selected a three member ad hoc committee to participate in the grant selection process. Members of this committee reviewed all grant applications and met with staff to identify successful proposals to recommend to the full Parks and Open Space Commission and to your board. During the selection process, staff’s role was to support the ad hoc committee with its knowledge of each organization and the programs they proposed to create or expand with additional funding.

On May 21, 2015 the commission voted unanimously to approve the ad hoc committee’s recommendations, listed below, and forward them to your board for consideration:

Sprouts:
- **Marin Conservation League:** $5,100 to lead six history walks targeted toward Marin’s seniors in open spaces and on paved pathways.
- **San Geronimo Valley Community Center:** $8,000 to provide one outing per week for a year in Marin County open space preserves. These outings will target all groups the community center serves from youth to seniors, and will include environmental educators and three trips for seniors supported by a shuttle service.
- **Trips for Kids:** $5,300 to organize and lead 12 bike rides, 2 park outings and 2 volunteer days for underserved youth. Trips for Kids will partner with Trail Partners to educate kids about the “Slow and Say Hello” campaign.
• **Opening the World**: $8,000 to lead six nature photography outings for underserved youth and young mothers, host one gallery exhibit in a park, and organize four family picnics in the park with Girls Stepping Up For Change and Young Moms Marin.

Wings:

• **Conservation Corps North Bay (CCNB)**: $17,840 to organize and host 20 outreach presentations in classrooms and at CCNB community meetings, 8 environmental education sessions that include information about and experiences on Marin County Parks lands, a social media campaign focused on connecting youth to Marin County Parks, and 15 outings providing a connection between nutrition and physical activity on Marin County Parks lands and at CCNB’s organic farm and garden.

• **Marin City Community Services District**: $20,000 to support a new Park Prescriptions partnership in conjunction with the ribbon-cutting at Rocky Graham Park with three to five park programs per week for six months. This funding will also support three outings to Marin County Parks' lands for the summer youth camper program.

• **Novato Youth Center**: $14,000 to organize and lead four trips to Marin County Parks' lands for underserved youth. All outings will be well supported by teaching staff and two outings will utilize public transportation.

Grant agreements for all grantees, including scopes of work and budgets, are attached for your review.

All awards are in effect for one year. Grantees are required to complete both a mid-year and final report. Marin County Parks’ External Affairs Coordinator is responsible for overseeing the work of all grantees.

**FISCAL IMPACT:**
Sufficient funding exists in the FY 2014-15 Measure A Budget.

**REVIEWED BY:**

[ ] Dept. of Finance [ X ] N/A

[ X ] County Counsel [ ] N/A

[ ] Human Resources [ X ] N/A

External Affairs Coordinator Kevin Wright is the principal author of this report.

Respectfully submitted,

[Signature]

Ronald Miska
Assistant Director