

APPROVED
SEP 06 2006

REPORT OF GENERAL MANAGER

NO. 06-255

DATE September 6, 2006

**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. various

SUBJECT: MEMORANDUM OF AGREEMENT BETWEEN RECREATION AND PARKS AND TREEPEOPLE, INC., FOR IMPLEMENTATION OF THE MAYOR'S MILLION TREES INITIATIVE

J. Combs _____
H. Fujita _____
S. Huntley _____
B. Jensen _____

J. Kolb _____
F. Mok _____
*K. Regan [Signature]
M. Shull _____

[Signature]
General Manager

Approved [Signature]

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve a three year Memorandum of Agreement (MOA), substantially in the form on file in the Board Office, and subject to the approval of the Mayor, and City Attorney as to form, between the Department of Recreation and Parks (Department) and TreePeople, Inc., (TreePeople) for the implementation of Mayor Villaraigosa's Million Trees Initiative; and
2. Direct the Board Secretary to transmit forthwith the proposed MOA to the Mayor in accordance with Executive Directive No. 3 and concurrently to the City Attorney for review as to form; and,
3. Authorize the General Manger to expeditiously execute the MOA, upon receipt of the necessary approvals.

SUMMARY:

In an effort to transform Los Angeles into a more livable, breathable, and beautiful city, as well as to create the changes necessary to create an environmental legacy that will serve as the basis for other environmental changes, Mayor Antonio Villaraigosa developed the Million Trees Initiative. The Mayor believes that planting trees is part of a core group of priorities which together will make Los Angeles a better place where people of all ages, races, and economic status can prosper. The Million Trees Initiative will plant one million trees in the City of Los Angeles over the next few years. This initiative is a collaborative effort between the City, non-profit partners, community groups, schools, businesses and individuals.

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To help the City carry out this initiative, a partnership is being formed between the City of Los Angeles Department of Recreation and Parks, and the TreePeople organization. The purpose of this partnership is to facilitate the training and support of local youth and families to plant 300,000 trees on 16,000 acres of public parkland in Los Angeles in accordance with the Million Trees Initiative implementation plan.

The first step in the implementation of the plan involves assessing the tree needs of targeted RAP owned facilities. Once this is completed, the partners will then work together to identify the appropriate types of trees to be planted at the facilities as well as specific planting locations.

As a part of marketing and promoting the Million Trees Initiative the collaborative partners will develop operating plans for "Planting Events," to complete the RAP portion of the Million Trees Initiative. Through community outreach, volunteers will be mobilized to actually plant the trees, as many as 200 per event. There is also expected to be substantial support from the Mayor's Office, the various Council offices as well as media presence at each of the plantings. The agreement involves no monetary consideration for TreePeople, and they are insured and will additionally insure the City; as well as indemnify the City.

For more than 30 years TreePeople has developed successful techniques for inspiring youth and families to plant and care for trees with long-term, lasting results. This nonprofit organization has the trust of hundreds of schools, neighborhood councils, and volunteer organizations. TreePeople's education and outreach programs emerged from lessons learned when TreePeople successfully implemented LA's first Million Tree Campaign during the 1984 Olympics. Their environmental education program is one of the largest in the country.

The alliance between Recreation and Parks and TreePeople merges two complementary organizations with a strong asset base including physical resources and decades of experience in the field of Urban Forestry. This proposed partnership brings practicality to the vision of the Million Trees Initiative. Recreation and Parks will provide land, facilities, and programs. TreePeople will provide their long history of inspiring, training, and organizing thousands of volunteers in the Los Angeles area. The preliminary assessment calls for a majority of trees to be small seedlings planted in wilderness areas. A small percentage of larger trees will be planted at parks with lawns, playgrounds, and recreational facilities.

FISCAL IMPACT STATEMENT:

The parties to the proposed agreement will seek grant funds and donations, as well as corporate and foundation funding, in order to meet program objectives. The Department's contribution will be largely in the form of staff time, materials, supplies, and equipment costs associated with project completion. The assessment of total costs of the program is still in progress. Grant or other funds received for ongoing tree care will be placed in the perspective Region's 800 Account.

This report prepared by Olujimi A. Hawes, Management Analyst II, Pacific Region.