

# Funding Urban Projects: How Collaboration Has Led to Success in Los Angeles

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## Abstract



The Palos Verdes Peninsula Land Conservancy (PVPLC), in conjunction with the City of Los Angeles, has succeeded in obtaining funds for the development of the White Point property into a 102-acre nature preserve. The White Point property was once part of a military base;

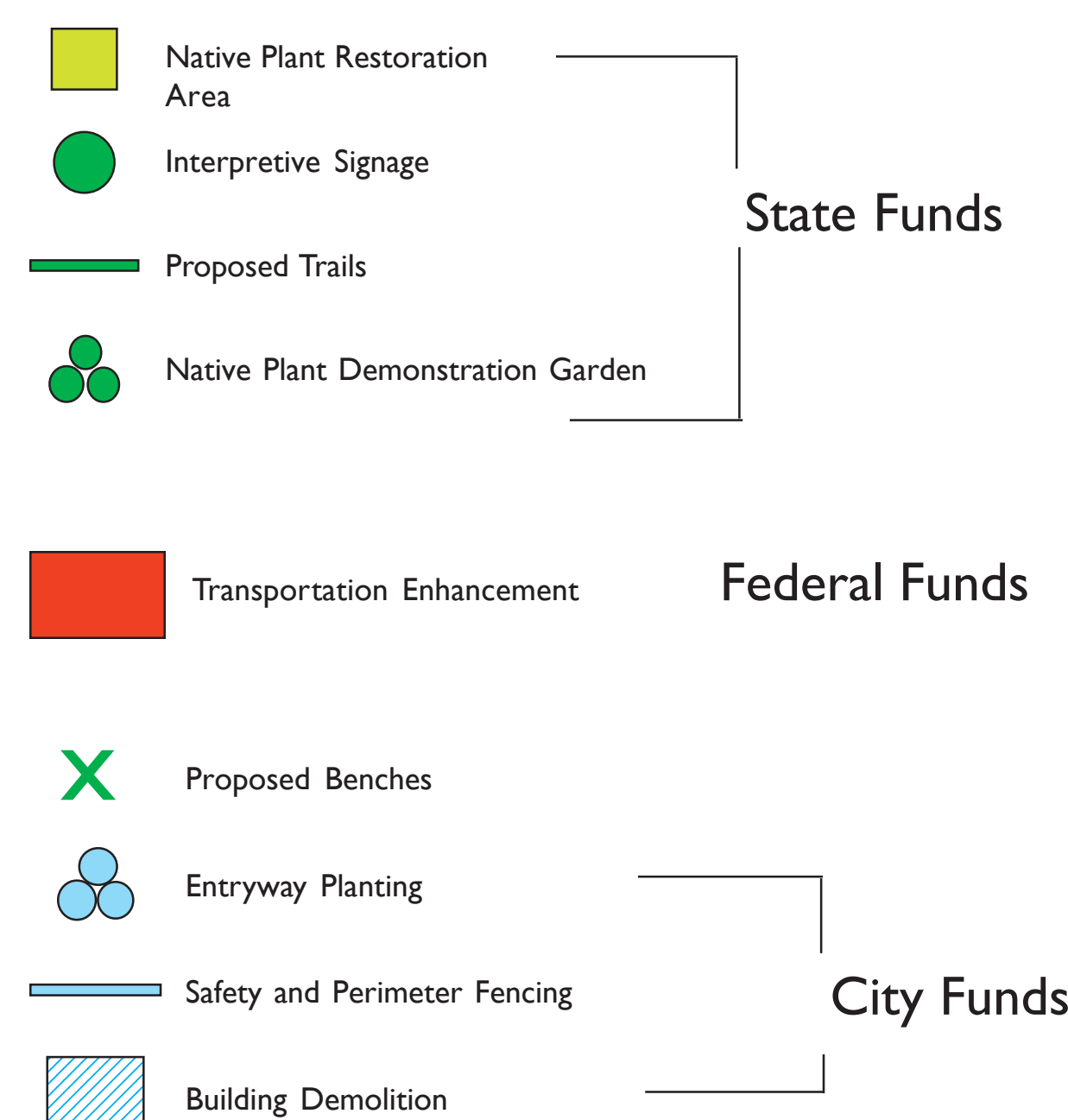
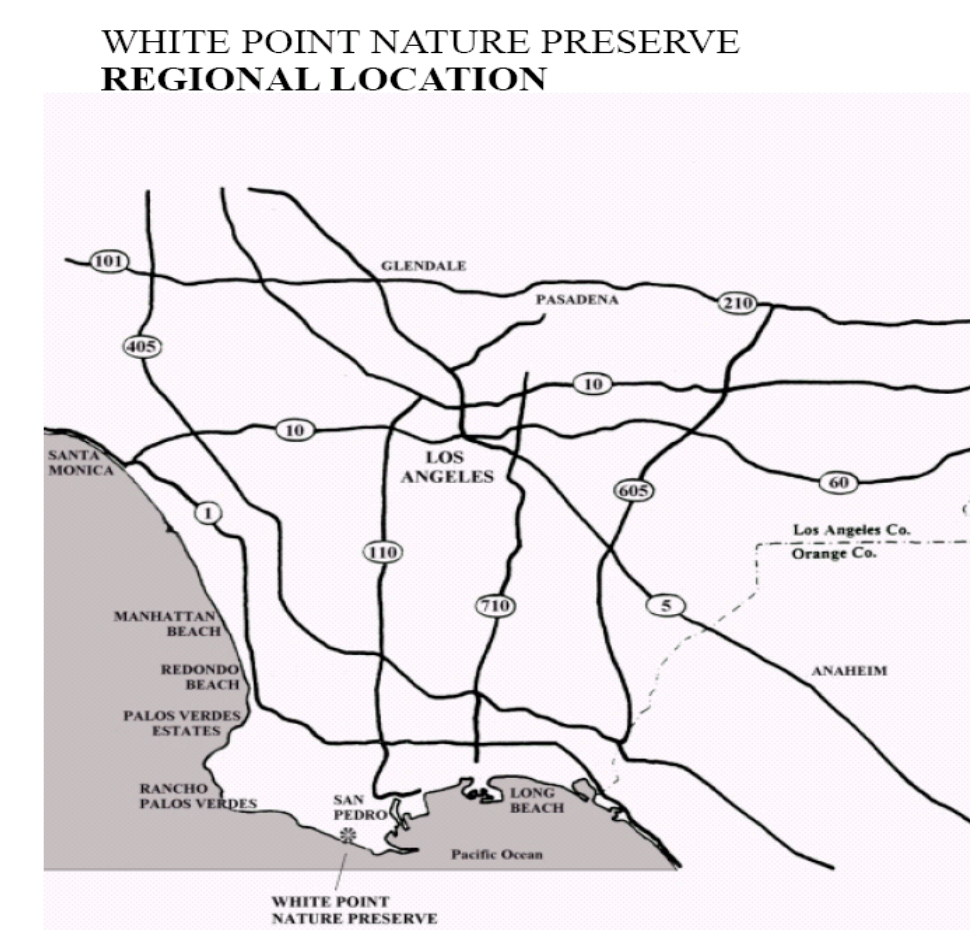
decommissioned since the late 1970s, it has sat neglected for 25 years. A myriad of sources were thoroughly investigated for funding programs that related to the various land use improvements that the White Point Preserve required. The process of researching, formulating proposals, and lobbying various funding agencies has taken the better part of six years. The Conservancy has provided the labor for this effort, which has been subsidized by local fundraising and individual donations. Involvement from the community, encouragement from local government, and a sense of pride in neighborhood open space, has propelled this project into a reality.

## Objectives

White Point Nature Preserve (WPNP) is an example of the possibilities surrounding urban areas; it shows how effort, energy, grassroots strategy, and partnerships can culminate in funding a regionally significant urban open space improvement project.

## Process

- Formation of community-staffed White Point Citizen Advisory Board to determine the most appropriate use of the property
- Acceptance by the City of Los Angeles of the Advisory Board's recommendations to utilize the park for coastal space retention, habitat restoration, and historical preservation
- Partnership between the City of Los Angeles and the PVPLC to carry out the management recommendations
- Allocation of staff by PVPLC to implement the goals of the Preserve
- Support from neighborhood groups to obtain \$20,000 in City grant funds for land improvements.
- Development of Master Plan, highlighting the Preserve's goals and objectives.
- Success in obtaining local and statewide funding for Preserve improvements.

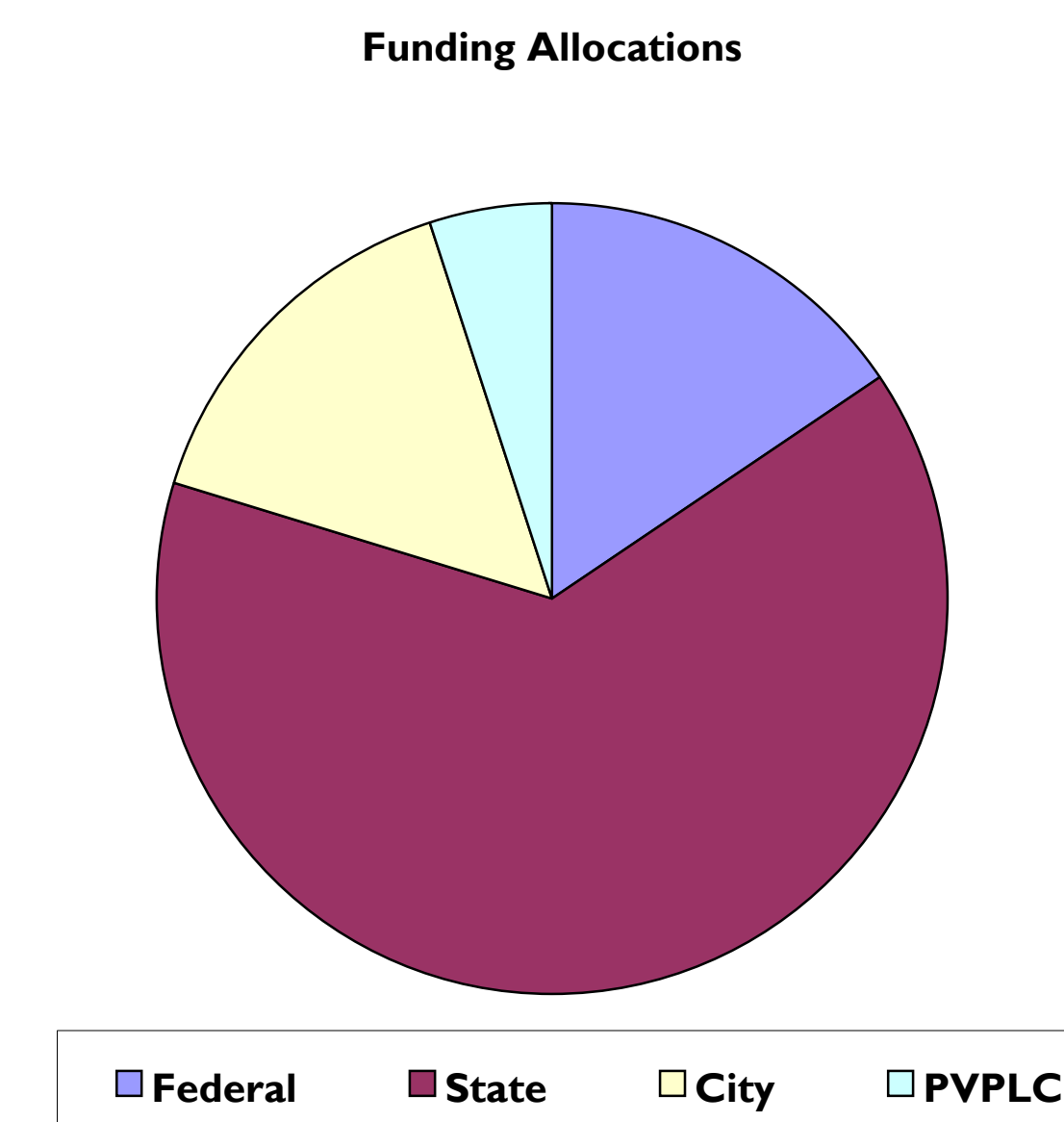


Entry Way 2000



Entry Way 2004

## Results



### Federal Level

- Federally funded through CALTRANS (MTA): Transportation Enhancement

### State Level

- Wildlife Conservation Board: Habitat Restoration
- Proposition 12: Design of Interpretive Materials, Demonstration Garden, Restrooms, Trail Development

### City Level

- Neighborhood Matching Fund: Site Beautification Projects

including Entryway Landscaping, Site Preparation, and Maintenance

- Proposition 12 Per Capita: Remnant Building Demolition and Abatement, Perimeter Fencing, EIR Funding

### Community Level

- Palos Verdes Peninsula Land Conservancy: Member Donations and Community Fundraising

## Discussion

Using the WPNP as an example, obtaining funds for a large-scale urban restoration/ weed control project has proven to be an attainable goal. It is worth noting that certain essential factors need to be present in order to generate sufficient capital to implement a project of this size. A dedicated community, support from civil servants, and patience are all equally imperative in achieving success. The years of effort required to complete this process could be viewed as daunting, but with adequate support from the parties involved, the realization of these efforts is feasible.



## Acknowledgements

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## For Further Information

Please visit [www.pvplc.org](http://www.pvplc.org)