

June 24, 2019; Agenda Item No. 16

Resolution No. 19-40

RESOLUTION OF THE SANTA MONICA MOUNTAINS CONSERVANCY AUTHORIZING GRANT OF PROPOSITION 68 FUNDS TO THE MOUNTAINS RECREATION AND CONSERVATION AUTHORITY FOR UPDATES AND IMPROVEMENTS TO THE OUR MALIBU BEACHES MOBILE PHONE APPLICATION.

WHEREAS, The Santa Monica Mountains Conservancy is authorized to award grants to nonprofit organizations pursuant to Section 33204.2(a) of the Public Resources Code; and

WHEREAS, The Santa Monica Mountains Conservancy is authorized to award grants to joint powers authorities pursuant to Section 33204.2(a) and 33204.27(a). of the Public Resources Code; and

WHEREAS, The Santa Monica Mountains Conservancy is authorized to award grants to cities, counties, recreation and park districts pursuant to Section 33204 of the Public Resources Code; and

WHEREAS, The State of California has authorized an expenditure of funds from Proposition 68, the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access for All Act of 2018 to the Santa Monica Mountains Conservancy for capital outlay and local assistance multi-benefit grants for ecosystem and watershed protection and restoration projects; and

WHEREAS, The Mountains Recreation and Conservation Authority has requested a grant from Proposition 68, Section 80110(b)(8) of the Public Resources Code in the amount not to exceed \$18,000; and

WHEREAS, The proposed project is within the Santa Monica Mountains Conservancy Zone and Rim of the Valley Trail Corridor; and

WHEREAS, The proposed project meets one or more of the purposes of Proposition 68; and

WHEREAS, The proposed project received the minimum score required for consideration in accordance with the Conservancy's Proposition 68 grant guidelines for Community Access, Education and Interpretation Projects; and

WHEREAS, the proposed project meets the goals of reducing greenhouse gas emissions consistent with AB 32; and

WHEREAS, the proposed project is consistent with the *Santa Monica Mountains Comprehensive Plan*, the *Rim of the Valley Trail Corridor Plan*, and the *San Gabriel and Los Angeles River Watershed and Open Space Plan*; and

WHEREAS, The proposed project is consistent with the Conservancy's Strategic Objectives to Implement the *Santa Monica Mountains Comprehensive Plan*, *Rim of the Valley Trail Corridor Master Plan*, and *San Gabriel and Los Angeles Rivers Watershed and Open Space Plan*, Expand efforts to integrate nature into the urban environment, Link and integrate new natural parks into existing park system, Create comprehensive, regional, and integrated trails plan, Develop long term capital improvement and maintenance plans, and Increase resource stewardship; and  
WHEREAS, The proposed action is being taken subject to approval of the grant for compliance with the General Obligation Bond Law; and

WHEREAS, The proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA); Now

*Therefore Be It Resolved*, That the Santa Monica Mountains Conservancy hereby:

1. FINDS the proposed project meets at least one of the purposes of Proposition 68.
2. FINDS that the proposed action is consistent with the *Santa Monica Mountains Comprehensive Plan*, the *Rim of the Valley Trail Corridor Master Plan*, and the *San Gabriel and Los Angeles River Watershed and Open Space Plan* as adopted by the Santa Monica Mountains Conservancy.
3. FINDS that the proposed action is consistent with the Conservancy's Strategic Objectives.
4. FINDS that the proposed project received at least the minimum score required for consideration in accordance with the Conservancy's Proposition 68 guidelines.
5. FINDS that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA).
6. ADOPTS the staff report and recommendations dated June 24, 2019 for this item.
7. ADOPTS all of the preceding whereas clauses.
8. AUTHORIZES a grant of Proposition 68 funds to the Mountains Recreation and

Conservation Authority in the amount not to exceed \$18,000 to provide updates and improvements to the Our Malibu Beaches mobile phone application.

9. FURTHER AUTHORIZES the Chairperson to execute the grant agreement and to perform any and all acts necessary to carry out this resolution; without limiting the generality of the foregoing, such authority shall include those provisions that he or she shall determine in the exclusive exercise of his or her discretion are necessary to carry out the purposes of this resolution and to comply with the policies of the Conservancy, and to otherwise carry out the provisions of state law and regulations.

*~ End of Resolution ~*

I HEREBY CERTIFY that the foregoing resolution was adopted at a meeting of the Santa Monica Mountains Conservancy, duly noticed and held according to law, on the 24<sup>th</sup> day of June, 2019, at Los Angeles, California.

Dated:

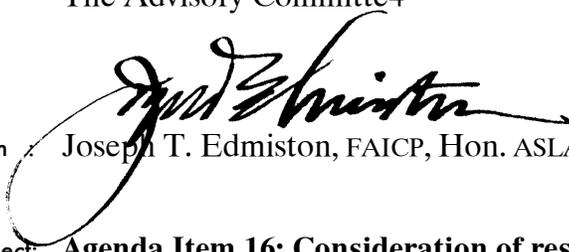
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Executive Director

# Memorandum

To : The Conservancy  
The Advisory Committee

Date: June 24, 2019

From :   
Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Director

Subject: **Agenda Item 16: Consideration of resolution authorizing a grant of Proposition 68 funds to the Mountains Recreation and Conservation Authority for updates and improvements to the Our Malibu Beaches mobile phone application.**

Staff Recommendation: That the Conservancy adopt the attached resolution authorizing a grant of \$18,000 in Proposition 68 funds to the Mountains Recreation and Conservation Authority for updates and improvements to the Our Malibu Beaches mobile phone application.

Legislative Authority: Sections 33204.2 and 33204.27 of the Public Resources Code.

Background: While Malibu remains ground zero for beach access issues in California, the situation has improved demonstrably in the last few years, due especially to the concerted efforts of the Coastal Commission, MRCA, and the state legislature. The Our Malibu Beaches app, which was launched after a successful crowd sourcing campaign in 2013, has also played a key role, both by providing the public with the tools they need to actually find and use the public beaches and by drawing useful attention to access issues along Malibu's 27-mile coast.

The app, in English and in Spanish, includes information on how to find the few and oft-hidden access ways, where to park, which of the hundreds of signs are illegal and inaccurate, and what to do if a visitor is told "You can't be here." It offers practical information including hours of operation, what bus to take, and how high the tides are likely to be.

The app also offers house-by-house lists—many of which are not available on the Coastal Commission website or elsewhere—of the lateral easements where the public is free to use the dry sand. And it includes oft-used links to report and inquire about problems, as well as to encourage public agencies to open up closed accessways, create crosswalks, and address many other continuing problems.

To date, the app has 80,000 downloads, and beachgoers have used the links to send 325 emails to the Coastal Commission, City of Malibu, Caltrans, and other public players.

The MRCA funded the application in 2014 to make the changes necessary to expand to phones on the Android system and in 2017 for upgrades to coding. This new grant would provide the

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funds to update the application to keep it relevant and accurate. This grant may be eligible for advance funds of up to 25%.

Scoring under the Conservancy's Proposition 68 Guidelines for Community Access, Education and Interpretation Projects resulted in 12 out of 15 Prioritization Value; 35 out of 39 Category Value; 12 out of 12 Implementation Value; 2 out of 2 Climate Change Value; and 15 out of 20 Additional Consideration Value; for a total of 64.

Consideration:        \$18,000 Prop 68 Community Access

Proposition 68 Competitive Grant Application  
Community Access, Education and Interpretation  
Project: for updates and improvements to the Our  
Malibu Beaches mobile phone application. Mountains  
Recreation and Conservation Authority

## **SCOPE OF WORK / PROJECT DESCRIPTION**

The Mountains Recreation and Conservation Authority (MRCA) requests grant funding from the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access for All Act of 2018 (Proposition 68) through the Santa Monica Mountains Conservancy's (Conservancy) Proposition 68 Grant Program for Consideration of a resolution authorizing a grant of Proposition 68 funds to the Mountains Recreation and Conservation Authority for updates and improvements to the Our Malibu Beaches mobile phone application.

The Our Malibu Beaches app, which was launched after a successful crowd sourcing campaign in 2013, has also played a key role, both by providing the public with the tools they need to actually populate the public beaches and by drawing useful attention to the many problems along Malibu's 27-mile coast. The app includes information on how to find the few and oft-hidden access ways, where to park, which of the hundreds of signs are illegal and inaccurate, and what to do if you're told you can't be there. It offers practical information including hours of operation, what bus to take, and how high the tides are likely to be. The app also offers house-by-house lists—many of which are not available on the Coastal Commission website or elsewhere—of the lateral easements where the public is free to use the dry sand. And it includes oft-used links to report and inquire about problems, as well as to encourage public agencies to open up closed accessways, create crosswalks, and address the many other continuing problems.

To date, the app has 80,000 downloads, and beachgoers have used the links to send 325 emails to the Coastal Commission, City of Malibu, Caltrans, and other public players. The MRCA funded the application in 2014 to make the changes necessary to expand to phones on the Android system and in 2017 for upgrades to coding. This new grant would provide the funds to update the application once more and finish the translation into Spanish. This will make the application viable to 2 more summer seasons, after which it is hoped that the Coastal Commission's new app Your Coast will be fully implemented and be supported by Android systems will provide the public with a comprehensive system that will include the services currently offered by Our Malibu Beaches

## **BUDGET**

This project grant request to the Conservancy's Proposition 68 Grant Programs is for a total of \$18,000. Matching funds are not available.

## **TIMELINE**

The proposed grant expenditures for the Project will begin in Summer 2019 with an anticipated completion date of June 2020.

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ESPONES TO EVALUATION CRITERIA

Prioritization Value

The proposed project achieves the following Proposition 68 grant program priorities:

PV1. Project achieves 80001(b)(3)(4) by providing urban recreation and protecting or restoring natural resources.

The proposed grant will fund updates and Spanish translation to a mobile phone application which provides important information on how to access our public coastal resources legally and safely.

PV2. Project achieves 80001(b)(5) by providing workforce education and training, contractor, and job opportunities for disadvantaged communities.

N/A

PV3. Project achieves three or more actions listed in 80001(b)(8)(A through G).

This mobile application is an outreach and engagement tool for diverse populations who may currently have a hard time navigating the complex system of public and private access ways on our coast. It's availability across multiple platforms as well as its translation into Spanish make it a critical public access tool for a broad population.

PV4. Project achieves more than one of the Conservancy's Strategic Objectives.

The proposed project furthers the following Conservancy Strategic Objectives:

- *Expand Efforts to Integrate Nature into the Urban Environment*
- *Expand Education, Public Access, and Resource Stewardship Components in a Manner That Best Serves the Public, Protects Habitat, and Provides Recreational Opportunities*

PV5. Project achieves more than one Common Ground guiding principle.

The proposed project furthers the following Common Ground guiding principles:

- *Improve Access to Open Space and Recreation for All Communities.*
- *Promote Stewardship of the Landscape.*
- *Involve the Public Through Education and Outreach Programs.*

Category Value

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- CV1. The project serves communities defined no less than 81% disadvantaged as defined by the CalEnviroScreen 3.0 tool.

While the application is available to all, marketing for the Spanish language version roll out includes targeted outreach to disadvantaged and severely disadvantaged communities as defined.

- CV2. The project will improve or significantly enhance access to open space parkland from a disadvantaged community

How to access our coastal resources, when to access them, which areas are off limits – all complicated issues are made easier with this application. The public, especially new visitors from disadvantaged communities made to feel unwelcome by illegal and erroneous private property and no parking signs, will be given the security of knowing good, legal information about their right to access the coast.

- CV3. The project is designed to accommodate the needs of users from a variety of cultural and economic backgrounds.

The widespread availability of internet and smartphones allows for instant access to the application and the translation into Spanish, as well as the availability on multiple platforms, are an easy and cost free way for the public to access information.

- CV4. The project provides educational and interpretive experiences that will significantly enhance appreciation and enjoyment of a resource.

This application will provide non-personal interpretation to visitors at any time of day as the material will be accessible 24 hours online via digital media.

- CV5. The project implements a major component of an existing relevant plan related to a major recreational facility, regional ecosystem restoration, or master land protection line.

Our Malibu Beaches App implements the Coastal Act and the Malibu and Santa Monica Mountains Local Coastal Plans (LCPs) that provide for maximizing public access to and along California's coastline, specifically assisting public access to all beach accessways and public beaches to meet the Coastal Act goals along the 21 miles of Malibu coastline, the longest in the entire state that lies within one local jurisdiction.

- CV6. The project includes interpretive programming or personal interpretation, and a plan to reach community audiences with meaningful interpretation about a natural resource.

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Our Malibu Beaches App provides critical information to the public to access Malibu beaches, which are the region's most utilized beaches because they are accessible to the approx 19 m residents of the greater Los Angeles metropolitan area, the majority of whom do not live on the coast, and 13 m visitors annually.

CV7. The project includes education programs that provide access and education to low-income student to develop critical thinking skills and to inspire natural resources stewardship.

N/A

CV8. The project includes trips that provide an introduction to nature, physical exercise and healthy lifestyles through natural spaces.

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N/A

CV9. The project includes youth leadership programs that provide training that leads directly to job opportunities in the parks.

N/A

CV10. The project provides outdoor recreation, education and environmental stewardship programs on public land at no cost to disadvantaged youth.

CV11. The project provides non-personal interpretive elements that will significantly enhance appreciation and enjoyment of a natural resource.

The application provides a tremendous amount of information on access locations, tide tables, signage, easements, best time to use the beach, and cultural and natural history.

CV12. The project will provide park information materials and/or educational and interpretive information, appropriate for users from a variety of backgrounds.

Park information materials, educational materials, and interpretive materials will be appropriate for users from a variety of backgrounds.

CV13. The project provides informational materials but to more limited audience.

The project audience will receive park information and discovery of their open space parklands.

Implementation Value

IV1. Applicant has proven that implementation of the project is feasible.

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The application has already generated over 80,000 downloads, demonstrating effectiveness and relevance to potential coastal visitors from the Los Angeles Region.

- IV2. Applicant has financial capacity to perform project on a reimbursable basis.  
The majority of projects that the MRCA has historically completed are funded by grants on a reimbursable basis. MRCA has full confidence and capacity to begin and complete the project under this situation.
- IV3. Applicant, or active project partner, has successfully completed multiple projects of similar size and scope.  
The MRCA has successfully designed and implemented many non-personal interpretive and digital media projects that enhance knowledge, appreciation, and enjoyment of the natural environment throughout Los Angeles.
- IV4. The project is a partnership between two or more organizations and each organization has committed to contributing toward project implementation.  
MRCA will be subcontracting with Ben Adair and Jenny Price, the original developers of the application, as well as staff from the California Coastal Commission for data and fact checking.
- IV5. Applicant, or project partner, has 1+ years' experience maintaining and operating projects of similar size and scope.  
MRCA has more than 30 years of experience maintaining and operating projects similar to this including non-personal and digital media.

Climate Change Value

- CC1. The project engages local communities through outreach, education, and interpretation regarding long-term stewardship and climate change awareness.  
This project has potential to reach millions of people in local communities through digital media outreach, education, and interpretation.

Additional Considerations

- AC1. Project utilizes a local job training entity for a portion of the work.
- AC2. Project is within 0.25 miles of public transportation.  
Public transportation is available along the Malibu Coast with multiple stops within .25 miles from coastal access points.
- AC3. Project serves a disadvantaged community.  
Yes, due to the easy and widespread availability of the application, and its

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availability in Spanish, and concentrated outreach efforts to disadvantaged communities.

AC4. Project serves a severely disadvantaged community.

Yes, due to the easy and widespread availability of the application, and its availability in Spanish, and concentrated outreach efforts to severely disadvantaged communities.

**SANTA MONICA MOUNTAINS CONSERVANCY  
GRANT APPLICATION**

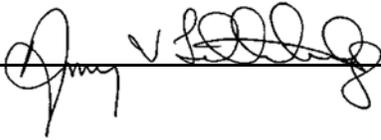
<b>Project Name: Our Malibu Beaches Mobile App</b>	<b>Amount of Request:</b> \$18,000						
<b>Applicant Name: Mountains Recreation and Conservation Authority</b>	<b>Total Project Cost:</b> \$18,000						
	<b>Matching Funds:</b> -						
	<b>Lat/Long:</b>						
<b>Applicant Address:</b> 570 West Avenue 26, #100	<b>Project Address:</b> Malibu Coast						
	<table border="1"> <tr> <td><b>County</b></td> <td><b>Senate District</b></td> <td><b>Assembly District</b></td> </tr> <tr> <td>Los Angeles</td> <td>27</td> <td>50</td> </tr> </table>	<b>County</b>	<b>Senate District</b>	<b>Assembly District</b>	Los Angeles	27	50
<b>County</b>	<b>Senate District</b>	<b>Assembly District</b>					
Los Angeles	27	50					
<b>Phone:</b> 323-221-9944 xt 188	<b>Tax ID:</b> 770112367						
<b>Email:</b> Amy.lethbridge@mrca.ca.gov							
<b>Grantee's Authorized Representative:</b>							
<i>Amy Lethbridge, Deputy Executive Officer</i>							
<i>Phone 323-221-9944 xt 188</i>							
<b>Overhead Allocation Notice:</b>							
<input checked="" type="checkbox"/> Any overhead costs will be identified as a separate line item in the budget and invoices. <input checked="" type="checkbox"/> The Conservancy encourages grantees to reduce overhead costs including vehicle and phone expenses. <input checked="" type="checkbox"/> The overhead allocation policy has been submitted prior to, or with, the grant application.							
<b>Outreach and Advertising Requirement:</b>							
<input checked="" type="checkbox"/> Applicant has read the staff report and board resolution regarding contract policies. <input checked="" type="checkbox"/> Applicant has adopted contract policies for the purpose of increasing outreach and advertising to disadvantaged businesses and individuals.							
<i>All check boxes must be checked</i>							
<b>Brief Project Description:</b>							
The project will consist of the distinct components ;							
<ol style="list-style-type: none"> <li>1. Major content update: App staff will re-check and update all the information in the app by January 2021—on the ground and in consultation with MRCA and the Coastal Commission.</li> <li>2. Minor content updates: App staff will stay apprised of and scout significant changes before and after the major update—including for accessways and easements, closures, signage, and parking—and will update this information through June 2021.</li> <li>3. Technology: App staff will check, fix, and update the coding as necessary, to ensure that the app remains compatible with both older and newer iPhones and android phones.</li> <li>4. Website: App staff will enhance and update the website to include contact information as well as basic information about the app itself.</li> </ol>							
See attached staff report							
*attach additional pages with project detail							

<b>Tasks / Milestones:</b>	<b>Budget:</b>	<b>Completion Date</b>
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Update app content	\$15,000	Ongoing through June 30, 2021
Update Spanish translation	\$3,000	Ongoing through June 30, 2021

**For Acquisition Projects:** APN(s): N/A  
Acreage: N/A

I certify that the information contained in this Grant Application form, including required attachments, is accurate.



*Signature of Authorized Representative*

June 11, 2019  
Date