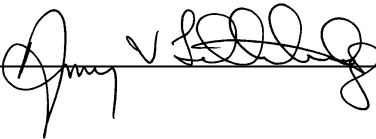


**SANTA MONICA MOUNTAINS CONSERVANCY
GRANT APPLICATION**

Project Name: Our Malibu Beaches Mobile App	Amount of Request: \$40,000		
	Total Project Cost: \$40,000		
Applicant Name: Mountains Recreation and Conservation Authority	Matching Funds: -		
	Lat/Long:		
Applicant Address: 570 West Avenue 26, #100	Project Address: Malibu Coast		
	County	Senate District	Assembly District
	Los Angeles	27	50
Phone: 323-221-9944 xt 188	Tax ID: 770112367		
Email: Amy.lethbridge@mrca.ca.gov			
Grantee's Authorized Representative:			
<i>Amy Lethbridge, Deputy Executive Officer</i>		<i>Phone 323-221-9944 xt 188</i>	
Overhead Allocation Notice:			
<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.			
Outreach and Advertising Requirement:			
<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>			
Brief Project Description:			
The project will consist of the distinct components ;			
1. Technology: Updating the back end content management system (CMS). This is where codes are stored and the encoded data that appears in the app (text, photos and geographical data is stored. The CMS as originally built was made to accommodate a network of apps and has become old and antiquated. For this cycle technicians will rebuild a much simpler CMS that will be faster and much easier to update.			
2. Technology: A new system of "over the air" updates will be built. Currently, any small changes in data in the app requires a full update to the app source code - requiring app store approval, which can take weeks. In this cycle a new system will be created so we can "push" content updates immediately to all apps making the program more relevant and responsive to immediate needs.			
3. Content: Working with MRCA and the Coastal Commission, app staff will fact check data in both the English and Spanish version. The budget includes translation and proofing costs associated with the Spanish translation.			
See attached staff report			
*attach additional pages with project detail			

Tasks / Milestones:	Budget:	Completion Date
Rebuild content management system	\$20,000	Ongoing through August 2019
Build additional system to provide immediate content updates	\$10,000	Ongoing through August 2019
Update content	\$5,000	Ongoing through August 2019
Update Spanish translation	\$5,000	Ongoing through August 2019
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.		
		
<i>Signature of Authorized Representative</i>		<u>August 25, 2017</u> <i>Date</i>
STATE OF CALIFORNIA ♦ THE NATURAL RESOURCES AGENCY		