Memorandum

To : The Conservancy   Date: August 28, 2017
       The Advisory Committee

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

Subject: **Agenda Item 14: Consideration of resolution authorizing grant of Proposition 50 and Proposition 84 funds for updates tot he Malibu Beaches mobile application.**

Staff Recommendation: That the Conservancy adopt the attached resolution authorizing a grant if Proposition 50 and Proposition 84 funds for updates to the Malibu Beaches mobile application in the amount of $40,000.

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

Background: In 2014 the Santa Monica Mountains Conservancy provided funding for the highly successful Our Malibu Beaches application, a mobile-app guide to how to find and use the 27 miles of public beaches in Malibu. It includes access way locations, hours, tide info, and legal dos and don'ts, as well as tips for how to recognize inaccurate signs and other barriers to access on the beaches and in the public parking zones. It includes the locations of the hundreds of dry-sand public easements with property-by-property lists for every beach with dry sand. And it includes e-mail links to public agencies to report and also request attention to barriers to public access. Our Malibu Beaches supports equitable public access to our public beaches through this bilingual source of information.

The proposed grant would fund updates to both the coding and the content of the popular app. In the last update the application was made completely compatible with iOS and Android systems. This update will not only make the application easier to update in the future, but also address compatibility issues with the not yet released Apple I Phone 7.

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.

Budget: $40,000 for 2 years.