

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.