

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

Agenda Item 16
July 24, 2019
Page 2

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