



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
570 West Avenue Twenty-six, Suite 100
Los Angeles, California 90065
Phone (323) 221-9944

MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: January 9, 2019

SUBJECT: **Agenda Item VIII: Consideration of resolution authorizing application to the Santa Monica Mountains Conservancy for non-personal interpretation including social media.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing application to the Santa Monica Mountains Conservancy for non-personal interpretation including social media.

Background: Social media offers an effective direct line of communication between potential and existing visitors and allows the MRCA to connect, educate, and communicate with the public, as well as disseminate safety information to keep people informed before, during, and after emergencies.

Utilizing digital platforms such as, but not limited to, Facebook, Instagram, Twitter, and YouTube as outreach tools allows for up to date park information, opportunities to explore a new trail or coastal access point, showcase current projects and staff, spotlight newly acquired open space, promote wildlife corridors and greenways, as well as emphasize the Los Angeles River and Santa Monica Bay watersheds.

Staff seeks authority to apply for \$200,000 grant from the Conservancy's Proposition 68 funds.