



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

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MEMORANDUM

TO: The Governing Board

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

DATE: June 5, 2019

SUBJECT: **Agenda Item VIII: Consideration of resolution authorizing application to the Santa Monica Mountains Conservancy for a grant of Proposition 68 funds for updates and improvements to the Our Malibu Beaches mobile phone application.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing application to the Santa Monica Mountains Conservancy for a grant of Proposition 68 funds for updates and improvements to the Our Malibu Beaches mobile phone application.

Background: While Malibu remains ground zero for beach access troubles 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 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.

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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: \$18,000