

APPROVED
DEC 10 2014

REPORT OF GENERAL MANAGER

NO. 14-291

DATE December 10, 2014

BOARD OF RECREATION
AND PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MEMORANDUM OF UNDERSTANDING WITH APN MEDIA, LLC FOR
WI-FI PILOT PROGRAM AT DESIGNATED PARK LOCATIONS

R. Adams _____
R. Barajas _____
H. Fujita _____

*V. Israel _____
K. Regan _____
N. Williams _____

KWK (for)

[Signature]
General Manager

*with amendments
See attached*

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Memorandum of Understanding (MOU), substantially in the form on file in the Board Office, between the Department of Recreation and Parks (RAP) and APN Media, LLC, subject to the approval of the Mayor and the City Attorney as to form;
2. Direct the Board Secretary to transmit the MOU to the Mayor for approval in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form; and
3. Authorize the General Manager to execute the MOU, subsequent to all necessary approvals.

SUMMARY:

The APN Media, LLC (APN) operates a media company specializing in providing consumers with information about public lands, which includes printed, web-based, mobile and digital solutions, as well as creating and implementing sponsor-based experiential marketing and education programs, to help promote sustainability, volunteerism, and the responsible use of public lands. One element of APN's business is to provide Wi-Fi services under the trade-name, *Oh, Ranger! Wi-Fi™*, to public park, tourism, and recreation locations. APN has successfully deployed the Oh Ranger Wi-Fi service at various New York State Parks.

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In accordance with the Mayor's call to increase partnerships with civic groups and the private sector, harness technology, and to bring about a data-driven culture, RAP is partnering with APN in implementing a sponsor-supported, one-year, free Wi-Fi pilot program at the following six parks: Echo Park Lake, Pershing Square Park, Griffith Observatory, Reseda Park, Venice Beach, and Cabrillo Beach & Marine Aquarium. This pilot program aims to narrow the digital divide for our residents and collect data to inform RAP Management and staff regarding park attendance and the viability to maintain and expand Wi-Fi throughout the City parks system.

The purpose of this MOU is to establish the respective roles, responsibilities, and relationship between RAP and APN, with respect to the implementation, management, and support of the pilot program to provide the Wi-Fi and related services at designated areas and locations within the six pilot parks.

At the request of RAP, and because of the need therefor, APN began performance of the responsibilities herein required prior to the execution of the MOU. By execution of the MOU, RAP will accept such service subject to all the terms, covenants, and condition of the MOU, and ratify its agreement with APN for such services.

FISCAL IMPACT STATEMENT:

RAP estimates a one-time expenditure of \$30,000.00 to pay one or more Internet Service Providers (e.g., Time Warner Cable, AT&T, Verizon) to establish wired Internet service to replace the satellite Internet services at three of the six designated pilot parks--Reseda Park, Cabrillo Beach and Aquarium, and Venice Beach. Fund 302, Department 88, Account 3040 will be used to pay for this expenditure.

This report was prepared by Alex F. Yee, Director of Systems.

EXCERPT FROM THE MINUTES OF THE REGULAR MEETING
BOARD OF RECREATION AND PARK COMMISSIONERS
December 10, 2014

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FOR WI-FI PILOT PROGRAM AT DESIGNATED PARK
LOCATIONS

Deputy City Attorney, Arletta Maria Brimsey, recommended the Board grant authority to staff to make technical corrections as needed throughout the Memorandum of Understanding, for example the reference of APN as “publisher” to “contractor”.

Commissioner Alvarez requested that the report be amended to direct staff to return to the Board with a written confirmation of what outcomes the Department expects from the charitable contributions to Friends of the Observatory and that the written confirmation also identifies specifically what deliverables and outcomes are to be expected.