

**APPROVED**  
SEP 02 2015

BOARD OF RECREATION  
AND PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 15-195

DATE September 02, 2015

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

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

R. Barajas \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
V. Israel \_\_\_\_\_

K. Regan \_\_\_\_\_  
\*N. Williams NW



General Manager

Approved

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Amendment (Amendment) to the 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 Amendment 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 Amendment, subsequent to all necessary approvals.

SUMMARY:

On December 10, 2014, the Board of Recreation and Parks Commissioners (Board) approved the MOU between the City of Los Angeles (City) and APN Media, LLC (APN) to implement a sponsor-supported, one-year, free Wi-Fi pilot program at the following six (6) parks: Echo Park Lake, Pershing Square Park, Griffith Observatory, Reseda Park, Venice Beach, and Cabrillo Beach & Marine Aquarium (Report No. 14-291). This pilot program aims to narrow the digital divide for our

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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 Amendment is to continue the Wi-Fi pilot program for an additional year to continue our efforts to explore sponsorship avenues, establish a standardized data reporting process to inform RAP management on park attendance for better operational efficiency, and continue the Wi-Fi services at the six (6) pilot parks that are well received by the communities.

FISCAL IMPACT STATEMENT:

Approval of the Amendment to the MOU will have no impact on the Department's General Fund.

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