

MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING

DATE: April 10, 2019
TO: Board of Directors
FROM: Jackie Nelson, Environmental Education Supervisor
REVIEWED BY: Rafael Payan, General Manager
SUBJECT: Board Presentation: *Let's Go Outdoors!* Mobile App by Alexis Garcia

RECOMMENDED ACTION:

The staff respectfully recommends that the Board receive the presentation on the *Let's Go Outdoors!* mobile application (app) by Turf Image Geospatial Consulting.

FISCAL IMPACT:

\$4,800 was approved in the Adopted Budget FY 2018-2019 to develop, launch and manage App.

FUNDING SOURCE:

6549 · Professional Services-Planning and Conservation Management (PCM)

FUNDING BALANCE:

\$1,200

DISCUSSION:

MPPRPD continues to develop ways to reach a broader, more diverse audience. The *Let's Go Outdoors!* (LGO!) mobile application invites smartphone savvy users to navigate and sign up for LGO! activities, make donations, and share their park experiences with family and friends, in addition to being a portal for social media including Facebook and Twitter. This is just the beginning of the application's function.

The second phase of the application incorporates interactive 3-D trail maps with a 360-degree view of your location. Historic photos and maps and interesting facts of the area will also be available through the app.

Ms. Alexis Garcia shall provide an interactive demonstration of the application. To participate, WiFi on tablets or smartphones must be enabled (**ATTACHMENT 1**).

ATTACHMENT:

1. [LGO Mobile App Highlights](#)