


CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

June 1, 2005

TO: BOARD OF RECREATION AND PARK COMMISSIONERS  
FROM:  (for)  
JON KIRK MUKKI, General Manager  
SUBJECT: STATUS OF PERSHING SQUARE WIRELESS INTERNET NETWORK  
PILOT PROJECT - FOLLOW-UP

At the Commission meeting of September 1, 2004 (Board Report 04-271), the Commission approved the use of Pershing Square Park as the first of several sites for a city-wide Wireless Internet Network (WiFi) pilot project lead by the Community Redevelopment Agency (CRA).

The Pershing Square WiFi project has now been successfully installed and was launched at a press conference by Councilmember Jan Perry on Thursday, April 28, 2005, at Pershing Square. At the press conference, members of the Mayor's WiFi & Beyond Executive Advisory Panel transmitted their annual report to the Mayor, who was at a remote location, via the new Pershing Square WiFi.

The WiFi's entry page is provided by Experience LA, a public service website funded by the Los Angeles County Metropolitan Transportation Authority (MTA), the CRA, and a group of other public and private partners. Experience LA is an online information portal that provides searchable destination and event directories, interactive maps and information on public transportation for wireless internet users. The Department of Recreation and Parks will submit, on an ongoing basis, information regarding the park and the park programs to Experience LA, who will post the material on Pershing Square's WiFi home page ([www.experiencela.com/pershingwifi/](http://www.experiencela.com/pershingwifi/)).

Pershing Square's Wireless Internet Network (WiFi) pilot project has been launched and is already being used by the community. On April 28, a live report went out over the Internet using the Pershing Square WiFi during the ceremonies via a well-known downtown "blog site" ([www.blogdowntown.com](http://www.blogdowntown.com)). Pershing Square now has another service to offer the community and to draw new visitors to the park. In addition, citizens will have another resource to access information about Pershing Square. The CRA will continue to underwrite expenses for another year. Pershing Square staff will work with CRA on operational details and future funding. CRA staff has indicated that they are seeking sponsorships to fund the continuing costs of Pershing Square WiFi.

This report was prepared by Carol Jacobsen and Vicki Israel.