



City of Culver City

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Staff Report

File #: 21-333, **Version:** 1

Item #: C-8.

CC - Approval of a Professional Services Agreement with SWA to Provide Design Services for the Development of a Media Park Conceptual Plan in an Amount Not-to-Exceed \$27,000.

Meeting Date: October 12, 2020

Contact Person/Dept: Elaine Warner/Community Development
Todd Tipton/ Community Development

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Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/07/2020); The Actors' Gang (10/01/2020); Downtown Business Association (10/01/2020)

Department Approval: Sol Blumenfeld/ Community Development Director (10/01/2020)

RECOMMENDATION

Staff recommends the City Council approve a professional services agreement with SWA to provide design services for the development of a Media Park conceptual plan in an amount not-to-exceed \$27,000.

BACKGROUND/DISCUSSION

In June 2019, the City Council authorized issuance of a Request for Proposals (RFP) seeking a design firm that would prepare a conceptual plan for Media Park. The plan will provide a vision for how the Park can be best utilized and identify potential amenities and infrastructure needs relative to commercial and recreational activation. The improvements will complement the existing downtown streetscape to ensure the best fit between the park and the larger pedestrian environment. Amenities could include:

- Bike hub with bike repair and bike share facilities;
- Children's tot lot/play area;
- Tea house/coffee concessions and restrooms facilities;
- Arts related programming/performance space;
- Solar power and micro grids.

Proposed services include:

- Conducting targeted community outreach with Downtown stakeholders and neighborhood groups (two workshops minimum);
- Designing two conceptual plan schematic alternatives including options for addressing surface tree roots including decking;
- Developing project specifications, implementation schedule, cost estimating;
- Identifying infrastructure and spatial needs to potentially accommodate Farmer's Market and other special events;
- Identifying methods to minimize road noise from Venice Boulevard;
- Identifying potential opportunities to finance conceptual plan construction.

Twenty-three firms responded to the RFP with exceptional proposals. Staff conducted a rigorous evaluation of the firms based on:

- Proposal quality and approach;
- Applicable projects and firm experience;
- Project timeline/readiness;
- Fee Value.

Staff from the Community Development Department and Parks, Recreation and Community Services Department reviewed the proposals and ranked the firms based on the criteria above. Many of the firms possess outstanding qualifications which made the selection process difficult. Six firms were selected to advance to the interview stage in early March 2020. After completion of the interviews, staff selected SWA based on their broad experience, community focused approach, comprehensive proposal, robust consultant team and fee value for the services proposed.

FISCAL ANALYSIS

Funding for the conceptual plan development is available in account 41916100.366000 relative to in-Lieu Parkland Fees. Per Culver City Municipal Code Section 15.06.305, these fees may be used for the purpose of developing new or rehabilitating existing park or recreational facilities. These fees may also be utilized for construction of the conceptual plan once complete.

ATTACHMENTS

1. SWA Proposal

MOTION

That the City Council:

1. Approve a professional services agreement with SWA to provide design services for the development of a Media Park conceptual plan in an amount not-to-exceed \$27,000; and,
2. Authorize the City Attorney to review/prepare the necessary documents;
3. Authorize the City Manager to execute such documents on behalf of the City.