



# City of Culver City

Mike Balkman Council  
Chambers  
9770 Culver Blvd.  
Culver City, CA 90232

## Staff Report

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**File #:** 21-365, **Version:** 1

**Item #:** C-6.

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**CC - 1) Approval of a Professional Services Agreement with Trigger Global Inc. for the Development of the Culver Boulevard Realignment and Urban Filtration and Retention Augmented Reality Outreach Project, PR002 in an Amount Not-to- Exceed \$165,000 (\$150,000 Base Cost with a 10% Contingency of \$15,000); and 2) FOUR-FIFTHS VOTE REQUIREMENT: Approval of a Related Budget Amendment in the Amount of \$165,000**

**Meeting Date:** October 26, 2020

**Contact Person/Dept:** Chanel Kincaid/ PWEPO

**Phone Number:** 310-253-6445

**Fiscal Impact:** Yes ☒ No ☐

**General Fund:** Yes ☐ No ☒

**Public Hearing:** ☐ **Action Item:** ☐ **Attachments:** ☐

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

**Public Notification:** (E-Mail) Meetings and Agendas - City Council (10/21/2020);

**Department Approval:** Charles D. Herbertson, Director of Public Works/City Engineer (10/12/2020)

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### **RECOMMENDATION**

Staff recommends the City Council (1) approve a professional services agreement with Trigger Global Inc. for the Culver Boulevard Realignment and Urban Filtration and Retention Augmented Reality Outreach Project in an amount not-to-exceed \$165,000 (\$150,000 Base Cost with a 10% contingency of \$15,000) for outreach augmented reality services; and (2) approve a budget amendment in the amount of \$165,000 to increase revenue funds available and increase expenditure funds available for participation in this program (**four-fifths vote requirement**).

### **BACKGROUND**

The City of Culver City received Prop 84 grant and Measure W funding for the Culver Boulevard Realignment Project and Urban Filtration and Retention Project. This Project improves mobility, vehicular and pedestrian safety, water quality and enhances aesthetics along the stretch of Culver Blvd between Elenda Street on the east and Sepulveda Boulevard on the west.

In order to comply with the Los Angeles Regional Water Quality Control Board's Municipal Separate Storm Sewer System Permit (Order No R4-2012-0175) and the Enhanced Watershed Management Program Plan, the City will incorporate into the Realignment Project structural storm water Best Management Practices (BMP's). These include infiltration galleries for groundwater recharge and retention basins to treat and reuse captured urban run-off to irrigate the local landscaping along the raised median. Additional BMPs, such as bio-swales and drywells, will also be included to address surface run-off from Culver Boulevard.

In order to comply with Measure W and Prop 84 requirements, the Culver Boulevard project shall have an outreach/educational component. As a result, the City released an RFP for a qualified firm to provide best industry practices that include curated educational signs, placemaking identifiers, multi-lingual accessibility, and digitally interactive components, such as scannable Quick Response (QR) codes and/or augmented reality. Content will be designed with the goal to have visitors understand the importance of stormwater management; curbing pollutants; native Ballona Creek species; mobility and accessibility; hydrological features including Marina Del Rey and Santa Monica Bay; and the physical features of the underground infiltration galleries and retention basins. The four themes that will incorporate augmented reality are the following:

1. Sepulveda Gateway: Introduction
2. Elenda Street Plaza: Urban Connection Story
3. Harter Avenue Plaza: Water Story Narrative
4. Huron Avenue Plaza: Cultural Narrative Story

#### B1. Interactive Technology:

In an era of mobile devices and frequent technology use, the City will use interactive technology solutions to engage visitors in the plaza educational outreach stories. Technological approaches will be accessible to the general public. Visitors should be able to engage with the technological elements easily and on-the-go. Integrated with the physical elements of the educational outreach, technological approaches should deepen the overall educational experience in each plaza, drawing in visitors to explore the median park while being attractive and informative.

Outreach will include:

#### B2. A. Quick Response (QR) code-activated features:

- Scanning a QR code with a mobile device activates a dashboard that interactively displays information about archaeological details, wildlife, stormwater, etc. and their significance that are relevant to Project area.

#### B2. B. Augmented reality:

- Mobile device-enabled experience through a website that projects or overlays virtual (computer-generated) elements into views of the real environment when triggered by an activation point.

#### B3. Language Translation:

- All virtual, digital, and physical aspects of the educational outreach will be available in English

and Spanish.

## **DISCUSSION**

In response to a Request for Proposals (RFP), seven firms responded with the following labor and services proposal amounts:

1. Rios, \$97,575.
2. Trigger Global Inc., \$194,955
3. Altitude Design, \$219,000
4. Drippy Spray, \$306,590
5. Gensler, \$473,000
6. AfterNow and Perceptoscope, \$570,000
7. California Greenworks, \$1,082,775

The City interviewed Trigger Global Inc. and Drippy Spray. Both companies exhibited strong backgrounds in Augmented Reality and an understanding of the Culver Boulevard outreach vision. Ultimately, the City chose Trigger for the Culver Boulevard outreach project. After discussions with Trigger Global Inc. regarding moving forward with their company, the City evaluated grant and matching funds required for this project. As a result, both parties agreed to a project maximum of \$150,000 with a 10% (\$15,000) contingency.

Although, both Rios and Altitude Design proposals were in the top three, the City chose not to interview Rios or Altitude Design. These companies were graphic design, interior design, architecture, and/or fine art focused. Therefore, proposals were focused on design and not the Augmented Reality or interactive technology requested in the City's Request for Proposals.

## **FISCAL ANALYSIS**

The City was awarded the following funds for the Culver Boulevard Realignment and Filtration and Retention Project:

- \$7,778,796 from Prop 84
- \$540,000 in Measure W

Both Prop 84 and Measure W require grantees to use funds for outreach/education. As a result, the City has budgeted \$75,000 from Prop 84 and \$30,000 from Measure W. The City is required to match those funds. To fulfill grant match requirements the remaining funds (\$60,000) will be covered by Measure CW. Funds are available in FY 20/21 in the Measure CW, Measure W in 434.80000.730100.PR002 and Prop 84 funds in 423.80000.730100.PR002. A budget amendment is required in the amount of \$165,000 to increase revenue funds in account 434.80000.730100 PR002 in the amount of \$ 90,000 and in account 423.80000.73010 PR002 in the amount of \$ 75,000 and increase expenditure funds in 434.80000.730100.PR002 and 423.80000.730100 PR002. **(A budget amendment requires a four-fifths vote.)**

## ATTACHMENTS

None

## MOTION

That the City Council:

1. Approval of a professional services agreement with Trigger Global, Inc. in the amount of \$165,000 (\$150,000 Base Cost with a 10% Contingency of \$15,000) for the Culver Boulevard Stormwater Treatment and Filtration Outreach Project; and
2. Approve a related budget amendment (a budget amendment requires a four fifths vote); and
3. Authorize the City Attorney to review/prepare the necessary documents; and
4. Authorize the City Manager to execute such documents on behalf of the City.