



# City of Culver City

Mike Balkman  
Council Chambers  
9770 Culver Blvd.  
Culver City, CA 90232  
(310) 253-5851

## Staff Report

---

**File #:** 23-974, **Version:** 1

**Item #:** A-4

---

**1) Receive a Report from Staff about the Diversity Awareness Projects Ad Hoc Subcommittee's Kiosk Project; and 2) Discuss Report and Determine Next Steps**

**Meeting Date:** May 23, 2023

**Contact Person/Dept:** Helen Chin/Human Resources

**Phone Number:** 310-253-5640

**Fiscal Impact:** Yes  No

**General Fund:** Yes  No

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

**Public Notification:** (E-Mail) Meetings and Agendas- City Council (05/18/2023); (E-Mail) Meetings and Agendas- Equity & Human Relations Advisory Committee (05/18/2023); (E-Mail) All City Staff (05/18/2023)

**Department Approval:** Dana Anderson, Human Resources Director (05/18/2023)

---

### **RECOMMENDATION**

Staff recommends that the Equity and Human Relations Advisory Committee (EHRAC): 1) receive a report from staff about the Diversity Awareness Projects Ad Hoc Subcommittee's Kiosk Project; and 2) discuss report and remaining next steps.

### **BACKGROUND/DISCUSSION**

Discussions about the Diversity Awareness Project (DAP) Ad Hoc Subcommittee "kiosk" or informational signposts project started in August 2021. (Note: For the sake of this report, staff will refer to kiosks as "information signposts" to reduce the confusion that there is an electronic component to the project.) The Subcommittee, previously called "Historical Monuments Ad Hoc Subcommittee," met to consider how to pursue placing historical markers and/or symbolic markers and monuments throughout Culver City to commemorate people, places, or events in Culver City. At the January 25, 2022, EHRAC meeting, the Subcommittee discussed the different types of projects, including plaques, markers, murals, monuments, and a Diversity Walk. The Subcommittee also met with Cultural Affairs Manager Christine Byers who, at the time, advised that it is very important for ERHAC to coordinate with the Cultural Affairs staff, and Cultural Affairs Commission as needed, and to learn more about the Culver City's Historical Society.

At the February 22, 2022, meeting, the Subcommittee changed their name to the "Diversity Awareness Projects Ad Hoc Subcommittee," to reflect a more refined approach to this effort and focused on a lone project,

“light post signs or stations that feature a cultural, historical or informational aspect that celebrates or informs residents about the rich cultural diversity of Culver City.” These light post signs or stations would include a description of the cultural or informational feature and include a QR code that links to a newly created webpage that may feature additional, more in-depth information about the signpost.

The Subcommittee returned with an update at the December 13, 2022, meeting to provide more details about the informational signposts project. The Subcommittee talked about the possible locations and ideas for each location and projected costs. Staff recommended again that the Ad Hoc Subcommittee consider working with the Cultural Affairs Division staff, and at some point, involve the Cultural Affairs Commission on the proposed projects, which will also need City Council approval for funding and placement in the public right of way, and private property owner approval if placed on private property.

The types of signposts that the DAP adhoc Committee had outlined are as follows:

- A signpost regarding the Kunisawa Farm (in or near Coomb’s Park, the actual site of the Farm) and Sebastian’s Cotton Club (to be located near the location of the original Sebastian’s Cotton Club), featuring a webpage, photos and videos related to each signpost’s topic and worked on in one fiscal year;
- Signposts regarding the Mexican Labor Camp and the Tongva People would be erected in the following fiscal year after the initial signposts are erected; and
- The DAP would also like to explore the possibility of a signpost regarding diversity in general, possibly to be located on the property of the Wende Museum.

At the February 28, 2023, special meeting, the EHRAC approved a proposed workplan and budget for FY 23-23 to be submitted as part of the Department’s budget request. The proposed workplan also included the DAP’s signpost project. EHRAC’s proposed workplan and budget request was forwarded to the HR Director.

At the March 28, 2023, meeting, staff notified the ERHAC that the workplan had been submitted to the City Manager and that the DAP sign posts project is awaiting approval, as it is not currently budgeted, and the City Council would need to approve and provide direction to the City Manager to direct staff for interdepartmental collaboration. EHRAC wished to appoint EHRAC members (Chair Valverde) to speak with the Historical Society and the Cultural Affairs Commission and were informed to wait for a response from the City Manager regarding project approval first.

At the April 25, 2023, meeting, the Committee achieved consensus to agendize this item for discussion at the May 23, 2023, special meeting. At the May 23rd meeting, staff will provide a report to summarize the staff research on the project.

## **Process**

The discussions over time have resulted in several questions and clarifications about the process to move the informational signposts project forward. First and foremost, committee members had questions about how to obtain City Council approval, how to involve other departments, how to work with the Cultural Affairs staff and Commission, and how to request an increased budget, if needed.

For projects that require interdepartmental staff collaboration and a possible budget increase, the process typically requires City Council approval of the project and budget approval to proceed. As this request is coming from the EHRAC, an advisory body to the City Council, the EHRAC could make a recommendation to the City Council to consider approval of the project and the associated budget request.

*A) The annual workplan recommendations and budget request submission to the City Council Annually, CBCs will work with City staff to submit a work plan as part of the Department budget submission to City Council.*

This process starts at the beginning of the calendar year, with a bi-annual written report to City Council about the events and programs that took place the first half of the current fiscal year and plans for the second half. Afterwards, the body will submit a draft workplan for the next fiscal year as part of the Department budget workplan to the City Manager for review. The City Manager works with each Department to determine what is recommended to the City Council for adoption at the Budget Hearing meetings that typically take place in May. The City Council will hear presentations from the Departments about their workplans for the upcoming fiscal year. This year, the budget hearings are scheduled for May 15 and May 16, 2023.

At the time of drafting this report, the EHRAC's workplan and budget request have been submitted as part of the Department budget requests. At the May budget hearings, we will know more about the City Manager's recommendations and learn what the City Council approves.

B) EHRAC Requests that Staff work with the City Clerk's office to agendize a discussion of the DAP Project and Budget Request at a future City Council Meeting

During a scheduled EHRAC meeting, the EHRAC can request that staff work with the City Clerk's office to agendize an action item for the Council to consider approval of the project and associated budget request. Before staff can make the request to the City Clerk's office, staff would want a thorough understanding of all the details of the project, including, but not limited to, information about the locations, the current and project costs, whether the EHRAC has coordinated through EHRAC staff to speak with the Cultural Affairs Division and inquire about any possible recommendations.

Note: The signpost project has changed significantly since the initial conversations with the Cultural Affairs Manager in early 2022. During recent staff discussions, the Cultural Affairs Division is available to serve as a sounding board and the Cultural Affairs Commission should be notified should the project proceed. Given the change in project scope, the City's Historic Preservation Program below may not apply for the proposed signpost project.

C) City's Historical Preservation Program

The current "process by which sites can be designated Cultural Resources at one of three levels based on their architectural, historical, and/or **cultural importance**" falls under the City's Historic Preservation Program. Under this program, Cultural Affairs Commission has the authority to recommend to the City Council the designation of structures as cultural resources. The guidelines for the program fall under the CCMC Chapter 15.05.

**Important note:** City Council may need to approve the project first before EHRAC can work start working with Cultural Affairs or the City Council may require Cultural Affairs to review and provide recommendations about the project before considering approval. Staff is seeking clarification in this regard.

*Interdepartmental Collaboration*

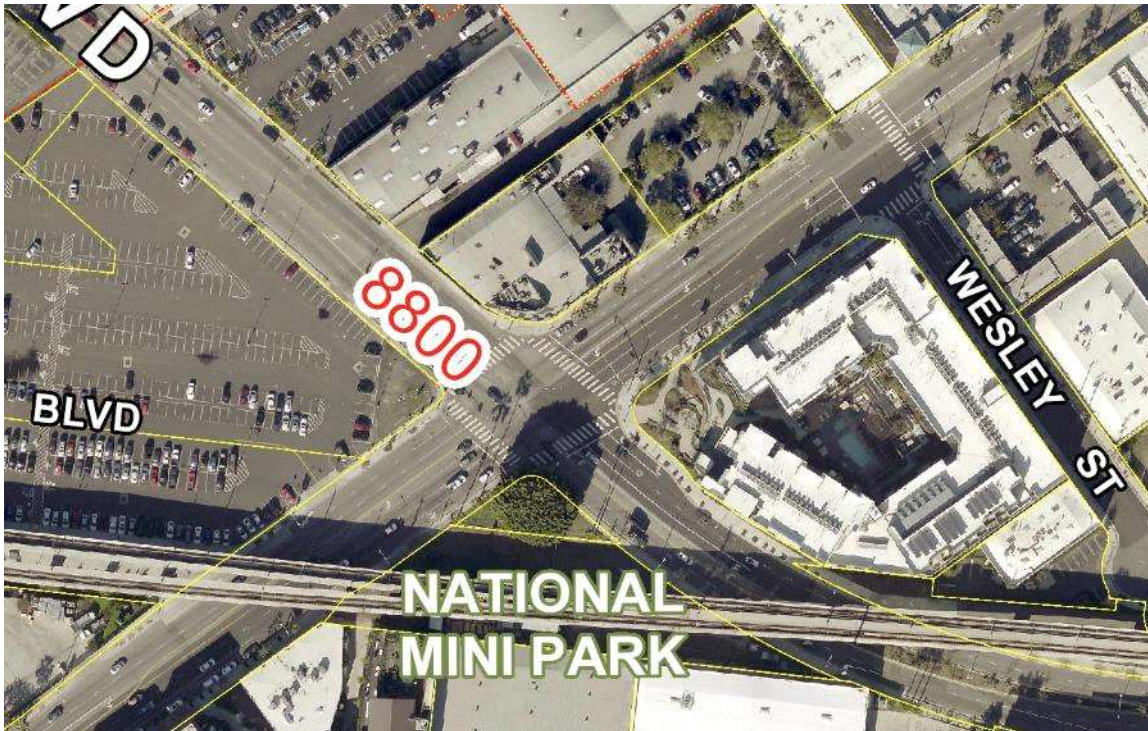
If after City Council approves of the project and budget request, and staff receives direction to proceed, staff may work with the Public Works Department to verify if the sites are city-owned public property. The GIS map on the City's website can provide more information about the parcel information for the locations.

*Locations*

The Subcommittee identified four sites. The exact location of some of these sites would require additional research by the Engineering Division in the Public Works Department to determine whether they are located on public property.

- 1) Coombs Park - City Property. More research needed.
- 2) Washington Blvd. & National Blvd. (in front of Apple building) - City property is approximately the

sidewalk on the northeast corner. Engineering will need to conduct further research to verify actual property lines.



- 3) Ivy Substation (near the bus stop) - The highlighted parcel and adjacent parcel includes the Ivy Substation, is just outside the city boundaries (red line). Culver City and Los Angeles are working on Media Park Revitalization Plan that should also be considered. Media Park is on lease to Culver City.



- 4) A Downtown Culver City location has not determined by DAP yet.

#### *Procurement*

The quote provided by the Subcommittee includes the cost for two informational signposts (\$2139) only, not the installation nor maintenance of them. It has been clarified by staff after the March 28, 2023, meeting, regarding the project's status, that the quote is for two (2) signposts and not four (4) signposts as was initially communicated - most likely due to the DAP requesting that the signposts be erected over the course of two (2) separate fiscal years. Prior to determining who would install the pedestal exhibits and costs for installation, staff would need to work with the Finance Department to issue an RFP/bid for goods and services. The City would need to follow the procurement guidelines from the purchasing code to purchase the signposts to ensure that "procedures for the purchase of or contracting for equipment, goods, supplies and services; to establish procedures to ensure the integrity of awarding all contracts for the construction or improvement of public works, buildings, streets, drains, sewers, utilities, parks and playgrounds; and to establish procedures for the disposition of City property" are followed.

This process may also involve determining the type of signpost and the type of material the signposts are made of to account for, design, durability, and longevity of the signage while being exposed to the elements.

#### *Approving the Information Printed on Signposts*

Prior to manufacturing the signposts with text and visuals, the information to be printed would have to be thoroughly researched in consultation with the Cultural Affairs Division. Since the content would be printed on or installed on the signposts, any changes to the content would have to be coordinated in advance and new signage to be purchased. This process may or may not include public engagement and input from stakeholders.

#### *Signpost Installation*

Once the information to be printed is agreed upon and the signposts are purchased, staff will work with the Public Works Department Engineering Division to scope out the project, conduct research on the locations, additional staff support may be required to drill, to pour concrete, and to install the posts. Engineering staff will consider Americans with Disabilities Act (ADA) access and other rules and guidelines to ensure compliance with uses of the public right of way.

At this point in time, the process is unclear for installing signposts outside City boundaries or on private property as there no specific details about these specific locations yet.

#### *Technology*

To be clear, the informational signpost would include a "small amount of text, possibly a few photos, and a QR code leading to a mini website or city webpage," not an interactive electronic screen. Part of the Subcommittee's project includes directing users back to the City website or a mini website to provide more information about the historic or cultural location.

#### *Existing Public Works Informational Signposts*

Vice Chair Di Vincente mentioned the Public Works informational signposts during the March 28, 2023, meeting. There are many Public Works-related informational signposts throughout the City that provide information about the many projects they have completed. This includes signage along the Ballona Creek Bike Path within Culver City jurisdiction, as well as signposts regarding the City's rain garden project, as some examples.

**FISCAL ANALYSIS***Budget*

This report provides an overview of the process by which such a project and budget could get approved by the City Council and makes educated assumptions about the process. What is unknown is the total budget that would cover the total cost of the signposts, the installation, and the ongoing maintenance required. These factors could change based on the number of bids the City receives through the RFP process, the kind of material Public Works determines would meet the standards for environmental exposure, the design of the signposts that would fit into any design standards for the location, the degree of maintenance that is required to keep the information panel clear and legible, and which department in the City will be responsible for ongoing care and maintenance. The quote submitted by the Subcommittee is for \$2,139 for two signposts only and does not account for installation or maintenance. Finance would have to secure up to three quotes in accordance with procurement guidelines. Costs for similar informational all-weather outdoor displays start at about \$1,000 per signpost and can cost up to \$2500 per display. The approximate cost of four signposts could cost between \$4,000 and \$10,000.

*Insurance*

Should these signposts be installed, they would be considered City property and would be added to the City's insurance program and would result in an approximate \$100 premium increase per year for four (4) signposts.

**Direction Requested by EHRAC to Staff**

During the March 28, 2023, meeting, the EHRAC requested guidance from City staff on how to proceed with satisfying the requirements to obtain a review and approval from the City Council regarding this item, in consideration of receipt of support of the pending signposts from a descendent of the Kunisawa family.

During the April 25, 2023, meeting, discussion ensued regarding various questions that the EHRAC posed regarding the Brown Act, City protocols and practices, geared toward the DAP project and other events that the EHRAC has expressed interest in partnering with other CBCs on.

**ATTACHMENTS**

1. January 22, 2022, Subcommittee Report
2. February 22, 2022, Subcommittee Report
3. December 13, 2022, Subcommittee Report
4. March 28, 2023, Subcommittee Report
5. Sample Pannier Kiosk Quote for 2 "kiosks"

**MOTION**

That the Equity and Human Relations Advisory Committee:

1. Receive a report from staff about the DAP signpost project; and
2. Discuss report and determine next steps.