

July 11, 2023

C-31

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution authorizing the City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with Selbert Perkins Design, Inc., of Playa Del Rey, CA, for wayfinding design services on an as-needed basis, in a total annual contract amount not to exceed \$1,000,000 for a period of three years, with an option to renew for two additional one-year periods, at the discretion of the City Manager.
(Citywide)

DISCUSSION

City Council approval is requested to adopt a resolution and enter into a contract with Selbert Perkins Design, Inc. (Selbert Perkins), to provide as-needed wayfinding design services.

In 2017, Selbert Perkins developed the citywide pedestrian and vehicle wayfinding program, setting forth design guidelines for a cohesive appearance and design theme for new signs in public spaces. Public Works capital improvement projects often require wayfinding and signage solutions for these areas. However, the existing wayfinding guidelines have limited applicability and are unsuitable for every situation, necessitating further interpretation and design assistance.

Selbert Perkins is distinctly positioned to offer as-needed design support given their extensive experience in developing the citywide program, saving time and resources in ensuring continuity and coherence in design, compared to engaging a new vendor. Direct contracting with Selbert Perkins will also eliminate the time and resources associated with the competitive bidding process, ultimately delivering enhanced wayfinding signage to the community in a more expedited manner.

City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council.

This matter was reviewed by Deputy City Attorney Vanessa S. Ibarra on June 5, 2023, Purchasing Agent Michelle Wilson on May 25, 2023, and by Budget Management Officer Nader Kaamouh on June 22, 2023.

TIMING CONSIDERATIONS

City Council action to adopt a Resolution and award a contract concurrently is requested on July 11, 2023, to ensure the contract is in place expeditiously.

LEVINE ACT

This item is subject to the Levine Act. The Mayor, Councilmembers, and Commissioners who have received a contribution of more than \$250 within 12 months prior from a party, participant, or their representatives involved in this proceeding may do either of the following: (1) disclose the contribution on the record and recuse themselves from this proceeding; OR (2) return the portion of the contribution that exceeds \$250 within 30 days from the time the elected official knew or should have known about the contribution and participate in the proceeding.

All parties, participants, and their representatives must disclose on the record of this proceeding any contribution of more than \$250 made to the Mayor or any Councilmembers within 12 months prior to the date of the proceeding. The Mayor, Councilmembers, and Commissioners are prohibited from accepting, soliciting, or directing a contribution of more than \$250 from a party, participant, or their representatives during a proceeding and for 12 months following the date a final decision is rendered.

FISCAL IMPACT

The total annual amount of the contract will not exceed \$1,000,000 for a period of three years, with an option to renew for two additional one-year periods. Funding for these services will be covered by a combination of sources, including Measure A, State and County Park grants, CPRS playground grants, General Fund, Capital Projects Fund, and other funding sources as they become available and appropriated for projects. Any work not currently budgeted will only proceed at such time that appropriations have been approved by the City Council. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ERIC LOPEZ
DIRECTOR OF PUBLIC WORKS

APPROVED:



THOMAS B. MODICA
CITY MANAGER

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE EXECUTION OF A SOLE SOURCE AGREEMENT, AND ANY NECESSARY SUBSEQUENT AMENDMENTS, WITH SELBERT PERKINS DESIGN INC., FOR WAYFINDING DESIGN SERVICES ON AN AS-NEEDED BASIS, IN A TOTAL ANNUAL CONTRACT AMOUNT NOT TO EXCEED \$1,000,000, FOR A PERIOD OF THREE YEARS, WITH AN OPTION TO RENEW FOR TWO ADDITIONAL ONE-YEAR PERIODS, AT THE DISCRETION OF THE CITY MANAGER

WHEREAS, the Department of Public Works capital improvement projects often require wayfinding and signage solutions, and the existing wayfinding guidelines have limited applicability and are unsuitable for every situation; and

WHEREAS, the City is seeking wayfinding design services on an as-needed basis; and

WHEREAS, City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process, but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council; and

WHEREAS, in 2017, Selbert Perkins Design Inc., developed the citywide pedestrian and vehicle wayfinding program, setting forth design guidelines for a cohesive appearance and design theme for new signs in public spaces; and

WHEREAS, Selbert Perkins Design Inc. is distinctly positioned to offer as-needed design support given their extensive experience in developing the citywide program, saving time and resources in ensuring continuity and coherence in design,

1 compared to engaging a new vendor; and

2 WHEREAS, as a result, no useful purpose would be served by advertising
3 for bids and to do so would constitute an idle and useless act and unnecessary expenditure
4 of public funds;

5 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
6 follows:

7 Section 1. The City Manager is hereby authorized to enter into a contract,
8 including any necessary subsequent amendments, with Selbert Perkins Design Inc.,
9 without advertising for wayfinding design services on an as-needed basis, in an annual
10 amount not to exceed One Million Dollars (\$1,000,000), for a period of three (3) years, with
11 the option to renew for two (2) additional one-year periods, at the discretion of the City
12 Manager.

13 Section 2. This resolution shall take effect immediately upon its adoption
14 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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LEVINE ACT DISCLOSURE STATEMENT

California Government Code Section 84308, commonly referred to as the "Levine Act," prohibits any Long Beach City Councilmember, the Mayor, and Commissioner ("City Officer") from participating in any action related to a proceeding if they receive any political contributions totaling more than \$250 within the previous twelve months, while a proceeding is pending, and for 12 months following the date a final decision in a proceeding concerning a license, permit, entitlement, franchise or, contract (collectively "license, permit, or contract") has been made, from the person or company awarded the said license or contract. The Levine Act also requires a City Officer that has received such a contribution to disclose the contribution on the record of the proceeding.

City Officers are listed at the following sites:

- The Mayor and Councilmembers - <https://www.longbeach.gov/officials/>
- Harbor Commissioners - <https://polb.com/commission>
- Water Commissioners - <https://lbwater.org/about-us/current-water-commissioners/>
- Planning Commissioners - <https://www.longbeach.gov/mayor/action/commissions/>
- Parks and Recreation Commissioners - <https://www.longbeach.gov/mayor/action/commissions/>
- Board of Examiners, Appeals, and Condemnation - <https://www.longbeach.gov/mayor/action/commissions/>
- Cultural Heritage Commission - <https://www.longbeach.gov/mayor/action/commissions/>
- Long Beach Community Investment Company - <https://www.longbeach.gov/lbds/hn/lbcic/>

Proposers are responsible for accessing these links to review the names prior to answering the following questions.

1. Have you or your company, or any agent on behalf of you or your company, made any political contributions of more than \$250 to any City Officer in the 12 months preceding the date of the submission of your proposals or the anticipated date of any City Council, Board, or Commission action related to this license, permit, or contract?

YES

NO

If yes, please identify the City Officer(s):

2. Do you or your company, or any agency on behalf of you or your company, anticipate or plan to make any political contribution of more than \$250 to any City Officer in the 12 months following any City Council, Board, or Commission action related to this license, permit, or contract?

YES

NO

If yes, please identify the City Officer(s):

Answering yes to either of the two questions above does not preclude the City of Long Beach from awarding a license, permit, or contract to your firm or any taking any subsequent action related to the said license, permit, or contract. It does, however, preclude the identified City Officers from participating in any actions related to this license, permit, or contract.

06/26/2023

Date

Robin E. Perkins

Signature of authorized individual

Robin Perkins

Type or write name of authorized individual

Selbert Perkins Design

Type or write name of company