



CITY OF LONG BEACH

R-9

OFFICE OF THE CITY MANAGER

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6711 FAX (562) 570-7650

July 19, 2016

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Approve the scope of work for the 'Outdoor Office' in Harvey Milk Park and Equality Plaza. (District 1)

DISCUSSION

On June 21, 2016, the City Council authorized the City Manager to receive and expend grant funding from the John S. and James L. Knight Foundation (Knight Foundation) for an amount up to \$301,400 for the period of July 1, 2016 to December 31, 2017, to implement the 'Outdoor Office' in Harvey Milk Park and Equality Plaza (Attachment A). The City Council approved this recommendation, with a request to review the scope of work prior to executing the grant agreement.

Per City Council direction, the scope of work, also called "project summary" by the Knight Foundation, is included (Attachment B). A draft copy of the scope of work was provided to the Harvey Milk Park Committee, for the purposes of providing comments and guidance so that a scope of work could be developed that respects the history and legacy of Harvey Milk Park and its namesake. The Harvey Milk Park Committee comments and guidance were used to develop the attached draft and have been shared with the Knight Foundation. We believe the scope of work is one that will achieve the grant requirements while implementing a project worthy of Harvey Milk Park.

This matter was reviewed by Deputy City Attorney Amy R. Webber and by Revenue Management Officer Julissa José-Murray on June 30, 2016.

TIMING CONSIDERATIONS

City Council action is requested on July 19, 2016, to allow the community outreach and design development process to begin and to complete the project during the grant period. The project must be completed by December 31, 2017, per grant requirements.

FISCAL IMPACT

There is no fiscal impact if the recommended scope of work is approved. Changes to the recommended scope of work may result in fiscal impacts, and may require approval from the grantor.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'PHW', written over a horizontal line.

PATRICK H. WEST
CITY MANAGER

PHW; AS; RAT

Attachments: Attachment A – City Council Letter June 21, 2016
Attachment B – Scope of Work/Project Summary



CITY OF LONG BEACH

R-13

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Attachment A

June 21, 2016

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute all necessary documents and agreements, and any amendments, to receive and expend grant funding from the John S. and James L. Knight Foundation (Knight Foundation) for an amount up to \$301,400 for the period of July 1, 2016 to December 31, 2017, to implement the 'Outdoor Office' in Harvey Milk Park and Equality Plaza;

Increase appropriations in the General Fund (GF) in the City Manager Department (CM) by \$40,000, offset by revenue received from the Downtown RDA project area's 75 percent share of the proceeds from the sale of former RDA property for a transfer to the General Grants Fund (SR1 20); and,

Increase appropriations in the General Grants Fund (SR 120) in the City Manager Department by \$341,400. (District 1)

DISCUSSION

On April 12, 2016, the Knight Foundation named the City of Long Beach (City) a winner of the Knight Cities Challenge grant. Only 26 designated "Knight Cities" are eligible to apply for the challenge grants. The grant provides \$301,400 to create the nation's first outdoor office space in a public park. On April 29, 2016 a memorandum to the Mayor and City Council (Attachment A) summarized the grant opportunity and the development of the winning proposal.

The Outdoor Office Concept

Access to affordable office space, networking, and business support services can be costly barriers for new entrepreneurs in the city. As part of its investigation into the challenges that entrepreneurs face in starting or growing their business, the City's Innovation Team (i-team) identified City-owned parks and facilities as potential places for entrepreneurs to connect, learn more about support services, and as locations for programming that inspire the entrepreneurial spirit.

The Outdoor Office concept seeks to promote creativity, economic integration, and collaboration by encouraging people to leave the cubicle walls and exercise their minds in the park. To facilitate this, the City proposed equipping a City-owned public space with high powered Wi-Fi, charging stations, comfortable and flexible seating, shade, lighting, and a place to grab coffee. By providing amenities that overcome barriers to concentrating outdoors, the Outdoor Office will facilitate a change in how work is approached and how business support services are delivered to entrepreneurs in an innovative way. The City envisions, for example, a small team meeting in the park to brainstorm new strategies, or employees enjoying a scheduled break outside. Furthermore, the enhancements will make it easier for other events and programs to take place outdoors.

This unique outdoor working space will provide an attractive amenity for entrepreneurs of all kinds who want to launch and grow their businesses in Long Beach. Free Wi-Fi and unique networking opportunities will encourage these individuals to gather in the Park. The Outdoor Office can serve to foster a culture of innovation and entrepreneurship, and serve as a signal to creative firms, co-working spaces, and collaborative enterprises that Long Beach is open to new ideas and to supporting local businesses.

Harvey Milk Promenade Park and Equality Plaza

As a result of the City's Innovation Team (i-team) assessment of City-owned parks and facilities for potential hubs and spaces for entrepreneurial support activities, Harvey Milk Promenade Park and Equality Plaza (Park) was identified as the most successful location for the Outdoor Office due to its location adjacent to Downtown businesses, access to transit and connectivity to biking and walking routes, and its representation of diversity and partnership.

In 2004, the Redevelopment Agency of the City of Long Beach (Agency) began working on a Promenade Master Plan to address the change in land uses along The Promenade. The updated plan incorporated pedestrian-oriented improvements on the three blocks of The Promenade from Ocean Boulevard to the north side of Third Street, including a park. This Park is located at the northern terminus of The Promenade at Third Street in Downtown Long Beach, and was part of the Promenade Master Plan. Both the master plan and Park were realized, despite the elimination of redevelopment funding.

On August 2, 2011, the City Council voted to name the park "Harvey Milk Promenade Park" in honor of Harvey Milk, the former San Francisco Supervisor who was assassinated in office. They also established Equality Plaza, marked by the "soapbox" and wall of honor. The City Council's decision created a prominent public space that is the first public park in the nation to be named after an openly gay or lesbian individual. The Equality Plaza highlights the importance of the Lesbian, Gay, Bisexual, Transgender, Questioning (LGBTQ) movement in Long Beach. Each year, the Harvey Milk Park Promenade Committee recognizes local leaders in the LGBTQ movement and provides them a place of honor on the memorial wall.

Despite its great location at the epicenter of much downtown activity, few users visit the Park on a daily basis. The meaning, size, and location of the Park make it an ideal location to realize the concept of the Outdoor Office. The vision for the Outdoor Office is to directly increase usage of the Park bringing more people and activity to downtown Long Beach.

This space will become a mixing place for citizens of diverse backgrounds. The new amenity will help the City attract and retain talent and spark new entrepreneurial activity while exposing visitors to the legacy of Harvey Milk and the work of current LGBTQ leaders.

It is of paramount importance that the Park continue to serve as a memorial for Harvey Milk and other leaders in the LGBTQ movement. As more users are drawn to the Outdoor Office, more people can be exposed to the life and legacy of Harvey Milk. In this way, the message of the Park is amplified. Beyond the existing memorial, it is the City's intention to incorporate the message and meaning of the Park into the added amenities in ways that are respectful, creative, and inspiring.

Outdoor Office Development

The City, along with project partners and the Harvey Milk Park Promenade Committee, will engage the community to provide input on the type of outdoor office environment they would find productive for working outdoors. Input will be provided through an open house, activities hosted in the plaza, online surveys, and showcasing of possible new features.

This matter was reviewed by Deputy City Attorney Amy R. Webber on May 31, 2016 and by Revenue Management Officer Julissa José-Murray on June 1, 2016.

TIMING CONSIDERATIONS

City Council action is requested on June 21, 2016, to allow the community outreach and design development process to begin and to complete the project during the grant period. The project must be completed by December 31, 2017, per grant requirements.

FISCAL IMPACT

The total project budget is estimated at \$511,400. This includes \$301,400 from the Knight Foundation; \$100,000 in support from the Innovation Team grant match in the General Grants Fund (SR 120); \$40,000 from the Downtown RDA project area's 75 percent share of the proceeds from the sale of former RDA property; and approximately \$28,500 in-kind through City staff time and project management support, which will be absorbed into the departmental budgets (Parks, Recreation, and Marine, Public Works, and Technology and Innovation). Project partners will contribute approximately \$41,500 in-kind; these commitments must be secured in writing with the partners.

The current level of maintenance and service will continue to be provided by the Department of Parks, Recreation, and Marine until such time as a concessionaire or lease holder is identified for the Outdoor Office. At that time, maintenance of the Park and plaza will be provided by an agreement with a concessionaire or lease holder who agrees to maintain the area as part of their operations.

An appropriation increase in the amount of \$341,400 in the General Grants Fund (SR 120) in the City Manager Department (CM) is requested.

HONORABLE MAYOR AND CITY COUNCIL
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
CITY MANAGER

PHW; AS; RAT

Attachments: Exhibit A – Memorandum



City of Long Beach
Working Together to Serve

Memorandum

Attachment A

Date: April 29, 2016
To: Patrick H. West, City Manager *T.H.W.*
From: Arturo Sanchez, Deputy City Manager, City Manager's Office *AS*
For: Mayor and Members of the City Council
Subject: Knight Cities Challenge Grant Award

On April 12, 2016, the John S. and James L. Knight Foundation (Foundation) named the City of Long Beach a winner of the Knight Cities Challenge. This will provide \$300,000 in grant funds to create the nation's first office space in a City park. In the coming weeks, the Foundation will prepare formal grant documentation that will be brought to the City Council for consideration and approval. This memo provides information in advance of the City Council agenda item.

Knight Cities Challenge Competition

For the second year in a row, the Foundation held the Knight Cities Challenge. Any individual, business, government or nonprofit could submit an innovative idea to the Challenge provided that: (1) the submission would be implemented in one of 26 "Knight Cities" and (2) the idea focused on one or more of three drivers of city success: talent retention, economic opportunity, and civic engagement. The Foundation, based in Miami, Florida, has 26 designated "Knight Cities." These are communities where Knight-Ridder newspapers once operated.

The Long Beach Community Foundation has a long standing partnership with the Knight Foundation, and coordinates multiple Foundation activities locally. On October 5, 2015, the Long Beach Community Foundation selected and convened a meeting of local organizations, including the City's Innovation Team (i-team), to foster collaboration and in order to spark innovative ideas for submission. The City's i-team had already identified the need for affordable workspace as a challenge facing entrepreneurs in the downtown. This need was met by a provocative idea from Commune Communication regarding working outdoors in public spaces. So, at the Long Beach Community Foundation convening, the "Outdoor Office" concept was born. A brief proposal was submitted to the Foundation in October 2015. The Foundation received over 4,500 initial proposals from 26 cities.

The Outdoor Office Concept

The Outdoor Office seeks to promote creativity, integration, and collaboration by encouraging residents to take work to the park. To facilitate this, the City proposed equipping a city-owned public space with high powered Wi-Fi, charging stations,

comfortable and flexible seating, shade, lighting, and a place to grab coffee. By providing amenities that overcome barriers to working outdoors, the Outdoor Office will facilitate a change in how we approach work.

The Outdoor Office provides space for interconnections to develop, rather than casual interactions that may occur on transit, sidewalks, and in cafes. The City of Long Beach, along with Downtown stakeholders, will engage in consistent dynamic programming that draws diverse crowds to the Outdoor Office. Dynamic programming will reach out to the different audiences that live, work, and play in downtown Long Beach.

Refining the Proposal

In January 2016, the Knight Foundation announced the Outdoor Office had advanced to be one of 158 finalists. In response, the City assembled design and programming experts to see if they had interest in the concept and capacity to contribute to realizing the concept in Long Beach. The contributors worked together over the course of four weeks to assemble and submit a second application. Contributors included Commune Communication, Downtown Long Beach Associates, California State University Long Beach, WE Labs, the adjacent property owner, Studio 111, and several City departments.

During this time, the team also considered potential locations to realize the concept. The concept relies on a high population of daytime workers. As the center of employment, downtown Long Beach was determined to be the ideal area. Within downtown, three sites were considered: Lincoln Park, Promenade Park, and Harvey Milk Promenade Park. Lincoln Park was not selected as it will be undergoing renovation related to the Civic Center. Promenade Park, located at the intersection of the Promenade and Transit Mall, was not selected as it is accessible only via transit or by foot; there are no adjacent bike lanes and no vehicular traffic is permitted. This limits the park's accessibility and visibility. Furthermore, there are plans to construct a tot lot at the park, making the park less suitable for a work environment.

The meaning, message, size, and location of Harvey Milk Promenade Park make it an ideal location to realize the concept. The Outdoor Office is intended to be a meeting point that supports social and economic integration of our diverse city. Harvey Milk Promenade Park is situated at the epicenter of Downtown along its new Promenade and can serve as the literal and symbolic epicenter for economic integration. The Park's namesake, Harvey Milk, represents the forward thinking, innovative, and socially integrated agenda. The Outdoor Office proposes a forward thinking, innovative space, where everyone is welcome.

On April 12, 2016, the Knight Foundation publicly announced the Challenge winners and its award of \$5 million to 37 projects. This includes the Outdoor Office submitted by the City of Long Beach, and "Placemake the Vote," submitted by Long Beach-based City Fabrick.

Next Steps

In the coming weeks, the Knight Foundation plans to prepare a grant agreement, which will be shared with the City of Long Beach and brought before the City Council for

Knights Cities Challenge Grant Award
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approval. This will formalize our commitment and begin the 18-month time frame for project implementation. The project begins with community engagement, which will be maintained throughout the project. For the project to be successful, many stakeholders must feel a sense of ownership of the park so that they continue to use the amenities even after the grant period ends.

It is of paramount importance that Harvey Milk Promenade Park continue to serve as a memorial for Harvey Milk and other leaders in the LGBT movement. As more users are drawn to the Outdoor Office, more people can be exposed to the life and legacy of Harvey Milk. In this way, the message of the Park is amplified. Beyond the existing memorial, it is the City's intention to incorporate the message and meaning of the Park into the added amenities in ways that are respectful, creative, and inspiring. Finally, the programming at the Park must intentionally and specifically include programming for the LGBT community and its allies.

Please let me know if you require additional information.

AS:JK/ral

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
ARTURO SANCHEZ, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER
AMY BODEK, DIRECTOR, DEVELOPMENT SERVICES,
MARIE KNIGHT, DIRECTOR, PARKS, RECREATION, AND MARINE
BRYAN SASTOKAS, DIRECTOR, TECHNOLOGY AND INNOVATION

Project Summary

Organization:	City of Long Beach	Annual Operating Budget:	TBD
Recommended Amount:	\$301,400	Total Project Cost:	\$301,400

Purpose: To attract talent, spur entrepreneurial energy and improve public life in Long Beach by piloting the Outdoor Office concept in a centrally located, though underutilized, public plaza.

1. Opportunity: Summarize the project. Explain the challenge, the approach, and why it will work.

Long Beach is growing. More people are moving to the city and downtown is scheduled to accommodate 4,000 new residential units in the next five years. As the city grows it's important for public spaces to evolve alongside it. Downtown Long Beach is lacking open, diverse and inclusive spaces for people to gather. Those that do exist are, predictably, underutilized during office hours.

At the same time the city is seeking to attract and incubate start-up businesses. These types of businesses and people are particularly attracted to space close to the buzz and transit accessibility of downtown. But affordability is a barrier.

The Outdoor Office is a project to enhance Harvey Milk Park & Equality Plaza (Park). The sparse plaza will be enhanced with amenities that allow it to serve as a functional workspace that encourages productivity, creativity and collaboration – outdoors, while maintaining and enhancing the Harvey Milk and Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) elements that provide the park with its unique identity and brand. The functional areas will provide work space essentials like Wi-Fi, charging ports, ergonomic seating, shade and refreshments.

With these new amenities the city will give Long Beach based businesses a new unique location they can use to attract the best talent. Similarly, the city hopes to coax independent contractors looking for a unique workplace to relocate to Long Beach.

It is of paramount importance that Harvey Milk Promenade Park and Equality Plaza continue to serve as a memorial for Harvey Milk and other leaders in the LGBTQ movement. As more users are drawn to the Outdoor Office, more people can be exposed to the life and legacy of Harvey Milk. In this way, the message of the Park is amplified. Beyond the existing memorial, it is the City's intention to consider reorienting the park, enhancing LGBTQ elements, and/or to add a commemorative element of Harvey Milk so as to incorporate the message and meaning of the Park into the added amenities in ways that are respectful, creative, and inspiring. Amenities and/or elements such as increasing/redesigning the space for plaques of local LGBTQ, creating and designing a creative, dynamic and visual representation of LGBTQ heroes at the park and equality plaza; representation of the LGBT Pride colors by creating and/or designing a representation of Pride colors that is artistically and visually impactful that transcends day and night; creating and designing some imagery of Harvey Milk at the park and equality plaza and potentially incorporating the history of Harvey Milk and History of the local LGBT movement. Finally, the programming at the Park must intentionally and specifically include programming for the LGBTQ community and its allies.

2. Strategy: How does the project fit Knight's strategy?

This project is a winner of the Knight Cities Challenge. It fits Knight's Community and National Initiatives strategy framework of looking for innovative projects that seek to attract and retain talent and spur entrepreneurial energy. It is one piece of the city of Long Beach's effort to change the perception of their city into a new, more vibrant community. Also, the office is located at a critical "seam" in the city. There is potential to spur economic integration between a diverse mix of users.

3. Leadership: Who is leading this effort? Why is the team positioned to succeed?

Three offices within the City will lead this effort: (1) The City Manager's Office (2) the Department of Parks, Recreation, and Marine, and (3) the Department of Technology and Innovation. This trifecta has the knowledge, skills, and strong relationships to bring this project to fruition. The Park Development Officer, Meredith Reynolds, will serve as team leader. The Park Development Officer is responsible for the development and rehabilitation of any and all parks in the City. She will be supported closely by a Capital Projects Coordinator from the Department of Public Works, and a specialist from the Department of Technology and Innovation. Together, this team will be responsible for moving the project forward.

Arturo Sanchez, Deputy City Manager, and Marie Knight, Director of the Department of Parks, Recreation, and Marine will advance new public policies that will be needed to realize and sustain the project. They will also liaise with City Council, Parks and Recreation Commissioners, and community members as needed.

Meredith Reynolds currently serves as the Park Development Officer for the City of Long Beach Department of Parks, Recreation and Marine. Here, Meredith is responsible for the development of park, wetland, open space and beach projects. Ms. Reynolds has a Master's Degree in Public Policy and Management from Carnegie Mellon University with a concentration in Local Government Management and a Bachelor's Degree in Public Administration with a minor in Organizational Communication from California State University, Chico. Ms. Reynolds is an alumni of the Coro Fellowship Program in Public Affairs in San Francisco and a member of ICMA, MMASC, CPRS, NRPA and a graduate of the NRPA Green School and Leadership Tomorrow programs.

4. Activities: What are the key project activities? Provide a timetable and relevant partners.

Community engagement and stakeholder consultation will be integrated throughout the timeline of the grant.

Months 1 – 4

- Begin planning park improvements and infrastructure (including data) need.
- Purchase movable furniture and amenities for immediate/temporary activation.
- Gather input for conceptual design through open house, user-center outreach, and prototypes on site.
- Branding & communications Campaign Development
- Launch design competition for furniture. Winning furniture designs installed in park.

Month 5 – 8

- Advance from conceptual design to schematic design; present to community.
- Complete & begin site plan review and any other permitting processes
- Advance to engineering design and construction documents; complete any associated permits.

Months 8 – 14

- Initial Activation – Install Wi-Fi, initial furniture, shade. Flexible seating and work spaces will be deployed. A rotation of food trucks during this time period will provide concessions and activation.
- Purchase furniture for initial activation.
- Initial programming.

Months 7, 10, 13, 16

- Evaluation, Learning, Course Correction; ongoing evaluation and recalibration of amenities and activities will ensure the park meets goals.

Month 18

-Permanent activation – facilities for permanent concessions will be in place and operational.

- “How to Office” – a toolkit and guide to the process for those seeking to replicate this project will be compiled and designed by communications firm.

5. Outcomes: What are the expected results?

The Outdoor Office hopes to directly increase usage of the Harvey Milk Park and Plaza bringing more people and activity to downtown Long Beach. The office should become a mixing place for citizens of diverse backgrounds. Indirectly the new amenity that the Outdoor Office provides should help the city of Long Beach attract and retain talent and spark new entrepreneurial activity in the city. Park visitors will also be exposed to the legacy of Harvey Milk and the work of current LGBTQ leaders, promoting a city that continues to embrace many forms of diversity.

6. Assessment: What will be learned? What specific indicators will be tracked, by whom and when?

The Outdoor Office project will collect important data on the types of improvements and amenities that can attract business users to work outdoors. The office will also track the types of people using the park and whether new connections are established. This data is broadly applicable for parks agencies and private developments in all Knight cities. Three aspects of the project will be tracked:

- User demographics: age, race, income, of the park’s visitors; frequency of visits; and where possible zip code of residence and work.
- Park Uses and Experiences: activities taking place in the park; compliments and complaints on amenities; duration of average park visits.
- Park Connections: new connections made; nature of visits/meetings in the park; types of programming; learning, connections, relationships, and resources related to a park event.

Faculty and students from California State University Long Beach will collect data through interviews, surveys, observation and automated sensors.

7. Risk: What major challenges could disrupt the project? Can they be lessened? If so, how?

The risks to this project are similar to many projects that work in public space. There could be unforeseen challenges in working on the site – particularly with the new technology elements that will be incorporated into the design. Similarly, any new installation that is open to public use faces the prospect of vandalism or misuse. Finally, it’s possible that the community may not react positively to this new investment in their public space.

The project team is aware of these risks and will seek to minimize them. The city will work with experienced contractors during the build out stage. The community will be engaged at each step of the project to ensure community support and once the office is up and running active programming will ensure that there is little chance for vandalism.

Payment Schedule: One payment of \$201,400 upon receipt of signed grant agreement. One final payment of \$100,000 in January 2017 upon receipt of a satisfactory progress report.

George Abbott - Special Assistant to the Vice President/Community and National Initiatives

Prior Knight Foundation Contributions: N/A