



# CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

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October 11, 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 necessary amendments, to receive and expend grant funding from the Downtown Long Beach Associates (DLBA), to implement the Augmented Reality Project in Harvey Milk Park and Equality Plaza, for an amount up to \$10,000, for the period of October 1, 2016 to December 31, 2017; and,

Increase appropriations in the General Grants Fund (SR 120) in the City Manager Department by \$10,000. (District 1)

## DISCUSSION

On April 12, 2016, the John S. and James L. Knight Foundation (Knight Foundation) named the City of Long Beach a winner of the Knight Cities Challenge grant. The grant provided \$301,400 to add high-tech amenities to Harvey Milk Park to bring people together for interaction, collaboration and innovation. On September 2, 2016, the DLBA awarded the City a \$10,000 grant for the Augmented Reality project at Harvey Milk Park. Augmented reality (AR) utilizes a person's smart phone or tablet to "augment" the real world environment with computer generated sensory input such as sound, video, graphics, or GPS data.

The City's purpose for piloting the use of AR in Harvey Milk Park is to improve awareness about the cultural, historical and social significance of Harvey Milk and local LGBTQ leaders, in a creative, virtual, unobtrusive way. AR can also be used to provide virtual signage, wayfinding, and information about City services among other uses. At the conclusion of the pilot project, the City will review the impact of the project and work with DLBA to determine if the use of AR should be expanded to other uses and other areas of the City.

Funding in the amount of \$10,000 will be disbursed upon the successful release of a beta version of the AR app, which must occur within 12 months of the execution date of a funding agreement between DLBA and the City. All awards will be paid via reimbursement to the grantee once the DLBA is provided verifiable expenses related to the approved project components.

This matter was reviewed by Deputy City Attorney Amy R. Webber on September 26, 2016 and by Budget Officer Julissa Jose-Murray on September 22, 2016.

TIMING CONSIDERATIONS

City Council action is requested on October 11, 2016, to allow the community outreach and design development process to begin and to complete the project during the 12-month grant period.

FISCAL IMPACT

The total project budget is estimated to be \$20,000. This includes \$10,000 from the Knight Foundation grant already appropriated by the City Council. As the DLBA grant funding is not budgeted, an appropriation increase in the General Grants Fund (SR 120) in the City Manager Department (CM) is requested.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
CITY MANAGER