

August 15, 2023

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Recommendation to authorize City Manager, or designee, to execute a Memorandum of Understanding (MOU) with the Downtown Long Beach Alliance (DLBA) to assume ownership and maintenance responsibilities for 12 pedestrian wayfinding signs previously installed throughout the downtown area by the DLBA. (District 1)

**DISCUSSION**

City Council approval is requested to execute a Memorandum of Understanding (MOU) with the Downtown Long Beach Alliance (DLBA), to transfer ownership and maintenance responsibilities to the City of Long Beach (City) for 12 pedestrian wayfinding signs previously installed throughout the Downtown area by DLBA.

The City engaged Selbert Perkins Design, Inc., under the Citywide Signage Program to develop a standard set of Wayfinding Signage Guidelines for vehicular and pedestrian needs. A design package, including wayfinding destination and sign locations, was developed for pedestrian wayfinding throughout the Downtown core, which DLBA was engaged in through the review process up to site confirmation.

Although the design package had been completed, the Public Works Department was unable to prioritize implementation of the pedestrian signage due to limited availability of funds. To enhance navigation for downtown pedestrians more expeditiously, DLBA proposed a plan to hire a contractor and finance the construction of the signs, which Public Works Department agreed to take maintenance responsibility for following construction.

DLBA released a Request for Proposals (RFP) on August 13, 2018. Seven vendors submitted proposals before the RFP closing on September 17, 2018. The finalists were selected and interviewed in October 2018, and the project was awarded to Sign Age Identity Systems, Inc. After a brief project delay due to the COVID-19 pandemic, installation of the pedestrian wayfinding signs was completed in May 2021 with final inspections and approval completed in early June 2021.

The Public Works Department has thoroughly reviewed the installed signage and determined that the fabrication and installation processes adhered to the Citywide Wayfinding Signage Guidelines. As such, the Public Works Department is prepared to

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enter into an MOU with DLBA to assume ownership of the pedestrian wayfinding signs, ensuring a uniform approach to the maintenance of citywide signage.

This matter was reviewed by Deputy City Attorney Vanessa S. Ibarra on July 28, 2023 and by Budget Management Officer Nader Kaamoush on July 30, 2023.

TIMING CONSIDERATIONS

City Council Action is requested on August 15, 2023, to ensure the MOU is in place expeditiously.

FISCAL IMPACT

The estimated annual expenditure for maintaining pedestrian wayfinding signs is approximately \$2,000, a cost primarily covering graffiti abatement and minor repairs. The maintenance cost will be absorbed within the existing budget in the General Fund Group in the Public Works Department. 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:



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THOMAS B. MODICA  
CITY MANAGER