



Legislation Details (With Text)

File #: 23-0724 **Version:** 1 **Name:** PW - Selbert Perkins Design for wayfinding design svcs
Type: Resolution **Status:** Adopted
File created: 6/2/2023 **In control:** City Council
On agenda: 7/11/2023 **Final action:** 7/11/2023

Title: Recommendation to adopt resolution authorizing 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)

Levine Act: Yes

Sponsors: Public Works

Indexes:

Code sections:

Attachments: 1. 07112023-C-31sr&att.pdf, 2. RES-23-0096.pdf

Date	Ver.	Action By	Action	Result
7/11/2023	1	City Council		

Recommendation to adopt resolution authorizing 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)

Levine Act: Yes

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 Kaamoush on June 22, 2023.

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.

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.

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.

Approve recommendation.

[Enter Body Here]

ERIC LOPEZ
DIRECTOR OF PUBLIC WORKS

APPROVED:

THOMAS B. MODICA
CITY MANAGER