File #: 21-0106, **Version:** 1

Recommendation to authorize City Manager, or designee, to execute all necessary documents, including any amendments, with US Ignite, Inc., of Washington, D.C., to receive and expend grant funding in the amount of $20,000 to host an Augmented Reality Developer Challenge event, for the period of January 1, 2021 through September 30, 2021; and

Increase appropriations in the General Services Fund Group in the Technology and Innovation Department by $20,000, offset by grant revenue. (Citywide)

US Ignite, Inc. (US Ignite), is a national effort founded in 2011 by the White House Office of Science and Technology Policy. It is currently led by the National Science Foundation in partnership with other federal agencies, to promote U.S. leadership in the development and deployment of next-generation applications on ultra-fast, programmable networks with the potential for significant societal impact. US Ignite's current focus is promoting smart city development through financial investment in emerging technologies among local government organizations, businesses, foundations, and federal agencies.

On October 13, 2020, US Ignite, in partnership with Facebook Reality Labs, announced a new Augmented Reality (AR) Developer Challenge aimed at creating new AR applications and services for smart communities. The AR Developer Challenge will include a series of community-driven competition events focused on solving problems in areas such as healthcare, education, workforce development, and other areas of community services. The City of Long Beach (City) is one of three recipients to be awarded $20,000 to host an AR Developer Challenge.

The Technology and Innovation Department (TI) will use these funds to support a "What Do You See?" Challenge (Challenge), where AR creators will have an opportunity to create alternative realities of the current built environment for Long Beach residents to explore and experience. AR creators will be instructed to focus their exhibits on the themes of public health, economic development, community well-being, and education. The goal of the Challenge is to promote enhanced community connectivity between current physical spaces, historic images, data, audio content, creative visuals, or new imaginative 3D modeling to redefine the meaning of space and community.

With the funding award, TI will plan, promote, and host the Challenge. Project management staff will develop an assessment criteria and recruit judges to provide impartial ratings for the participants. A report describing results and the outcome of the event will be submitted to US Ignite and the Facebook Reality Lab to demonstrate the effectiveness of the Challenge. Supporting and hosting the Challenge complements the City's existing Digital Inclusion and

Smart City Initiatives.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on January 14, 2021 and by Budget Management Officer Rhutu Amin Gharib on January 18, 2021.

City Council action is requested on February 9, 2021, to allow TI to host the Challenge within the time period identified by US Ignite.

The City will receive grant funding in the amount of $20,000 for the period of January 1, 2021 through September 30, 2021. An appropriation increase is requested in the amount of $20,000 in the General Services Fund Group in the Technology and Innovation Department, offset by grant revenue. The funding award has an in-kind match requirement valued at $20,000, which will be met through existing project management and video production functions staffed in the Technology Innovation Department. This recommendation is anticipated to have a minimal impact on staff hours 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.

LEA D. ERIKSEN
DIRECTOR OF TECHNOLOGY AND INNOVATION

APPROVED:

THOMAS B. MODICA
CITY MANAGER