

**COVER PAGE  
AMENDMENT NO. 1  
MEMORANDUM OF UNDERSTANDING  
No. M-004-20**

**35631**

**SCAG Overall Work Program (OWP) No:** 225-3564U2.10

**Federal Awarding Agency:** N/A (SCAQMD AB2766 (MSRC) Funded Project)

**CFDA Number and Name:** N/A (State and Local Funds)

**Federal Award Identification Number (FAIN) No:** N/A

**Federal Award Date:** N/A

**Total Amount of the Federal Award:** N/A

**Federal Award Project Description:** N/A

**Pass-Through Awarding Agency:** South Coast Air Quality Management District (SCAQMD)

**Pass-Through Award No:** MS18002

**Pass-Through Award Date:** June 9, 2017

**Pass-Through Award End Date:** April 30, 2021

**Pass-Through Agency Contact:** Cynthia Ravenstein, MSRC Contracts Administrator

**Sub-Recipient Name:** City of Long Beach

**Sub-Recipient's DUNS No:** 075295832

**Total Amount of Subaward Project Budget:** \$0.00

**Total Amount of Federal Funds Obligated to the Sub-Recipient:** \$0.00

**Total Amount of Non-Federal Funds Obligated to the Sub-Recipient:** \$126,500.00 (MSRC)

**Subaward Period of Performance Start Date:** Effective Date of Agreement

**Subaward Period of Performance End Date:** March 15, 2021

**Type of Contract:** Project Specific

**Method of Payment:** See Section 6 of the MOU

**Project R&D:** N/A

**Indirect Cost Rate for the Federal Award:** N/A

**Subaward Project Title:** Artesia Boulevard Go Human Demonstration

**Subaward Project Description:**

The City of Long Beach is seeking to plan and implement a temporary *Go Human* demonstration and community engagement event on Artesia Boulevard to demonstrate a temporary open streets and planned infrastructure improvements for the Artesia Boulevard Great Streets project. The purpose of the project is to improve levels of safety, mobility, and efficiency for all modes of travel along Artesia Boulevard in North Long Beach. The project shall be demonstrated to allow residents to experience upcoming project features and provide feedback on the project elements. The project shall include an open streets event to encourage a sense of community and facilitate a festive atmosphere to draw the public.

**AMENDMENT NO. 1**  
**MEMORANDUM OF UNDERSTANDING**  
**No. M-004-20**

**BETWEEN THE**  
**SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS**  
**AND THE CITY OF LONG BEACH**  
**FOR THE ARTESIA BLVD. GO HUMAN DEMONSTRATION PROJECT**

(SCAG Project/OWP No. 225-3564U2.10)

This Amendment No. 01 ("Amendment") to the Memorandum of Understanding No. M-004-20 ("MOU" or "Agreement") is by and between the **Southern California Association of Governments ("SCAG")** and **City of Long Beach ("CITY")**, for the **Artesia Blvd. Go Human Demonstration Project**, subsequently herein referred to as "Project." SCAG and CITY are individually referred to herein as "Party" and may be collectively referred to herein as "Parties."

**RECITALS**

WHEREAS, SCAG and CITY are parties to that certain Agreement dated June 4, 2020;

WHEREAS, Section 9 of the Agreement permits the parties to amend the Agreement through written amendment;

WHEREAS, the Parties desire to amend the Agreement; and

WHEREAS, the purpose of this Amendment is to extend the Completion Date of the Agreement from August 31, 2020 to March 15, 2021; to clarify invoicing requirements, and to replace the Exhibit A with "Exhibit A-1 Scope of Work," as well as to replace Exhibit C with "Exhibit C-1 Milestone Payment Schedule."

**NOW THEREFORE, IT IS MUTUALLY AGREED THAT:**

**1. The Recitals, ninth paragraph, is amended to read:**

WHEREAS, performance by the selected Consultant will begin on the Effective Date of this Agreement and shall be completed by March 15, 2021;

**2. Section 3 (Term) is amended to read:**

The Term of this Agreement shall begin on the Effective Date of the Agreement and continue until March 15, 2021 hereinafter referred to as the "Completion Date," unless terminated earlier as provided herein. Time is of the essence in the performance of services under this MOU.

**3. Section 6.b (Invoices, Progress Reports and Match Reports) is amended to read:**

SCAG shall reimburse the CITY in accordance with the Milestone Payment Schedule, Exhibit C-1. The CITY shall invoice SCAG upon completing each set of deliverables in the Milestone Payment Schedule.

**4. Section 6.d (Invoices, Progress Reports and Match Reports) is amended to read:**

Actual costs shall not exceed the estimated costs and fees set forth in Exhibit C-1 without an amendment to this MOU, as agreed between SCAG and the CITY.

**5. Section 6.g (Invoices, Progress Reports and Match Reports) is amended to read:**

On all documents submitted to SCAG for the Project, including invoices and Quarterly Reports, the Project Number (OWP No. 225-3564U2.10) shall be referenced from the Effective Date through the Completion Date.

**6. The following Exhibits are attached hereto, and incorporated herein by the reference, and shall replace the Exhibit A and Exhibit C in its entirety:**

“Scope of Work,” Exhibit A-1; and  
“Milestone Payment Schedule,” Exhibit C-1.

In all other respects, the terms and conditions of the MOU shall remain in full force and effect.

**[Signatures on Following Page]**


MOU No. : M-004-20  
SCAG Project/OWP No. : 225-3564U2.10

**SIGNATURE PAGE**

**AMENDMENT NO. 1  
MEMORANDUM OF UNDERSTANDING  
No. M-004-20**

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by their duly authorized representatives as of the dates indicated below:


**SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS ("SCAG")**

DocuSigned by:  
  
By: Basil Panas,  
Chief Financial Officer

8/31/2020

Date


APPROVED AS TO FORM:

DocuSigned by:  
  
By: Justine Block, Acting Chief Counsel/Director of Legal Services  
Acting Chief Counsel/Director of Legal Services

8/31/2020

Date

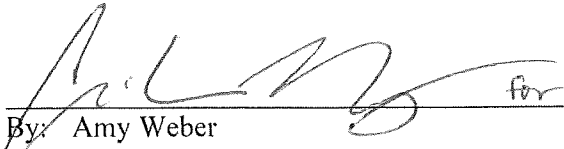
**CITY OF LONG BEACH ("CITY")**

  
By: Tom Modica  
City Manager

EXECUTED PURSUANT  
TO SECTION 301 OF  
THE CITY CHARTER.

8-31-2020  
Date

APPROVED AS TO FORM:

  
By: Amy Weber  
Deputy City Attorney

August 27, 2020  
Date

## **Exhibit A-1**

### **SCOPE OF WORK**

#### **Background:**

Consistent with the Mobile Source Reduction Committee (MSRC) grant that funds this project, the Southern California Association of Governments (SCAG) and the City of Long Beach seek to plan and implement a temporary *Go Human* demonstration and community engagement event on Artesia Boulevard to demonstrate a temporary open streets and planned infrastructure improvements for the Artesia Boulevard Great Streets project.

The purpose of the project is to improve levels of safety, mobility, and efficiency for all modes of travel along Artesia Boulevard in North Long Beach. The project shall be demonstrated to allow residents to experience upcoming project features and provide feedback on the project elements. The project shall include an open street activation and create physically distanced placemaking activities to encourage a sense of community.

#### **Project Goals:**

- Plan and execute an open street activation to facilitate pop-up community engagement and placemaking strategies with a street closure on Artesia Boulevard from Atlantic Avenue to Myrtle Avenue;
- Activate Artesia Blvd. between Atlantic and Myrtle Ave. to highlight local businesses and create physically distanced placemaking activations;
- Demonstrate curb extensions at up to four intersections on Artesia Boulevard from Atlantic Avenue to Orange Avenue to accommodate for physical distancing requirements;
- Demonstrate features of the Artesia Boulevard Great Streets project, including a parking protected Class IV bikeway on the Westbound side of Artesia Blvd. from Orange Avenue to Cherry Avenue in normal traffic conditions;
- Outreach to the community regarding the proposed Great Streets Project and *Go Human* demonstration and community engagement event.

#### **Task 1: PROJECT MANAGEMENT AND ADMINISTRATION**

##### **1.1 Project Kick-Off Meeting**

Staff shall lead a project kick-off meeting with SCAG, City of Long Beach and Consultant staff to discuss project expectations. This meeting shall provide the opportunity to go over project goals, objectives, schedule, work plan, invoicing, grant procedures, and roles and responsibilities.

Staff shall prepare and circulate a draft agenda at minimum of three (3) days before the meeting and incorporate any feedback/comments from the City of Long Beach.

##### **1.2 Regular Project Management Meetings**

The team shall coordinate and host bi-weekly project planning meetings with the SCAG and City Project Manager either by conference call or face-to-face when possible. When possible, face-to-face project coordination meetings shall be conducted in conjunction with Consultant team visits for field work, project steering committee meetings, and public meetings.

All written materials (agendas, minutes, action item list) shall be prepared and emailed to all project team members 48 hours in advance of any meetings.

#### **Task 1 Deliverables:**

- 1.1 Project kick-off meeting notes and meeting materials
- 1.2 Bi-weekly project check-ins  
Agendas, action items list

**TASK 2: PROJECT STEERING COMMITTEE**

The City shall establish and convene a Project Steering Committee (SC) in consultation with the City's Project Manager and core City staff. Three (3) SC meetings shall be held prior to the demonstration project implementation to discuss demonstration goals, site plan, demonstration programming, branding/marketing, and demonstration implementation.

The Consultant team shall prepare meeting agendas, minutes, action item lists, and other meeting materials. The Consultant team shall facilitate the meetings and discussions and take notes. Agendas and meeting materials shall be provided to the SCAG and City Project Manager at least 48 hours prior to the meetings and minutes shall be provided within 48 hours following the meetings.

The following is the intended outline for each meeting:

***SC Meeting #1 –Goals, Site Visit and Project Branding/Marketing***

- Building off of the City's initial goals, the group shall develop a list of goals and objectives with an emphasis on supporting community visions for active transportation and the City's future plans.
- Consultant shall contribute to the conceptualization of the demonstration name and prepare a branding package.
- Consultant shall conduct and lead a virtual site visit where the group shall discuss the proposed site plan.
- Consultant shall facilitate the process of determining roles and responsibilities. Any needs to involve additional parties on the AC shall also be discussed.

***SC Meeting #2 – Finalize Site Plan, Logistics, and Marketing Strategies***

- Consultant shall present finalized branding strategy and finalized marketing and advertising strategies.
- Consultant shall present on the finalized Site Plan.
- Consultant shall lead the discussion on the Demonstration Plan.
- Consultant shall lead the discussion on the Documentation and Evaluation Plan including press demonstration, survey and other feedback mechanisms.

***SC Meeting #3 – Finalize Demonstration Plan and Final Walkthrough***

- Consultant shall present final Demonstration Plan.
- Consultant shall present final Documentation and Evaluation Plan.
- Consultant shall facilitate the final logistics.

**Task 2 Deliverables:**

Develop a Steering Committee. Facilitate three (3) meetings  
Three (3) Steering Committee Meeting Agendas and Minutes.

**TASK 3: ADVERTISING, MARKETING AND OUTREACH MATERIALS**

The City shall develop multilingual flyers, announcements, press release and/or broadcasts that can be disseminated throughout the City and through the City's media resources.

***Branding Materials:*** The Consultant team shall produce all project communication materials, including:

- 1) A fact sheet document to feature key details;
- 2) Bilingual flyers, posters, banners and mailers.

***Public Venues:*** The Consultant shall initiate the process of posting hard copy material throughout the community, including but not limited to City Hall, schools, Public Library, bus stops, local community centers, and other publicly accessible locations, pending physical distancing guidelines due to COVID-19. Due to COVID-19, the Consultant shall utilize low-tech and analog approaches, when physical distancing requirements are in place, including but not limited to, text trees, phone banking, outreach at essential places, such as meal pick up sites, mutual aid networks, etc., see Task 4.1.

***Social Media:*** Consultant team shall work with the City to develop content to utilize the City's existing Facebook page for demonstration updates and announcements. Consultant shall prepare content for Facebook ads that shall target Long Beach

residents' newsfeed by their zip code. The Consultant team shall develop demonstration announcement/information text, photos, and graphics to be used to promote the demonstration on the SCAG *Go Human* website.

**Task 3 Deliverables:**

Advertising, Marketing, and Outreach Materials/Deliverables (i.e. logos, flyers, fact sheets, op-eds, press releases, posters, banners, social media posts)

**TASK 4: ADVERTISING, MARKETING, AND OUTREACH**

**4.1 Advertising, Marketing, and Outreach Plan**

The City team shall develop an Advertising, Marketing, and Outreach Plan that identifies and details strategies to engage local residents, community organizations, businesses, agencies, and other stakeholder groups in the planning and promotion of the demonstration with the inclusion of a minimum of ten (10) "pop-up" community engagement sessions. Due to COVID-19, the Consultant shall utilize low-tech and analog approaches, when physical distancing requirements are in place, including but not limited to, text trees, phone banking, outreach at essential places, such as meal pick up sites, mutual aid networks, etc.

The City team shall research local media outlets and strategies and consult with the City's Project Manager to identify marketing strategies. The plan shall outline audience groups and strategies to reach each group.

The plan shall provide detailed information including media source, run dates, graphic deliverables and specs, and total budget. Advertising strategies shall include social media, print material, radio ads, and press releases/newspaper coordination. Outreach materials shall be provided in English and Spanish.

**4.2 Public Outreach and Advertising Implementation**

City shall implement Advertising, Marketing, and Outreach Plan based on feedback from the City and SCAG Project Managers and the SC. Consultant shall facilitate a minimum of ten (10) "pop-up" engagements, coordinated with existing city events and/or public activities such as, community events, farmers markets, etc. Consultant shall document each event and summarize engagement and feedback.

**Task 4 Deliverables:**

- 4.1 Draft & Final Advertising, Marketing and Outreach Plan
- 4.2 Documentation Summary of "pop-up" engagement sessions

**TASK 5: SITE DESIGN PLAN**

**5.1** The Consultant Team shall develop a Site Design Plan with coordination from the City and SCAG. The Consultant team shall develop a Site Design Plan including the following elements:

- List of infrastructure elements to be demonstrated including:
- Demonstration Route
- Placemaking Activations
- Demonstration Budget
- Documentation of Proposed Signage
- Timeline for Implementation

The Consultant team shall take inventory and utilize the existing SCAG materials. The Consultant team shall coordinate storage using existing pods and SCAG Kit of Parts and secure additional materials if necessary. If necessary, Consultant shall complement SCAG's materials with City's own equipment. The Consultant team shall create an inventory list of needed materials/equipment per demonstration piece and route(s).

Consultant shall prepare a site design plan that includes engineering concept plans up to 29% design for each type of demonstration.

Consultant shall work with the city to develop a Traffic Management Plan. Consultant shall prepare traffic control plans for the demonstration route and demonstration elements and a traffic control map to show the demonstration area, street closures,

required temporary traffic control devices to direct road users and pedestrians, temporary signage details, and modifications to intersection and signal devices (if needed).

Consultant shall also include in the traffic control plans a sign and temporary traffic control device quantity table to indicate the type and quantity of temporary signs required. A list of key contact information shall be shown on the plan for demonstration coordination and emergency responses purposes. As a cost saving item, Consultant shall work with the City to utilize their existing traffic control equipment. If the City does not have equipment, Consultant shall source it from outside vendors.

## **5.2 Implementation Design Plan**

Consultant shall work with the City on confirming event routes and elements that shall be demonstrated. Once the demonstration elements are selected and routes defined, the Consultant team shall develop an Implementation Design Report, which shall include at a minimum: anticipated budget, site plan, installation protocol and schedule, supplies procurement and process, installation, event participation and staffing, event marketing and branding, regional coordination and stakeholder engagement, outreach strategy, and set up project evaluation, based on a template provided by SCAG Project Manager.

### **Task 5 Deliverables:**

- 5.1 Draft & Final Site Plan, Draft and Final Traffic Management Plan and Budget
- 5.2 Draft and Final Implementation Design Plan

## **TASK 6- ACTIVATION PLAN**

The City team shall outline the responsibilities of City, SCAG, Consultant, and external bodies, as well as identifying appropriate resources to assist with the demonstration. The team shall define the purpose and concept of the demonstration and community engagement event. The team shall develop a demonstration plan that shall include all activities and issues associated with the demonstration and how the demonstration shall be planned and implemented.

The demonstration management plan shall include the following important components:

- Key objectives and measures
  - Placemaking activation strategies
  - Project plan listing all the tasks required to deliver the demonstration
  - Materials list
  - Demonstration budget
  - Program schedule
  - Site plan and other details about the demonstration
  - Signage Plan
  - Demonstration Staffing Plan
  - Kick-off activities
  - Traffic management plan
  - Security brief
  - Contracts with suppliers and entertainers
  - Demonstration promotion/ marketing
  - Waste management plan
  - Emergency management plan, including map of evacuation
  - Press demonstration and media logistics

The team shall plan for the inclusion of the Go Human Challenge Program, ensuring the activities contribute to the project goals and objectives.

The team shall make every effort to work with a local garden or nursery to donate planters for use in demonstrations.

### **Task 6 Deliverables:**

- Draft & Final Activation Plan



**TASK 7 – PURCHASING PLAN**

The City team shall work with the SCAG and City Project Managers and Steering Committee to identify all programming components, services, and materials required to implement the demonstration elements at the demonstration. Team shall develop a Purchasing Plan that identifies all programming, services, and materials not to exceed the demonstration budget amount.

**Task 7 Deliverables:**

Draft & Final Purchasing Plan

**TASK 8 – PROJECT IMPLEMENTATION AND DOCUMENTATION AND EVALUATION PLAN****8.1 Project Implementation**

The City and Consultant team shall manage all aspects of demonstration production and the community engagement event. Prior to the demonstration, the Consultant team shall facilitate a walk-through and if necessary, make minor adjustments to the Site and Demonstration Plan. During the demonstration, the Consultant team shall facilitate the agreed-upon activities and conduct routine check-ups throughout the demonstration site to ensure everything is running smoothly. A captain shall be assigned to be a point of contact for any demonstration-related emergencies. Upon conclusion of the demonstration, the Consultant team shall ensure that all materials are properly disposed of or stored.

**8.2 Documentation and Evaluation Plan**

Documentation shall include photos and videos of the demonstration and video interviews of residents and key persons (elected officials, agency staff, community leaders, etc.). Evaluation shall include a report on the number of attendees, media coverage, community input on proposed changes in street design, and participant surveys and analysis to determine the effects of the strategies.

Prior to the demonstration, the City team shall develop a documentation and evaluation plan that shall include:

- Questions for video interviews of residents
- Identification of key persons for video interviews
- Questions and logistics for key person video interviews
- Survey questions that build upon SCAG's standard survey to include questions pertinent to specific design and programmatic treatments highlighted at the demonstration.
- Survey questions and resident interview questions shall be provided in English and Spanish.
- Detailed photo shot list of demonstration elements, installation etc.

During the demonstration, the City team shall administer the survey to participants at key locations and as intercept surveys. In addition, an online survey shall be provided to garner additional input following the demonstration at the City's request. Additional community input opportunities such as feedback boards or comment stations adjacent to demonstration areas shall be provided. Survey results and community feedback shall be analyzed and included in the demonstration summary report.

Within one week of the demonstration, the team shall share an online album of 80-100 curated photos for download and post photos to the demonstration specific social media and webpages.

The team shall also develop a 2~4-minute summary video for the City and SCAGs use and posting online. The edited video shall provide a demonstration summary including descriptions of the demonstration purpose, goals, demonstration elements, and interview excerpts.

**Task 8 Deliverables:**

- 8.1 Documentation and Evaluation Plan and Summary and Full Demonstration Data
- 8.2 Demonstration Documentation Video and Photography
- Demonstration Survey

**TASK 9: REPORT PREPARATION**

The team shall develop a report that summarizes the demonstration to include key findings from the demonstration, key findings for the surveys, count of attendees, communication strategies, demonstration activities, challenges and opportunities and budget. The final report shall provide an overall demonstration summary and include a demonstration description, goals, contain write-ups and graphics to illustrate the demonstration elements, community participation process and next steps.

**Task 9 Deliverables:**

Draft & Final Report

MOU No. :M-004-20  
 SCAG Project/OWP No. :225-3564U2.10

## Exhibit C-1 MILESTONE PAYMENT SCHEDULE

Task #	Task TOTAL Budget	Task Name	Payment 1 of 4 August 2020	Payment 2 of 4 October 2020	Payment 3 of 4 December 2020	Payment 4 of 4 February 2021	Deliverables
1	\$4,721.00	Project Management	\$1,180.25	\$1,180.25	\$1,180.25	\$1,180.25	Meeting/project check-ins notes and meeting materials. Agendas, action items lists.
2	\$5,141.00	Project Steering Committee		\$1,713.67	\$1,713.67	\$1,713.67	Steering committee meeting agendas, and minutes (3 in total)
3	\$4,028.00	Advertising, Marketing, and Outreach Materials		\$4,028.00			Advertising, marketing, and outreach materials (i.e. logos, flyers, fact sheets, op-eds, press releases, posters, banners, social media posts). Up to 5 pieces of collateral; up to 2 iterations of each product.
4	\$5,947.00	Advertising, Marketing, and Outreach		\$5,947.00			Draft and final advertising, marketing, and outreach plan. Summary documentation of "pop-up" engagement sessions.
5	\$7,560.00	Site Design Plan		\$7,560.00			1 Draft and 1 final site plan. 1 Draft and 1 final traffic control plan and budget. 1 Draft and 1 final Implementation Design plan.
6	\$2,715.00	Event Plan			\$2,715.00		1 Draft and 1 final activation plan.
7	\$1,268.00	Purchasing Plan			\$1,268.00		1 Draft and 1 final purchasing plan.
8	\$90,794.00	Project Implementation and Documentation and Evaluation Plan				\$90,794.00	1-Day demonstration event, event hosting, and breakdown. Documentation and evaluation plan and summary and full demonstration data. Demonstration documentation video and photography.
9	\$4,326.00	Report Preparation				\$4,326.00	1 Draft and 1 final report.
<b>\$126,500.00</b>			<b>\$1,180.25</b>	<b>\$20,428.92</b>	<b>\$6,876.92</b>	<b>\$98,013.92</b>	