



CITY COUNCIL AGENDA STATEMENT



May 21, 2019

File ID: 19-0064

TITLE

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA ACCEPTING BIDS AND AWARDING A CONTRACT FOR SERVICES TO THE AMERGROUP INC, DOING BUSINESS AS AMERICAN SECURITY GROUP, FOR THE PURCHASE, INSTALLATION, AND MAINTENANCE OF INFORMATION, LEGAL POSTING AND DIRECTIONAL DISPLAYS; AND APPROPRIATING FUNDS THEREFOR (4/5 VOTE REQUIRED)

RECOMMENDED ACTION

Council adopt the resolution.

SUMMARY

The City conducted a Request for Proposal (RFP P01-18/19) to solicit proposals to purchase, design and install displays at the City Hall complex to post legal notices, and to provide interactive information and directions to City services. The proposed resolution accepts the bids received and awards the contract for services to the lowest responsive and responsible bidder, and appropriates funds for the project.

ENVIRONMENTAL REVIEW

The Director of Development Services has reviewed the proposed project for compliance with the California Environmental Quality Act (CEQA) and has determined that the project qualifies for a Categorical Exemption pursuant to State CEQA Guidelines Section 15301 Class 1 (Existing Facilities), Section 15303 class 3 (New Construction or Conversion of Small Structures), and Section 15061(b)(3), because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Thus, no further environmental review is required.

BOARD/COMMISSION/COMMITTEE RECOMMENDATION

Not applicable.

DISCUSSION

The proposed project includes design and installation of seven interactive displays at the City Hall complex, which will provide information and wayfinding services, and satisfy legal requirements to post certain documents for the public. In line with the objectives of the City's Smart City Strategic Action Plan, the proposed displays provide an innovative solution to address several needs for visitors to City Hall:

1. Legally Required Postings. City staff posts certain documents for public display, in compliance with the California Government Code, and other regulations and best practices. Posted documents include:

- Agendas and cancellation notices for the City Council and the City's boards and commissions;
- Notices of vacancies on City boards and commissions;
- A "Local Appointments List," which includes a list of board and commission member terms that will expire during a particular calendar year;
- Other postings required by the Ralph M. Brown Act, California's open meeting act; and
- Actions taken during closed sessions of the City Council.

Approximately 430 such documents are posted each year in a locked bulletin board case, located in the City Hall courtyard. To accommodate the volume of postings at a given time, the documents are downsized, resulting in a 7- to 8-point font size. Staff has received repeated feedback from the public that the documents are difficult to read at that size and at the height of the bulletin board.

Anticipated Project Enhancements:

- *Easier Document Viewing and Download Ability.* The proposed displays would post these documents on 55-inch touchscreens at a lower height, allowing the public to more easily view the documents. Users will also be able to email themselves a link to the documents and available backup materials for later viewing on their smartphone, computer, or other device.
- *24/7 Monitoring and Reporting Services Included.* Included in the project is system monitoring and reporting, which will notify City staff of any outages, ensuring compliance with posting requirements.
- *Staff Time Savings.* To post documents currently, staff travels to the City Clerk's office to obtain the keys for the locked bulletin board, posts their document, and returns the keys to the City Clerk's office before returning to their workstation. With the electronic kiosks, staff will be able to post documents directly to the electronic displays from their own workstations. Further, the vendor can integrate with some third-party software, such as the software used to display City Council agendas online, so that information can be posted to the electronic displays automatically, without staff intervention.

2. Wayfinding Services at City Hall. Due to a decentralized layout and lack of directional signage at the City Hall complex, a significant percentage of visitors to City Hall have difficulty locating their desired department or service. In addition to causing frustration for visitors, City staff spends a substantial amount of time providing directions to various locations and services. Staff at the City Hall complex's main reception counters estimate that 60-80% of visitors are looking for a service in a different department or area.

Anticipated Project Enhancements:

- *Improve Visitor Service.* The displays include interactive wayfinding to show a path from the display to the visitor's desired department, building or service. It will also include the ability to display meetings and meeting locations.
- *Staff Time Savings.* According to a recent New York Times article, it takes an average of 25 minutes for a typical office worker to resume a task following an interruption¹. In addition to improving service for visitors by assisting them in finding their desired location more quickly, wayfinding

¹ <https://www.nytimes.com/2013/05/05/opinion/sunday/a-focus-on-distraction.html>

displays will reduce staff interruptions, improving productivity and allowing staff to focus attention on other tasks.

3. Bilingual Display. The information and wayfinding displays will include a Spanish language presentation option. The Spanish language option would be available for the wayfinding and other display information, such as meetings, departments, and services. Upon initial launch, the posted documents (agendas, notices of board/commission vacancies, etc.) will only be available in English. Staff is investigating possibilities related to providing these documents in multiple languages as part of a different project.

Anticipated Project Enhancements:

- *Improve Visitor Service.* Most signage is currently only available in English. Individuals seeking assistance and directions in Spanish must visit one of the City's public counters and request interpretation services.

PROJECT SPECIFICS

- **Display Placement.** Considering frequently traveled paths and locations for the best visitor experience, seven displays will be placed at the City Hall complex in the locations listed below. Displays will consist of 55' touchscreens, with outdoor displays specially designed to withstand sun and other elements and placed in enclosures that will provide protection from theft and vandalism. Display locations:
 - Existing freestanding "docket" booth located outside of Council Chambers – outdoor
 - Pathway entrance from F Street visitor parking lot – outdoor
 - Pathway entrance from Davidson Street visitor parking lot – outdoor
 - West wall of Building B (Development Services), south of main entrance doors – outdoor
 - Lobby of Building A – indoor
 - Lobby of Building C (Human Resources) – indoor
 - Lobby of Council Chambers – indoor
- **No advertisements.** Staff has evaluated the possibility of including advertisements on the displays and recommends not doing so at this time, due to management and oversight required for such a program.
- **Maintenance.** A 72-month maintenance contract is included with this project.

VENDOR SELECTION. Request for Proposals RFP P01-18/19 was created and posted on the City's purchasing portal, PlanetBids, and viable vendors were notified, in accordance with the City's procurement policies. The City held a mandatory meeting for interested vendors to familiarize themselves with the City Hall campus layout and specific visitor needs. Two companies, American Security Group and Smartlink Ventures, submitted qualified responses to the RFP and their qualifications were evaluated based on their following criteria: experience, demonstrated results, innovative approach, and price. Evaluators were: 1) Kerry Bigelow, City Clerk; 2) Edward Chew, Director of Information and Technology Services; and 3) Leilani Hines, Housing Manager.

American Security Group is the recommended vendor, and has proposed partnering with Four Winds Interactive. Four Winds Interactive is an award-winning visual communications company, with more than

7,300 clients and 500,000 displays installed in over 80 countries, including displays for a variety of government agencies.

DECISION-MAKER CONFLICT

Staff has reviewed the property holdings of the City Councilmembers and has found no property holdings within 1,000 feet of the boundaries of the property which is the subject of this action. Consequently, this item does not present a disqualifying real property-related financial conflict of interest under California Code of Regulations Title 2, section 18702.2(a)(7) or (8), for purposes of the Political Reform Act (Cal. Gov't Code §87100, et seq.).

Staff is not independently aware, and has not been informed by any City Councilmembers, of any other fact that may constitute a basis for a decision-maker conflict of interest in this matter.

CURRENT-YEAR FISCAL IMPACT

There is no impact to the General Fund for this project. The total proposed cost of the project is \$375,000, which will be funded from the Public, Education, and Government (PEG) fund. PEG funds are restricted to specific uses for projects such as these and are not available for personnel expenses.

Included in the project cost is equipment and installation of the displays, as well as a 72-month, prepaid maintenance program. Advance payment of the maintenance ensures a locked-in price with no price escalators. Staff also recommends appropriating additional \$50,000 for contingencies, to account for unanticipated costs related to the project.

ONGOING FISCAL IMPACT

The full project cost, including prepaid maintenance for 72 months is included in the current-year fiscal impact.

ATTACHMENTS

1. Contract for Services with American Security Group

Staff Contacts: Kerry Bigelow, City Clerk and Edward Chew, Director of Information and Technology Services