



To: Mayor and City Council

From: City Manager

Meeting Date: September 26, 2023

Subject: CITY BRANDING, SIGNAGE AND FURNITURE MASTER PLAN – AWARD A PROFESSIONAL SERVICES AGREEMENT

Recommendation:

1. Award a Professional Services Agreement with Selbert Perkins Design (SPD) for an amount not-to-exceed \$350,000 to develop a City Branding, Signage, and Furniture Master Plan, in a form approved by the City Attorney;
2. Approve an appropriation of \$220,000 in Public Image Enhancement (PIE) Funds to Account No. 220.11.1110-54500;
3. Approve an appropriation of \$45,500 in Water Authority Funds to Account No. 550.11.1110-54500; and
4. Approve an appropriation of \$84,500 in PRIME Funds to Account No. 560.11.1110-54500.

Fiscal Impact:

There is no fiscal impact to the General Fund. Staff have confirmed that the Public Image Enhancement (PIE) Fund is an eligible source and has sufficient funding for this project. Staff has allocated the costs of this plan to three funding sources, as they will all benefit from the branding for each of their various services: PIE Funds for general City branding, as well as Water Authority (Fund 550) and PRIME (Fund 560) for their respective services. Staff seeks additional appropriations of \$220,000 in Public Image Enhancement (PIE) Funds to Account No. 220.11.1110-54500, \$45,500 in Water Authority Funds to Account No. 550.11.1110-54500 and \$84,500 in PRIME Funds to Account No. 560.11.1110-54500.

Background:

In 2020, the City of Pico Rivera developed a community and economic recovery framework to address major challenges introduced by COVID-19, the economic downturn, climate

change, impacts from the Whittier Narrows Dam Safety Project, and multiple unfunded state and federal mandates. Based on input from the City Council, the framework evolved into what is now the Pico Rivera 2035: Community Revitalization Program (PR 2035), a modern-day renaissance designed to establish a dynamic downtown, a vibrant uptown, lively riverfront, and inspiring places that reflect the rich history, culture, and diversity of Pico Rivera. PR 2035 helps to ensure a more sustainable environment, resilient economy, proactive government, and a better quality of life for all, especially for future generations.

PR 2035 will undoubtedly reshape the physical landscape and reposition the City as an inviting place to live, work, and play within the region. The current state of transition presents an opportunity to modernize the City's identity, brand, and logo, that not only captures the special attributes of Pico Rivera but introduces an appealing sense of place and style that elevates the City's marketability as a hotbed for new public and private development. The City's current brand/logo has been in use for nearly eight (8) years, whereas the previous brand had not changed in 20 years.

Discussion:

Over the past couple of years, the City has prioritized the development of master plans, strategic plans, specific plans, and revitalization programs that outline a path for enhancing infrastructure, beautifying the community, upgrading facilities, and advancing new development within the City. These plans help to convey the City's intent to invest resources, coordinate actions, and synchronize improvements with broader regional and statewide goals. Such plans also help to translate a common vision into a consistent, coherent, and harmonious theme that inspires community pride. For example, the City developed the Citywide Roadway Median Landscape Restoration Master Plan, which established a multi-benefit path to conserve water, reduce maintenance, and increase the visual appeal and attractiveness of City streets.

Developing master, specific, and strategic plans and programs also serves as a handy tool for attracting new businesses and promoting economic development in the City. Developers often look for and favor communities with a well-supported vision and guiding policy documents that not only simplify the development process but provide a high degree of predictability.

Beyond a blueprint for desired community improvements, these plans are also an effective mechanism for securing implementation grant funding. Understanding the path to implementation enables staff to aggressively pursue and strongly compete for funding at all levels of government. In fact, based on the objective to develop and implement such plans, the City of Pico Rivera has been remarkably successful in securing competitive grants.

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The following is only a small subset of plans/programs funded by competitive grants:

Plan/Project	Grant Program	Amount
Citywide Roadway Median Landscape Restoration Master Plan – Major Corridors	Caltrans Clean CA	\$4,200,000
Citywide Roadway Median Landscape Restoration Master Plan – Rosemead Blvd.	Caltrans Clean CA	\$3,900,000
Historic Whittier Blvd. Multimodal Plan	Congressionally Directed Community Project Funding	\$332,000
Local Roadway Safety Plan	Highway Safety Improvement Safety Program	\$52,000
Washington Blvd. TOD Specific Plan	Metro TOC Program	\$390,000
Climate Action & Adaptation Plan	So Cal Gas Climate Adaptation & Resiliency	\$50,000

As plans and projects progress through implementation, additional needs and considerations typically arise. The Historic Whittier Boulevard Revitalization Program gave rise to the idea of establishing a formal “uptown” district that merits its own unique identity and branding. Distinct design styles, artistic features, special qualities, and nuanced character can be integrated into the urban form through street signage, furniture, architecture, landscaping, infrastructure, and much more. Although Whittier Boulevard and the “uptown” area are indeed special, the new and revitalized identity must also be consistent and reinforce the overarching Citywide image.

After a preliminary assessment of existing signage, marquees, street furniture, and other public-facing amenities, it was evident that the City does not have a guiding policy document to drive a cohesive and unified vision for the design of such amenities. In large part, design decisions have been made on a case-by-case basis by the City. Considering the critical point of inflection that focuses on the City’s future, members of the Economic Development and Infrastructure Ad-Hoc Committees provided much needed guidance to initiate a process for developing a comprehensive branding, signage, and furniture master plan.

The branding element of the master plan will focus on creating an implementable and inter-related branding structure for the City of Pico Rivera as a whole, including our Water Authority, PRIME/Office of Sustainability and special initiatives such as, but not limited to:

- PR 2035
- Commuter Rail Station
- River Revitalization Program
- Downtown Pico Rivera
- Uptown Pico Rivera
- IDEA Lab

The City signage and furniture elements of the master plan will focus on a comprehensive analysis of existing facility types, condition, location, etc. Based on the final branding scheme, conceptual alternative themes will be developed for signage (street signage, marquees, monuments, gateway, wayfinding, etc.) and furniture (benches, light posts, bus

shelters, trash receptacles, etc.). Based on input and feedback, a preferred alternative will be brought to the City Council for consideration and approval.

Professional Services Procurement Process

Staff prepared and published a Request for Qualifications (RFQ) on Monday, April 10, 2023, to solicit competitive proposals to develop a Citywide branding, signage, and furniture master plan. A total of two (2) proposals were received by the deadline of April 27, 2023. Proposals were then evaluated by a diverse review panel (The scoring results are displayed on the following page).

The scoring results are as follows:

City Branding, Signage & Furniture Master Plan							
#	Proposer	Proposal Review & Scoring					
		Total Weighted Scores by Evaluator			Total Points	Average Points	Rank
		1	2	3			
1	SPD/MIG	4.500	3.870	4.425	12.80	3.20	1
2	789, Inc.	3.775	3.660	3.800	11.24	2.81	2

Selbert Perkins Design (SPD) partnered with subconsultant Moore Iacofano & Goltsman (MIG) and presented the strongest proposal in all categories. The SPD proposal conveyed a deep understanding of the project, clearly demonstrated their capability to fulfill all requirements in the scope of work and provided outstanding examples of previous yet similar work.

Selbert Perkins Design

SPD is a multidisciplinary, international design firm specializing in wayfinding, placemaking, and place branding. SPD has offices in Boston, Chicago, Los Angeles, and Shanghai, with a combined staff of 40 people. SPD is recognized for collaborating with cities to help them thrive in today’s hyper competitive marketplace where municipalities must be smarter and more creative than ever about how they communicate with, engage, and connect with residents, visitors, and regional audiences within the Greater Los Angeles area. From “logos to landmarks,” SPD creates everything from brand identities and marketing communication plans to advertising campaigns and placemaking. SPD is known for their strategic approach to creative excellence, transforming brands and driving results, and for solving their clients’ most challenging problems.

MIG, Inc.

MIG improves, adapts, and creates organizations, environments, and tools for human development. MIG is comprised of designers, planners, engineers, scientists, and storytellers who engage people in creative problem solving and collective action. MIG is at

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the forefront of innovation and lead local, regional, and national planning and design initiatives to ensure accessibility and equity; engage, educate, and empower people through participatory processes; facilitate strategy development for social change; create playful and inclusive communities; reimagine streets and repurpose infrastructure; revitalize cities and restore ecosystems; and promote environmental stewardship by recognizing that the health of the natural and built world is mutually dependent.

A list of collective services and previous clients include:

Design Services	Previous Clients
Master Planning & Wayfinding Systems	City of Anaheim, California
Urban Design & Placemaking	City of San Diego, California
GIS Analysis & Mapping	City of Palm Springs, California
Media Integration & Digital Communications	City of Lancaster, California
Branding, Logos & Identity Design	City of Long Beach, California
Public Art & Placemaking	City of West Hollywood, California
Visioning & Community-Based Planning	City of Las Vegas, Nevada
Landscape Architecture & Green Infrastructure	Los Angeles World Airports, California
Community Engagement and Public Outreach	Port of Los Angeles, California

Conclusion:

This recommendation is aligned and advances the following priorities identified in the Pico Rivera Strategic Plan:

- Economic Development & Land Use
- Infrastructure
- Health, Wellness, & Safety
- Community Engagement

Staff recommends that the City Council approve a Professional Services Agreement with Selbert Perkins Design (SPD) for an amount not-to-exceed \$350,000 to develop a City Branding, Signage, and Furniture Master Plan.



Steve Carmona

SC:JH:smc

Enclosure: 1) Professional Services Agreement