

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: March 16, 2017

To: The Mayor
The Council

From: Richard H. Llewellyn, Jr., Interim City Administrative Officer *RHL
RW*

Subject: **INNOVATION FUND RECOMMENDATION – VIRTUAL REALITY
ACCESSIBILITY PROJECT**

RECOMMENDATIONS

That the Council, subject to the approval of the Mayor:

1. Create the following account in the following amount within the Innovation Fund No. 105/10:
 - DCA – Virtual Reality Accessibility Project \$133,000
2. Transfer \$133,000 from the Innovation Fund 105/10, Account to be Established, DCA – Virtual Reality Accessibility Project to Fund 844/30 as follows:

<u>Account No.</u>	<u>Account Name</u>	<u>Amount</u>
30273N	Hollyhock House Earnings Account	\$133,000

3. Instruct the Department of Cultural Affairs to:
 - a. Separately track all encumbrances and expenditures of Innovation Fund monies so that unspent funds can be returned to the Innovation Fund at the end of the fiscal year;
 - b. Report to the Innovation and Performance Commission with an accounting of the funds, the lessons learned, and any obstacles faced; and,
 - c. Report to the Innovation and Performance Commission if, after the receipt of funds, the scope of the funded item differs from the scope approved for funding by the Mayor and the City Council.
4. Authorize the City Administrative Officer to make technical corrections as necessary to those transactions included in this report to implement Mayor and Council intentions.

SUMMARY

The City Administrative Officer herewith transmits the recommendation of the Innovation and Performance Commission (IPC) to approve funding in the amount of \$133,000 from the Innovation Fund (IF) for the Department of Cultural Affairs (DCA). Please note, as with all IPC recommendations, this report presents the idea as submitted by the Department and approved by the IPC along with the necessary recommendations to implement the idea as presented. If the scope of the Innovation Fund item changes after the Department receives funding, the Department must return to the IPC to present the revised scope to the Commission to determine whether alternative recommendations are required.

The Department of Cultural Affairs (DCA), in partnership with the Department on Disability (DoD), proposes to develop a Virtual Reality (VR) accessible tour for the Hollyhock House located in the Barnsdall Art Park in Council District 13. Through the pilot project, DCA and DoD aim to provide virtual access to previously inaccessible areas of the location to visitors with disabilities. DCA states that the Hollyhock House, which was built before the Americans with Disabilities Act of 1990, cannot have its physical structure altered as it is a National Historic Landmark. Through this pilot project, previously inaccessible areas will be available through an on-site virtual reality tour or remotely through a web browser. DCA and DoD view this project as an opportunity to leverage technology to innovate on issues of accessibility among our City's cultural assets and believe the technology applied in this pilot project could lead to improved accessibility in a wide variety of City facilities.

According to DCA, the Department has been working with DoD and the Information Technology Agency (ITA) to develop an implementation plan that will best meet the needs of those visiting Hollyhock. DCA outlined the project implementation in four phases:

- Filming
- Filming Post Production
- Application/Website Development
- Docent Training and Implementation

Upon completion of the pilot project, DCA will have physically and virtually expanded the accessible area of the Hollyhock House by 210 percent through the use of technology. The Department believes this will increase on-site visitors, which may lead to an increase in ticket sales revenue and assist the site in receiving UNESCO World Heritage Site designation, which it is currently under consideration. DCA will measure success of the pilot project through the following metrics:

- Increase in the number of visitors with disabilities served and the number of tours serving visitors with disabilities;
- Increase in the square footage of accessible areas;
- Increase in the overall number of on-site visitors and visitors accessing the VR tour through the website;
- Increase in revenues; and,
- Increase in profile and recognition based on the number of media articles and number of social media hits.

The Commission recommends funding of \$133,000 to cover the costs associated with the Virtual Reality Accessibility Project. The funds will pay for the following:

- Filming - \$37,000 for an estimated 10 days of shooting 25 to 30 locations within 15 spaces (includes pre-production, equipment rental, lighting, and insurance)
- Filming post production - \$44,000 (includes image stitching, color correction, embedding, multi-language audio production, writing, translation, and captioning)
- Application/website - \$40,000 (includes design and development of the website, interface, and accessibility testing)
- Docent training and implementation - \$12,000 (includes docent training, user manual, server, wifi, focus group testing, and large tablets)

FISCAL IMPACT STATEMENT

Approval of these recommendations will allocate \$133,000 of the remaining \$511,877 Innovation Fund 2016-17 available balance. The \$133,000 will be transferred to the Department of Cultural Affairs to begin implementation of the pilot project that has been approved by the Innovation and Performance Commission. In some cases, departments will incur ongoing costs.

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