



**COMMUNITY ASSET MANAGEMENT PROGRAM (CAMP)
OUTREACH COMMITTEE**

**REGULAR MEETING
Wednesday, October 28, 2020, 5:00 PM
Minutes**

1. CALL TO ORDER

The meeting was held virtually using Zoom and called to order by Chair Bonanno at 5:00 p.m.

2. ROLL CALL

Committee Members

Chair Gina Bonanno
Vice Chair Donna Allen (arrived at 5:20 pm)
Dawn Argula
Steven Dunbar (arrived at 5:11 pm)
Mark Palajac
Steve Stamos
Marco Torres
Nicol Williams-Pruitt

Absent

Jennifer Yeamans (excused)

Staff Present

Debbie Bell, Management Analyst II
Kathy Hughes, Administrative Assistant
Scott Lanphier, Public Works Director
Bob Vinn, Acting City Engineer
Helen Ling, Water Resources Division Manager
Natalie Croak, WR Communications Representative

Tim Carroll, MIG

3. PUBLIC COMMENT

Chair Bonanno asked Debbie Bell to explain the public comments process for the meeting. Ms. Bell explained that the meeting was taking place using the Zoom platform. An opportunity for public comments would be provided for each

agenda item. Comments were to be submitted using the Zoom Q&A feature. Comments using the Chat feature would not be accepted. Comments were limited to one per person for each agenda item. Each comment should begin with the agenda item number and were limited to no more than 500 words. She explained that if more than one comment was submitted by a single person for a single item, only the last statement would be read into the record. The public comment period for each item would end when the Chair closes the comment period, and no additional comments would be read for that item.

There were no public comments for items not on the agenda.

4. APPROVAL OF MINUTES

ON A MOTION BY COMMITTEE MEMBER ARGULA, SECONDED BY COMMITTEE MEMBER PALAJAC, CARRIED ON A 6-0 VOTE (COMMITTEE MEMBERS DUNBAR AND ALLEN WERE NOT PRESENT FOR VOTE) THE AUGUST 26, 2020 MINUTES WERE APPROVED AS SUBMITTED.

5. REPORT ON OLD BUSINESS

None.

6. NEW BUSINESS

6.01 Discussion Regarding Asset Management Outreach Program Updates –

Ms. Bell shared a PowerPoint presentation with the committee. She started by reviewing the members role as Outreach Committee Members. She reminded the members that they are critical to the process and that staff is looking for their help to steer efforts in developing the Outreach Program. She said their job is to make sure the message is kept at a level that is understandable to the public. As ambassadors, she said staff will need their help in sharing the message with their respective communities and service organizations. With that in mind, she said she would like to start each meeting by asking members what they are seeing or hearing regarding asset management. Based on what others are saying, it will help staff to adjust the messaging.

Chair Bonanno mentioned she has heard several times about the perceived safety issues on East Avenue related to the crosswalks and signals. She also said she hears a lot about sidewalks and street trees.

Committee member Palajac said that he received quite a few emails from people he sent the survey to, thanking him for including them. He said the only other comments he's heard are also about sidewalks, from both homeowners and pedestrians. He's also heard about East Avenue, saying that would be controversial, because making it safer for bikes could impede the traffic flow.

Committee member Stamos received a lot of positive feedback from people who took the survey. They thought it was a great idea and appreciated that their voices would be heard. He mentioned that with more people working from home, there's a lot more interest in infrastructure and neighborhoods. He also mentioned an increase in erratic driving on East Avenue.

Acting City Engineer Bob Vinn said that he's heard from a number of people over the years that there is a perception that the City spends less money on infrastructure in the Springtown area than in other places in the City. He would like it if our messaging could address that.

Committee member Dunbar has heard people saying that a lot of money has been spent in the Downtown area. He's also heard people complaining about the paving on Livermore Avenue and asking why it couldn't have been done during the shutdown.

Committee member Argula also mentioned the paving project. She said it's nice that it's getting done but wonders how much outreach was done to warn people of the project and the delays it would cause. She also mentioned cars speeding up First Street have been interrupting the outdoor dining experience.

Chair Bonanno asked for public comments.

- Mary Perner mentioned that sewer systems are assets, asked why the paving work on South Livermore can't be done after 8:00pm, and commented that bike lanes near East Avenue are vital when thinking about climate change, air pollution, and community health. Bikes and safe walkways provide an alternative to loud, polluting, speeding cars.

Chair Bonanno closed the public comments.

Chair Bonanno asked Mr. Vinn if he could address the question on paving at night. Mr. Vinn said that in general, the City doesn't allow for work at night, because it's noisy, would disturb the nearby homeowners, and would cost more. He said the road work on major streets is scheduled during the non-peak commute hours. He said they try to post signage advising of upcoming work. He told the committee that the paving project was federally funded, and is being overseen by Caltrans, and that it took staff longer than they had hoped to get through the Caltrans approval process.

Ms. Bell then transitioned to a summary of recent accomplishments since the last meeting. She said the Asset Survey Summary was finalized and is available on the website www.livermoreassets.net. She reminded the committee that they had reviewed the draft of the survey summary and based on their feedback staff executed the following changes: the executive summary was completely revised,

and an emerging issues section was created, many charts and graphs were reformatted, responses for walls, streets and sidewalks were more clearly cross-tabulated by neighborhood zone, and key takeaways were added for each of the topics.

Staff submitted an Asset Management article for the city-wide newsletter which will be mailed to all residents early November.

Staff have been working on updates to the program website (www.livermoreassets.net) including adding the asset survey results, an option for people to sign up for our email distribution list, and the geocache activity that will be discussed later in the meeting, has been added to the website.

Chair Bonanno mentioned that with the asset survey results online, and the timing of the newsletter, it might be a good idea to try and get an article in the Independent. She said it would be good to show the community what others in their community think are priorities with respect to the assets. She then asked the committee members for comments.

Committee member Argula said that we should reach beyond the Independent, to other publications that cover Livermore, to maximize coverage.

There were no public comments on the item.

- 6.02 **Discussion regarding Asset Management Animated Video-** Tim Carroll from MIG discussed the upcoming Asset Management animated video. The goal for the video was to educate people about asset management, to raise awareness for strategic choices, and to engage the public in conversation. He said that the video is intended to supplement other outreach efforts and will serve as an “evergreen” educational tool, meaning it won’t be linked to a specific campaign or initiative, giving it a longer shelf life. Using that concept, he explained the structure of the video. It will introduce a traffic signal as the symbol of asset management. It will describe a signal’s lifecycle stages, components and costs, and maintenance needs. It will then broaden this concept to the City’s overall asset management challenges and explain how the asset management program will lead to a better future, ending with a specific call to action. The video will be animated, primarily consisting of illustrations combined with some photography to create a familiar scene that is friendly but not overly casual. The goal is to provide information in a way that is easy to understand and accessible to a wide audience. When finalized, staff will post on the City’s website and social media platforms, and ask schools, community-based organizations, and CAMP committee members to distribute to their contacts.

Tim then read the draft script of the video while showing the committee slides of the type of images and iconography they would use.

Chair Bonanno opened the item for public comments. There were none.

Mr. Carroll posed several questions to the committee, asking them for their comments.

- Does the video properly convey the issues?
- Does the tone and visual style resonate?
- Which visual metaphor do you prefer, puzzle or scale?
- What should be the call to action?
- What are other ways to distribute this video?
- Comments or suggestions?

Committee member Palajac thought the video did well in a very soothing way. He thought it applied to all assets and it was something everyone could relate to. Mr. Carroll thought that was a good point and said that MIG wanted the tone to be inspirational and positive, while acknowledging that challenges exist.

Chair Bonanno agreed that the video should not be a downer, but stressed that we have to do our job to help people understand that there are going to be difficult decisions to make, and that if we shy away from them, people are going to feel we haven't set realistic expectations. She warned against painting too rosy of a picture because there will be difficulties, especially in these times when cities are strapped for money and other needs related to COVID-19. She asked if the video would be a series of slides with narration. Mr. Carroll said it will be an animated video with a professional voiceover, and the presentation tonight was more of a storyboard. She said she assumed the \$450,000 to install a traffic signal mentioned in the video included labor, but if that wasn't the case, it should be made clear in the narration. Mr. Vinn confirmed that the cost does include design, labor, and parts for the entire intersection.

Committee member Torres suggested adding a flow chart that shows how the process starts, where the money comes from, how it's allocated, and how the decisions are made. He felt it would give people transparency in the whole process.

Committee member Argula thought the video covered all the basics. She agreed with Committee member Torres' comments, saying it was important to show where the assets come from and who is responsible for them. She also said it might be helpful to include how the City identifies its ongoing needs and where it invests its money.

Committee member Allen said the video was engaging and agreed with Chair Bonanno that it should clarify exactly what the \$450,000 includes. She thinks the City has done a great job posting on social media and thinks that referring people back to the website would be very helpful. She expressed concern about the length of the video, saying that research shows anything over two minutes will

make people lose interest. Mr. Carroll said their goal is to have it under two minutes for just that reason but said in some cases with detailed content videos can be as long as four minutes but that we're trying to stay at three minutes tops.

Committee member Dunbar suggested an idea for the video where there would be a picture of a blueprint, a picture of the traffic signal, and a picture of a worker installing it. He thought showing those three things would clarify that the design and installation was all included in the cost. He also said the icon animation should align with the narrative.

Mr. Carroll asked the committee's feedback on the tone and the visual style.

Committee member Dunbar said that in the beginning of the video it was Livermore specific, but later in the video it was not. He suggested making the video Livermore specific throughout.

Chair Bonanno agreed saying she thinks it would be helpful to include more Livermore specific items. She also liked the tone and the visual style and thinks it will flow well with animation. She asked whether it would be a female or male voice reading the narration. Mr. Carroll said they would provide several options. Chair Bonanno asked if the Committee would get to see the final video before it's released. Ms. Bell said staff was planning to work directly with MIG to finalize the video based on the committee's feedback tonight. However, if committee members were interested, they could create a short-term subcommittee with additional review. Chair Bonanno asked if anyone would be interested in seeing it and giving feedback, provided it doesn't increase the cost or delay the schedule.

Mr. Carroll then asked for committee input on two metaphor options. Option one shows the assets as pieces of a puzzle, with the viewer as the central piece. The second metaphor shows a scale trying to balance funding with asset maintenance needs.

Committee member Williams-Pruitt thought the scale was a better option. She also said that in regard to the call to action, the most important thing would be to get people back to the website.

Committee member Dunbar said he would like to see a rough draft of the puzzle option because it represents trying to prioritize all the assets. He suggested spreading out the assets on the scale to make it clear that they could go in different positions on the scale as if we were prioritizing them.

Chair Bonanno thinks the scale option works. She said what we want to show is that there isn't enough money for all the assets, so we need to show how to get the scale back in balance. She suggested the next slide should show funding limits and that there isn't enough money to do everything, so some things have to come off the scale. It would also show the challenge of who decides what comes off the scale, the City or the public, which is part of the call to action. Mr. Carroll

said the approach would be to show the scale out of balance, then going into balance by either adding more funding or reducing maintenance needs or removing assets. He said the challenge would be conveying the sense that we were not suggesting to eliminate the asset class entirely.

Committee member Dunbar suggested showing many little buildings and bridges, to indicate that one is being removed. Ms. Bell said we also need to show options including reduced maintenance. Chair Bonanno suggested adding more words to describe what you're seeing. Mr. Carroll agreed, saying seeing words like "reduced level of service" coming in and then fading out could become part of the animation.

Mr. Carroll asked if there were any other ideas for call to action. Committee member Argula asked if one objective is to encourage others to participate in the Council budget process. Ms. Bell reminded the committee that this video should be usable at any time of the year, not just budget time. She thinks future outreach should encourage people to get involved in the budget process and mentioned that the City has new budgeting software that will enable community members to become more involved in the budget process. She envisions working with the Finance Department to more clearly communicate the integration of asset management and the City's budget.

Committee member Dunbar agrees with getting people to the website, but that we should also encourage people to share the video to make sure it is circulated to others that the committee can't reach themselves.

Chair Bonanno added that a goal should also be to get people to the CAMP Outreach Committee meetings to get their voices heard. She also said that committee members should be available to the public as a conduit between the residents and the City. Ms. Bell suggested we should encourage others to present this video and discuss this topic at meetings they attend.

Mr. Carroll asked if anyone had specific ideas on how to distribute the video. Chair Bonanno suggested the "Rolls and Scrolls" segment on TV 30, and possibly buying commercial time at local theaters. Committee member Dunbar suggested using employers in the area. Committee member Argula suggested the City leverage various partnerships such as Livermore Downtown Inc., the Rotary, and the Chamber of Commerce to help spread the word.

- 6.03 **Discussion Regarding Asset Management Youth Engagement Activity-**
Debbie Bell told the committee that staff has been working on a geocache game as a way to engage youth. She explained that a geocache game is a modern-day treasure hunt. Using a smart phone, participants read a clue and are given GPS coordinates to a location. Once there, they will search for the geocache (normally a hidden box, but due to COVID-19, we will be using a flyer). Each location provides a QR code for a quiz related to that location. There are five

locations, and once completed, participants will submit their game cards for a chance to win prizes. L'more the Asset Hound is the mascot for the game. He will help the participants sniff out clues while offering humorous and relatable content. The game is both youth friendly and appropriate for all ages. She said it was a way for kids to learn about assets first-hand by going to places and seeing them. She explained that it was also a creative solution to get adults involved, as everyone is looking for ways to get out of the house. This activity is to educate participants about asset management and reinforce that these are community owned assets. It's intended to raise awareness of the high cost to maintain, repair and replace these assets. It will also explain that City's funding is limited and insufficient to properly maintain all the assets. It will also introduce the concept of enterprise funds (Airport, Water Reclamation Plant) and outside agencies (LARPD, Zone 7), to help people understand that some assets residents assume belong to the City are the responsibility of an outside agency.

Staff plans to advertise the game on the City website as well as the Asset Management website. In addition to social media posts, a flyer and game card will be included in all bags for library curbside pickups. Staff will also work with the school district and the Youth Advisory Committee, as well as CAMP Outreach contacts to get the word out. The goal is to go live sometime during the week of November 2, 2020. The game is scheduled to end January 5, 2021. Staff sent the game out to the Committee members prior to the meeting asked for feedback or comments.

Committee member Williams-Pruitt said she went through the whole game and though it was amazing. She mentioned making sure to reach out to the private schools in the area as well.

Chair Bonanno opened the item to public comments. There were no public comments on the item. She then opened it up to Committee members for questions.

Committee member William-Pruitt noted a grammatical error and asked that it be corrected. She also commented that one of the clues was confusing. Ms. Bell mentioned that Committee member Palajac had already brought up concerns about that location in that it was difficult to find the clue on a crowded street, and it put the participants very close to outdoor diners. Staff is looking for an alternate location in that area.

Ms. Bell then asked the Committee members the following questions and asked for their input:

- Is the game usable, did it function correctly?
- Is the content appropriate?
- How do we encourage participation?

Chair Bonanno recognized that someone was trying to type in a comment, but she may not have given enough time. She apologized to the attendee and mentioned that in the future we should think about allowing more time for comments.

Committee member Palajac said he visited all the sites and thought it was a lot of fun, and that he could see families participating. He mentioned that he had sent in comments to staff regarding specifics at one site, and ownership versus maintenance issues.

Committee member Allen thought it was very engaging. She had concerns about highlighting a business and thought we should possibly change that location. Ms. Bell said that was a good point, the clue was in the kiosk outside the building because it was a place the clue could not easily be removed. She said that staff will find a more appropriate location.

Committee member Argula said she loved the game, and that with Livermore being such a dog friendly town, people will love the mascot L'more. She also said there were plenty of public assets downtown and staff shouldn't have a problem finding a different area to post a clue. She asked if the game card was going to be a hard copy or would it be something that people could complete on their phone. She also asked if they could be submitted electronically to avoid contact.

Committee member Palajac suggested another location that would help people avoid crowds, saying that he searched on a Saturday and it was just too crowded in that area.

Committee member Torres suggested making it clear that it is a free and public recreation activity in case someone stumbles upon one of the clues. He also suggested putting the QR instructions on each flyer and instructions on how to get the game card.

Committee member Dunbar said that he also thinks the QR instructions should be on every flyer. He said the instructions did not render correctly in Safari. He said that he was hesitant visiting the first location, saying he didn't know if visitors were allowed. He suggested putting hours on the flyer so people know when then can go. He mentioned that he had a few problems with the second location. He said accessing it via bicycle was challenging, and that if you missed the path, you would be walking in the mud and very wet grass. He suggested moving the location to across the street to the bike trail, as it's a well-traveled location. He suggested putting bike directions on the flyers because Google maps isn't ideal. He also thought putting another location along one of the bike trails would help expose more people and get them interested in playing.

Committee member Argula asked if there were any plans to have additional geocache games, perhaps updated versions every few months. Ms. Bell said that staff has discussed that issue. She said if the game is successful, she

envisions other versions in different areas of the City that weren't represented in this version. She said she would need to make sure the participation level was worth the time and the effort it took staff to create the game. She said that pieces of the game can translate into information sharing on the website. She said she envisions the game evolving from this first version and making needed changes for future versions.

Committee member Torres mentioned making being able to submit the game card electronically, and perhaps having a short survey at the end to gather feedback.

Chair Bonanno thanked the committee for their comments and asked Ms. Bell if she was satisfied with the comments. Ms. Bell said she had gained sufficient feedback and reminded the committee members to email her with any additional comments. Chair Bonanno suggested having someone mention the game to the City Council. Ms. Bell said she would be adding the item to the weekly Council update. Chair Bonanno said she would also be willing to speak at an upcoming Council meeting as a member of the committee to spread the word about the game.

6.04 **Discussion Regarding Upcoming Asset Management Outreach Tools and Next Steps-** Debbie Bell told the committee the primary focus will be to continue to work on the geocache game and the video. She said that staff will work on updates to the website. A comment was made at a prior meeting that not every webpage was visible or usable in an effective manner when viewing on a cell phone. She said staff will work to fix that problem. She said work is continuing on fact sheets for the tool kits. Staff will eventually start work on the interactive game.

Ms. Bell told the committee that every two years, the City Council selects their goals and priorities for the upcoming two years. This process will begin again after the elections. Staff puts together memos describing why a topic is important for them to consider adding it to their goals and priorities. Ms. Bell said she will be working to keep asset management as a primary focus for the upcoming Council and told the committee members that as ambassadors of this program, they have the opportunity to speak with Council as well.

There were no public comments on this item.

Committee member Dunbar said that on the website, the email signup is at the bottom of the page, and very small so it is easily missed. He suggested moving it to the top of the page.

Committee member Stamos said he likes the graphics on the website assets page, but that there are no numbers next to the landscape assets. He suggested adding them (i.e. number of parks, trails). He also suggested a page with the timeline of where we started to where we are at now.

Chair Bonanno asked if members would be receiving a briefing book that will help them communicate to the public. Ms. Bell said yes, that is what the fact sheets were referring to. The book is not ready yet, and the members will get to see a draft version for feedback before the final version is created.

Ms. Bell reminded the committee that they previously provided suggestions on public outreach, but with the current situation and everything being virtual, she asked if there were any new opportunities that staff may not know about such as speaking at a rotary meeting.

Chair Bonanno suggested using virtual house parties where neighbors get together to hear about asset management.

Committee member Stamos suggested separating into breakout groups, having each CAMP Outreach member using different talking points to quickly get feedback.

Committee member Palajac suggested making a presentation to the group Sons of Retirement. They meet virtually once a month, and there are a lot of retired LLNL employees, so they might be interested. He said we could reach 50-100 people in one meeting.

Committee member Argula suggested a town hall type of webinar/presentation and record it so others can watch later.

Ms. Bell said if the members think of other ideas for youth activities, or specific methods to advertise the video, to please communicate with her between meetings. She thanked the members for taking the time to go over the geocache game and provide comments. She said there is not a specific date for the next meeting, but that when staff is ready for input on items, they will reach out to the members via a doodle poll for possible meeting dates. She said she anticipates having the next meeting sometime in January 2021.

Chair Bonanno thanked Mr. Carroll and Ms. Bell for their efforts and thanked the members for their engagement during the meeting.

7. ADJOURNMENT

THE MEETING WAS ADJOURNED AT 6:51 P.M. TO THE NEXT REGULAR MEETING TO BE HELD AT A FUTURE DATE, TIME, AND LOCATION TO BE DETERMINED.