



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

**REGULAR MEETING  
CIVIC CENTER LIBRARY  
1188 S. LIVERMORE AVENUE  
6:00 P.M.**

**Wednesday, February 12, 2020  
Minutes**

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**1. CALL TO ORDER**

The meeting was called to order by Chair Bonanno at 6:04 p.m.

**2. ROLL CALL**

Committee Members

Chair Gina Bonanno  
Vice Chair Donna Allen  
Dawn Argula  
Steven Dunbar  
Steve Stamos  
Marco Torres  
Nicol Williams-Pruitt  
Jennifer Yeamans

Absent

Mark Palajac (excused)

Staff Present

Debbie Bell, Management Analyst II  
Scott Lanphier, Public Works Director  
Cheri Sheets, City Engineer  
Kathy Hughes, Administrative Assistant

Joan Chaplick, Tim Carroll, Noé Noyola, MIG

**3. PUBLIC COMMENT**

Nothing to report.

#### **4. APPROVAL OF MINUTES**

ON A MOTION BY COMMITTEE MEMBER DUNBAR, SECONDED BY COMMITTEE MEMBER STAMOS, CARRIED ON A 6-0 VOTE (WITH COMMITTEE MEMBERS ARGULA AND YEAMANS ABSTAINING DUE TO ABSENCE, THE FEBRUARY 5, 2020 MINUTES WERE APPROVED AS SUBMITTED.

#### **5. REPORT ON OLD BUSINESS**

None.

#### **6. NEW BUSINESS**

##### **6.01 Discussion Regarding the Community Asset Management Outreach**

**Program** – Debbie Bell introduced Joan Chaplick, Noé Noyola, and Tim Carroll from MIG. Ms. Bell turned the meeting over to Ms. Chaplick for the presentation.

Ms. Chaplick started out by asking the Committee members to introduce themselves and explain a little about what drew them to the committee.

Ms. Chaplick explained that MIG would walk the Committee through the Outreach and Communication Strategy plan, asking for feedback along the way to help customize a unique outreach strategy. She said the Committee would then establish connections between stakeholders and the Asset Management Program and spread the word through their personal and professional networks. Committee member Stamos asked staff if the Committee would be focusing on existing assets versus potentially new assets. Ms. Bell said the program will mainly focus on existing assets.

Ms. Chaplick reviewed the draft outreach program schedule and gave the members a sense of timing for each activity. Council will be updated throughout the process and the timeline for the program goes through August 2021, with the majority of activities occurring in summer of 2020. MIG has a series of tools, including a training kit, that they will use to train the Committee to become community liaisons for Asset Management.

Mr. Carroll gave the Committee an overview of the proposed communications strategy. The purpose of the strategy is to help identify key audiences, establish messaging, and recommend methods to ensure broad engagement. The goals of the plan will be to educate the public, build awareness of Asset Management, and create positive perceptions of the program. The overall objectives will be to:

- develop messages that resonate with a diverse public that are equitable and inclusive,
- establish communication channels to reach a broad range of audiences, and
- determine the effectiveness of the messaging using a variety of metrics.

He then explained the potential barriers and motivators of the strategy. The target audience for the messaging is everyone who lives in Livermore and anyone who uses the public infrastructure, such as businesses. Barriers for the strategy would include lack of awareness, lack of understanding, frustration, mistrust of the City, and a perception of a lack of equity between the different areas of the City.

Mr. Carroll asked the Committee for comments on barriers and motivators. Chair Bonanno mentioned a language barrier, and said Livermore has a large Hispanic population. Vice Chair Allen said there is a generational barrier, old ways of thinking versus newer ways. Committee member Yeamans said that older homeowners may have a set way of thinking regarding Livermore.

Motivators include pride in the City, community character, sense of history, connectivity, safety, a desire to be informed, civic engagement, and trust in the process.

Chair Bonanno said that the economic aspect could be either a barrier or a motivator. She said there is only so much money, and people have different values and different opinions on what is important to maintain. She said that the money aspect must be direct, that the messaging needs to confront the fact that there isn't enough money to fix the things that people think should be fixed. Committee member Argula said we would need to manage expectations. Committee member Dunbar said that it was his perception this community is very financially educated and may challenge available and committed budget numbers because if they believe the City is mismanaging priorities. He said we need to be upfront with the entire budget.

Mr. Carroll said the core messages of the strategy will be that assets are essential, that asset management costs money, and that we will need to prioritize and strive to be equitable. Committee member Yeamans asked for a clarification on the message that asset management costs money. She wanted to know if that meant the program or the actual maintenance. Ms. Bell said that this strategy is focusing on the rehabilitation and replacement of assets and that is where the costs come in. Committee member Argula said that it's important to also factor in the cost associated with managing the program in order to understand the full cost.

Mr. Carroll then asked the Committee how the project team should frame Asset Management for the public, and what they think are some of the key issues and questions regarding Asset Management. Committee member Argula said that we have to say we are talking about roads, sidewalks, storm drain systems, signage, rather than framing it by saying "asset management". She said it should move

away from the jargon and focus on the everyday elements. Vice Chair Allen said she compares it to protecting our communal home, because just like a resident needs to budget for repairs or hold off on replacing an item, so does the City. She likes the idea of a communal message, so everyone still feels a part of the City. Chair Bonanno thought that was a good way to approach it, and that people tend to think about the common good. Committee member Yeamans thinks the message should speak to people's firsthand experience, and that we will need to take into account HOA's or other special districts. The message will need to be conveyed that those areas are receiving extra maintenance because the residents are paying for it through their property tax. Chair Bonanno said that Livermore is a very savvy community and people need to understand how little money there is for Asset Management, and that residents would like the ability to be able to make choices about where the money goes and also be prepared to make tough choices.

Ms. Chaplick said the Outreach goals are to increase public awareness, help the community understand the need to plan for the future, and to collect public input to help identify and prioritize strategies. This will be accomplished by in-person activities, online engagement activities, and project branding and educational materials. She explained that the way to achieve these goals are by leveraging local networks, visualizing asset management, obtaining honest community dialogue, and using a flexible and tailored approach.

In order to gauge the metrics of success, MIG will look at the level of accessibility, the diversity of participants, and how they are able to reach people by mirroring the community narrative. Mr. Noyola clarified that they would like to have a baseline in terms of what people know about asset management in order to be able to make changes in the next phases of outreach. Chair Bonanno asked if the Committee would be helping to decide what the variables are, and Mr. Noyola said that they would.

Mr. Carroll showed the Committee the logo that was development for the project. The logo will be used on future materials (e.g. briefing book, fact sheets, social media posts). He then discussed the Briefing Book/Toolkit that will be distributed to the CAMP Committee members. The book will assist them with outreach by providing materials to start the conversation on asset management, how to deal with difficult questions and keeping the conversation positive, discussion tips, and talking points. He then asked the Committee what they felt they needed in order to be able to talk to the community. Vice Chair Allen said that it would be helpful to know the strategy MIG will be using, asking whether the Committee will be expected to teach or just ask questions. Mr. Noyola said that the book will help with both methods, how to teach the residents about asset management, then asking residents what their priorities are.

Mr. Lanphier said that he hoped that one of the messages the Committee can use is that while the City is actually maintaining assets now, we hope to identify

ways to maintain them more efficiently. Mr. Lanphier also suggested the messaging explain the regulatory environment that the City has to operate within. Committee member Torres said that a real time map, that shows the assets and the history of repairs to that asset, or when it would be repaired in the future would be helpful. He said GIS and maps make good communication tools.

Chair Bonanno asked how the Committee could get that information, as the City's GIS system is not available to the public. Mr. Lanphier explained that the future goal is to have a scaled down version of the City's GIS system available for the community to view asset management information. Vice Chair Allen thought that specific examples of what is currently happening with the assets within the City would help them understand, and in turn help them better convey the message to the residents. Committee member Stamos said it would be helpful to have a directory of "who to talk to" in the City if there are specific questions. Chair Bonanno asked if the Committee would get to see a draft of the Briefing Book before it was finalized. Ms. Bell said that the Committee would get to review and provide input on at least the outline, and that it might be sent to them for review via email because of the tight timelines.

Mr. Noyola spoke about the online survey and the purpose and tone of the survey would be. He said there would be a baseline survey at the beginning, and a second survey after the outreach is completed to test the program's effectiveness. He asked the Committee for feedback on the approach and tone of the survey. Committee member Dunbar suggested that people look at the Next 10 website and the PlanBayArea.org website for the Mayor of Bayville online game for ideas. Committee member Stamos thought there should be a question on how people interact with the City (i.e. do they work here, do they live here). He also mentioned that we should keep current events in mind, such as the recent windstorm and the fires last year, as those events might skew the survey data. Vice Chair Allen said it should be simple, convenient, and fun so residents will complete it.

Mr. Carroll said the timing of the survey depends on the overall program goals. He said if we are looking to see a deep understanding of the program over the long term, then the final survey shouldn't happen for 18 months. But if we are looking to see if we are effectively reaching people, then it should be sooner. Mr. Noyola asked if it would make sense to delay the survey until after completing the key findings report. Committee member Torres suggested doing the survey sooner rather than later to establish a benchmark finding. He also wanted to make sure the survey would be available both online and in paper form. Ms. Bell said that she anticipates it being sent out on social media, distribution lists, Committee members networks and handing it out at public outreach venues. Ms. Sheets said we will also be addressing translation needs and the needs of those that don't have access to technology. Committee member Torres suggested that at the end of each survey, there be an option to sign up for program updates. Ms. Bell said that there would be that option.

Mr. Carroll spoke about additional communication tools. These would include an educational video, interactive games, an online quiz and the use of social media to broaden the outreach.

Mr. Noyola spoke about the in-person events. He said the kickoff event would be the downtown wine festival in May. He asked the Committee what other events they felt would be beneficial in spreading the message. Chair Bonanno mentioned having some kind of outreach at the summer reading program, because it would involve both the kids and the parents. She thought it would be fun to have a group of kids speak at a Council meeting. She also mentioned that the Boy Scouts are always looking for projects, and there might be a way to tie them into the program. Vice Chair Allen mentioned the possibility of having a booth at the Community Service Day event in May. She also thought that the Committee should have events in different areas of the City (i.e. Springtown, Vasco area), to reach as many people as possible. Committee member Yeamans mentioned the Rodeo, and Committee member Torres mentioned the Fourth of July event. Committee member Dunbar suggested tying the message in to Bike to Work Day and National Night Out events. Committee member Argula mentioned LARPD's Children's Fair, and Committee member Dunbar suggested visiting Las Positas College.

Mr. Noyola asked them to think about which stakeholders to target for outreach. Ms. Chaplick said that MIG was looking for Committee members to give them feedback and ideas in the various stakeholder categories, and they would come back with specific questions on what is a good way to reach that specific group. Ms. Bell distributed the Draft Outreach and Communications Plan and asked Committee members to review it and get back to her with comments, questions, or changes. Ms. Chaplick said the outreach plan is a living document and encouraged Committee members to give their ideas to staff.

Mr. Noyola went over the next steps in the plan. He said that they will be spending the next three months developing the briefing book and tool kit, with the Committee's input. They would like to have approximately three more meetings with the Committee, followed by outreach training, with an anticipated outreach kickoff in May 2020. He asked if there were any other questions or comments. Committee member Argula said that she liked the logo, but asked if there could be a more modern light in the "O". She felt it was too old fashioned and asked if it could be changed. Ms. Bell said staff would look into it.

Ms. Chaplick concluded by committing to produce a more detailed work schedule for Committee members and that MIG will work with staff to schedule the next CAMP Outreach meetings.

**7. ADJOURNMENT**

ON A MOTION BY COMMITTEE MEMBER ARGULA, SECONDED BY COMMITTEE MEMBER WILLIAMS-PRUITT, CARRIED ON AN 8-0 VOTE, THE MEETING WAS ADJOURNED AT 8:07 P.M. TO THE NEXT REGULAR MEETING TO BE HELD AT A FUTURE DATE, TIME AND LOCATION TO BE DETERMINED.