



Livermore Asset Management Program: CAMP Outreach Committee Meeting

Wednesday, August 26, 2020





Welcome and Introductions

Discussion Points

- Welcome and re-introductions
- Resuming CAMP Outreach Committee During Pandemic
- Outreach Process Recap
- Survey Findings
 - Discussion: What do survey findings imply for project outreach?
- Video Approach
 - Discussion: What elements of each concept do you think will resonate with the community?
- Next Steps

Committee Role

Advise

Guide and inform the process

Feedback

Share your thoughts and ideas

Connect

Establish connections between stakeholders and the Livermore AMP

Outreach

Tap into your existing networks to spread the word



Outreach Process Update

Outreach and Engagement Activities

Stakeholder Engagement

- **Internal Project Team Meetings**
- **Communications Strategy and Outreach Plan**
- **CAMP Outreach Committee Meetings**
- Briefing Book/Toolkit

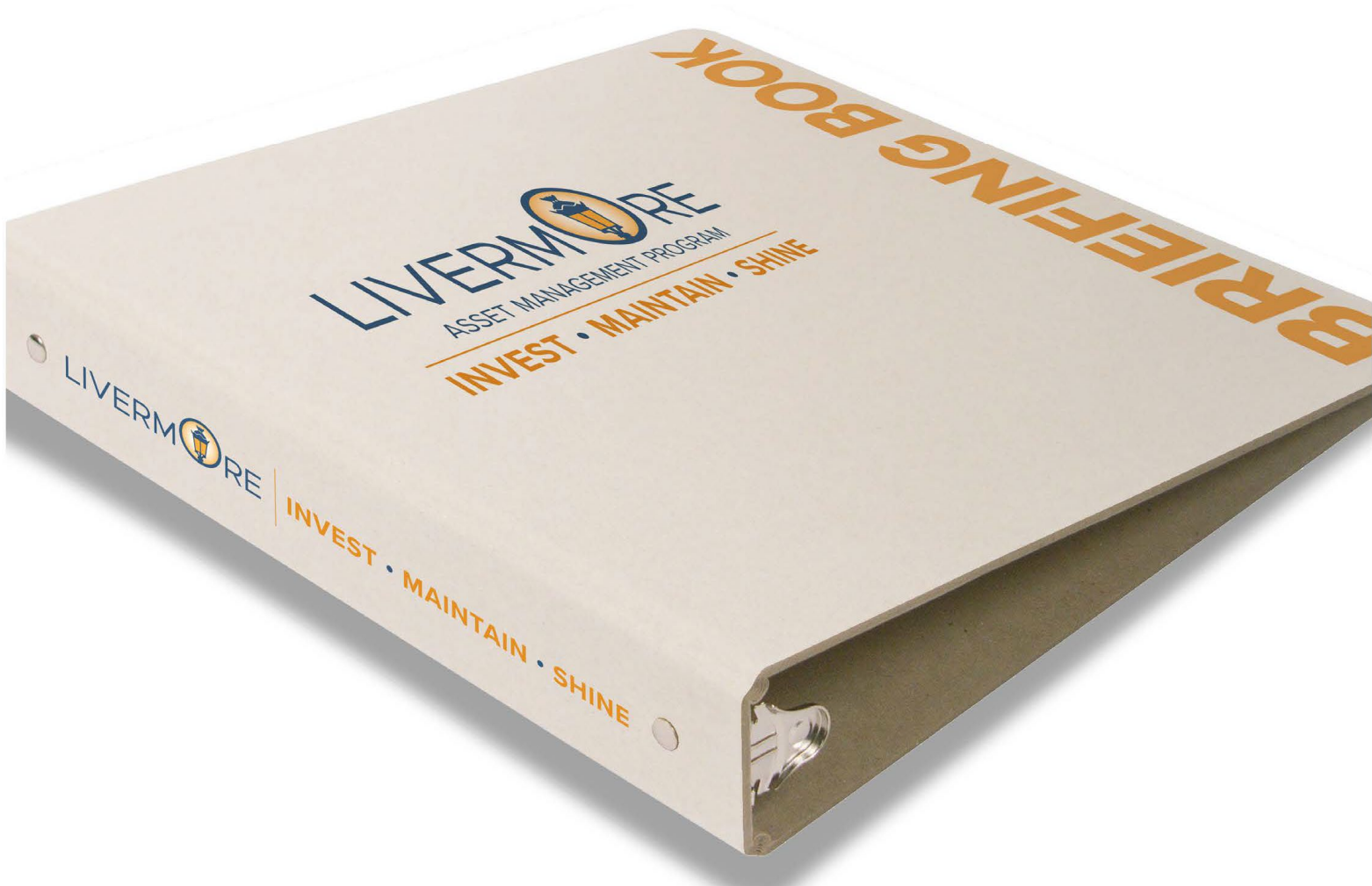
Outreach

- In-Person Events / *Virtual*
- Youth Engagement

Communication Tools

- **Brand Identity**
- *Web-Based Outreach Tools*
 - Educational Video
 - **Digital Newsletter Template**
 - Interactive Game
 - **Online Quiz**
 - **Social Media**
- Key Findings Report
- Infrastructure “Report Card”

Toolkit Layout





ROADWAYS

LANDSCAPE

BUILDINGS

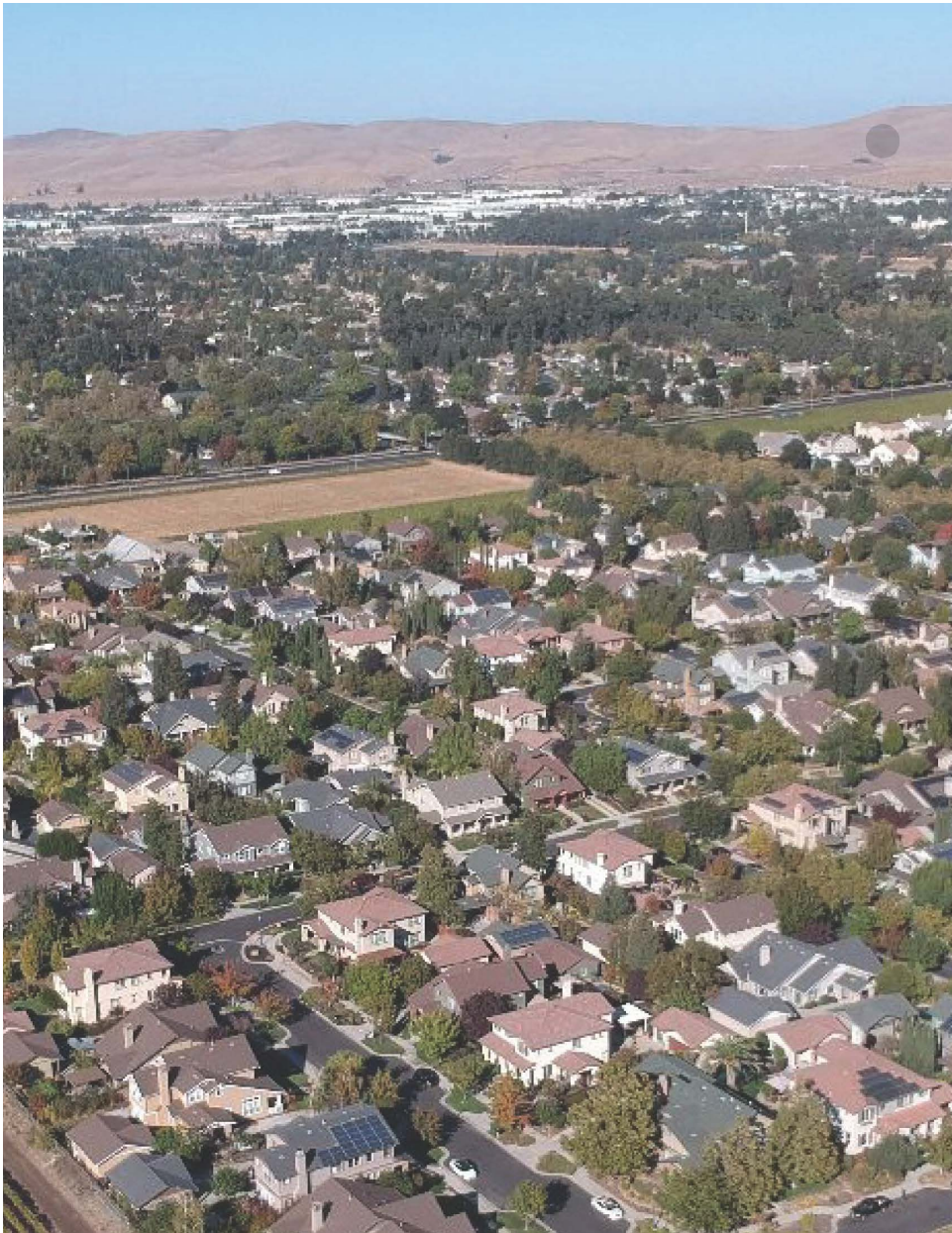
WATER

PUBLIC ART

ACTION ITEMS



BRIEFING BOOK



How to Use This Book

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QUICK FACTS



City

151

years old



Infrastructure

124

years old



Resources

\$1.2

million



Maintenance

\$2.3

million



Key Questions

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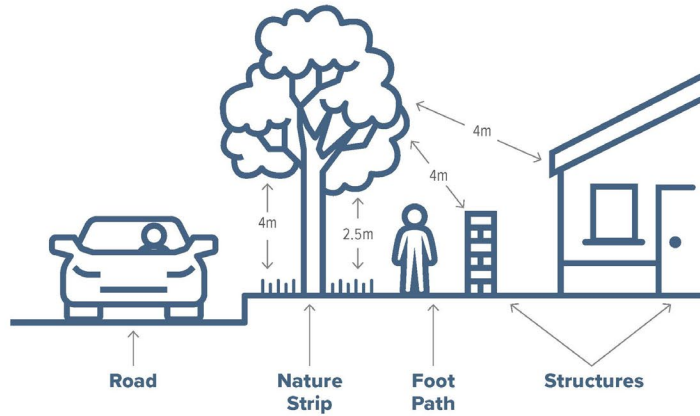
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TREE DIAGRAM



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Newsletter / Factsheet



Main News Header

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[LEARN MORE](#)

THE LIVERMORE ASSET MANAGEMENT PROGRAM



Taking care of our shared resources...

If you live, work, or travel in Livermore you use City assets. From roads to reservoirs, trees to traffic signals, the City owns over \$3 billion dollars' worth of infrastructure—and it all needs ongoing maintenance, repair and eventual replacement to stay strong and useful.

Like a house, a city requires regular maintenance to operate smoothly. You clear your rain gutters to make sure they drain well; you trim your trees and lawns to keep them healthy. Sometimes your home needs larger measures—a new roof for example, or maybe a paint job. And occasionally the unexpected happens, like when a burst pipe floods your basement. The same is true for the Livermore.

Unfortunately, the cost of maintaining all of our public assets at the level we might all wish for is more than our current budget allows. That's why we need to make strategic decisions that help us use money wisely and keep public assets safe and secure for the greatest number of people.

The Livermore Asset Management Program helps us answer some important questions.

- 1 What are the long-term impacts and costs of maintaining the City's assets?
- 2 How can we be strategic and cost-effective while sustaining Livermore's quality of life?
- 3 How can we ensure that the decisions we make are transparent and equitable?

What is an asset?

An asset is something that you own. For the City, assets include things like roads, traffic signals, pipes, buildings and more.

- roads and sidewalks
- buildings
- parks and plazas
- bridges
- water

Social Media



Boosted Posts

City of Livermore City Hall
Published by Natalie Croak [?] · July 16 · 🌐

Throwback Thursday: Here's what road work looked like in 1900... What will the future be like? Share your vision about our shared infrastructure: Take our short survey today! <https://www.surveymonkey.com/r/livermoreassets>

Así es como se miraba el trabajo en carretera en 1900... ¿Cómo será el futuro? Comparta su visión sobre nuestra infraestructura compartida: ¡Tome nuestra breve encuesta hoy mismo! <https://www.surveymonkey.com/r/bienesdeLivermore>

[See Translation](#)



Photo courtesy of the Livermore Heritage Guild

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

1,001 People Reached **62** Engagements **Boost Post**

👍❤️ Henry Jean, Pat Mullin Lyons and 12 others 4 Shares

City of Livermore City Hall
Published by Natalie Croak [?] · July 9 · 🌐

Here's a throwback: Livermore workers install sewer pipe in 1909. We celebrate the City's past—now you can help shape its future. Take our short survey! <https://www.surveymonkey.com/r/livermoreassets>




Photo courtesy of the Livermore Heritage Guild

20,792 People Reached **4,558** Engagements **Boost Again**

Boosted on Jul 9, 2020 By Natalie Croak Completed

| | | | |
|----------------|--------------|-----------------|-------------|
| People Reached | 15.9K | Post Engagement | 1.6K |
|----------------|--------------|-----------------|-------------|

[View Results](#)

👍❤️😄 636 21 Comments 56 Shares

Performance for Your Post

20,792 People Reached

924 Reactions, Comments & Shares 🗨️

| | | |
|--------------------|--------------------|----------------------|
| 700 Like | 571 On Post | 129 On Shares |
| 67 Love | 54 On Post | 13 On Shares |
| 29 Wow | 23 On Post | 6 On Shares |
| 69 Comments | 41 On Post | 28 On Shares |
| 60 Shares | 56 On Post | 4 On Shares |

3,634 Post Clicks

| | | |
|------------------------|---------------------------|------------------------------|
| 517 Photo Views | 688 Link Clicks 🗨️ | 2,429 Other Clicks 🗨️ |
|------------------------|---------------------------|------------------------------|

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

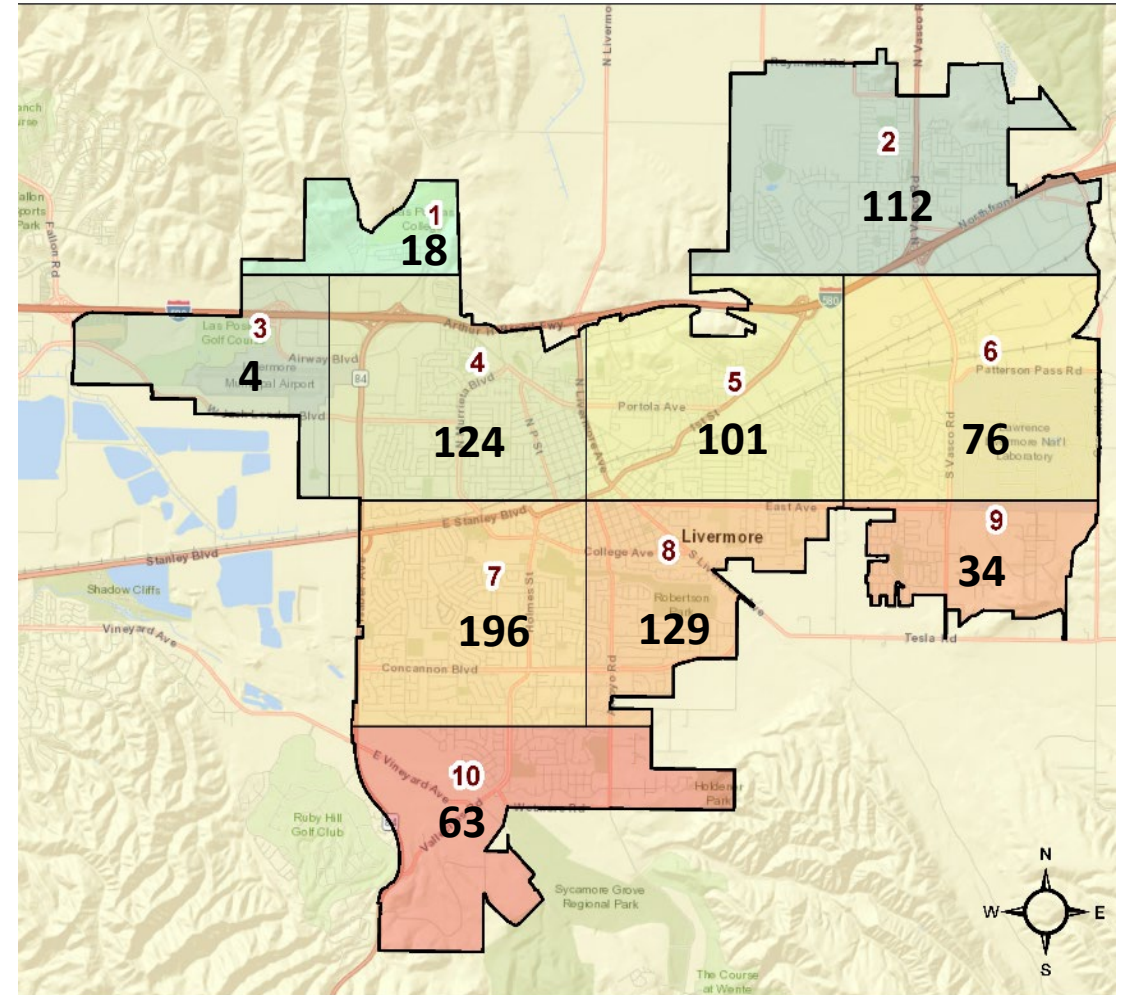
0 Report as Spam **0** Unlike Page



Survey Results

Online Survey

- June 18 – July 31, 2020
- 1,121 total responses
- 2,017 total comments
- English and Spanish
- 95% respondents live in Livermore
- 55% female, 37% male, 7.7% prefer not to say
- 66% four year or advanced degree

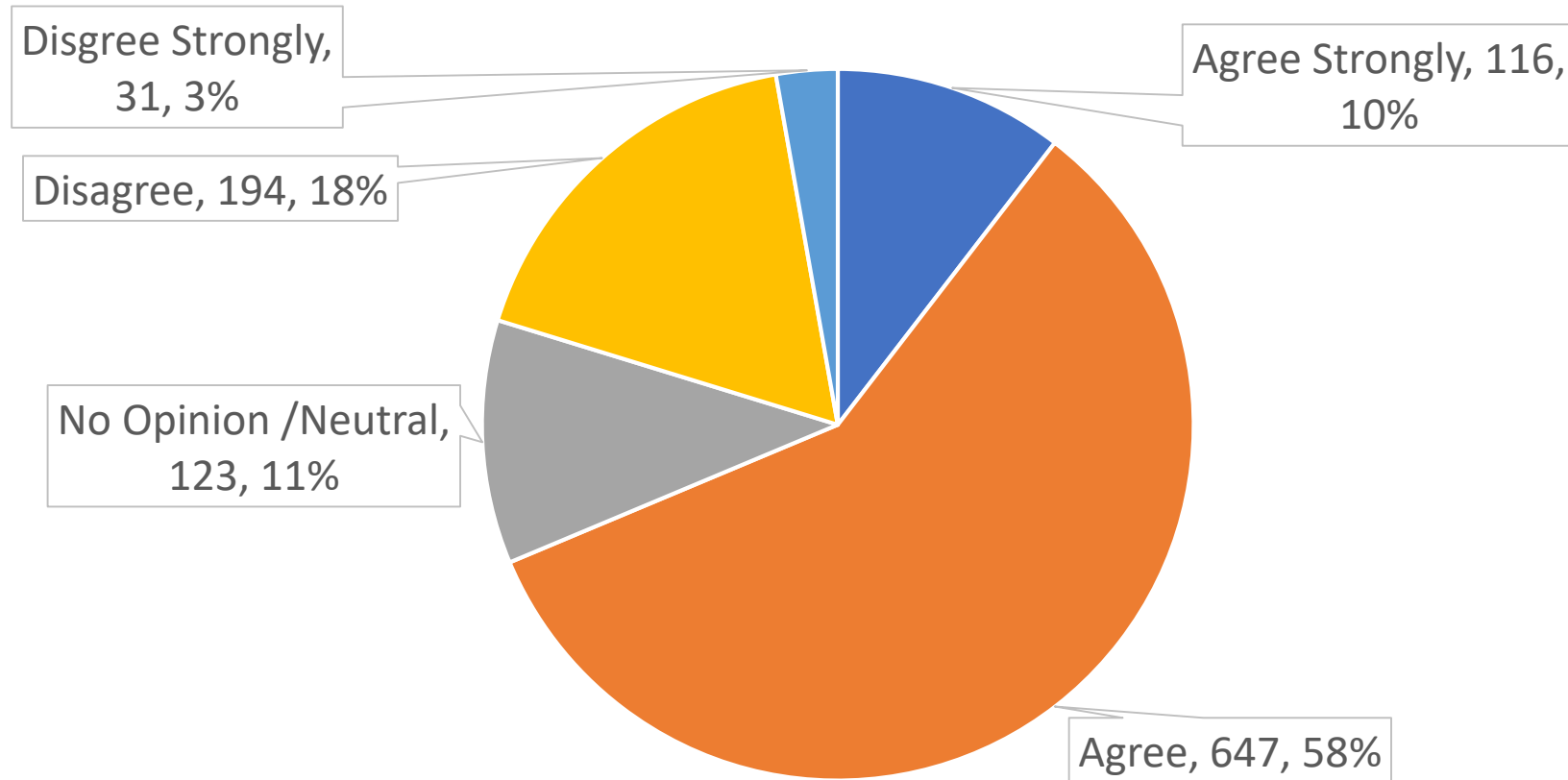


Key Takeaways

- Overall **high marks** about assets, but specific feedback provided
- A lot of **pride and interest** in infrastructure by the community
- Need to **build awareness** about responsibility
- **Sidewalks** received the lowest rating of all assets
- **Roads and streets** rated highest of priorities
- **Reduction of maintenance** most opposed funding strategy

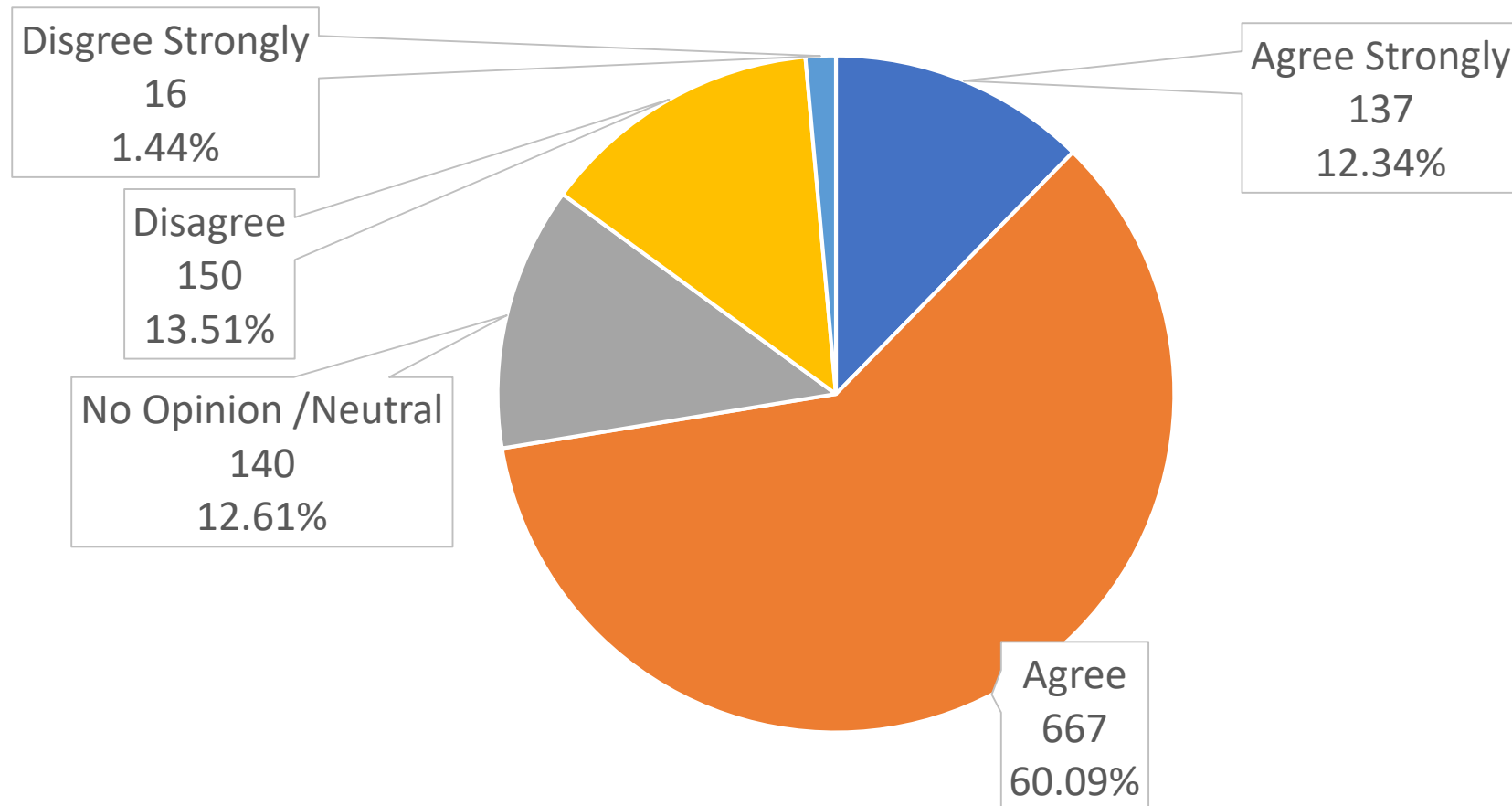
Customer Satisfaction:

Satisfied with the condition of our community-owned assets.



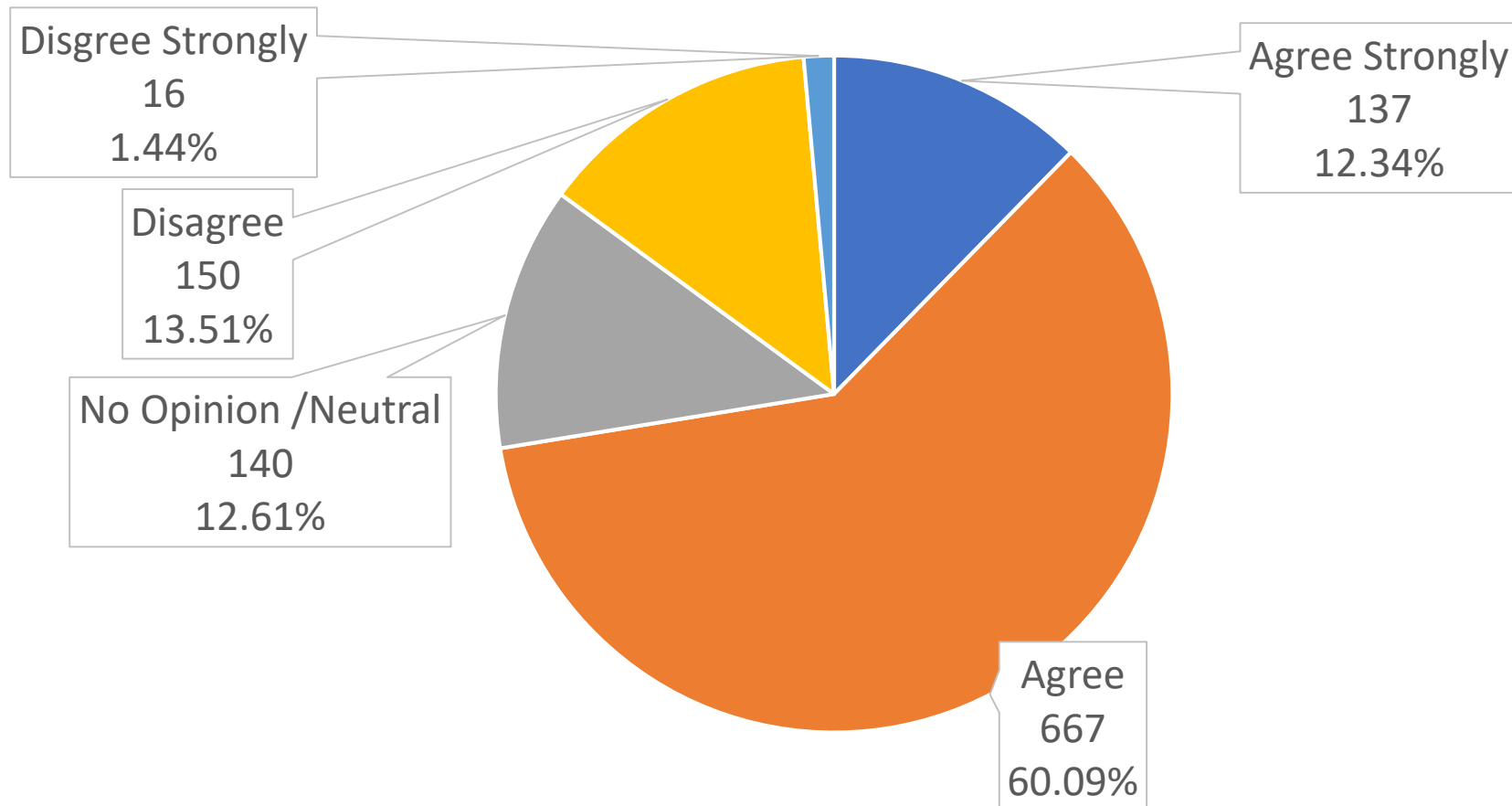
Customer Satisfaction:

Livermore does a good job keeping our community-owned assets in shape.

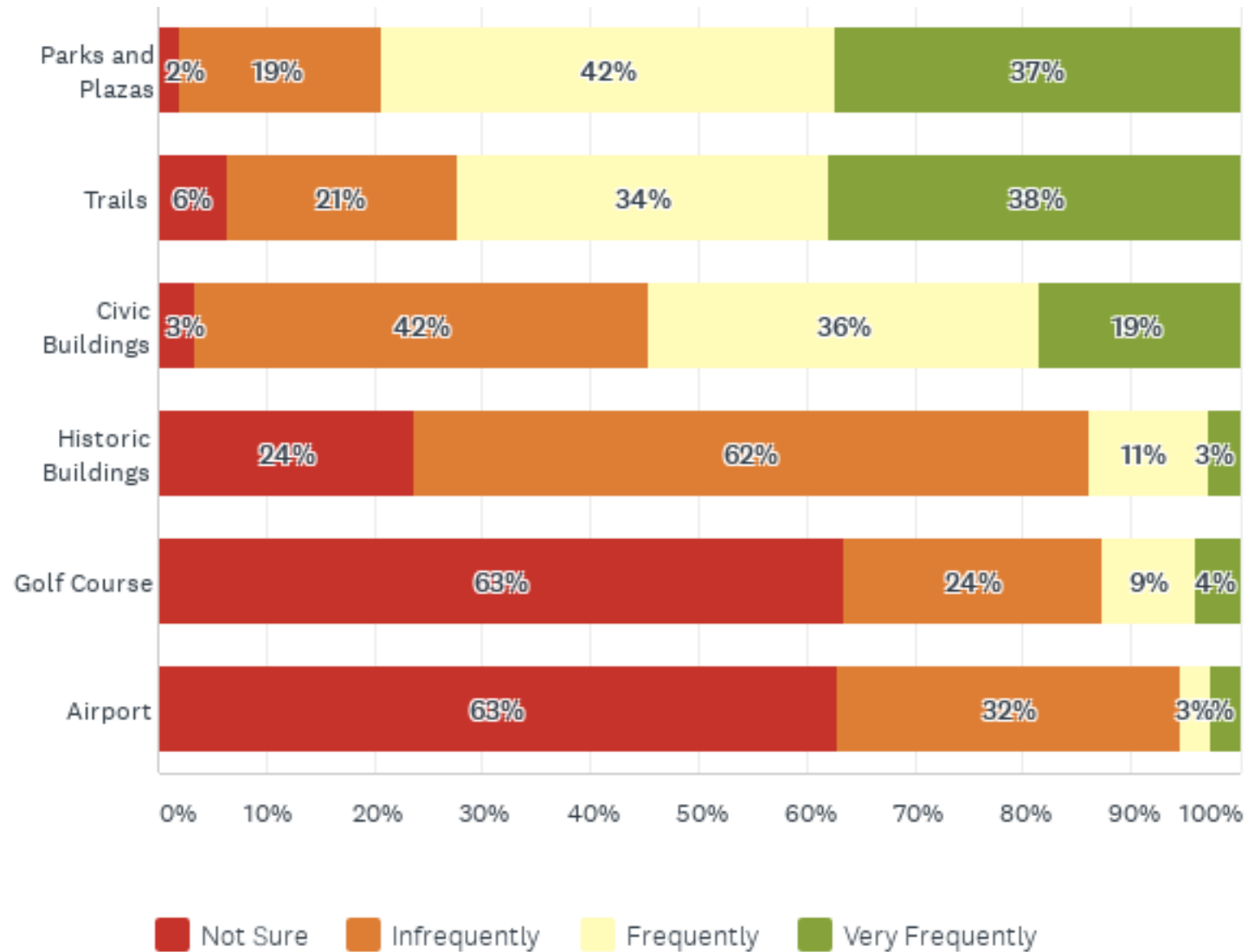


Customer Satisfaction:

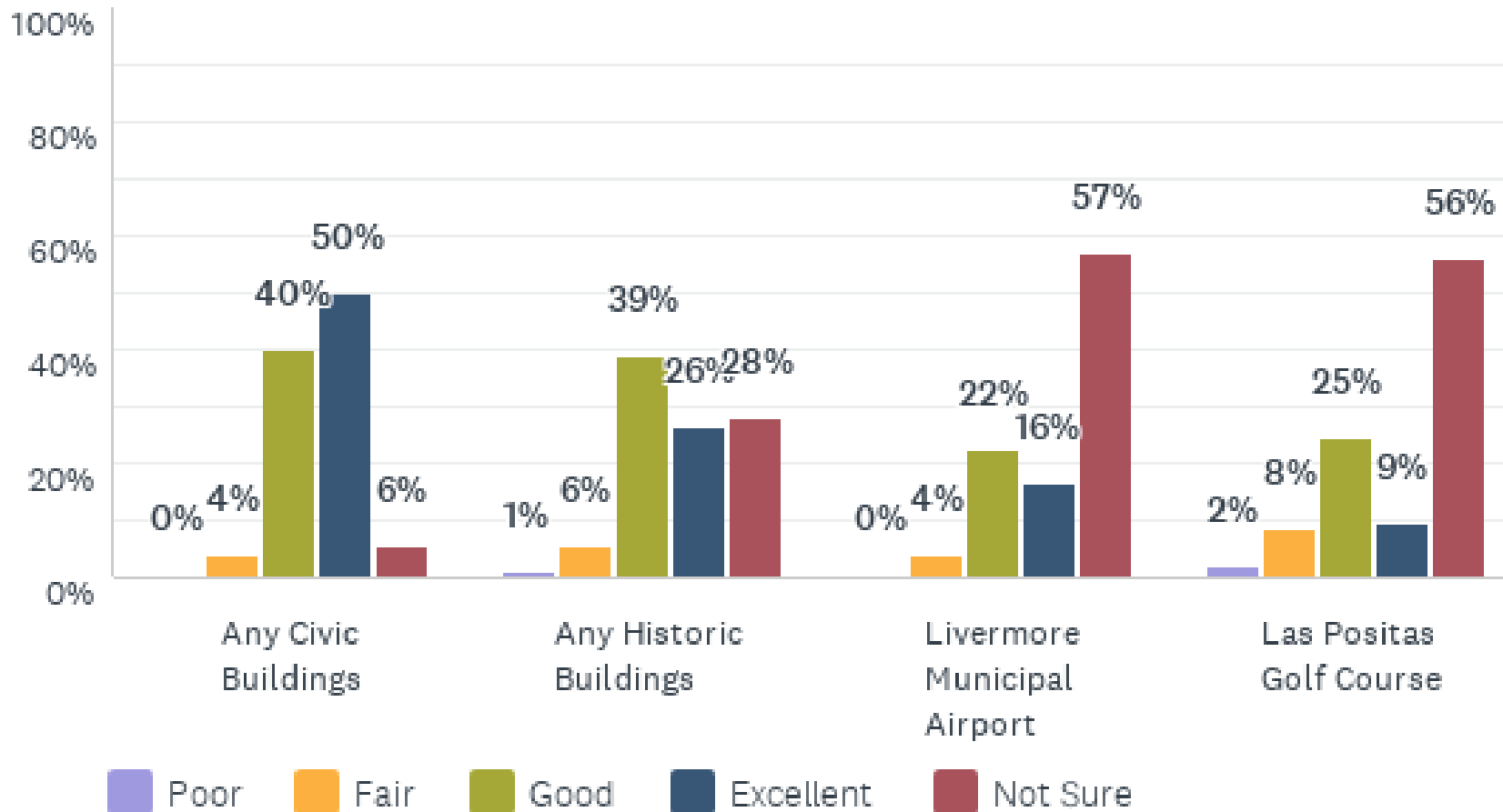
The City of Livermore makes smart decisions.



Frequency of Use



Asset Conditions: *Buildings & Amenities*



Comments: *Buildings & Amenities*

- **Key Word: Buildings**
- **60** comments (3%)
- **27%** funding for the preservation & revitalization
- **23%** prioritized infrastructure & existing assets
- **20%** positive comments
- **17%** suggested activating buildings & protecting historic buildings



Comments: *Buildings & Amenities*

- **Key Word: Airport**

- **11** comments (1%)
- **4** positive comments
- **5** asked why the City managed a for-profit entity or suggested that it should sell the airport
- **2** suggested the airport was not sufficiently used by residents
- **1** negative comment about the airport's appearance

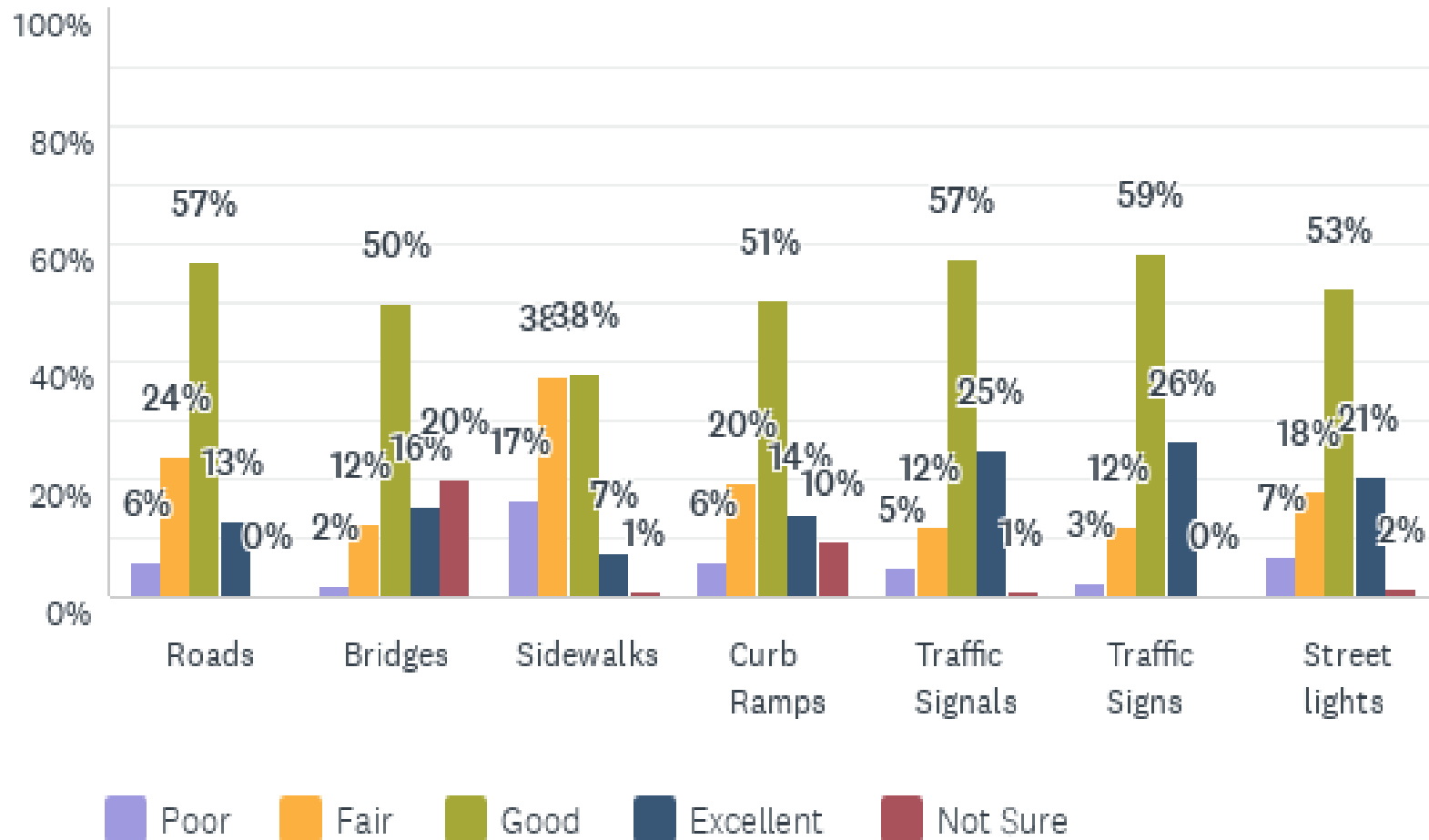
- **Key Word: Golf**

- **37** comments (2%)
- **9** responses said the Las Positas Golf Course is in poor shape
- **16** suggested that the golf course should be sold, privatized, or financially self-sustaining
- **3** suggested that the Springtown Golf Course transition to the Springtown Open Space Area should be completed

Comments: *Buildings & Amenities*

- **Key Word: Library**
- **35** comments (2%)
- **51%** positive comments
- **29%** of comments were concerned with the buildings and uses of the Springtown and Rincon Libraries
- Additional comments included a need for more funding for branch libraries and maintenance

Asset Conditions: *Streets and Paths of Travel*



Comments: *Streets and Paths of Travel*

- **Key Word: Pavement/Road/Street**
- **358** comments (18%)
- **25%** related to improving streetlight conditions
- **19%** indicated poor condition and/or needed maintenance
- **12%** mentioned the surface of streets being in poor condition with potholes, cracks, or patches
- **9%** desired some improvement to traffic conditions
- **8%** suggested improvements to street aesthetics
- **6%** requested more bike & pedestrian amenities & ADA improvements

Comments: *Streets and Paths of Travel*

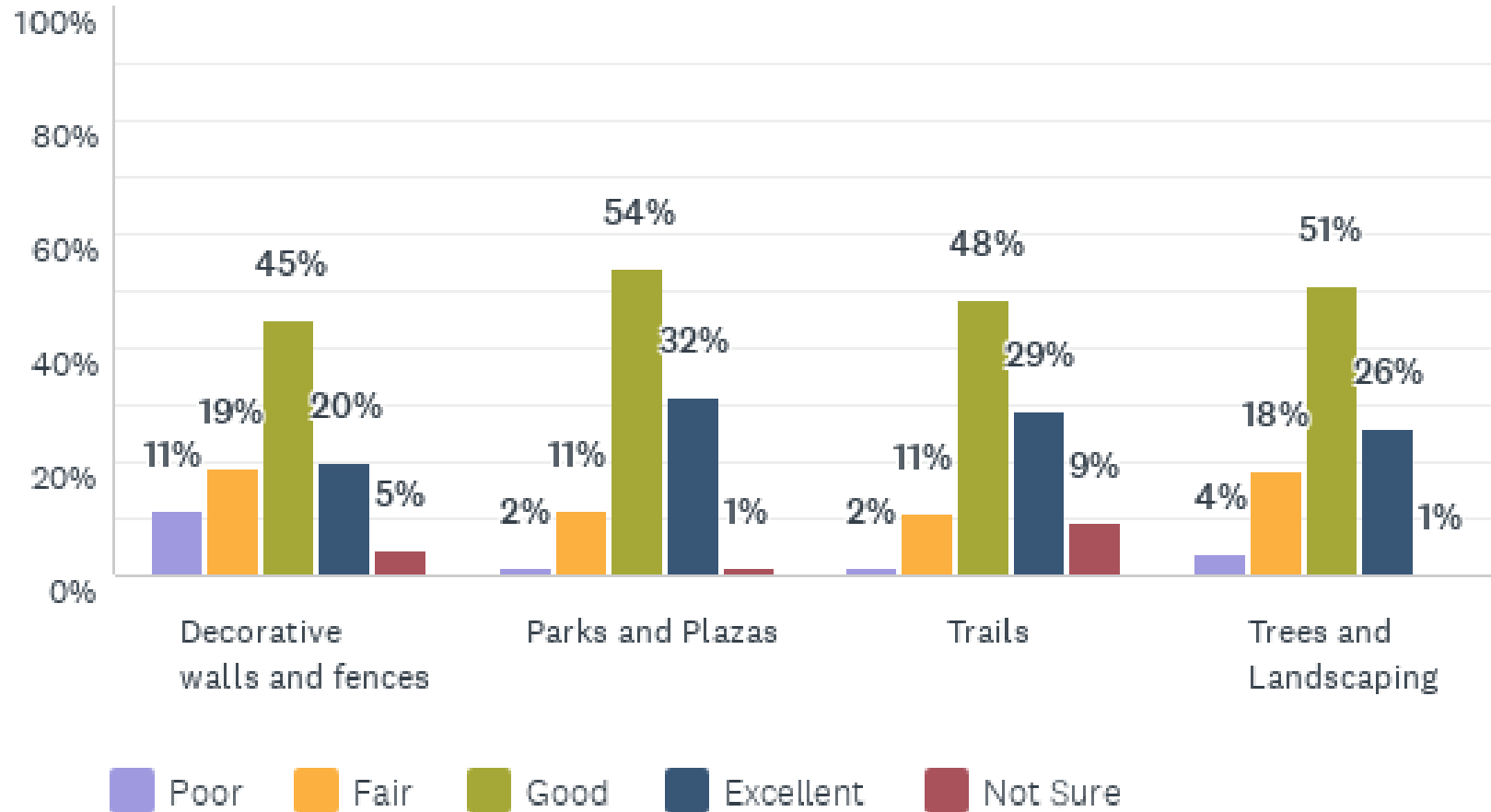
- **Key Word: Sidewalk**
- **235** comments (12%)
- **64%** indicated general concern about the condition or maintenance of sidewalks
- **26%** specifically mentioned that sidewalks were uneven and/or presented tripping hazards
- **22%** raised the issue of homeowner responsibility & suggested restarting a cost share program with homeowners
- **20%** specifically mentioned poor sidewalks in older parts of the City
- **14%** indicated that trees were causing damage to sidewalks

Comments: *Streets and Paths of Travel*

- **Key Word: Bicycle/Bike**
- **73** comments (4%)
- **55%** suggested an expansion or improvement of the bike infrastructure and connections
- **34%** reported hazards or debris on bike lanes
- **10%** indicated that bike lanes needed repair or maintenance
- **11%** positive comments



Asset Conditions: *Green Spaces and Aesthetics*



Comments: *Condition of Green Spaces and Aesthetics*

- **Key Word: Trails**
- **95** comments (5%)
- **55%** better maintenance was needed
- **22%** suggested specific places to improve
- **20%** trails were in poor or rough condition
- **15%** expansion, completion, and/or updating of the trail system
- **13%** improvement to access to the trail system
- **11%** dangerous in terms of physical and personal safety
- **10%** positive comments



Comments: *Green Spaces and Aesthetics*

- **Key Word: Trees**
- **117** comments (6%)
- **27%** wanted more trees
- **21%** suggested more maintenance and trimming
- **19%** said many dead/poor condition trees
- **15%** said trees roots were lifting sidewalks
- **15%** said unsuitable trees for sidewalk wells
- **8%** mentioned unfair to homeowners to the bear the cost of replacing sidewalks and tree maintenance



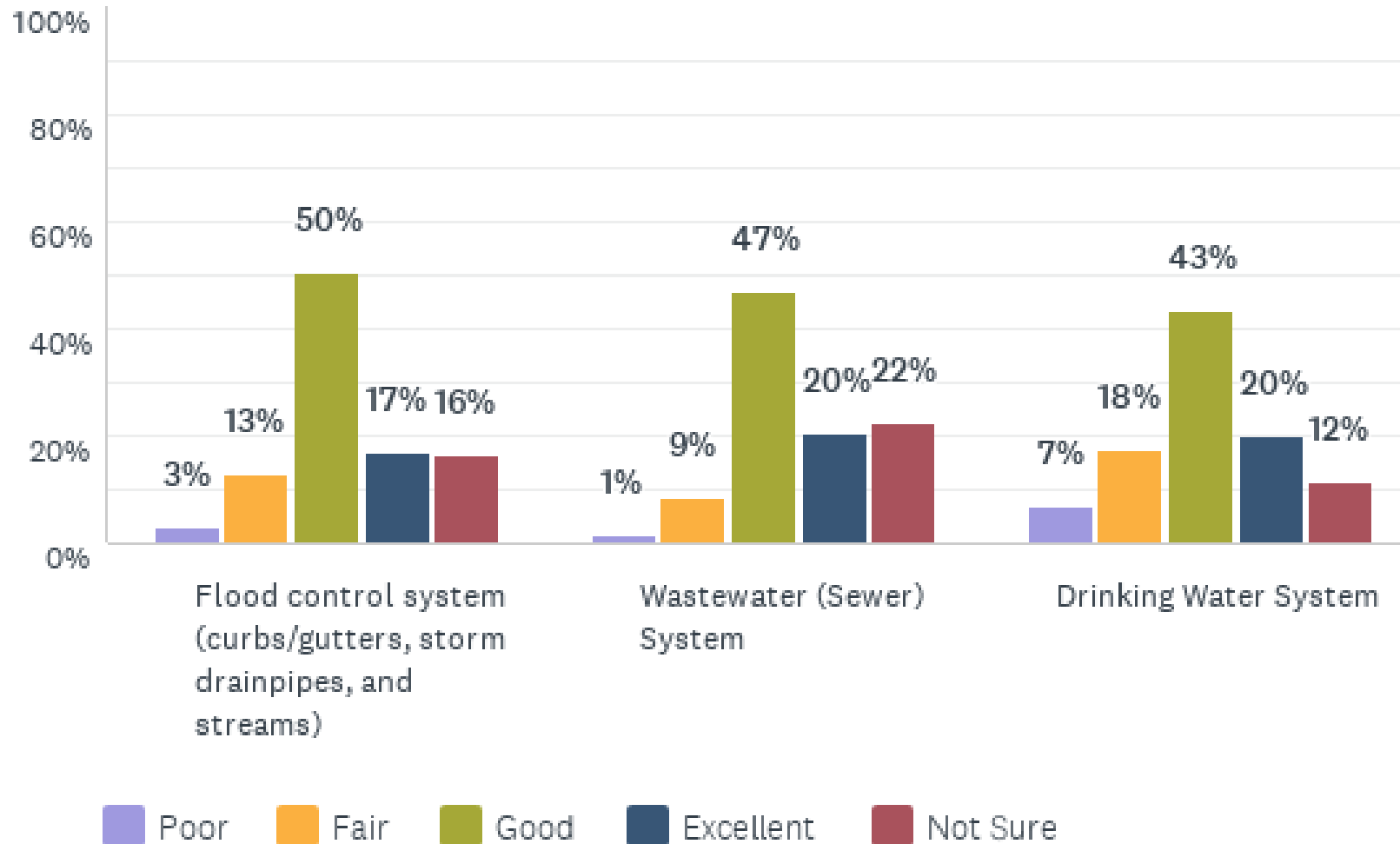
Comments: *Green Spaces and Aesthetics*

- **Key Word: Landscaping**
- **87** comments (4%)
- **62%** say landscaping in poor condition
- **25%** desire additional or improved landscaping.
- **19%** sought to reduce water use in the City by using recycled water and use drought-tolerant plants for landscaping
- **17%** want plants to hide deteriorating decorative walls
- **14%** suggested native and drought-tolerant vegetation to reduce maintenance and water use
- **5%** suggest landscaping median strips

Comments: *Condition of Green Spaces and Aesthetics*

- **Key Word: Walls**
 - **86** comments (4%)
 - **80%** indicated that decorative or sounds walls and fences were in disrepair, were crumbling, or needed maintenance
 - **15%** related to the issue of maintenance responsibility
- **Key Word: Parks**
 - **104** comments (5%)
 - **29%** positive comments
 - **27%** cited specific concerns about the condition of the parks
 - **20%** cited a need for additional amenities such as dog parks, shade, equipment, and bathrooms
 - **12%** suggested that investment and upgrades need to be equally made across all parts of the City

Asset Conditions : *Water Infrastructure*



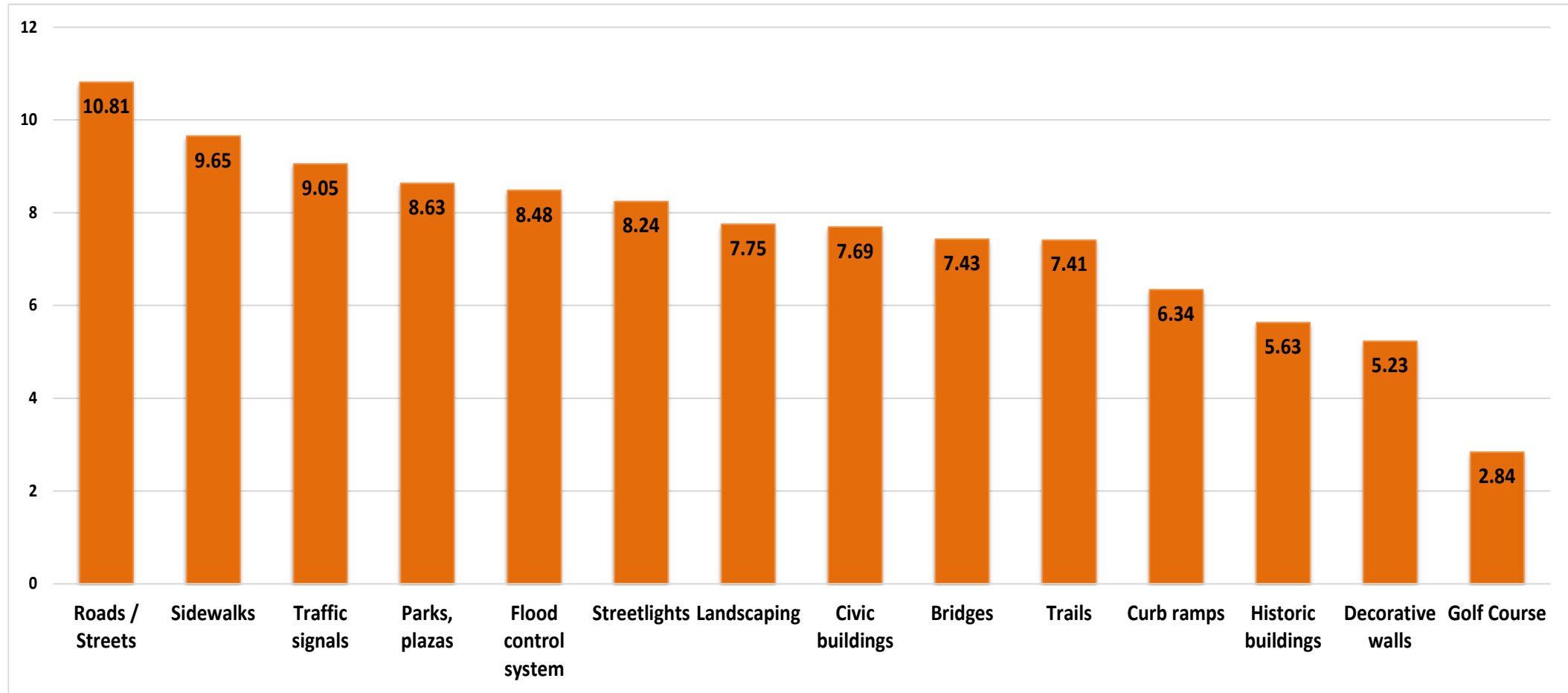
Comments: *Water Infrastructure*

- **Key Word: Water**
 - **128** comments (6%)
 - **70%** of comments indicated some degree of concern for the drinking water quality
 - **8%** positive comments
- **Key Word: Sewer**
 - **15** comments (1%)
 - **6** comments indicated disrepair of sewers, citing the impact of tree roots clogging sewers.
 - **4** comments referenced a regular smell
 - **4** comments wanted to prioritize or upgrade the system and specifically cited how critical the system was to the City

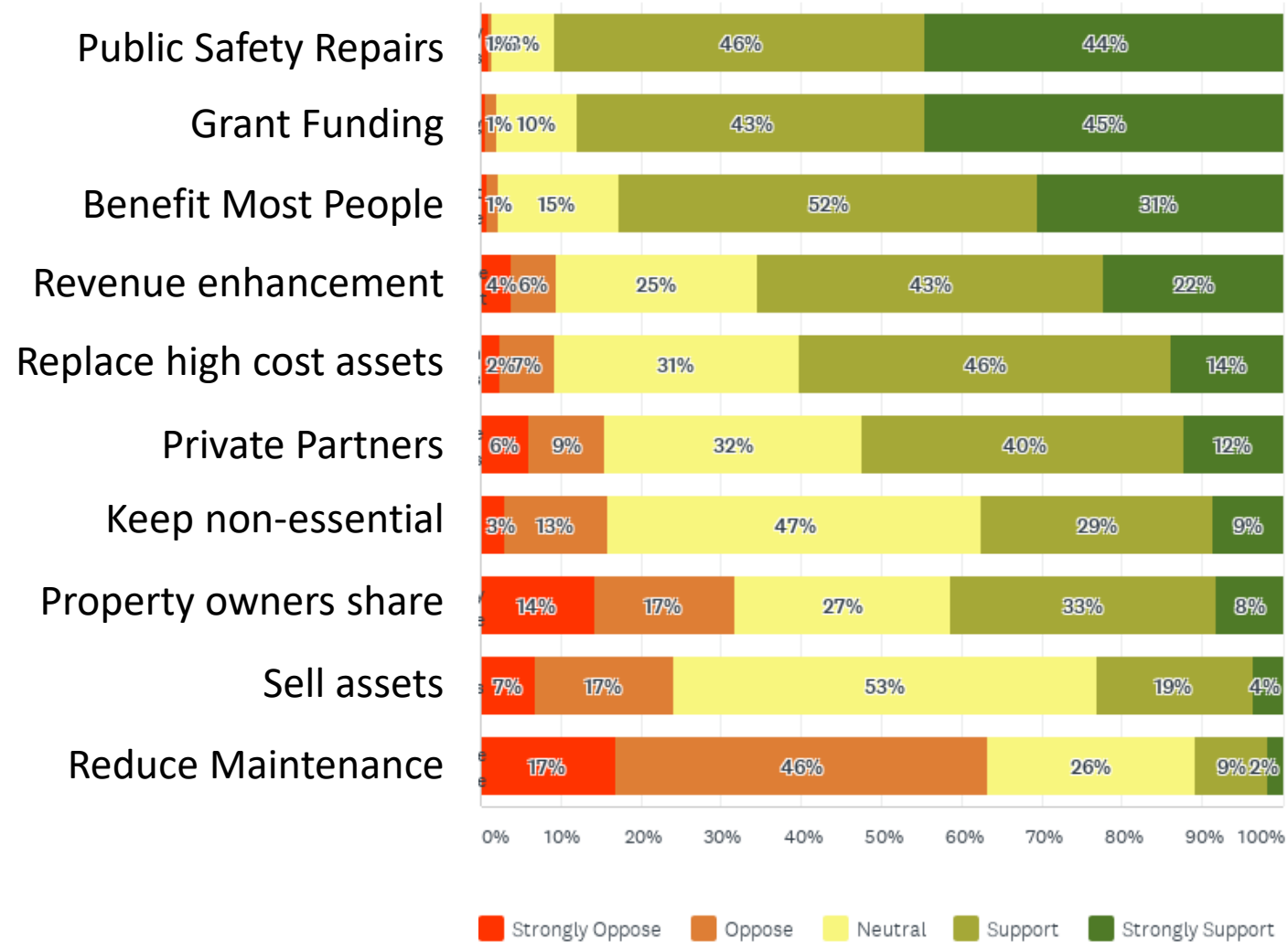
Comments: *Water Infrastructure*

- **Key Word: Flood/Storm**
- **27** comments (1%)
- **41%** indicated some concern about the level of maintenance for storm drains
- **15%** suggested that storm drains and low spots flood easily

Priorities



Funding Strategies





Public Comment

Discussion

- What were you surprised by?
- What did we miss?
- How findings do you think are most important and should be highlighted in outreach campaign tools?



Informational Video Concepts

Video

- **Purpose:** To educate viewers about community-owned assets and build awareness of the need for strategic planning that ensures the long-term viability and resilience of shared resources
- **Method:** 2 to 3-minute video, possibly split into segments
- **Recommended Format:** Illustrated, animated style for the video that allows depiction of a greater range of images and ideas
- **Distribution:** Social media and digital outlets

Key Questions to Address

- What are Livermore's assets?
- How does the City take care of its assets?
- How is asset management funded?
- What is the Asset Management Program and why do we need it?

Concept 1: “History”



**The original
sewer system
was installed
in 1909.**

Concept 1: “History”

- Leads with unique history of Livermore with a brief visual timeline of the City’s infrastructure’s growth
- Describes how infrastructure ages
- Discusses the need for adequate levels of service to ensure asset longevity



Concept 2: “Life Cycle”

The first traffic signal in Livermore was activated on June 26, 1951.

Today, the City has

107

traffic signals! Each of these signals require constant monitoring and monthly maintenance.



Concept 2: “Life Cycle”

- Focus on one specific asset to describe the levels of maintenance and investment during its lifecycle
- Case study approach allows greater insight into the ongoing operational and financial needs of all assets
- Introduces asset management as a strategic way to care for infrastructure



Concept 3: “Asset Hound”



**I'm L'more,
your Asset
Hound!**



Concept 3: “Asset Hound”

- Introduces a canine narrator—a Bassett Hound (or “Asset Hound”) who travels around the City
- Asset Hound sniffs out problems and describes how proper asset management benefits current and future generations
- Offers humor and relatable connection, and potential mascot for collateral and kid-friendly materials





Public Comment

Discussion

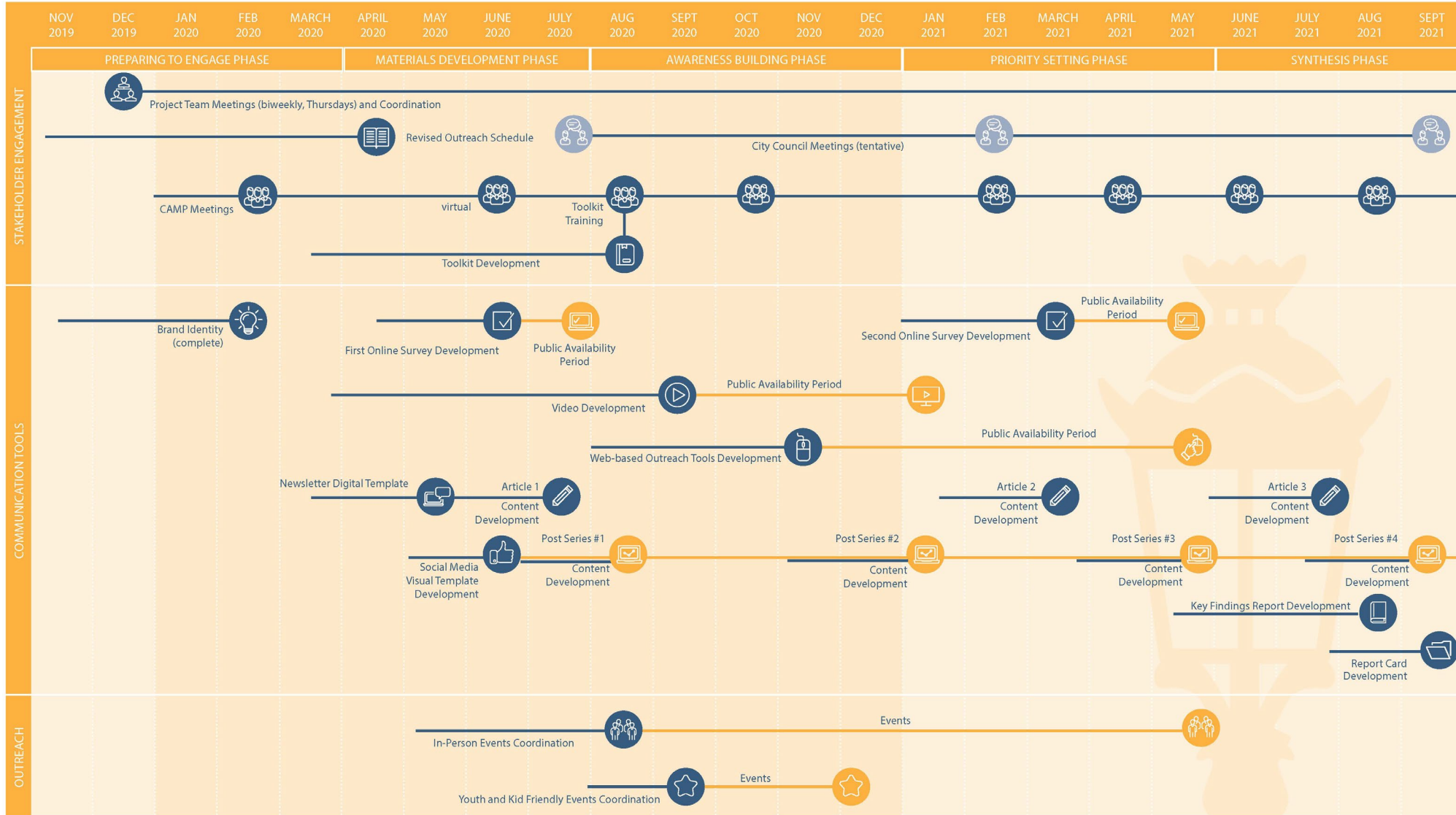
- Which concept resonates more strongly?
- What questions or concerns do you have?



Upcoming Outreach Tasks

Next Steps

- ***Informational Video*** – Explain infrastructure and need for ongoing asset management
- ***Interactive Game*** – Illustrate necessary trade-offs and need for prioritization
- ***Social Media*** – Campaign continues to broaden reach and promote online engagement activities
- ***Virtual Briefings*** – Project representatives attend virtual meetings of local organizations and institutions





Public Comment



Livermore Asset Management Program: CAMP Outreach Committee Meeting

Wednesday, August 26, 2020

