Livermore Asset Management Program: CAMP Outreach Committee Meeting

Wednesday, October 28, 2020

Agenda

6.01   Outreach Program Updates

6.02   Animated Video

6.03   Youth Engagement Activity – Asset Geocache

6.04   Upcoming Outreach

6.01 Outreach Program Updates

CAMP Outreach Committee Role

Advise

Guide and inform the process

Feedback
Share your thoughts and ideas

Connect
Establish connections between stakeholders and the Asset Management Program

Outreach
Tap into your existing networks to spread the word

LIVERMORE
INVEST · MAINTAIN · SHINE

Eyes on the Ground Report

What are people saying about infrastructure or funding?

- Any key issues or items you've heard from community?

- Common responses from social media posts and survey?

- Noticing any misinformation or misunderstandings?

- Anything we should be prepared to answer with future posts and materials?

LIVERMORE
INVEST · MAINTAIN · SHINE

Outreach Program Updates

Asset Survey Summary

Highlights community's baseline awareness of assets

Citywide Newsletter

Scheduled for delivery mid-November

Website Updates

Asset Survey Summary

Mailing List Sign-up

Geocache Instructions (pending)

LIVERMORE
ASSET MANAGEMENT PROGRAM
INVEST • MAINTAIN • SHINE

Home   Assets   CAMP Outreach Committee   Documents   Street Trees & Sidewalks   Asset Management Survey Results 2020

Asset Management Survey Results

From roads to retaining walls, streetlights to sewer pipe, and much more, the City manages and maintains billions of dollars of infrastructure. In June-July 2020 over 1,100 residents, business owners, and employees in Livermore participated in a survey sharing thoughts about Livermore's Community-Owned Assets. This information will be used to shape on-going public input which will help guide future decisions about infrastructure priorities and funding.

2020 Asset Management Survey Results

LIVERMORE
INVEST • MAINTAIN • SHINE

6.01 Outreach Program Updates

CAMP Q&A
Public Comment

CAMP Discussion – Outreach Program Updates

- Feedback or comments on these items?

- Should we post excerpts of survey on social media?

- How can you share survey or newsletter article?

- Additional website suggestions?

LIVERMORE
INVEST · MAINTAIN · SHINE

6.02 Animated Video

Video Goals

- Educate viewers about asset management

- Raise awareness of the need for strategic choices

- Engage the public in the conversation

- Supplement and support other outreach efforts

- Serve as an "evergreen" educational tool

LIVERMORE
INVEST · MAINTAIN · SHINE

Video - "Lifecycle" Theme

Use the lifecycle of a typical traffic signal to demonstrate the costs and complexities of managing the City's full suite of assets and infrastructure.

LIVERMORE
INVEST · MAINTAIN · SHINE

Video Structure

1. Definition of Asset Management

2. Introduction of traffic signal as symbol

3. Description of lifecycle stages, elements, and costs

4. Transition to general asset management challenges

5. Explanation of the benefits (strong future)

6. Call to action

Video Style and Tone

The video combines illustrations with images of Livermore streets to create a familiar scene. The illustrative style is representative, with icons used as needed.

The overall tone of the video should be friendly and familiar, but not overly casual. The goal is to provide information in a way that is easy to understand and accessible to a diverse audience.

Video Distribution

- Post on website

- Distribute through social media

- Screen at presentations

- Provide to schools and partner community-based organizations

- Broadcast (pro-bono?)

- CAMP Outreach Committee distribution

City of Livermore City Hall
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

636   41 Comments 56 Shares

Like   Comment   Share

LIVERMORE
INVEST · MAINTAIN · SHINE

Video Script

$3,000,000,000

INSTALLATION
$450,000

50 YEARS

30 YEARS

10 YEARS

$25,000

$50,000
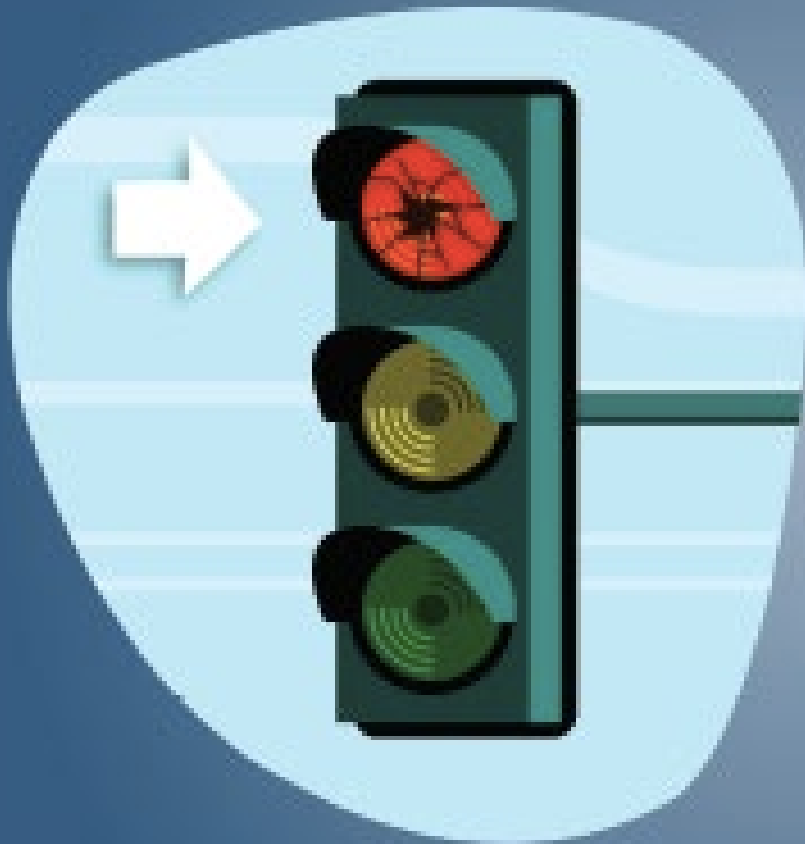
$100,000

ASSETS   PUBLIC   FUNDS

6.02 Animated Video

CAMP Q&A
Public Comment

CAMP Discussion - Video

- 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?

- Do you have other comments or suggestions?

LIVERMORE
INVEST · MAINTAIN · SHINE

"Did you know that you own a lot of Livermore? Roads, retaining walls, streetlights, storm drains, parks, and public buildings... they all belong to YOU.

(Flyover of Livermore; sample asset superimpose over aerial shot.)
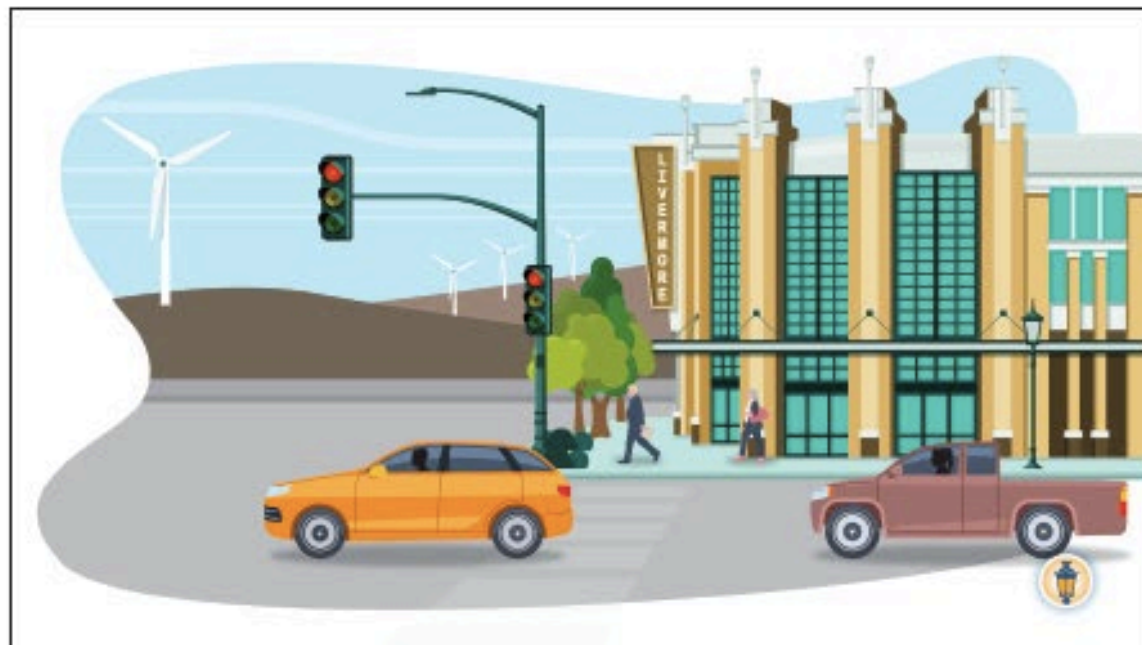
"Let's use an example—say, a traffic intersection—to show what goes into keeping our assets strong. If we understand what it takes to maintain one traffic signal, which includes all the poles, lights, wiring, and control equipment to control traffic at one intersection, we can appreciate what it takes to care for all our community-owned assets."

(Photo of downtown morphs into illustrated version.)
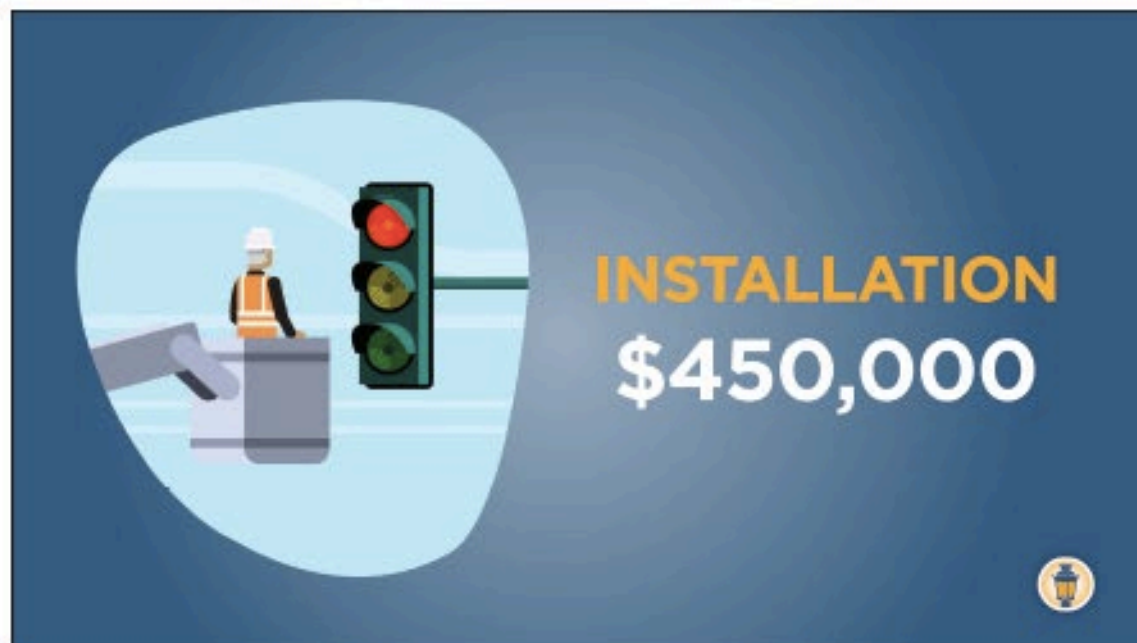
Installation, Maintenance, Repair/Replace sequence

(Animted worker; traffic light cracks)
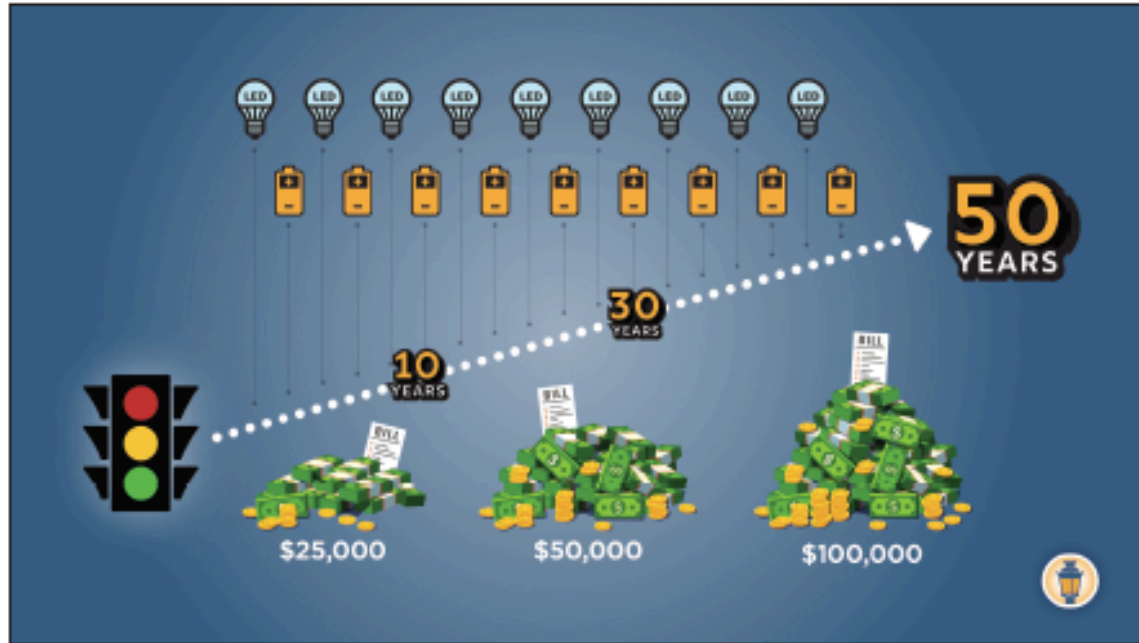
"Even with regular maintenance, our traffic signal will need replacement parts over time. The useful life of a traffic signal is about 50 years, which is how long some parts (like the poles) typically last. During this time, some components like LEDs and back-up batteries, have to be replaced even sooner—over 10 times during the life of our signal."

(Animated infographic)

"Traffic signals are just one small—but important— piece of our asset management puzzle."

(Livermore residential scene)

" All over the City, we maintain your roads, bridges, streetlights, stormwater systems, trees, trails, libraries, and City buildings."

(Livermore residential scene; icons of asset will superimpose over scene.)

See-saw balancing animated graphic

6.03 Youth Engagement Geocache

Geocache Structure

1. Gamecard = clue and coordinates to location #1

2. Use smartphone to map location

3. At site use QR code for asset quiz

4. Receive clue/coordinates to location #2

5. Five locations, five quizzes

6. Turn in completed gamecard for raffle

Geocache Theme

- Canine narrator – L'more the Basset Hound (or "Asset Hound")

- Sniffs out clues and leads you through a geocache adventure

- Offers humor and relatable content

- Both youth friendly and all-ages appropriate

- COVID-19 compliant
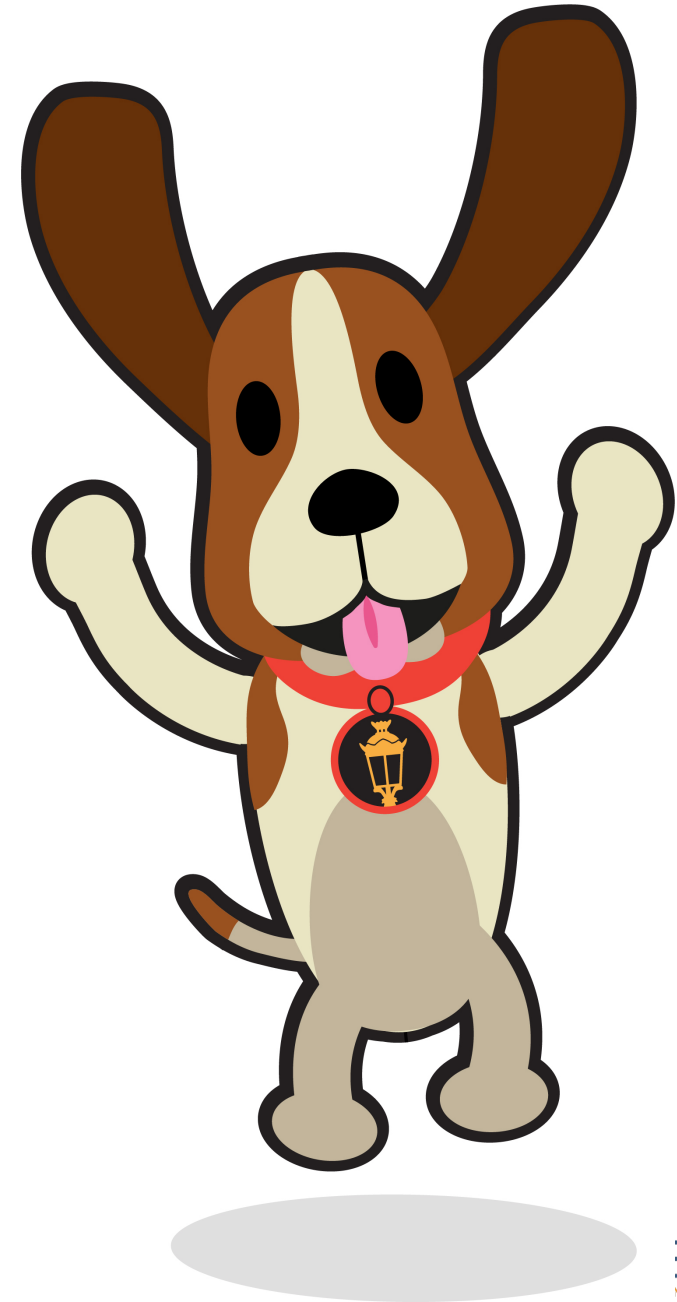
Geocache Goals

- Educate participants about asset management

- Reinforce that these are community-owned assets

- Raise awareness of high cost to maintain, repair, and replace assets

- Explain that City funding is limited and insufficient to properly maintain all assets

- Introduce the concept of enterprise funds (airport, water reclamation plant) and outside agencies (LARPD, Zone 7)

Geocache Distribution

- City Website

- Social media posts – and encourage others to tag City with their pictures

- Library curbside pickup

- School district, partner community-based organizations, Youth Advisory Committee

- CAMP Outreach Committee contacts

LIVERMORE
INVEST · MAINTAIN · SHINE

6.03 Youth Engagement

CAMP Q&A
Public Comment

CAMP Discussion - Geocache

- Is it usable, did it function properly?

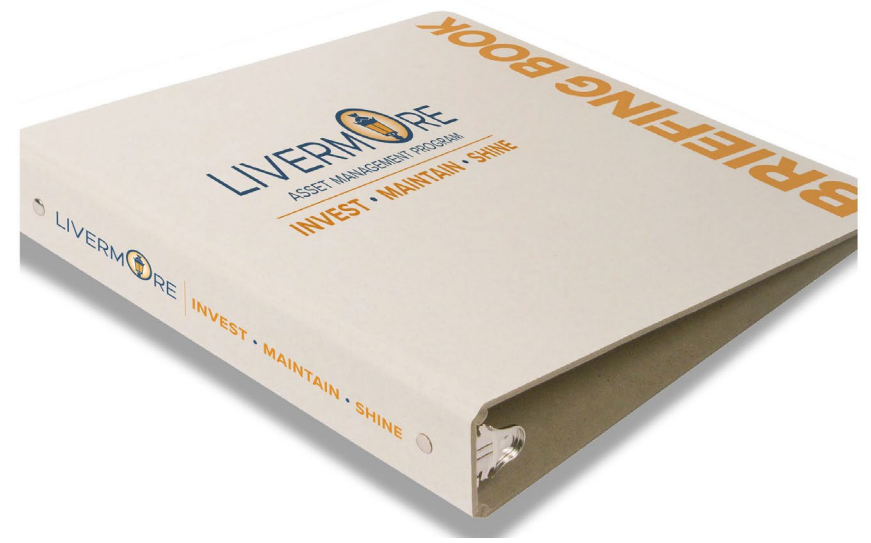- Content appropriate?

- How do we encourage participation?

6.04 Upcoming Outreach

6.04 Upcoming Outreach

- Geocache and Animated Video

- City Council Goal and Priorities – every 2 years

- Internet-based activities – website updates, toolkit and fact sheets, interactive game

- Social Media – geocache and video

6.04 Upcoming Outreach

CAMP Q&A
Public Comment

CAMP Discussion – Upcoming Outreach

- Other youth activity ideas?

- Organizations and platforms for (virtual) Community Briefings?

- New ideas or suggestions?

LIVERMORE
INVEST · MAINTAIN · SHINE