

**STAFF REPORT**  
**North Richmond Waste & Recovery Mitigation Fee**  
**Joint Expenditure Planning Committee**

**MEETING DATE:** May 23, 2025

**AGENDA ITEM:** 4.e.

**SUBJECT:** NRMF Banners Along Fred Jackson Way

---

**RECOMMENDATION(S):**

*RECEIVE* written report regarding NRMF banners along Fred Jackson Way

**BACKGROUND:**

In 2011, staff released an RFQ soliciting proposals to print banners for outdoor educational efforts in North Richmond. Staff worked with a selected vendor to print and install banners on City and County-owned light pole banners along Fred Jackson Way. This required a lot of additional staff time to develop an RFQ, as well as staff time to navigate the process to obtain the necessary permits to install the banners. Banner space was limited, and staff were unable to include all pertinent details to support NRMF strategies on banners. The cost of printing and installing thirty banners was roughly \$12,000. In 2012, the community was concerned about the condition of the banners. One year after installation staff identified all but one of the banners were faded to the point where the image was unclear, or clips broke off from the poles and the banners were not connected properly. The on-going maintenance costs to replace existing banners at this rate far exceeded the amount allocated for banners. In addition to the higher than anticipated costs, the use of these banners did not prove effective in reducing the costs of addressing blight and illegal dumping in North Richmond.

In October 2024, Committee Staff provided the above history of the NRMFC banners and outlined more recent activities taken by the City related to implementing a banner program. In short, staff recommended alternative options may be more useful to reach our audience and promote NRMF funded strategies. Committee members expressed interest in banners and requested further information about the process. CHDC led an effort to gather information and understand the process for implementing a banner program. Attached is CHDC's report. Based on the report, staff are recommending banners not be funded.