

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

**MEETING DATE:**   **October 18, 2024**

**AGENDA ITEM:**     **5.**

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

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**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 was unable to include all pertinent details to support NRMF strategies on banners. The cost to print and install 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.

The City recently went through the process to develop banners to promote the City's farmers market. The city estimates the costs per banner are roughly \$230 and that banners will last 3 to 5 years. While the cost for the banners has decreased, Committee staff have concerns regarding the lifespan of the banners. The previous banners were also designed to withstand the elements and have a longer lifespan. The 2012 RFQ specified that the NRMF banners be constructed with materials that would be weather-proof and withstand the elements. However, as noted above the banners only lasted a fraction of the expected lifespan.

In early 2024 CHDC and Committee staff were discussing approaches to outreach that could help improve education and utilization of existing resources. In May 2024 CHDC purchased an "A-frame" signicade and a feather flag. Both the signicade and flag were a similar cost to the City's Farmers market banners, however the A-frame and feather flag can be moved and utilized at different locations. CHDC posts the A-frame and flag outside their office on Fred Jackson Way daily. They

have also taken the A-frame and flag to use as signage for different tabling events, like earth day, national night out, and clean-ups. Some additional benefits to the A-frame & flag are these do not need to go through a permitting process, nor are there any additional fees needed to install as they are temporary. Additionally, they can be taken down during severe weather, which will extend the lifespan of the A-frame and flag. CHDC has expressed positive feedback that these outreach mediums help identify them at events and attract attention.

Due to the costs of maintenance on City and County-owned poles, increased staff time for the RFQ and permitting processes, and alternative options available, staff does not recommend utilizing funding for banners along City and County-owned poles as an effective outreach strategy. We believe alternative options may be more useful to reaching our audience and promoting NRMF funded strategies.