

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

MEETING DATE: May 22, 2026

AGENDA ITEM: 5.

SUBJECT: NRMF Banners Along Fred Jackson Way

RECOMMENDATION(S):

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

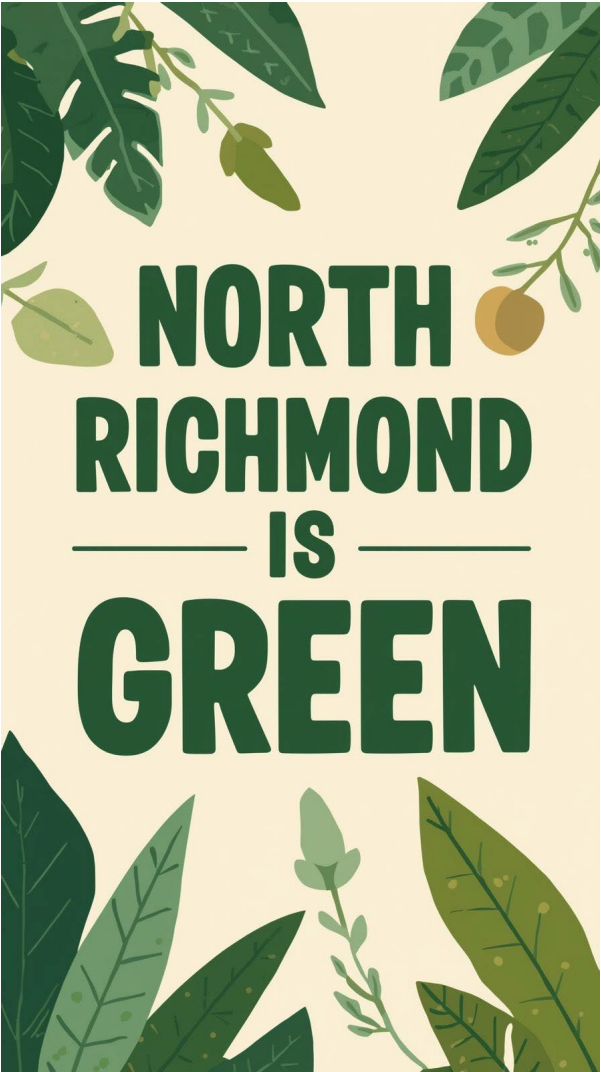
BACKGROUND:

In October 2024, Committee Staff provided the history of the NRMFC banners from 2011 and outlined more recent activities taken by the City related to implementing a banner program. Staff recommended alternative options may be more useful to reach our audience and promote NRMF funded strategies. Committee members expressed on-going 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. In May 2025, CHDC provided a report to the Committee about the costs and banner process. The Committee directed staff to follow up on the banner process and allocated \$10,000 in the 25/26 NRMF Expenditure Plan for the purchase and installation of banners.

Since May 2025 Committee staff met with City and County staff involved in the banner process from banner design to installation. Staff communicated with Committee member King-Meredith regarding banner design. Committee staff drafted banner designs, which are attached here. Staff is seeking input from the Committee members and recommends the Committee select one or two banner designs from the available options or direct Committee staff to design additional banners and present new options for the Committee to pick from during the October 2026 meeting. If the Committee would like more options, staff asks that the Committee discuss elements they would like included in designs. All the designs will include the NRGreen.org website.



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Green**



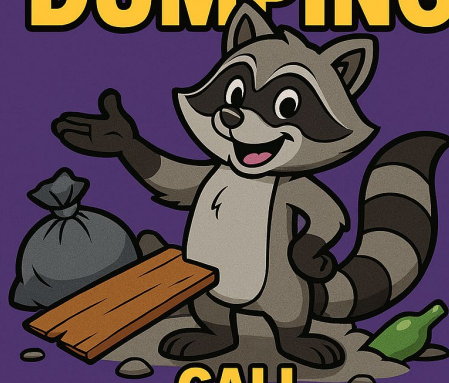
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FREE BULKY ITEM PICKUP



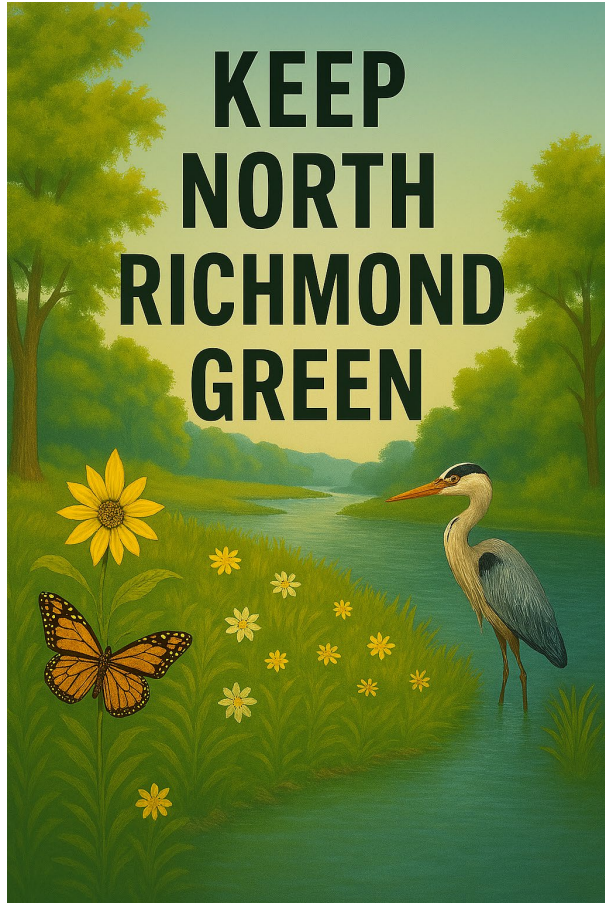
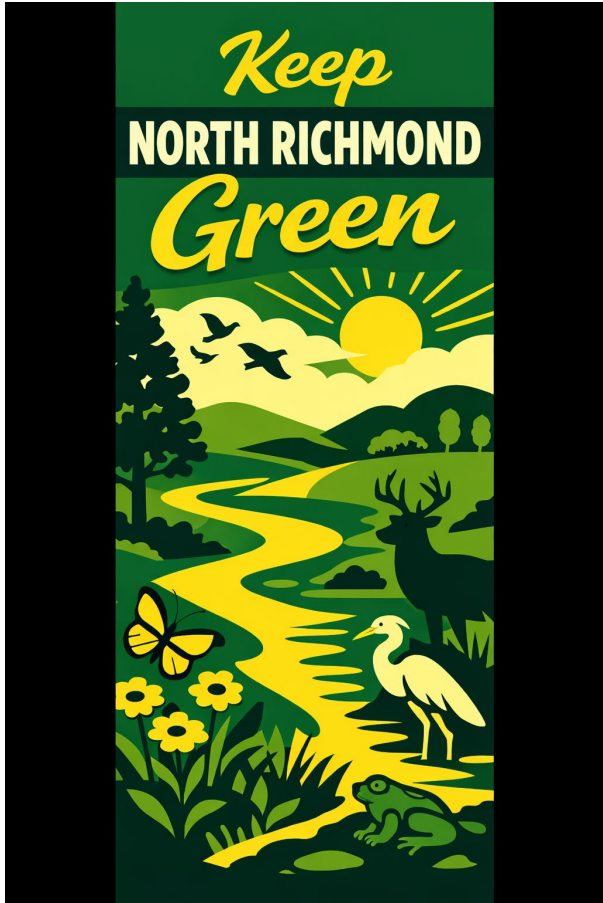
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