

**CIVIC ARTS  
COMMISSION AGENDA**

**Monday, November 3, 2014  
7:00 P.M.**

**City Council Chamber, 200 Old Bernal Avenue**

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**CALL TO ORDER**

- Pledge of Allegiance
- Roll Call

**AGENDA AMENDMENTS**

**MINUTES**

1. Approve regular meeting minutes of September 23 and October 6, 2014

**MEETING OPEN TO THE PUBLIC**

2. Introductions/Awards/Recognitions/Presentations
3. Public Comment from the audience regarding items not listed on the agenda. *Speakers are encouraged to limit comments to 3 minutes.*

**MATTERS BEFORE THE COMMISSION**

If necessary to assure completion of the following items, the Chairperson may establish time limits for the presentations by individual speakers.

4. Selection of One (1) Commissioner to Serve on a Cost Recovery and Pricing Plan Committee
5. Approve Civic Arts Funding Criteria for FY 2015/16 Community Grant Program
6. Review Two (2) Designs for Project Paint Box

**COMMUNICATIONS**

**COMMISSION REPORTS:** Brief reports on any meetings, conferences, and/or seminars attended by the Commission members.

Committee Meetings:

- a. Alviso Adobe Task Force
- b. Public Art Selection Sub-Committee

**COMMISSION COMMENTS**

**STAFF COMMENTS**

**ADJOURNMENT**

**NEXT MEETING:** January 5, 2015

**UPCOMING AGENDA TOPICS:**

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**Notice**

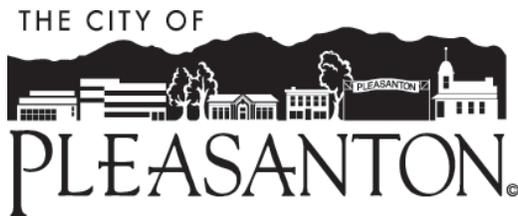
Under Government Code §54957.5, any writings/documents regarding an open session item on this agenda provided to a majority of the Commission after distribution of the agenda packet are available for public inspection at the Community Services Department, 200 Old Bernal Avenue, Pleasanton.

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# Civic Arts Commission Minutes

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City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA  
September 23, 2014 – 7:00 p.m.

## CALL TO ORDER / PLEDGE OF ALLEGIANCE

Chair Stephanie Wedge called the meeting to order at 7:02 p.m. The Pledge of Allegiance to the flag was recited.

### **Roll Call**

Commissioners Present: Ray Helm, John Loll, Heidi Massie, John Steenman, Judy Wheeler, and Chairperson Stephanie Wedge.

Commissioners Absent: Sandra Jellison, Sara Nealy and Olivia Scrivner

Staff Present: Michele Crose, Community Services Manager; Michael Patrick, Management Analyst; and Suzanne Katz; Recording Secretary (transcribing by Edith Caponigro).

## AGENDA AMENDMENTS

There were none.

## MINUTES

A motion was made by Commissioner Wheeler seconded by Commissioner Steenman, to approve the minutes of August 4, 2014. **The motion was approved unanimously.**

## MEETING OPEN TO THE PUBLIC

### **2. Introductions/Awards/Recognitions/Presentations**

There were none.

### **3. Public Comment from the audience regarding items not listed on the agenda**

Nancy Harrington – indicated she had three items she wanted to bring to the Commission's attention: 1) a historical mural off Main Street that is the oldest mural in town and in need of repair/renovation; 2) the moratorium on the placement of art pieces in the downtown area and

3) because of the moratorium in Pleasanton on art pieces she and her husband have contacted the City of Livermore and will be donating the "Sunday with Jessie" piece to them.

#### **MATTERS BEFORE THE COMMISSION**

#### **4. Selection of Civic Arts Commission Representatives to the Community Grant Program Review Subcommittee**

Mr. Patrick informed Commissioners that the Community Grant Program was last revised in August 2012, at which time recommended changes by a joint Youth and Civic Arts Commission Subcommittee were incorporated.

Since additional changes have been expressed by members of the Civic Arts Commission, and the Community Grant Program falls under the jurisdiction of both the Civic Arts and Youth Commissions, any changes would need to be discussed and agreed upon by both Commissions. Staff is requesting three (3) members of each Commission be selected to serve on the Community Grant Program Review Subcommittee.

Ms. Crose noted that staff has been informed by the City Attorney's office that having a joint meeting of such a group without noticing the public would be a violation of the Brown Act. Since time is of the essence, it is being suggested that the Subcommittee members from each Commission meet at different times, with the suggestions and recommendations from the meetings being brought to each of the Commissions. She advised that Subcommittee members from the Youth Commission would meet on October 15, 2014, from 5:00-6:00 p.m., and members of the Civic Arts Commission would meet later the same evening.

Commissioner Loll indicated he didn't understand why the meeting couldn't be noticed to the public. Ms. Crose discussed the impact on staff time, and the process and goal of having changes in place by November to provide workshop opportunities for applicants. Commissioner Loll noted that he would like for there to be a more strategic approach and focus on the awards the Commission grants. It was suggested that workshops be held as part of a Commission meeting with applicants being invited and Commission funding recommendations being openly discussed.

Ms. Crose noted that any changes to the Grant Funding program would be discussed with both the Youth and Civic Arts Commissions. Commissioner Wheeler felt the process was limiting and questioned if there was a more creative way of doing things.

Commissioners Loll, Massie and Wheeler indicated they would serve on the Community Grant Program Review Subcommittee and Chairperson Wedge stated she would be an Alternate.

A motion was made by Commissioner Helm, seconded by Commissioner Massie, to select Commissioners Loll, Massie and Wheeler to serve on the Community Grant Program Review Subcommittee with Chairperson Wedge as an Alternate.

**ROLL CALL VOTE:**

AYES: Commissioners Helm, Loll, Massie, Steenman, Wheeler, and Chairperson Wedge.  
NOES: None  
ABSENT: Commissioners Jellison and Nealy.  
ABSTAIN: None

**5. Approve the City of Pleasanton's 2014 Cultural Plan**

Ms. Crose introduced Jerry Allen from The Cultural Planning Group and asked that he review with the Commission the City of Pleasanton's 2014 Cultural Plan and its recommendations.

Mr. Allen indicated he was pleased to be able to walk through and turn over the Plan to the Commission. He advised that the Plan grew out of consultation with many people including members of the community and was based on what was heard and information gathered. The Commission was advised that results of a survey held, identified the following as what people want to see more of in Pleasanton:

- Live music concerts or performances
- Live theater performances
- Wine or food festivals
- Movies/film events
- Cultural or neighborhood festivals

Mr. Allen reviewed with Commissioners the recommended goals and strategies of the Plan, noting that the nine goals are:

1. Enhance arts and cultural programming available to Pleasanton residents, workers, and visitors.
2. Expand arts learning opportunities to match needs of residents of all ages.
3. Celebrate cultural diversity and enhance connections among disparate populations in Pleasanton, including diverse racial/ethnic groups, national origin/heritage, and age/generation.
4. Evolve the public art program to better serve the needs of the entire community, match the aesthetic standard of the City, and enhance its artistic reach and scope.
5. Improve marketing and visibility of the arts and make information about arts offerings more readily available to residents, workers and visitors.
6. Develop the capacity of local arts and cultural organizations and artists in the community.
7. Address cultural facilities needs of current facilities and provide for future needs.
8. Leverage the economic impact of the arts to increase downtown vitality, reinforce tourism promotion and promote development of small creative businesses.
9. Reconstitute the Civic Arts Commission as the Arts and Cultural Commission to reflect the enhanced duties embodied in this plan and make appropriate revisions to the Municipal Code.

Mr. Allen noted that this would be the time and opportunity for the Commission to modify the Cultural Plan before it is presented to City Council for approval. He suggested reviewing it in segments:

- 1) Enhance arts and cultural programming available to Pleasanton's residents, workers and visitors
  - Lots of discussion regarding the Amador Theatre and the Firehouse Arts Center
  - Recommended the two facilities operate more together
  - An express desire for a Signature Festival that would make Pleasanton a destination area

Commissioner Helm discussed with Ms. Allen how it would be possible for the two theatres to work together. Mr. Allen advised that the Firehouse Arts Center is tightly programmed by the City, but the Amador Theater has not been fully used.

Commissioner Loll felt overall comments in the Plan were useful, but when discussing facilities he felt the community needed to be more creative with how buildings were being used.

Commissioner Massie liked the idea of the Amador Theater and the Firehouse Arts Center working together, but felt both venues had acoustic limitations.

- 2) Expand arts learning opportunities to match needs of residents of all ages
  - A meeting had been held with School District personnel who indicated the District is anxious to continue to collaborate with the City.

Commissioner Massie questioned how much the Commission would be able to advocate with the School Board. Ms. Andrade-Wax advised that the Commissions role is advocacy, liaison, and connection with City Council, and they were not permitted to attend school board meetings as Civic Arts Commission representatives.

Commissioner Loll commented on items being shared between the City of Pleasanton and the Pleasanton Unified School District and felt good things were taking place, but more needed to be done.

- 3) Celebrate cultural diversity and enhance connections among disparate populations in Pleasanton, including diverse racial/ethnic groups, national origin/heritage, and age/generation

No comments.

- 4) Evolve the public art program to better serve the needs of the entire community, match the aesthetic standard of the City, and enhance its artistic reach and scope
  - The Consultant is surprised the City of Pleasanton does not have an official public arts program. The best way to achieve one is through a Public Art Master Plan.

- The community is very involved in the arts and should be thanked. There is a need for broader community engagement.

Commissioner Loll commended the City of Pleasanton on what it has already achieved. He agreed more could be achieved through a Public Art Master Plan, but was concerned such a Plan might put an end to some things currently being done.

Mr. Allen noted he had not been a party to discussions regarding the current art moratorium in the City and agreed that many things could be considered Public Art, but he did feel that opportunities could be lost without having some mechanism in place.

Commissioner Wheeler discussed attendance at a recent function where a speaker had talked about collaborative art.

- 5) Improve marketing and visibility of the arts and make information about arts offerings more readily available to residents, workers and visitors
  - A major challenge for people is getting timely and quality information about what is happening in the community.

Commissioner Massie agreed there was a definite need in this area and discussed how nonprofit art groups are affected. She noted that the Plan doesn't recommend offering classes/workshops, and thought collaborative workshops and "How To" opportunities would be helpful in the Tri-Valley area. She also commented on how people now learn about things through social media.

Chairperson Wedge felt social media improvements in the City have been made in the past few years, and thought marketing of programs, etc. was a high priority on the Commissions list of projects. She also noted that most local organizations are small and volunteer led with people who may not have skills in all areas, and an Arts Program could be a clearing house for providing information.

Commissioner Steenman indicated he struggled with how much the City should be involved in this area, and wondered what other cities were doing. Mr. Allen noted that other cities do provide some help, but typically little government support for arts is provided in the USA. He also commented on not wanting government to dictate content of art.

- 6) Develop the organizational capacity of local arts and cultural organizations and artists in the community

Commissioner Loll provided information on the James Irvine Foundation enhancing arts in California through strategic philanthropy as opposed to reactive philanthropy. He felt recommendations provided in the Cultural Plan were great, but it would be better to approach them from a lofty strategic point of view. Commissioner Massie agreed, but thought it would take a huge commitment.

7) Address cultural facilities needs of current facilities and provide for future needs

Commissioners discussed city resources and the Bernal property as a good place to build an outdoor amphitheater for the community. Chairperson Wedge also commented on the need for a new library, and Mr. Allen felt that if one were to be built it would provide opportunities to include cultural items.

8) Leverage the economic impact of the arts to increase downtown vitality, reinforce tourism promotion and promote development of small creative businesses

Commissioners discussed with Mr. Allen changes taking place in the City of Pleasanton, noting that historically Pleasanton has been attractive to businesses, but a current shift is focusing on workforce development and attraction. Younger people are choosy about where they live and attracting young professionals has become a key factor for the City.

The Commission discussed affordability as being a big barrier to attracting young artists to stay in the city.

9) Consider reconstituting the Civic Arts Commission as the Arts and Cultural Commission to reflect the enhanced duties embodied in this plan and make appropriate revisions to the Municipal Code

Mr. Allen noted this was a last-minute change to the Cultural Plan and since the mandate for this Commission goes beyond art, it was felt the name should reflect this.

Chairperson Wedge questioned staff on this recommendation. Ms. Crose and Ms. Andrade—Wax agreed that the scope of the Commission has expanded and the time has come for change. Staff indicated they would be supportive of updating the Municipal Code.

Staff advised the Commission that if they approved the Cultural Plan it would then be presented to City Council for adoption and endorsement of the items it contains.

Next Steps for the Civic Arts Cultural Plan include:

- Finalizing the Draft Vision Statement
- Scheduling a Commission Workshop to establish priorities, phasing and budget projections.
- Advocating with City Council to secure adoption of the Plan.
- Arranging a community event to 'roll-out' the Plan

Mr. Allen noted that adoption of the Civic Arts Cultural Plan will mean significant changes in the way the Commission works.

Commissioner Loll discussed with Mr. Allen comparisons made in the Plan with other cities and would like some comment added that indicates these do not show a complete picture. He questioned staff on the Cultural Plan presented and the continued support that will be provided by the Consultant. Ms. Crose and Ms. Andrade-Wax indicated staff was pleased with the Plan

and the ongoing support they will get from the Consultant. Ms. Crose asked the Commission to not include implementation aspects for approval of the Plan at this time, since after receiving approval from City Council, staff will bring the Plan back to the Commission to determine how they want to prioritize the nine (9) goals. Ms. Andrade-Wax reviewed the City Council approval process and provided information about anticipated Commission workshops.

Commissioner Massie discussed with Ms. Andrade-Wax the roles of staff and the Commission in implementing the Strategic Plan and how the budget would be assigned. Mr. Andrade-Wax noted that having Mr. Allen available to provide budget help will be a good resource for staff.

Chairperson Wedge read an email received from Commissioner Jellison in which she indicated that she supported refurbishing of the Amador Theater and felt it would be a mistake to remove the Adobe visioning project as a goal.

A motion was made by Commissioner Loll, seconded by Commissioner Steenman, to adopt the City of Pleasanton 2014 Cultural Plan as presented with such non-material modifications that reflect comments of the Commission as coordinated with staff and consultants.

**ROLL CALL VOTE:**

AYES: Commissioners Helm, Loll, Massie, Steenman, Wheeler, and Chairperson Wedge.  
NOES: None  
ABSENT: Commissioners Jellison and Nealy.  
ABSTAIN: None

**6. Review Four (4) Designs Proposed for “Project Paintbox”**

Ms. Crose advised that “Project Paintbox” is a utility box beautification program that celebrates local artwork by encouraging regional artists to share their creativity within Pleasanton by painting artwork on utility boxes. It was noted that such artwork helps deter unsightly graffiti by creating something pleasant that can be enjoyed by residents and visitors. A Call for Artists was placed locally, regionally, and nationally in different forums and several local artists were contacted. A total of ten (10) designs were received and on September 10, 2014 the Public Art Selection Subcommittee reviewed six of them (four (4) were incomplete), and are recommending four (4) designs for the Civic Arts Commission to review.

The Commission received the following presentations from artists for four (4) designs recommended by the Public Art Selection Subcommittee (PASS):

Children at Play, Artist Irma Grant –depicting four (4) scenes of children participating in fun activities and showing Pleasanton as a multi-cultural community and a welcoming place to live.

The Commission was advised that PASS liked this piece but had recommended the artist change the background color of her artwork and add a collar/leash to the dog. They were also recommending the First and Neal Streets utility box location for this artwork.

Ms. Crose asked if the Commission wished to approve the suggested location for this design. She noted the artist had this location in mind when designing the piece because of the ice-cream sharing, noted in its design. Commission Loll suggested waiting to see what other boxes were available.

**Chairperson Wedge opened the meeting for public comment at 9:00 p.m.**

Gary Harrington – recommended the artist consider adding a dog collar that is approved by the humane society.

**Chairperson Wedge closed the meeting for public comment at 9:02 p.m.**

A motion was made by Commissioner Steenman, seconded by Commissioner Loll, to approve the utility box art work from artist Irma Grant with a recommendation of grey color for the background and the addition of a collar and leash on the dog.

**ROLL CALL VOTE:**

AYES: Commissioners Loll, Massie, Steenman, and Wheeler.  
NOES: Commissioner Helm and Chairperson Wedge.  
ABSENT: Commissioners Jellison and Nealy.  
ABSTAIN: None

P-Town – ‘Me’ Town, Artist Chinar Desai – discussed the layering concept of her design which she felt showed the different layers of community, living, and location and felt it depicted Pleasanton’s ‘Community of Character’ concept.

The Commission was informed that PASS overwhelming supported this artwork and recommended it be added to the utility box on Main Street opposite St. John Street.

Commissioner Loll indicated he liked the sketch version of this piece.

A motion was made by Chairperson Wedge, seconded by Commissioner Massie to approve the utility box art work ‘PTown Me’ for Main Street opposite St. John Street.

**ROLL CALL VOTE:**

AYES: Commissioners Helm, Loll, Massie, Steenman, Wheeler, and Chairperson Wedge.  
NOES: None  
ABSENT: Commissioners Jellison and Nealy.  
ABSTAIN: None

Education 9-3-2+1, Artist Chinar Desai – the concept of this artwork is education and depicts 9 elementary schools, 3 middle schools, and 2+1 high schools, the logos+colors+statements = character.

Comments received from PASS included: 1) wanting to see an actual drawing or sketch, 2) confirmation that all school logos are correct and of the same size, 3) words used are school district key words, 4) need for there to be consistency using logos, school names and mascots, and 5) recommends placing this design on the utility box located at First Street and Bernal Avenue, across from the school district offices.

The Commission was advised by staff that the artist will resubmit this artwork after recommended changes have been incorporated. It was agreed that Ms. Desai would resubmit this artwork for the Commission to consider at their November meeting.

I Love Pleasanton, artist Tatiana Salvator - advised the artwork tries to capture downtown Pleasanton and the popular Pooch Parade. She indicated she would like to have had more time to provide a more polished version.

PASS indicated they would like to see the design painted in the appropriate orientation with more detail. The Subcommittee did not have a suggested location for this artwork, but thought perhaps a location near a dog park or the Valley Humane Society would be appropriate. The artist was asked to make the changes and possibly resubmit.

Commissioner Loll indicated he liked the piece and the way the words were placed in the scene. He did not think the white tables were needed and suggested the artist bring grass into the design.

Commissioner Helm liked the theme, but wondered whether it could be considered an advert for promoting the Pooch Parade, and thought an alternative could be considered.

Commissioner Massie suggested the artist continue with the design and see where it leads her.

Chairperson Wedge felt there was no need for Ms. Salvator to rush finishing her design, as utility box paintings will continue, with the next round scheduled for July 2015.

Ms. Crose suggested the artist contact her when her artwork is finished, so she can present at the next scheduled meeting of the Civic Arts Commission. She reviewed with the Commission and the artists the artwork modifications requested.

## **COMMUNICATIONS**

There were none.

## **COMMISSION REPORTS**

- a. **Public Art Selection Subcommittee** – no report.

**b. Pioneer Cemetery Master Plan Oversight Committee** – Chairperson Wedge advised that the Committee reviewed designs and made some recommendations before forwarding to the Parks and Recreation Commission and City Council.

**C. Alviso Adobe Task Force** - Commissioner Jellison advised that makeup of the Task Force will be going to City Council for approval on October 7, 2014. Once approved, three (3) Task Force meetings and two (2) Community meetings will be scheduled, as well as an online survey.

### **COMMISSION COMMENTS**

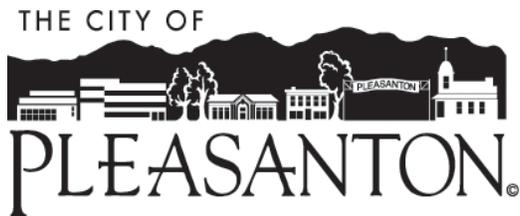
- A. Chairperson Wedge commented on an event attended at the Firehouse Arts Center. She also thanked staff for all their work on the Civic Arts Cultural Plan.
- B. Commissioner Loll encouraged Commissioners to look at the Irvine website.
- C. Commissioner Massie provided information on the Livermore Valley Opera' opening night of 'Rigoletto' at the Bankhead Theatre.

### **STAFF COMMENTS**

Ms. Crose thanked the Commission for providing staff their comments and support for approving the Civic Arts Cultural Plan.

### **ADJOURNMENT**

There being no further business, a motion was made to adjourn the meeting at 9:50 p.m.



# Civic Arts Commission Minutes

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City Council Chamber – 200 Old Bernal Avenue, Pleasanton, CA  
October 6, 2014 – 7:00 p.m.

## **CALL TO ORDER / PLEDGE OF ALLEGIANCE**

Commissioner Sara Nealy called the meeting to order at 7:00 p.m. The Pledge of Allegiance to the flag was recited.

### **Roll Call**

Commissioners Present: Sandra Jellison, John Loll, Sara Nealy, John Steenman, and Judy Wheeler. (Commissioner Helm arrived at 7:03 p.m.)

Commissioners Absent: Heidi Massie, Olivia Scrivner, and Chairperson Stephanie Wedge.

Staff Present: Michele Crose, Community Services Manager; Julie Finnegan, Visual & Literary Art Coordinator; and Edith Caponigro, Recording Secretary.

## **AGENDA AMENDMENTS**

There were none.

## **MINUTES**

Minutes of the September 23, 2014 meeting will be considered at the November 2014 meeting.

## **MEETING OPEN TO THE PUBLIC**

### **2. Introductions/Awards/Recognitions/Presentations**

There were none.

### **3. Public Comment from the audience regarding items not listed on the agenda**

There were none.

## MATTERS BEFORE THE COMMISSION

### 4. Approve Appointments for Two (2) Teen Poet Laureate Positions

Visual and Literary Art Coordinator, Julie Finegan, was introduced to the Commission by Ms. Crose. Ms. Crose advised that during the summer, staff began the process of recruiting for the Teen Poet Laureate position for the 2014/2015 school year. A total of five (5) applications were received, a Poet Laureate Selection Committee was established to review the submitted materials and interview the candidates.

The Commission was advised that due to the high level of applicants for the Teen Poet Laureate position and the desire to reach more youth through poetry, the Screening Committee is recommending the Civic Arts Commission consider appointing two (2) Teen Poet Laureates; one (1) student from Amador High School and one (1) student from Foothill High School. The applicants recommended for these positions are Nicole Tsuno from Amador Valley High School, and Maya Lyubomirsky from Foothill High School.

The students were introduced to the Commission and provided information about their interest in poetry and desire to get more students interested in this art form. Following are the poems they read to the Commission:

#### The Answer by Maya Lyubomirsky

I've been searching for months  
For the place you've gone off to;  
Been led off the trail by the notes of your son,  
But since you have ceased,  
A clear path I have walked through,  
Taking me to where you've hidden all along.

#### Untitled by Nicole Tsuno

Come, rest your feet you broken traveler  
Roaming the caverns of the unremitting mind,  
Take its secrets, its skeletons, its silence – stained sorrow,  
Hope and fear intertwined.

Come, follow me you weary soul,  
Quickly, quietly through the dark,  
Strip down your voice until it is but a whisper,  
Silence is not an end, but a start.

Listen closely you drowsy spirit,  
For what you seek has already been found.  
The answers are here waiting for you,  
It's the questions that are profound.

Commissioner Nealy congratulated both students for wanting to make this art form accessible. She felt both girls were articulate and suggested to practice slowing down when reciting their poetry.

Commissioner Jellison complimented both girls on their poems and felt that putting things in words validates what happens in life.

Commissioner Wheeler congratulated Maya and Nicole on their poems and indicated she looked forward to seeing more of their work.

Commissioner Helm commended the girls on sharing their art and encouraged them to continue.

Commissioner Loll thanked Nicole and Maya for sharing their poems and indicated he was happy to have them become a part of the City of Pleasanton's tradition of appointing Teen Laureates.

Commissioner Steenman encouraged the girls to use staff and the Commission to help them achieve their goals while acting as Teen Laureates for the City of Pleasanton, and encouraged them both to come back to the Commission with their ideas.

Maya and Nicole indicated that they were looking forward to becoming the Teen Poet Laureates and would work to make poetry more accessible to youth by making it fun and helping them understand that poetry is an emotional and creative aspect.

Ms. Crose advised that a motion made by this Commission would go to City Council at their October 21, 2014 meeting at which time Maya and Nicole would be given an opportunity to present their poems to City Council.

A motion was made by Commissioner Jellison, seconded by Commissioner Nealy, approving the appointment of Nicole Tsuno from Amador Valley High School and Maya Lyubomirsky from Foothill High School to fulfill the positions of City of Pleasanton Teen Poet Laureates.

**ROLL CALL VOTE:**

AYES: Commissioners Helm, Loll, Jellison, Nealy, Steenman, and Wheeler.

NOES: None

ABSENT: Commissioners Massie, and Chairperson Wedge.

ABSTAIN: None

**COMMUNICATIONS**

There were none.

**COMMISSION REPORTS**

- a. **Public Art Selection Sub-Committee** – Ms. Crose advised that a meeting is scheduled for October 17, 2014 to discuss moving forward and finding a suitable location for "On the Count of Three," a donation from the Harringtons.
- b. **Pioneer Cemetery Master Plan Oversight Committee** – Ms. Crose advised that the Master Plan for this project will be presented to City Council in November.
- c. **Alviso Adobe Task Force** - Ms. Crose advised that approval of the Task Force will take place at the October 7, 2014 City Council meeting. The Task Force members will be advised of the next steps after approval is given by City Council.

### **COMMISSION COMMENTS**

- A. Commissioner Steenman was advised by Ms. Crose that staff has not yet been able to gather enough information pertaining to the Harrington's request for repair of an existing mural in town. She noted that information will likely not be provided until January 2015 since the Commission's November meeting agenda will be busy and the December meeting will likely be canceled.
- B. Commissioner Wheeler discussed a link to arts in San Jose. Ms. Crose advised that staff would forward this to all members of the Commission.
- C. Commissioner Jellison provided information about the upcoming event at the Alviso Adobe.
- D. Commissioner Nealy questioned whether staff had any information regarding the Commission's request to have a collaborative meeting that would provide information to grantees. Ms. Crose noted that staff had been informed that plans to form a Sub-Committee with members of both the Civic Arts and Youth Commissions, to work on this would be in violation of the Brown Act, so meetings will have to be held separately by both Commissions. Both Commissions will be provided the comments and suggestions from each other and applicants will be provided an opportunity to attend presentations and ask questions at a January 2015 workshop.
- E. Commissioner Loll questioned whether the Commission would be allowed to set their priorities and funding statement at the November meeting, and if so suggested that staff invite organizations to attend the meeting so they will learn about the Commissions goals and priorities.

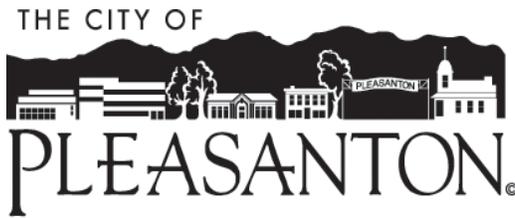
### **STAFF COMMENTS**

Ms. Crose discussed:

- A. Alviso Adobe Fall Festival event scheduled for October 11, 2014 will provide lots of opportunities to enjoy hands-on experiences from different time periods. Activities will include, butter making, adobe brick making, calf roping, etc., and a free lunch provided.
- B. Events and activities at the Firehouse Arts Center have been good and ticket sales great. Commissioner Nealy thanked staff for letting people know about the recent 'Quattro' event.
- C. Information about memberships available for the Firehouse Arts Center was provided.

### **ADJOURNMENT**

There being no further business, a motion was made to adjourn the meeting at 7:45 p.m.



## **Civic Arts Commission Agenda Report**

November 3, 2014

Item 4

**SUBJECT: SELECTION OF ONE (1) COMMISSIONER TO SERVE ON A COST RECOVERY AND PRICING PLAN COMMITTEE**

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### **SUMMARY**

In 1992, the City Council adopted the "Fee Policy", that was established to assist all of the City departments in determining how any specific fee should be established, to help assure equitable treatment of all citizens and to structure the maintenance of fees at a current cost level. The Fee Policy also established categories of services for which the City desires to collect such fees and upon which the level of cost recovery is determined.

Since that time, there have been many changes regarding facilities, programs and their related fees and charges. As a result, the Department is recommending that a committee comprised of representatives from the Department's four (4) commissions and City staff review the City's Fee Policy, draft a cost recovery and pricing plan, and forward their recommendations to the Parks and Recreation Commission for their review and consideration.

### **RECOMMENDATION**

It is recommended that the Commission designate one (1) member to serve on the Cost Recovery and Pricing Plan Committee

### **FINANCIAL STATEMENT**

There is no financial impact as a result of the Committee's formation.

## **BACKGROUND**

In 1992, the City Council adopted the "Fee Policy", that was established to assist all of the City departments in determining how any specific fee should be established, to help assure equitable treatment of all citizens and to structure the maintenance of fees at a current cost level. The Fee Policy also established categories of services for which the City desires to collect such fees and upon which the level of cost recovery is determined.

Since that time, there have been many changes regarding facilities, programs and their related fees and charges. For that reason, the Parks and Recreation Commission requested that the City Council consider adding the Department's review of the City's Fee Policy in their annual work plan. In 2013, the City Council adopted their current Work Plan which included the Department's review of the Fee Policy, as well as any recommendations that better define the program and facility fees, and their respective subsidy levels.

As a result, the Department is recommending that a committee comprised of representatives from the Department's four (4) commissions and City staff review the City's Fee Policy, draft a cost recovery and pricing plan, and forward their recommendations to the Parks and Recreation Commission for their review and consideration. It is the intent that the Plan will be used as a mechanism for allocating the use of public funds, creating a financially sustainable approach for recreational programs and facilities, while ensuring affordable access.

## **ALTERNATIVE ACTION**

Any other action as determined by the Civic Arts Commission.

Submitted by,



Susan Andrade-Wax  
Director of Community Services

### Attachments:

1. Resolution No. 92-99 Resolution Adopting City of Pleasanton Fee Policy (May 19, 1992)
2. Exhibit 1 of Resolution No. 92-99 – City of Pleasanton Fee Policy (May 1992)

## CITY COUNCIL OF THE CITY OF PLEASANTON

ALAMEDA COUNTY, CALIFORNIA

RESOLUTION NO. 92-99

RESOLUTION ADOPTING CITY OF PLEASANTON FEE  
POLICY

WHEREAS, the City of Pleasanton adopted Resolution No. 90-131, Financial Policies, which states in general terms the City's Fee Policy; and

WHEREAS, the City desires to define its Fee Policy more specifically; and

WHEREAS, the City engaged the services of David M. Griffith to recommend a formal Fee Policy for the City;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF PLEASANTON RESOLVES AS FOLLOWS:

Section 1: The City Council adopts the Fee Policy as set forth in Exhibit A, attached hereto and incorporated herein by this reference.

Section 2: This resolution shall become effective immediately upon its passage and adoption.

I HEREBY CERTIFY THAT THE FOREGOING WAS DULY AND REGULARLY ADOPTED BY THE CITY COUNCIL OF THE CITY OF PLEASANTON, AT A MEETING HELD ON MAY 19, 1992 BY THE FOLLOWING VOTE:

AYES: Councilmembers - Butler, Mohr, Scribner, Tarver, and Mayor Mercer

NOES: None

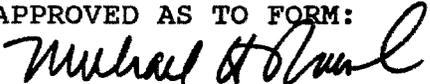
ABSENT: None

ABSTAIN: None

ATTEST:

  
Peggy U. Ezidro, City Clerk

APPROVED AS TO FORM:

  
Michael H. Roush, City Attorney



## FEE POLICY

(Adopted by Resolution No. 92-99)

The Fee Policy is established to assist all departments in determining how any specific fee should be established, to help assure equitable treatment of all citizens and to structure the maintenance of fees at a current cost level.

Furthermore, the Fee Policy establishes categories of services for which the City desires to collect such fees and upon which the level of cost recovery is determined.

### A. GENERAL POLICY

It is the general policy of the City of Pleasanton to recover its costs of service from the individuals and/or groups served to the extent that individual members of the public are benefiting from specific City facilities or personnel in a way different from that enjoyed by all citizens. To the extent that the City organizes some of its activities into enterprise funds, such activities should recover all of their costs even if they benefit essentially all of the citizens.

### B. CATEGORIES OF SERVICE

From a policy standpoint, the Council expects City services to be placed in one of six categories before a fee is established or considered for any specific service:

#### 1. Development which impacts municipal infrastructure costs.

When additional housing or commercial units are being built, it is the City's policy to charge them for the costs of the additional roadways, road widening(s), traffic control devices, water/sewer lines or processing capacity, and other related capital costs the City must spend to support the new development and the impacts it creates. The policy of the City Council is that these fees will include all cost expended or expected to be expended by the City in creating or performing these support activities, either in cash or in such in-kind as may be approved by the City Manager, as provided by State legislation.

#### 2. Fees or charges designed to discourage improper behavior.

This would include traffic fines, parking enforcement, vandalism repair, theft or willful destruction of City property, building code infractions, etc. There is no need for these charges to be constrained by the cost of the enforcement activity. While they should at least meet this cost, they will generally be expected to be more than the cost of enforcement to discourage repeat offenses.

3. Services designed to control activities which could be harmful to others.

This includes fire inspection fees, many types of police permits, building inspections, etc. In these cases, the individual has probably done nothing wrong, but is engaged in an activity which could be harmful to others if conducted incorrectly. These fees should be set at full cost recovery. Full cost recovery includes direct labor costs (salary and benefits), allocated cost of supervision, pro-rata departmental management costs, City-wide overhead allocation, and physical facility or equipment hourly costs. This does not include criminal activities for which there are other penalties.

4. Services clearly required by the payee which the City would not otherwise be required to perform.

These include most of category 3 above as well as most Planning, Engineering, and Building department activities which are focused on a single transaction or incident. Not included in this category are Police activities with criminal penalties. This would include copying costs when the nature of the transaction fits this description. All accidents resulting in harm to City property would fall into this category.

5. Services which are supportive of general City service policies, but require out-of-pocket expenses by the City for the benefit of the participating individuals.

Many recreation activities would fall into this category. It is the general policy of the City for these activities to pay for their out-of-pocket costs, including any City overtime involved, but not to be charged for the otherwise allocable overhead costs, indirect supervision time, or a pro-rata share of the facility being used. If the activities being offered preclude (or collectively preclude) the facility being available for general purpose use (such as swim classes vs. general "open pool" hours), a pro-rata share of facility costs may be assigned with consent of the Council. This category would also include copying costs in support of such programs.

6. Normal City services supporting all inhabitants.

The City performs a host of functions, from street maintenance to fire fighting to law enforcement as part of its services to all persons and property within the City limits. These general services are funded through a variety of taxing mechanisms and should not be funded by a fee for service. The key test for this type of service is that it is applied to all persons and property equally, not to a restricted subset of the population. Programs which are specifically tax or grant funded for a specific subset of the population (such as senior citizens) are also included in this category.

Exhibit I summarizes these categories and the fee rules associated with each.

EXHIBIT I

CATEGORY	COSTING METHODOLOGY	EXAMPLES OF FEES IN CATEGORY
A. Impact Fees	Based on capital costs of City infrastructure impacted by proposed development. Developed within AB1600 guidelines from State.	Residential construction fee Capital improvement fee Sewer connection fee Water connection fee Growth management fee "Affordable Housing" fee
B. Improper Behavior	Full City costs plus penalty amount where appropriate.	Traffic fines or parking enforcement Theft, willful destruction of property Vandalism
C. Control of Potentially Harmful Activities	Full cost recovery.	Fire Inspection Fees Pawn Shop Permits Building Inspection Fees
D. Services to/for an individual or group and enterprise fund activities	Full cost recovery.	Planning or Engineering work associated with processing of a subdivision map, building permits, or public R/W Company's exclusive rental of facility Water/Sewer monthly charges non-willful harm to City property
E. Service Supporting General City Policy	Out-of-pocket cost recovery.	Recreation Fee (unless facilities therefore not available to general public) Safety Training (CPR, fire prevention)
F. Normal City Services	No charge.	Street Maintenance, Park Maintenance, law enforcement, fire response, etc.

In addition to and overriding the above categories are enterprise fund activities. These are typically similar to category D above, in that the City would recover all of its costs and overhead. However, with enterprise funds including Water and Sewer, the capital costs required to support the activity are typically significant, and it is the City's policy to recover their costs directly from the users of the enterprise fund services. This includes depreciation or other method of provision for capital facility replacement. No other City services would normally include provision for replacement of capital facilities.

## C. MAINTENANCE OF FEE LEVEL

The Policy of the City is to maintain fees at a level consistent with the costs associated with each service. To accomplish this, the City will:

### 1. Annual departmental submission of recommended fees.

Each department is directed every November to review its costs associated with each existing fee for service and to determine whether it has added any services during the year, or is contemplating adding any services in the upcoming fiscal year for which a fee should be charged. It should then report to the Finance Director by December 31 of each year as to the changing costs of providing services and/or the proposed new fees and the basis for each. It is not necessary for the department to report to the Finance Director on fees for which the only changes are basic inflationary changes. This directive is not intended to preclude departments bringing forth recommended adjustments at other times if State law or other circumstances make mid-year changes appropriate.

### 2. Finance Director annual report to Manager/Council.

The Finance Director shall review the proposed fee changes and/or additions or deletions suggested by each department and report to the Manager and Council as part of the annual budget cycle on proposed changes. At this time, the Finance Director shall propose across the board adjustments to fees for City salary increases and other inflationary impacts.

### 3. Periodic review of overhead cost allocations.

Every five years the Finance Director shall analyze or cause to be analyzed the overhead and departmental management costs allocated to each fee.

### 4. Annual master fee schedule adjustment.

To facilitate annual adjustment, the City shall annually adopt a new master fee schedule. The City Attorney shall propose any new fee ordinances in a manner consistent with this intent, and revise any ordinances existing requiring such adjustment so that the amount of the fees can be changed with a single new resolution each year.

## D. DAMAGE REIMBURSEMENT

### 1. Overall basis for charges.

The City will charge the person who has damaged, destroyed, or taken City property for the cost to the City to process the incident and to replace that item or items with a comparable new item which conforms to current City policies for the purpose the item serves, or to repair the item to a state comparable to its state at the time of the incident. Where the item damaged, destroyed, etc. was a vehicle, the City charges will not exceed the cost to replace the vehicle with a comparable

vehicle of similar capabilities and use, plus its processing costs. All costs incurred by the City shall be included in the time and materials charged to the perpetrator, including time to determine the nature and extent of the problem, time to determine the most effective way to restore the previous situation, time to handle the parties involved, court costs and time if needed, staff report preparation time, and the reasonable costs allocated to these direct expenses to cover their pro-rata share of direct supervision, management, support facilities, equipment used in the repair, the general City overhead.

2. Costs of items acquired or installed to replace damaged property.

The actual hydrant, lamp post, sign or signpost, or other item acquired or installed should be charged to the claim. This cost should be determined by the actual out-of-pocket cost if purchased for this specific repair or the replacement cost value if taken out of storage. If the replacement is an upgrade from the item which was damaged, the charge should only be for the cost of the comparable item with two exceptions. First, if the only readily available item (or in an emergency, the only immediately available item) differs from the replace item, the City will charge the full cost. (Example - they no longer make the old type, or the old type is not available on nights and weekends and we could not wait.) Second, if a wooden signpost was damaged, but the City standard for a signpost is now to use a metal signpost (or a larger wooden signpost), the City will charge for replacement at the current standard.

3. Staff labor time.

The City expends time handling the damage or theft. All of that time should be charged to the offending party at the fully burdened hourly rate of those staff members who deal with the problem(s). The types of time which might be incurred include:

a. Investigative Time

This is time required to determine who is responsible for the damage or theft. This could be incurred by a police officer, a member of the staff who observes the incident, or a staff member asking questions to find out what happened.

b. Solution Definition Time

This is time spent deciding the best thing to do to resolve the problem. It might include time spent taking a vehicle to three repair shops to get bids, time spent determining whether to sand-blast or paint over graffiti, etc.

c. Preparation Time

This is the time spent acquiring the materials needed to effect the repair or replacement. It could involve determining the

specifications for the item, procurement time (including centralized purchasing if applicable), or adjustment of equipment centrally so that it can be used to effect the repair/replacement.

d. Repair/Replacement/Installation Time

This is the time actually spent replacing the item or repairing it. This included the travel time involved.

e. Participant Interaction Time

This is the time spent handling the parties involved in the incident.

f. Accounting/Billing/Office Time

This is the time spent determining the charges and preparing a bill. It would include Finance Department time.

g. Enforcement Time

This is the time spent in court, including officer testimony, City Attorney time, and Finance staff's small claims court appearance. These charges would be tracked for claiming in court if the incident goes to court.

4. Staff labor rates.

Each department involved in the claim should have a labor rate for the time it spends. The labor rate consists of the following items:

The direct annual salary of the individuals divided by their anticipated annual work hours ("hourly direct salary"). This can also be the average for a group of similar workers who might work on a claim - i.e., a department-wide clerical rate or a division-wide electrician rate. Either of these approaches is equally valid.

The costs of the fringe benefits of the individual staff member divided by the anticipated number of hours to be worked that year. If you used a group rate above, you must use a group rate for this. If you used an individual rate above, it is permissible to use either an individual or group rate for fringe benefits. ("Direct Hourly Fringes") If the time spent was overtime, these costs should not be added.

Most City staff have a supervisor whose job is to manage and direct their time, provide technical or professional expertise and advice, etc. This person would typically manage several people, and might also be a producer of products. (Example - a supervising accountant might spend half of his or her time supervising a function and half time performing advanced level accounting work.) The percentage of the supervisor's time which is management and supervision oriented should be divided by the number of personnel supervised, and the result

would be a direct overhead to the staff person. For example, if that supervising accountant managed four junior accountants, one eighth of his or her salary (50%/4 personnel) and fringes should be allocated as "Direct Supervision" costs.

In addition to the above, the general management of the department should be added to the rate. This consists of the department head, his/her secretary, and the general expenses of the department. These costs are then divided by the direct salary costs of the rest of the department to determine the percentage which departmental overhead is of the direct departmental costs.

Citywide overhead (determined by this study to be approximately 33.89%) would be added to the result from the above step.

Reviewing all of the above, the formula for determining the hourly rate would be a follows:

Rate = (hourly direct labor salary + direct fringe rate) x (1+supervision overhead %) x (1+ departmental overhead %) x 1.3389 (Citywide overhead factor)

If a rate for supervision or departmental overhead is not readily available, 15% and 5% will be used respectively. The actual rate, when calculated, will likely be higher than these, however.

5. Equipment used.

In addition to labor and materials used to repair/replace the damaged item, some operations require the use of City equipment. This includes passenger vehicles, police cruisers, and heavy equipment. The Support Services Division will provide an estimate of the appropriate hourly rate for passenger vehicles or Police cruisers. A heavy equipment rate can be developed by taking the original cost of the unit and dividing it by the anticipated number of hours of use it will get in its life. For example, if a "cherry-picker" gets used 3 days each week for 8 hours a day and is expected to last 8 years, the procurement cost would be divided by 9,984 (23 hours per week x 52 weeks per year x 8 years). For example, if the units cost \$50,000 to procure, paint, decal, etc., the rate would be about \$5/hour. In addition to this, the appropriate hourly share of the annual maintenance, gas, oil, etc., must be added. An easier and equally acceptable approach for many types of equipment is to use 85% of the cost of renting the unit on a commercial basis. The 85% factor is used to eliminate the profit aspect of such a rate. (This approach should only be used if the City does not have similar equipment in another department.)

6. Materials, supplies, and out-of-pocket expenses.

These expenses will be included in the charges. In the case of water losses from a hydrant, an estimate will be made based on pressure, size of opening, and estimated duration of the unchecked flow.

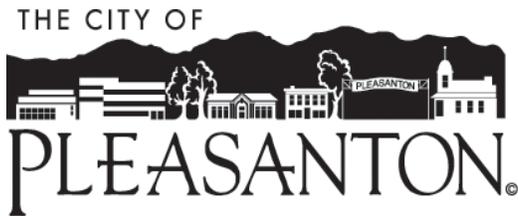
E. PARK AND COMMUNITY SERVICES

The City Council authorizes staff to adjust fees and charges for services and facilities for up to twenty percent of the approved fees and charges without resubmitting the adjustment to the City Council.

The City Council authorizes staff to adjust to provide new programs/classes at a fee based on the cost of service or established guidelines, and that fees for such programs or classes be submitted to the Council for approval within a one-year period from initiation of the class or program.

The City Council authorizes the Recreation Supervisors or Director of Park and Community Services to continue to enter into contractual agreements for program services, in forms as approved by the City Attorney.

The cost of fee classes is set to attempt to return the full cost of the instructor(s) and materials plus an additional thirty percent for program supervision and office support.



## **Civic Arts Commission Agenda Report**

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November 3, 2014  
Item 5

**SUBJECT: APPROVE CIVIC ARTS FUNDING CRITERIA FOR FY 2015/16 COMMUNITY GRANT PROGRAM**

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### **SUMMARY**

Each year, the Civic Arts Commission reviews the previous year's funding criteria for the Civic Arts Category of the Community Grant Program to better judge and allocate funds for qualifying applicants. The Civic Arts Commission is requested to discuss, identify, and adopt the criteria that it will use to make allocations for the FY 2015/16 grant cycle.

### **RECOMMENDATION**

It is recommended that the Civic Arts Commission review the existing funding criteria for the Civic Arts Category and discuss any alternatives/modifications that it wishes to consider, and adopt funding criteria for the FY 2015/16 grant cycle.

### **FINANCIAL STATEMENT**

Total available funding for the FY 2015/16 Community Grant - Civic Arts Category is \$40,935.13.

## **BACKGROUND**

The funding criteria that was adopted by the Commission for the prior FY 2014/15 grant cycle is listed below:

- For all Grant Applicants there is no minimum funding request amount per application. The maximum funding request amount per application is \$7,500. Since this is a competitive funding process, there is no guarantee that every applicant will receive funding. There is also no guarantee that the amount an agency has requested will be the amount granted.
- In evaluating applications for this category, the Civic Arts Commission will primarily consider projects that incorporate outreach to new and diverse participants and/or new audience members for the arts in Pleasanton. Additionally, projects that involve co-production and/or collaboration with other local organizations are encouraged.

The funding criteria along with the review of ZoomGrants, the online grant application program, will be presented at the Grant Workshops on December 2 and 9, 2014. The workshops will be hosted by the cities of Dublin, Livermore and Pleasanton, taking place on Tuesday, December 2, at 10:00 a.m. in the Livermore City Council Chambers and on Tuesday, December 9, at 2:00 p.m. in the Pleasanton City Council Chambers.

In addition, a copy of the "Draft" Community Grant Program (Civic Arts and Youth) Application Packet for Fiscal Year 2015/16 has been attached for the Commission's reference. Please note that all proposed changes have been highlighted, so that they are easily identifiable.

## **ALTERNATIVE ACTION**

Any other action as determined by the Civic Arts Commission.

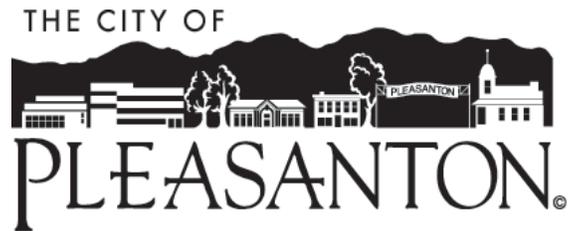
Submitted by:



Mike Patrick  
Management Analyst

Attachment:

1. Draft Community Grant Program (Civic Arts and Youth) Application Packet for Fiscal Year 2015/16



# Community Grant Program (Civic Arts and Youth)

## APPLICATION PACKET For Fiscal Year 2015/16

**Mission Statement: To enhance the quality of life in Pleasanton**

For Community Grant inquiries, please contact Mike Patrick,  
Management Analyst at (925) 931-5349, or [mpatrick@cityofpleasantonca.gov](mailto:mpatrick@cityofpleasantonca.gov)

**Updated October 15, 2014**

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## Section 1: Must Read Information

- 1) **Project Start-Up and Completion:** Proposed projects must have a start-up date no earlier than July 1, 2015, and must be completed by June 30, 2016.
- 2) **Expenditure Period:** Project funds cannot be spent before July 1, 2015, or after June 30, 2016.
- 3) **Online Application:** A separate application must be submitted for each project for which funds are being requested using the online application through ZoomGrants, [www.zoomgrants.com](http://www.zoomgrants.com)
  - a. No faxes or e-mails will be considered. Applications received after the deadline will not be considered.
  - b. All documentation required to be uploaded into Zoomgrants, must be accurate and contain valid names, numbers, address...etc and be uploaded prior to the Grant deadline.
- 4) **Failure to submit a complete application, or not complying with any of these procedures and requirements, will disqualify the application for funding consideration.**
- 5) **MANDATORY MEETINGS:** There will be **four (4) meetings** that all Grant Applicants will be required to attend. The four (4) meetings are listed below. Any change to the date/time/place of the meetings will be forwarded to the Grant Applicant as necessary.
  - a. **Grant Workshop-** Attend either the Pleasanton or Livermore workshop to be held December 2, 2014 at 10:00 a.m. in Livermore (Livermore City Council Chambers) or December 9, 2014 at 2:00 p.m. in Pleasanton (Pleasanton City Council Chambers).
  - b. **How to use Zoomgrants (Group Training Session):** This training is mandatory. This training is tentatively scheduled for December 15, 2014 at 6:00 p.m. in Pleasanton (location TBD). (*Optional individual training will be available by appointment between January 12 and January 15, 2015*).
  - c. **Commission Meeting:** All Grant Applicants must attend the funding meeting before the appropriate City Commission and may be asked to present their Grant Application to the Commission. See Section 4 of this Application Packet for meeting dates.
  - d. **Contract Signing:** All Grant recipients must attend the contract signing meeting, where each agency will receive their City of Pleasanton Grant Agreement/Contract and be required to provide staff with the appropriate signature on the contract, as well as Proof of Insurance (including Endorsement) and a valid City of Pleasanton Business License.

- i. Exceptions may be granted if the President of the organization or agency is not available to attend this meeting. In this situation, it will be possible to forward the contract to the agency prior to the meeting, so that a signature can be obtained. Consequently, the signed contract may be brought to the meeting by the grant writer or administrator.

6) Please note; all dates and locations listed in this document are subject to change.

## Section 2: Glossary and Tips to Filling Out the Application

### GLOSSARY

- **Duplicative:** Repeating client/participant count; i.e., 5 medical appointments by the same client equals 5 units of service, instead of 1 client served.
- **Expenditures:** Comprehensive financial outlay or burden incurred by a submitting agency and by project.
- **Fiscal Year (FY):** Begins July 1 and ends on June 30 of the following calendar year.
- **Common Indicator:** You will need to select one of the common indicators; Audience, Spectators, Participants or Clients, of which you will track the number of common indicator selected when reporting numbers for your Midterm and Final Reports.
- **Non-duplicative:** Non-repeating client/participant count; i.e., 500 meals served to 200 different individuals equals 200 clients served.
- **Nonprofit ID Number:** Federal identification number assigned to income tax-exempt, qualified organizations.
- **Professional Fees (under Project Budget Plan worksheet):** Fees to be paid to professional firms or individuals who provide a specialized service (i.e., accounting, auditing, consultants, engineering, graphic design, software designers, etc.).
- **Revenues:** Total income produced by a submitting agency and by project.
- **Seed Funding:** Monies used for the initial or beginning stages of a new project.
- **Capital Funding:** Monies used for semi or permanent physical facility amenities.
- **Operational Funding:** Monies used for direct services only, excludes administrative expenses.
- **Administrative Expenses:** Expenditures related to the day-to-day operations of a business and pertain to operation expenses rather than to expenses that can be directly related to the production of any goods or services. Examples of Administrative expenses include rent, utilities, insurance, and managerial salaries.

- **Direct Expenses:** A price that can be completely attributed to the production of specific goods or services. Direct costs refer to materials, labor, and expenses related to the production of a product.
- **Community Based Organization:** Is a public or private nonprofit organization that is representative of a community or a significant segment of a community, and is engaged in meeting human, education, environmental, or public safety community needs.
- **Supplantation:** Using Grant funds to take the place of existing and allocated funding within the organization is not allowed.
- **Pass-through-Dollars:** Grant funding may not be used to award scholarships or funding to individuals outside of the grant recipients organization or other entities. Funding received from a City Grant must be used for a product or service provided by the grant recipient's organization and not 'passed through' to another organization.
- **Agency Collaboration:** Identifies a key agency partner in which the non-profit Community Based Origination could not provide the program or service without their participation.

## Section 3: Funding Requirements and Limitations

- 1) **Community Grant funds** may be requested for the following project uses:
  - a. **Seed Funding** (new projects or programs);
  - b. **Capital Projects** (semi or permanent physical facility amenity);
  - c. **Operational** (direct services only, excludes administrative expenses).
  
- 2) **General Funding Priority** will be given to those applications requesting the following:
  - a. One-time only or matching funds, and that serve a large number of Pleasanton residents, meet identified community needs.
  - b. Specific goals/strategies in the Pleasanton Cultural Plan and/or Youth Master Plan.
  
- 3) At the time of application submittal, applicants must have:
  - a. non-profit status;
  - b. a 501(c)(3) tax-exempt identification number; and
  - c. A valid City of Pleasanton business license.
  
- 4) Applicants must be a community-based organization.
  
- 5) **Community Grant Funding is limited.** The Commission makes a funding recommendation to the City Council. Final funding allocation is determined by the City Council. It is not uncommon due to the limited funds available and the large number of requests, that you may receive less funding than requested.

- 6) The proposed project must provide direct services to Pleasanton residents in the arts or youth services areas.
- 7) Applicants who represent funding foundations or other funding agencies are only eligible for projects that provide a specified direct service to Pleasanton clients or participants only. **Funds cannot be used as pass-through dollars for scholarships or agency administration services.**
- 8) **Funds cannot be used to reimburse travel expenses or any costs associated with competitions or exhibitions.**
- 9) Applicants must quantify the total number of project participants, audience members, spectators or clients, and clearly specify how many Pleasanton residents the proposed project will serve.
- 10) The applicant agency must have a Pleasanton resident on its governing board.
- 11) Applicants who propose a project that identifies other agency collaborations must submit a separate affidavit form completed by each supporting agency along with the application. This form can be downloaded in the Documents section of ZoomGrants.
- 12) Applicant programs or services must be accessible to the public.
- 13) Projects involving or requiring religious beliefs or activities are not eligible for funding.
- 14) Applicant agencies or organizations must comply with the Civil Rights Act of 1964, the Rehabilitation Act of 1973 as amended, and the Age Discrimination Act of 1975, which bars discrimination based in race, color, national or ethnic origin, gender, age, or disability.
- 15) Applicant agencies must attend the mandatory funding meeting before the appropriate City Commission and may be asked to present their grant application. See Section 4 of this Application Packet for meeting dates.
- 16) Community Grant funds cannot be used to supplant other contract funds or grant awards.
- 17) **Grant funds cannot be used to cover administrative staff and overhead expenses, including staff leave (sick, vacation, etc.). Only direct costs will be reimbursed that specifically relate to and can be documented for the purpose of the project.**
  - a. **Non-reimbursable costs include: travel expenses, telephone, software/hardware maintenance expenses, utilities, etc...**

## TIPS FOR FILLING OUT THE APPLICATION

- You may select only one funding category (Civic Arts or Youth) per Grant Application. Please select the funding category you deem most appropriate.
- Describe your project in clear and concise language.
- Both the Civic Arts and Youth Commissions are interested in funding projects that speak to specific goals and/or strategies mentioned in the Pleasanton Cultural Plan and the Youth Master Plan. For copies of these plans go to the City's website: <http://www.ci.pleasanton.ca.us/government/representatives/city-commissioners.html> .
- If you are seeking to utilize a city facility as part of your project, please secure the use of the facility prior to applying for the grant. Staff will verify that all City facilities identified in the Grant applications have been secured.
- When completing the budget information and budget narrative use the section to clearly indicate the portion of your project that requested grant funds will be used for, (i.e. total project cost is \$15k, you are requesting \$7,500. Clearly indicate what the \$7,500 will be used for in the project). For example, the agency below has three Grants requested; only the one from City of Pleasanton has received funding (see under 'Amount Committed, \$7,500). The \$7,500 amount committed is then detailed in the 'Funding Uses/Expenses section, under the 'Amount Requested column'.

<b>Budget</b>		
<b>Funding Sources/Revenues</b>		
	Amount Requested	Amount Committed
California Department of Health Rape Prevention Education Grant	USD\$ 25,000.00	USD\$ 0.00
Pleasanton Community Grant Program (Teen Dating Violence Project)	USD\$ 7,500.00	USD\$ 7,500.00
Pleasanton Community Grant Program (Anti-Bullying Project)	USD\$ 7,500.00	USD\$ 0.00
<b>Total</b>	<b>USD\$ 40,000.00</b>	<b>USD\$ 7,500.00</b>
<b>Funding Uses/Expenses</b>		
	Total Program Budget	Amount Requested
Personnel Costs		
Admin Salaries* (see instructions)		
Benefits* (see instructions)		
Program Staff Salaries	USD\$ 28,392.00	USD\$ 5,903.00
Program Staff Benefits	USD\$ 9,721.00	USD\$ 1,597.00
Non-Personnel Costs		
Professional Fees		
Equipment Rental/Maintenance		
Outreach/Promotion		
Printing/Publication		
Supplies/Material		
Other (define below)		
Staff Training (Registration fee)	USD\$ 250.00	USD\$ 0.00
Mileage	USD\$ 387.00	USD\$ 0.00
Indirect Costs	USD\$ 1,250.00	USD\$ 0.00
<b>Total</b>	<b>USD\$ 40,000.00</b>	<b>USD\$ 7,500.00</b>

## Section 4: Community Grant Program – Important Dates

Date	Item
Tuesday, December 2, 2014 10:00 a.m.	<b>FY 2015-16 Grant Workshop - Livermore</b> <ul style="list-style-type: none"> <li>• <b>Mandatory</b> for all Grant Applicants to attend either the Pleasanton Workshop or the Livermore Workshop.</li> </ul>
Tuesday, December 9, 2014 2:00 p.m.	<b>FY 2015-16 Grant Workshop – Pleasanton</b> <ul style="list-style-type: none"> <li>• <b>Mandatory</b> for all Grant Applicants to attend either the Pleasanton Workshop or the Livermore Workshop.</li> </ul>
Wednesday, December 10, 2014	<b>FY 2015-16 Community Grant Application Packets available to the public</b> <ul style="list-style-type: none"> <li>• Online: <a href="http://www.cityofpleasanton.com/community/grants/city-grants.html">www.cityofpleasanton.com/community/grants/city-grants.html</a></li> </ul>
Monday, December 15, 2014 6:00 p.m.	<b>FY 2015-16 ZoomGrants Group Training</b> <ul style="list-style-type: none"> <li>• <b>Mandatory for all Grant Applicants to attend the ZoomGrants training.</b></li> <li>• Staff will illustrate how to use ZoomGrants and answer questions.</li> <li>• Commissioners will attend to present their Commissions priorities for funding projects.</li> </ul>
<b>Monday – Thursday January 12–15, 2015</b>	<b>FY 2015-16 ZoomGrants “Individual” Training- By Appointment Only</b>
<b>Monday, January 26, 2015 3:00 p.m.</b>	<b>Application deadline for the FY 2015-16 Grants</b> <ul style="list-style-type: none"> <li>• No faxes or e-mails will be considered.</li> <li>• Applications cannot be submitted after the deadline.</li> <li>• <b>NOTE: The cutoff time has changed from prior years; it is 3:00 p.m.!</b></li> </ul>
Monday, March 2, 2015 7:00 p.m.	<ul style="list-style-type: none"> <li>• <b>Civic Arts Commission Meeting - Attendance for (Civic Arts Grant Applicants) Mandatory all Civic Arts Grant Applicants are required to attend.</b></li> <li>• Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length.</li> <li>• Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting.</li> <li>• Presentations to be given at the Civic arts Commission meeting 200 Old Bernal Ave., City Council Chambers, Pleasanton.</li> </ul> <p><b>NOTE: See Section 6: Evaluation Process on page 9 for presentation requirements.</b></p>
Wednesday, March 11, 2015 7:00 p.m.	<ul style="list-style-type: none"> <li>• <b>Youth Commission Meeting - Attendance for (Youth Grant Applicants)</b></li> <li>• <b>Mandatory all Youth Grant Applicants are required to attend.</b></li> </ul>

	<ul style="list-style-type: none"> <li>• Certain agencies may be required to give a presentation. If your agency is chosen to present, you will be notified ahead of time and required to give a presentation of up to 5 minutes in length.</li> <li>• Any agency not asked to present will be given the opportunity to speak during the Public Comment section of the meeting.</li> <li>• Presentations to be given at the Youth Commission meeting, 157 Main St., Pleasanton.</li> </ul> <p><b>NOTE: See Section 6: Evaluation Process on page 9 for presentation requirements.</b></p>
City Council Meeting April or May, 2015	<p><b>City Council Meeting – Review of FY 2015-16 Grant Applications</b></p> <ul style="list-style-type: none"> <li>• Applicants approved for Community Grant funding will receive a notification letter after City Council approval.</li> </ul>
Friday, May 29, 2015	<p><b>Addendum due for FY 2015-16 Grants</b></p> <ul style="list-style-type: none"> <li>• <b><u>For projects receiving less funding than requested, approved grant recipients must submit the required Addendum and Revised Budget Forms.</u></b></li> </ul>
Wednesday, June 17, 2015	<p><b>Community Grant Recipient Mandatory Contract meeting</b></p> <ul style="list-style-type: none"> <li>• New this year, all Grant recipients required to attend, along with appropriate personnel (must have the President there to sign off contract (Exception, if the President cannot attend, can request contract ahead of meeting which could be signed off line and then brought to the meeting by the Grant writer or administrator).</li> </ul>
Monday , July 1, 2015	<p><b>FY 2015-16 Community Grant funds available for use</b></p>
Monday, November 23, 2015	<p><b>Mid-term Report due for the FY 2015-16 Grants</b></p> <ul style="list-style-type: none"> <li>• Reports will be submitted using ZoomGrants.</li> </ul>
January/February 2016	<p><b>Consideration of Funding Rescissions (if any)</b></p> <ul style="list-style-type: none"> <li>• Commissions consider possible funding rescissions (if any) for the <b>FY 2015-16 Grants</b>. Staff notifies affected agencies of same.</li> </ul>
January/February 2016	<p><b>Appeal for Reconsideration of Funding due</b></p> <ul style="list-style-type: none"> <li>• Agencies wishing to appeal funding rescissions (<b>FY 2015-16 Grants</b>) must submit a completed Appeal for Reconsideration of Funding.</li> </ul>
February 2016	<p><b>Appeal of Funding Rescissions (if any)</b></p> <ul style="list-style-type: none"> <li>• Agencies appeal rescissions at appropriate Commission meeting for the <b>FY 2015-16 Grants</b>.</li> </ul>
July 22, 2016	<p><b>Final Report and Project Invoices Due</b></p> <ul style="list-style-type: none"> <li>• Reports and invoices will be submitted using ZoomGrants for the <b>FY 2015-16 Grants</b>.</li> </ul>

## Section 5: Funding Guidelines, Criteria and Categories

### 1) For All Applicants-

- a. There is no minimum funding request amount per application.
- b. The maximum funding request amount per application is \$7,500.
- c. This is a competitive funding process. There is no guarantee that every applicant will receive funding. There is also no guarantee that the amount an agency has requested will be the amount granted.

### 2) For Civic Arts Applicants-

- a. Total available FY2015-16 funding for all Civic Arts projects is **\$40,925.13**.
- b. In evaluating applications for this category, the Civic Arts Commission will primarily consider:
  - i. Projects that incorporates outreach to new and diverse participants
  - ii. And/or new audience members for the arts in Pleasanton.
  - iii. **Projects that involve coproduction and/or collaboration with other local organizations are encouraged.**

### 3) For Youth Program Applicants-

- a. Total available FY2015-16 funding for all Youth projects is **\$50,454.31**.
- b. In evaluating applications for this category, the Youth Commission will consider programs designed to encourage and promote services that benefit the Pleasanton Youth community. **Applicants should include within their application information on how the project will meet the “Goals and Strategies” outlined in the Youth Master Plan and how they will accomplish these goals.**

\*Please note: Available grant funds are subject to change. Grant applicants will be informed of available funds at the Commission review meeting.

## Section 6: Evaluation Process

- 1) **Initial Review and Screening:** City staff will screen each application for completeness and compliance with requirements. Commissioners will evaluate applications online and then will receive staff's recommendations for the appropriate commission to review.
- 2) **Commission Review and Mandatory Attendance:**
  - a. Each applicant agency **MUST** attend the appropriate commission's funding meeting. The dates and locations of the meetings are listed in Section 4: Important Dates. Each commission will review and evaluate the appropriate applications, then make funding recommendations, which will be forwarded to the City Council for consideration.
  - b. If any agency has been asked to present: Presentations will be limited to five (5) minutes, and representatives of each applicant agency must:
    - i. Explain how you addressed the Commission's criteria (Section 5, page 8)
    - ii. Explain the need in Pleasanton for the specific funding request;
    - iii. Define the project's proposed audience, clients or participants;
    - iv. Explain the number of Pleasanton residents to be served (non-duplicative).
    - v. Discuss past organizational challenges, **as they relate to the proposed project**, and how they were addressed; and
    - vi. Discuss the success or impact of past funding **for the same or similarly funded projects** (if applicable).
  - c. After the presentations are completed, the commission will discuss the applications as a group, and arrive at appropriate funding amounts for each application. These recommended amounts will be forwarded to the City Council for consideration.
- 3) **City Council Approval:** The City Council will consider all funding recommendations in April or May 2015. All applicants will be notified of the Council's decisions. Agencies whose projects are approved for funding will be contacted to initiate the necessary funding documents.

Approved project funding will not be available until July 1, 2015.

*\*Please note; all dates and locations listed in this document are subject to change.*

## Section 7: Evaluation Criteria Used by the Commissioners

As part of the application evaluation process, commissioners will use the following criteria to help them determine whether an application should be recommended for funding.

### 1) Evaluation of the Proposed Project

- a. Does the proposal clearly define the project?
- b. Does the proposal demonstrate the need for the project?
- c. Does the proposal address an unmet need, or does it expand or continue existing services?
- d. Does the proposal clearly identify source data and resources to substantiate the claim of need for the project?
- e. Does the proposal serve a significant number of Pleasanton residents, relative to project scope?
- f. Does the proposal reflect the mission and meet the general requirements and guidelines of the Community Grant program?

### 2) Evaluation of Funding Request

- a. Does the organization appear capable of accomplishing the goals of the project?
- b. Is the request reasonable, given the proposed project and the organization's capacity?
- c. Are there any concerns about budget figures or other financial issues?

### 3) Evaluation of Organization

- a. Does the organization demonstrate long-term viability and financial stability?
- b. Does it demonstrate expertise in the project area?
- c. If the organization has received funding in the past, has the organization been timely in submitting reports and has the organization achieved projected participation/attendance goals for their project.

## Section 8: Annual Community Grant – Compliance Protocols

- 1) **Timelines and Forms:** Agencies must adhere to all project timelines and utilize ZoomGrants to submit the required reports and invoice forms. If timelines are missed, or the necessary forms not used, funds may be rescinded, and/or the agency will be ineligible to receive funds in the next fiscal funding cycle.
- 2) **Community Grant Recipient Agreement**
  - a. Agencies **MUST** submit a completed Community Grant Recipient Agreement for each project that is awarded grant funds. The due date to submit this agreement is listed: In Section 4 of this Application Packet;
  - b. Recipient agencies will receive the Community Grant Recipient Agreement to execute. Proof of Insurance (including Endorsement) and a valid City of Pleasanton Business License is required to complete the Agreement.
- 3) **Addendum**
  - a. **If an agency is awarded fewer or more funds than requested, an Addendum must be completed specifying how the project will be completed with reduced or more Community Grant funds.**
  - b. **This Addendum must be submitted by the deadline listed:**
    - i. **In Section 4 of this Application Packet;**
- 4) **Invoice Form and Documentation**
  - a. All agencies awarded Community Grant funds must submit requests for reimbursement of expended dollars using the invoice form through ZoomGrants.
  - b. **Once the invoice has been electronically submitted, a hard copy must be printed out and the agencies must attach appropriate and direct accounting documentation, verifying the expense specifically for the awarded project (to include, but not limited to receipts for all purchases, copies of checks cashed for payment for the project from the agency, as well as other supporting documentation as applicable for reimbursement).**
  - c. Invoices received before the Community Grant Agreement and Addendum (if needed) are executed will not be processed until these are fully executed through the City Clerk's Office.
  - d. **All project invoices should be processed through ZoomGrants in a timely manner and not left until the end of the year (June 30, 2016 is the last day a project can be reimbursed). All work must be completed by this date and all final invoices are due no later than July 15, 2016, immediately following the end of the fiscal year, as per the Agreement.**
- 5) **Project Review by Commissions:** City staff will provide the Civic Arts and Youth Commissions with a Community Grant Compliance Summary Review twice a year (a **Midterm Report in November 2015 and a Final Report in July 2016**). This review identifies each project by category, and notes compliance to the above identified requirements.

*\*Please note; dates and locations listed in this document are subject to change.*

**6) Midterm Project Report and Commission Review**

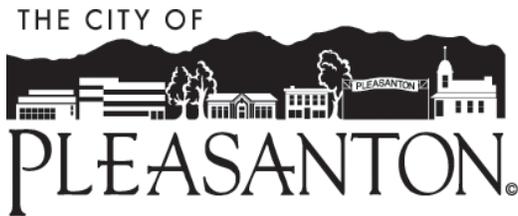
- a. Agencies **MUST** submit a completed Midterm Report for each project by the due date listed in Section 4 of this Application Packet. Reports will be submitted through ZoomGrants.
- b. In January/February 2016, the Civic Arts and Youth commissions will review each project's status and performance based on the agencies Midterm Project Report and Compliance Summary Report. At that time, each commission will also determine if there is reasonable cause to consider a reallocation of funds from underperforming projects. If cause is determined, each commission will consider projects identified on their respective Additional Funding Priorities List (if applicable), and make a recommendation for reallocation of funds, which may be considered by the City Council in March 2016.

**7) Appeals Process**

- a. In January/February 2016, City staff will notify any agency whose project is identified for funds to be rescinded.
- b. If an agency wishes to appeal the proposed rescission, it should prepare and submit an Appeal of Reconsideration Funding form by the deadline listed in Section 4 of this Application Packet.
- c. Agency appeals (if any) will be considered by the appropriate commission in February 2016. A representative from the agency appealing the action **MUST** attend the appropriate commission meeting to address the appeal.

**8) Final Project Report:** Agencies **MUST** complete and submit the required Final Report for each project by the due date listed in Section 4 of this Application Packet.

*\*Please note; all dates and locations listed in this document are subject to change.*



## Civic Arts Commission Agenda Report

November 3, 2014  
Item 6

**SUBJECT: REVIEW TWO (2) DESIGNS PROPOSED FOR “PROJECT PAINTBOX”**

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### **SUMMARY**

“Project Paint Box” is a utility box beautification program that celebrates local artwork and encourages regional artists to share their creativity throughout the City of Pleasanton. Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors. At its May 5, 2014 Civic Arts Commission Workshop, the Commission discussed this project and in July, a “Call for Artists”tr was placed locally, regionally and Nationally in artists forums, job arenas and in the local press. Additionally, several local artists were personally notified.

A total of ten (10) designs were received. Six (6) designs were reviewed by the Public Art Selection Sub-Committee (PASS) on September 10, 2014. Four (4) designs and applications received were not complete and therefore did not qualify for the process.

On September 23, 2014, the Civic Arts Commission reviewed the four (4) proposed designs. Two (2) of those designs were recommended for approval from the City Council and two (2) were recommended to return to a Civic Arts Commission after suggested changes had been made.

### **RECOMMENDATION**

That the Civic Arts Commission review the two (2) updated designs proposed for “Project Paintbox.”

### **FINANCIAL STATEMENT**

All artists chosen for this project will be compensated \$500 per utility box. Artist compensation will be funded through the Public Art Acquisition Fund # 038-900-4493.

## **BACKGROUND**

“Project Paint Box” is a utility box beautification program that celebrates local artwork and encourages regional artists to share their creativity throughout the City of Pleasanton. Vibrant artwork helps deter unsightly graffiti and creates pleasant spaces for residents and visitors. At its May 5, 2014 Civic Arts Commission Workshop, the Commission discussed this project and in July, a “Call for Artists” was placed locally, regionally and nationally in artists forums, job arenas and in the local press. Additionally several local artists were personally notified.

## **DISCUSSION**

Two (2) design proposals were reviewed by the Civic Arts Commission on September 23, 2014. Both of those designs had significant changes that were to be made. The Commission then requested the artists to make the changes and return to a future meeting to present the new designs for consideration.

1. “Education 9-3-2+1” – artist, Chinar Desai
  - a. Artist Description: “Education 9-3-2+1” depicts proud citizens, a parent’s delight, a teacher’s karma; Pleasanton schools – 9 elementary + 3 middle schools + 2+1 High Schools, logos + colors +statements = character.
  - b. Comments from the Commission included: members would like to see an actual drawing or sketch of the design; they would like the banner on top removed; they would like to confirm that all logos will appear in the same size; no school logo bigger or smaller than the other; they would like the “F” to be included in the Foothill High logo; they would like to ensure that the words used on the top of the box are school district key words; finally, they would like to include the school logo, school name and mascot and to assure there is consistency for all logos.
  - c. The recommended placement of this design is on the utility box located at First Street and Bernal Avenue (across the street from the school district offices.)
  - d. The artist has stated she has made the requested changes. She cannot supply a copy of the new design until after publication of this packet. A copy of the redesign will be shared as soon as made available to staff.
2. “I Love Pleasanton” – artist, Tatiana Salvator
  - a. Artist Description: “I love Pleasanton” tries to capture downtown Pleasanton and one of the popular parades: The Pooch Parade. The words on the top and bottom are the many community values and the reasons why I love to live and be part of this great City.
  - b. Comments from the Commission included: members have asked to see the design painted in the correct orientation (portrait and not landscape); they would like to see more attention to detail as a word was misspelled; they felt the work appeared rushed and asked to see a more polished version.
  - c. There is not a specific location in mind for this design. They enjoyed the concept and would like to recommend this design for consideration, with the suggested changes for placement on a utility box at a future date, possibly a box near a dog park or the Valley Humane Society.
  - d. The artist has made the above changes and they are shared in attachment 1.

**CONCLUSION**

Review and comment on the two (2) utility box designs. If more changes are requests of the artists on the designs the artists will be invited back to a future meeting of the Civic Arts Commission to present those changes. If no changes are requested, the designs will move forward to City Council for their review and approval.

**ALTERNATIVE ACTION**

Any other action as determined by the Civic Arts Commission.

Submitted by:



Michele Crose  
Community Services Manager

Attachments:

1. "I Love Pleasanton" utility box redesign
2. Utility Box locations





LEARN

REDUCE REUSE

RECYCLE

PLEASE RECYCLE



CYCLE

PLEASE RECYCLE

COMMUNITY

CONNECT

KEEP OUR CITY CLEAN





**#1 BERNAL AVENUE ON FIRST STREET**



## #6 RAY ST ON FIRST ST



#7 FIRST ST ON KOTTINGER DR



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