

# CITY COUNCIL COMMITTEE

## **YOUTH & EDUCATION**

**Ron Leone, Chair**  
**Edi Birsan, Committee Member**

**5:30 p.m.**  
**Monday, June 15, 2015**

**Wing A, Garden Conference Room**  
**1950 Parkside Drive, Concord**

### **- A G E N D A -**

#### **ROLL CALL**

#### **PUBLIC COMMENT PERIOD**

- 1. INTERVIEWS** – for the Parks, Recreation & Open Space Commission.
- 2. UPDATE** – Utility Box Art. Report by Justin Ezell, Director of Public Works.
- 3. ADJOURNMENT**

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Distribution: City Council  
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Jovan Grogan, Deputy City Manager  
Mark Coon, City Attorney  
Joan Carrico, Director of Parks & Recreation  
Steve Voorhies, Parks Manager  
Justin Ezell, Director of Public Works  
Administrative Services



**REPORT TO COUNCIL COMMITTEE ON  
YOUTH & EDUCATION**

**TO HONORABLE COMMITTEE MEMBERS:**

DATE: June 15, 2015

**SUBJECT: INTERVIEWS FOR THE PARKS, RECREATION AND OPEN SPACE  
COMMISSION**

**Report in Brief**

The interviews to fill the two openings on the Parks, Recreation and Open Space Commission are scheduled to begin at 5:30 p.m. on Monday, June 15, 2015 in the Garden Conference Room.

**Background**

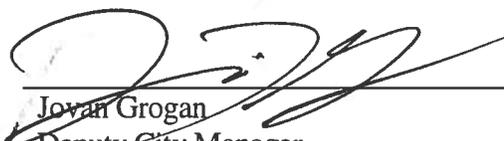
The City Council announced the opening of this recruitment on April 14, 2015 and set Friday, May 22, 2015 as the deadline for receipt of applications to fill two four-year terms ending on June 30, 2019.

A total of six applications were received. Both incumbents, Kandi Lancaster and Mark Sinclair, applied. Two of the applicants had conflicts with the interview date, Kandi Lancaster and Ronald Glas. In addition, as an incumbent, Mr. Sinclair was not scheduled for an interview. Ms. Lancaster, Mr. Sinclair, and Mr. Glas were informed the Committee would consider them in addition to the other three applicants.

Members of the Parks, Recreation and Open Space Commission must be residents of Concord who hold no other municipal office in the City of Concord. The Commission consists of five adult commissioners and two youth members selected by the adult members.

The appointment of applicants to the Parks, Recreation and Open Space Commission is tentatively scheduled for the City Council meeting of June 23, 2015.

Prepared by: Marsha Moore, CMC  
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Reviewed by: Joelle Fockler, CMC  
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Attachment 1 - Parks, Recreation and Open Space Commission Applicants Summary

**Parks, Recreation and Open Space Commission Applicants**

<b>Name</b>	<b>Employer</b>	<b>Occupation</b>
Ms. Lisa Gallo	Vitucci & Associates	Financial Planner
Ms. Mary Elizabeth Martinez	Writer/Author	Writer/Author
Mr. Daniel Jameyson	Contra Costa County, EHSD	Eligibility Work Specialist
*Ms. Kandi L Lancaster	Walnut Creek School District	Teacher
Mr. Ronald Glas	Applicant did not fill in	Applicant did not fill in
*Mr. Mark Sinclair	State of California Dept. of Parks and Recreation	Park Maintenance Worker

\* Incumbent

**REPORT TO COUNCIL COMMITTEE ON  
YOUTH AND EDUCATION****TO THE HONORABLE COMMITTEE MEMBERS:**

DATE: June 15, 2015

**SUBJECT: UTILITY BOX ART****Report in Brief**

This report presents a draft pilot program for the placement of art on utility boxes. Staff recommends that the Youth and Education Committee consider the draft program and provide direction to staff.

**Background**

On April 7, 2015, at its regularly scheduled meeting, the City Council directed the Youth and Education Committee to discuss the placement of art on utility boxes within the City of Concord. The motion was made by Councilmember Leone and seconded by Councilmember Birsan.

On May 18, 2015 the Youth and Education Committee met to discuss the placement of art on utility boxes. After hearing the staff report, the Committee began defining a pilot program that would initially begin with five locations in the Monument Area. The Committee expressed a desire for the art on utility box pilot program to contain the following elements:

- Involvement of youth – grades 6th through 12th – through art contests/submissions
- Use of vinyl wrap in lieu of direct painting of utility boxes
- Funding sources other than the General Fund, including donations/sponsorships
- Consideration of tactfully placed sponsorship recognition on wraps
- Encouraging art that incorporates cultural designs representing the area (no words)
- Using the Youth and Education Committee to select art designs and approve artwork

Staff was directed to return to the Committee at its next meeting with a draft program and additional information including:

- A cost comparison of vinyl wraps against graffiti abatement
- Ability to print and install vinyl wraps in-house

**Discussion**

The Youth and Education Committee directed staff to return at the next meeting with a cost comparison of vinyl wraps to graffiti abatement. Staff reviewed graffiti abatement records from the last twelve months focusing on tags on utility boxes. Records of graffiti tags abated from utility boxes are inconsistent, meaning they happen sporadically throughout the City and at different times. The point

being that staff cannot say exactly how much money the City would save if abatement did not need to occur on five utility boxes in the Monument Area.

Going on the best available information, the costs to remove tags from a utility box can range from as low as \$40 to as much as \$160 per occurrence. The occurrence can be as low as once per year to as much as twice per month. With this information, the best estimate from staff is that the annual graffiti abatement cost of a utility box is a range of \$40 on the low to \$3,840 on the high. Staff has not yet solicited bids from vinyl wrap contractors but has received initial cost information. The costs can range from approximately \$1,000 to \$2,000 per location depending on the size and cabinet orientation at each location. More definitive information can be obtained should the Youth and Education Committee direct staff to move forward with the proposed program schedule.

The Committee also directed staff to determine the in-house ability to print and install vinyl wraps. Staff determined that printing vinyl wraps in-house is beyond our own technical and equipment capabilities, and therefore must be outsourced to a company specializing in the materials and methods used.

If the Youth and Education Committee decides to move forward with a pilot program, staff recommends that the following program schedule be followed to meet critical process deadlines:

NO.	TASK DESCRIPTION	RESPONSIBLE	DUE DATE
1.	Select five utility boxes in the monument area	Public Works	Complete
2.	Solicit bids, select vinyl wrap vendor and graphic artist	Public Works	July 15
2.	Send sponsor letter to potential donors	Y&E Committee	August 1
3.	Confirm sponsorship funding	Y&E Committee	August 15
4.	Send art contest participation letter to teachers/schools	Y&E Committee	September 1
5.	Confirm participating students	Y&E Committee	September 15
6.	Art submission deadline	Participating teachers	November 1
7.	Art judging/selection	Y&E Committee	December 1
8.	Graphic artistry/wrap design	Public Works/Vendors	January 15
9.	Wrap installations	Public Works/Vendors	February 15
10.	Council recognition of donors, students and teachers	City Council	March 15

Staff is providing the attached draft letters to the Committee to help begin the sponsorship and participation solicitation process. These letters and the above schedule are meant to assist in beginning a formalized pilot program and intended to be modified to better fit the Committee's own goals and needs.

**Fiscal Impact**

This pilot program will be paid for through sponsorships and donations; at this time no City resources are being allocated to the program other than the minimal staff time needed to complete the actionable items shown in the program schedule.

**Public Contact**

The City Council Committee Agenda was posted, and an announcement was sent to the following community groups:

- Dr. Nellie Meyer, Superintendent, Mount Diablo Unified School District
- Carol Longshore, President, Concord Historical Society
- Darrin Walters, Chair, Todos Santos Business Association
- Mike Van Hofwegen, Executive Director, Monument Impact
- Maribel Delgado, Volunteer, Monument Business Association

**Recommendation for Action**

Staff recommends that the Youth and Education Committee consider the draft program and provide direction to staff.



Jovan Grogan  
Deputy City Manager  
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Prepared by: Justin Ezell  
Public Works Director  
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- Attachment A: Sponsorship Letter – DRAFT  
Attachment B: School Participation Letter – DRAFT

**City Council Letterhead**

<Organization name>

<Attention>

<Street address>

<City, Zip>

(Date)

Dear <Attention>:

Councilmember Edi Birsan and I are developing a program that will transform utility boxes, which are attractive nuisances that often fall victim to graffiti, into artistic works of art. By way of this letter I am offering you an opportunity to help fund this program while supporting civic pride and involving youth in your community.

Artwork is proven to deter graffiti and reduce blight, and the concept of this program is to place vinyl wraps incorporating cultural art designs that represent our area onto utility boxes. Art for this program will be selected from our youth, grades 6 through 12, in the form of art contests. Edi and I will judge art submissions and handpick pieces that embody the rich history and deep cultural roots of this City.

By providing funding for this program you will help make Concord a more vibrant and welcoming place while teaching civic pride to our children. I ask that you consider a sponsorship donation of \$xxxx to turn this idea into reality. Your donation will be recognized by placing your name on the utility box artwork and in all materials that publicize the program.

I hope that I can count on you to support this program. I may follow up with you by phone in the next several days. If you have any questions in the meantime, please call or email me directly at (Ron Leone's phone number and email).

Thank you in advance for your consideration.

Councilmember Ron Leone  
Chair, Youth and Education Committee

Copy: Councilmember Edi Birsan

**City Council Letterhead**

<School name>

<Teacher or principal name>

<Street address>

<City, Zip>

(Date)

Dear <Teacher or Principal>:

Councilmember Edi Birsan and I are developing a program that will transform utility boxes, which are attractive nuisances that often fall victim to graffiti, into artistic works of art. By way of this letter I am asking you and your students to take part in this project, so that you can introduce them to the concept of civic pride and involve them in the community.

Artwork is proven to deter graffiti and reduce blight, and the concept of this program is to place vinyl wraps incorporating cultural art designs that represent our area onto utility boxes. Art for this program will be selected from students, grades 6 through 12, in the form of art contests. Edi and I will judge art submissions and handpick pieces that embody the rich history and deep cultural roots of this City.

By participating in this program you will help make Concord a more vibrant and welcoming place while teaching civic pride to our children. I ask that you consider helping me turn this idea into reality. Students will be recognized by placing their name on the utility box artwork and in all materials that publicize the program. Attached to this letter are the program guidelines and important dates.

I will need confirmation of your participation by (date); I hope that I can count on you to support this program. I may follow up with you by phone in the next several days. If you have any questions in the meantime, please call or email me directly at (Ron Leone's phone number and email).

Thank you in advance for your consideration.

**Councilmember Ron Leone**  
Chair, Youth and Education Committee

Copy: Councilmember Edi Birsan