



CITY OF NOVATO
PUBLIC WORKS

Novato Streetscape Committee

AGENDA

Monday, July 13, 2020 - 7:00 PM

Teleconference Only (via Webex)

Chair

Michael Furry

Vice Chair

Marcia Basalla

Members

Virginia Hanna

Nancy Hughes

Andrea Kiesel

Mia Morris

Sherry Temple

Alternate

Kisstrin Cozier

Staff Liaison

Gretchen Schubeck

The Novato Streetscape Committee welcomes you to attend its meetings, which are regularly scheduled on the second Monday of every month. Your interest is encouraged and appreciated.

Pursuant to the provisions of the California Governor's Executive Order N-29-20, issued on March 17, 2020, this meeting will be held by teleconference only.

Public Participation/Comment Instructions

Members of the public may participate and provide public comments to teleconference meetings as follows:

Spoken public comments will be accepted through the teleconference meeting only. To address the Committee orally, please read and follow the instructions below carefully.

- 1) Go to [Webex.com](https://www.webex.com) and click 'Join' to access the web-based meeting. In 'Join a Meeting' field, enter 'Meeting Information' number below. **Meeting Information/Access Code: 146 084 4395**
- 2) To join the meeting, you will be asked to enter an email address and name. We request that you identify yourself by name, as this will be visible online and will be used to notify you when it is your turn to speak. **Event Password: Streetscape**

-
- 3) When you join the Webex meeting, please click on the participant icon (looks like a human figure) to display the participant list on the right side of your screen. Please enable your audio connection by following these steps:
 - Select “Request Audio” by clicking the telephone icon found at the bottom left of the participant list.
 - When prompted, please select “computer audio”.
 - 4) When the Chair calls for public comment on the item on which you wish to speak, please use the “Raise Hand” feature by clicking on the hand icon at the bottom right of the participant list. A hand icon will appear next to your name to notify the Host that you would like to speak. After providing your public comment, please click the hand icon again to remove the hand from your name.
 - 5) The host will activate and unmute speakers in turn. Speakers will be notified when it is their turn to speak. **NOTE:** The host is only able to mute and unmute your Webex audio connection. When it is your turn to speak, please be sure to check that your computer microphone is unmuted and remember to mute yourself after your comment.
 - 6) If you experience issues with your audio connection, please use the chat feature to type your comments to the meeting Host. Your comments will be read aloud during the public comment period. To use the chat feature, please click on the dialogue box icon found at the bottom center of the screen. The chat box will open below your participant list. Please select “Host” from the dropdown menu, type in your comments then press the ‘enter’ button on your keyboard to send. If possible, please type out and send comments prior to the start of the public comment period to ensure your comment is received in a timely manner, and please include a note referencing the item you are commenting on.
 - 7) When called, please limit your remarks to the time limit allotted by the Chair or as specified on the agenda. Speakers will be muted when their time is up.

Listen Only Participation may be accessed by calling toll number (415) 655-0002. PLEASE NOTE YOU WILL NOT BE ABLE TO PROVIDE PUBLIC COMMENT DURING THE MEETING if you select this option.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison at (415) 899-8950. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help insure accessibility to this meeting.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF FINAL AGENDA

C. PUBLIC COMMENT

There is a three-minute time limit to speak, although the Chair may shorten the time based on the number of speakers or other factors. A speaker may not yield his or her time to another speaker.

For issues raised during Public Comment that are not on the published agenda, except as otherwise provided under the Ralph M. Brown Act, no action can legally be taken. The Novato Streetscape Committee may direct that the item be referred to the Staff Liaison for action or may schedule the item on a subsequent agenda.

D. CONSENT ITEMS

All matters listed on the Consent Calendar are considered to be routine and will be enacted by a single vote of the Novato Streetscape Committee. There will be no separate discussion unless specific items are removed from the Consent Calendar for separate discussion and action. Any Committee Member may remove an item from the Consent Calendar and place it under General Business for discussion.

D.1. Approve the meeting minutes of March 9, 2020

E. STAFF LIAISON REPORTS

E.1 Financial Update

F. COMMITTEE REPORTS

F.1 Volunteers Programs

- Team Up to Clean Up & Adopt-a-Spot
- Adopt-an-Island

F.2 Recognition Programs

- Landscape Recognition Program

F.3 Outreach & Education Programs

- Outreach & Education
- Heritage Tree Program

G. GENERAL BUSINESS

This section is used for Committee Members and the Staff Liaison to orally report on topics that can be considered for discussion at a future meeting.

G.1. Newsracks

H. COMMITTEE AND LIAISON REPORTS

This section is used for Committee Members and the Staff Liaison to orally report on topics that can be considered for discussion at a future meeting.

H.1. Consider future topics

I. ADJOURNMENT

If urgent matters arise after the publication of the regular agenda, there will be an addendum. It will be posted at the referenced locations mentioned in the Affidavit of Posting by Friday at 5:00 p.m., the week before the meeting.

Materials, that are submitted to members of the Novato Streetscape Committee after the distribution of the meeting's agenda packet will be available for public inspection [online](#) and titled 'Supplemental Materials'. During the COVID-19 crisis, a binder of such distributed materials will not be available for public review.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on the Friday before the Novato Streetscape Committee meeting of July 13, 2020 the agenda was posted on the City's website at novato.org in Novato, California.

Gretchen Schubeck, Sustainability Programs Coordinator



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CITY OF NOVATO
PUBLIC WORKS

Novato Streetscape Committee

MINUTES

CITY ADMINISTRATIVE OFFICES
922 MACHIN AVENUE
BAGET MEETING ROOM, 2ND FLOOR
NOVATO, CA 94945

Monday, March 9, 2020 - 7:00 PM

A. CALL TO ORDER AND ROLL CALL

Meeting began at 7:06pm.

COMMITTEE MEMBERS PRESENT: Chair Michael Furry, Vice Chair Marcia Basalla, Virginia Hanna, Nancy Hughes, Andrea Kiesel, Mia Morris, and Sherry Temple

STAFF PRESENT: Sustainability Programs Coordinator Gretchen Schubeck (Staff Liaison), and CivicSpark Fellow Laima Diaz Vepstas

B. APPROVAL OF FINAL AGENDA

Moved by Hughes, and seconded by Temple, to approve final agenda.

AYES: Furry, Basalla, Hanna, Hughes, Kiesel, Morris, Temple

NOES: None

C. PUBLIC COMMENT

None

D. CONSENT ITEMS.

D.1. Approve the meeting minutes of February 10, 2020

Moved by Hanna, and seconded by Basalla, to approve minutes of February 10, 2020.

AYES: Furry, Basalla, Hanna, Hughes, Kiesel, Morris, Temple

NOES: None

E. STAFF LIAISON REPORTS

E.1 Novato Earth Day 2020

Schubeck will create a postcard to promote Novato Earth Day 2020 tree planting and clean-up event. Postcard will be sent to Committee mailing list prior to sending postcard on 'Team up to Clean Up' and 'Adopt-a-Spot' program.

E.2 Financial Update

Schubeck will prepare financial report for the April meeting.

F. COMMITTEE REPORTS

F.1 Volunteers Programs

The 'Team up to Clean Up' event held on March 7, 2020, in conjunction with Marin County Parks, was a big success and photos have been posted on the [Committee's Facebook](#) page.

F.2 Recognition Programs

Moved by Temple, and seconded by Basalla, to award a Business Landscape Recognition certificate to Sonoma Commercial Properties for the landscape at the property located 101 Alameda Del Prado.

AYES: Furry, Basalla, Hanna, Hughes, Kiesel, Morris, Temple

NOES: None

F.3 Outreach & Education Programs

Schubeck and Morris will work on an update to the Committee's pages on the City's website.

G. GENERAL BUSINESS

These items include significant and administrative actions of special interest and will usually include a presentation and discussion by the Novato Streetscape Committee. They will be enacted upon by a separate vote.

G.1 Strategic Planning Workshop Debrief

The Strategic Planning workshop was held on February 29, 2020. The purpose of the meeting was to:

- Review [Establishment Resolution](#), [Mission Statement](#) and outcomes from Strategic Planning Workshop held on January 16, 2016;
- Review and discuss current work program; and
- Discuss and consider new and/or future opportunities.

Five Working Groups were formed to continue program review and development following the workshop. Working Groups and Committee member assignments are below:

Program	Committee Member
Education & Outreach	Furry, Keisel, and Morris
Adopt-an-Island	Basalla and Temple
Team up to Clean up & Adopt-a-Spot	Basalla and Hanna
Heritage Tree Program	Furry, Keisel, and Morris
Landscape Recognition	Hanna and Hughes

H. ADJOURNMENT

If urgent matters arise after the publication of the regular agenda, there will be an addendum. It will be posted at the referenced locations mentioned in the Affidavit of Posting by Friday at 5pm, the week before the meeting.

Materials, that are submitted to members after the distribution of the agenda packet, are available for public inspection in the at 922 Machin Avenue during normal business hours. Such materials shall also be made available on the City of Novato website at novato.org when practical and provided that City staff is able to post those documents prior to the meeting. A binder is available for the public at the meeting to view any distributed materials. Also, when non-confidential written materials are distributed to members of the Novato Streetscape Committee during a public meeting by staff or a member of the Committee, copies shall be made available to members of the public following that meeting.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on the Friday before the Novato Streetscape Committee meeting of March 9, 2020 the agenda was posted on the City Community Service Board at the Police Department and on the City's website at novato.org in Novato, California.

Gretchen Schubeck, Sustainability Programs Coordinator



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CITY OF NOVATO
PUBLIC WORKS

922 Machin Avenue | Novato, CA 94945
Phone: 415.899.8900 | Fax: 415.899.8213 | novato.org

MEMORANDUM

DATE: July 13, 2020

TO: Novato Streetscape Committee

FROM: Gretchen Schubeck, Sustainability Programs Coordinator

SUBJECT: Financial Update

FY 2019-20 Opening Balance	\$15,008.24
FY 2019-20 Budget Allocation	\$5,000.00
<i>FY 2019-20 Expenditure</i>	<i>\$625.22</i>
FY 2019-20 Ending Balance	\$19,383.02

Novato Streetscape Committee

Team Up to Clean Up & Adopt-a-Spot Working Group



Program Review & Development Update | July 13, 2020

Working Group Committee Members: Marcia Basalla and Ginny Hanna

Committee Staff Liaison: Gretchen Schubeck

BACKGROUND

At the Novato Streetscape Committee's Strategic Planning workshop held on February 29, 2020 several working groups were formed to review and refine existing Committee programs, as well as develop new programs proposed by Committee members.

The Working Groups were: Education & Outreach Program, Adopt-a-Spot Program, Adopt-an-Island Program, Heritage Tree Program, Team Up to Clean Up, and Landscape Recognition Program.

Each Working Group was comprised of between two and three Committee members and meetings were facilitated by the Committee Staff Liaison.

The Team Up to Clean Up & Adopt-a-Spot Program Working Group held seven meetings following the Strategic Planning workshop (April 29, May 13, May 20, June 3, June 10, June 17, and July 1).

WORKING GROUP MEETING OUTCOMES

The Working Group confirmed the final design for the postcard to promote Team Up to Clean Up and the Adopt-a-Spot Program, and the postcard was sent out by Zenith Printing in early June. In preparation for the mailing, the Working Group updated the Committee's mailing list, which now includes 289 addresses.

Total cost for design, printing, and mailing was \$583.82 and the budget set by the Committee was \$600.

Team Up to Clean Up

This is a very successful program, and the Working Group does not recommend any changes at this time.

Adopt-a-Spot

The Working Group developed draft written materials, using Clean Marin's Adopt-a-Spot templates as a guide, to support the Adopt-a-Spot Program. Draft materials developed include a Program Overview, Volunteer Guidelines, and Adopt-a-Spot Program Application.

The Program Overview includes: *Safety Protocols, What You Can Expect From Us, What We Expect From You, How To Adopt-A-Spot, and Program Contacts*. Volunteer Guidelines include: *General Conduct, General Safety, Debris Removal, Tool Safety, and Program Contacts*. The Adopt-a-Spot Program Application aims to help volunteers clarify their commitment and define on-going activities. All participants will also need to complete the City of Novato's Volunteer Application and Liability Waiver.

The Working Group is recommending that each Adopt-a-Spot volunteer be provided with a Volunteer Kit comprised of a safety vest, grabber, bucket, gloves, plastic bags and small first aid kit.

RECOMMENDATIONS

- 1) That the Novato Streetscape Committee confirm the message to be screen-printed on safety vests; and
- 2) That the Novato Streetscape Committee approve expenditure not to exceed \$1650.00 for the purchase of 25 Adopt-a-Spot Volunteers Kits.

ATTACHMENTS

1. Team Up to Clean up & Adopt-a-Spot Postcard
2. Draft Adopt-a-Spot Program Overview
3. Draft Adopt-a-Spot Volunteer Guidelines
4. Draft Adopt-a-Spot Program Application
5. Adopt-a-Spot Volunteer Kit – Proposed Budget

Appendix 1 | Team Up to Clean up & Adopt-a-Spot Postcard

Postcard Front



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Postcard Back

Keep the Clean & Green Spirit!

Novato's Clean and Green has evolved into two targeted approaches to tackle our litter problem.




Team Up to Clean Up Novato

Volunteers gather the first Saturday of each month to pick up litter in various locations throughout Novato.

Adopt a Spot

Volunteers adopt a spot in their neighborhood, a city median, a park, a city street, a creek, marsh or school site and pick up litter on a regular basis.



-  [facebook.com/NovatoStreetscape](https://www.facebook.com/NovatoStreetscape)
-  streetscapecoalition@novato.org
-  (415) 899-8280

Adopt a Spot Logo designed by Mary Osborn

NovatoStreetscape_2020Postcard4.indd 2

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Appendix 2 | DRAFT Adopt-a-Spot Program Overview



PROGRAM OVERVIEW

The Adopt-a-Spot Program (the Program) is an initiative of the Novato Streetscape Committee, which was established as a Committee of the Novato City Council in 1994.

The aim of the Program is to partner with Novato residents and businesses to beautify our City's public spaces while building community, fostering environmental stewardship, and growing civic pride. Residents and businesses can either choose their own spot to adopt or choose from a group of pre-selected public spaces suitable for volunteer activities including picking up litter and removing weeds. Examples of the types of areas that can be adopted are publicly owned sidewalks, gutters, storm drain inlets, and parks.

The removal of litter from these areas helps prevent pollution from reaching our creeks, bays, and the ocean and is particularly important prior to, and during, winter storms to ensure proper storm water drainage and help prevent flooding. Regular removal of annual and invasive weeds helps reduce fire danger and weed seed dispersion.

The Program has been designed to empower individuals, business owners, community organizations, faith-based groups, and schools to play an active role in maintaining the beauty, cleanliness, and safety of our neighborhoods. Volunteers can perform their Adopt-a-Spot activities at any time that suits their schedule, and the Program is a great way for Novato middle and high school students to fulfill their community service hours!

SAFETY PROTOCOLS

The long-term success of the Adopt-a-Spot Program depends on all volunteers exercising common sense, acting responsibly, and adhering to the safety protocols below when carrying out volunteer activities.

- Remain aware of your surroundings at all times;
- Look out for vehicles, cyclists, and pedestrians;
- Wear safety vest, gloves, closed-toed shoes, light-colored clothing, and hat;
- Apply sunscreen regularly; and
- Bring plenty of water and stay hydrated!

WHAT YOU CAN EXPECT FROM US

- Safety gear (vest, gloves, and first aid kit)
- **Litter Pick-up:** Plastic bucket, trash bags, and trash grabber
- **Weeding:** Reusable polypropylene bags and weeding tool (upon request)
- Collection of full trash and weed bags (volunteers are encouraged to dispose of smaller amounts at home)

Appendix 2 | DRAFT Adopt-a-Spot Program Overview

WHAT WE EXPECT FROM YOU

- Carefully review all program-related documents
 - Complete Volunteer Application and sign Volunteer Waiver & Release of Liability
 - Always adhere to safety protocols and Volunteer Guidelines
 - Ensure any additional volunteers working with you have signed the Volunteer Waiver and Release of Liability, have been briefed on safety protocols, and have been provided appropriate safety gear
 - Care for items provided (e.g. safety gear, buckets, grabbers, gloves, weed bags)
 - Keep track of volunteer hours completed, and submit these once a month to Program Coordinator
 - Communicate regularly with Program Coordinator to share successes and challenges.
-

HOW TO ADOPT-A-SPOT

1. Review all program-related documentation at novato.org/adoptaspot.
 2. Select a spot to adopt and submit the online Adopt-A-Spot application.
 3. Discuss project with Program Coordinator and confirm activities.
 4. Submit signed copy of Volunteer Waiver & Release of Liability to Committee Staff Liaison.
 5. Make an appointment with City Staff Liaison to pick up your Adopt-a-Spot Volunteer Toolkit.
 6. Submit volunteer hours completed to Program Coordinator once a month.
-

PROGRAM CONTACTS

Novato Streetscape Committee – Adopt-a-Spot Program Coordinators

Marcia Basalla & Ginny Hanna | streetscape@novato.org

City of Novato – Novato Streetscape Committee Staff Liaison

Gretchen Schubeck | gschubeck@novato.org | (415) 899-8950



VOLUNTEER GUIDELINES

The Adopt-a-Spot Program (the Program) is an initiative of the Novato Streetscape Committee, which was established as a Committee of the Novato City Council in 1994.

The Program has been designed to empower individuals, business owners, community organizations, faith-based groups, and schools to play an active role in maintaining the beauty, cleanliness, and safety of our neighborhoods. Volunteers can perform their Adopt-a-Spot activities at any time that suits their schedule.

These Volunteer Guidelines were created to protect the health and safety of all Adopt-a-Spot volunteers. All volunteers are expected to conduct themselves in a safe and courteous manner, and to follow all applicable laws while participating in activities on public property or rights-of-way.

GENERAL CONDUCT

- Be courteous to fellow volunteers, City employees, passers-by, and residents
- Refrain from using vulgar language or engage in threatening, disruptive, or dangerous behavior
- Never make unauthorized changes to public property or rights-of-way, including landscaping

GENERAL SAFETY

- Wear safety vest, appropriate clothing and footwear, gloves, sunscreen, hat, and eye protection (if necessary)
- Keep hydrated
- Have a well-stocked first aid kit available
- Have all volunteers complete and sign the Volunteer Waiver and Release of Liability form
- Call 911 for emergencies

Traffic Safety

- When working in or around a gutter, work from the sidewalk
- If working near traffic, wear safety vest and bright-colored clothing
- Cross streets at signals or crosswalks (do not cross mid-block)
- Always avoid working in the roadway

Working Near Waterways

- Always work with a partner near water
- Watch for poison oak and blackberry thorns
- Watch your footing on slopes and shorelines
- Never allow children to work on steep slopes or near shorelines without adult supervision

Appendix 3 | DRAFT Adopt-a-Spot Volunteer Guidelines

Debris Removal

- Always sweep, rake, or shovel broken glass - never pick up sharp objects with your hands
- Separate collected materials into recycling, green waste, and garbage
- For smaller quantities of recyclables, green waste and/or garbage, please take material home for disposal
- For large quantities of recyclables, green waste and/or garbage, contact Program Coordinator when finished with activity and advise location, type of materials and quantity to be collected by City staff
- Never touch hazardous materials (e.g. automotive fluids, solvents, paint cans) or medical waste (e.g. hypodermic needles). If found, report these items to the Program Coordinator for collection

Tool Safety

- Carry tools carefully to avoid hitting others and never use power tools
- Always use the right tools for the job
- Never allow children to play with tools or to use sharp tools
- Always keep your tools close to you
- Count and clean your tools after finishing activity
- Return all borrowed tools

PROGRAM CONTACTS

Novato Streetscape Committee – Adopt-a-Spot Program Coordinators

Marcia Basalla & Ginny Hanna | streetscape@novato.org

City of Novato – Novato Streetscape Committee Staff Liaison

Gretchen Schubeck | gschubeck@novato.org | (415) 899-8950

NOTE: *The Novato Streetscape Committee (the Committee) and the City of Novato (the City) reserves the right to immediately withdraw support for any volunteer if, at the sole discretion of the Committee and/or the City, the volunteer's conduct while participating in volunteer activities on public property or rights-of-way is determined to be inconsistent with these Volunteer Guidelines or violates any local, state, or federal law. Withdrawal of support may include repossession of Adopt-a-Spot Volunteer Toolkit, any loaned tools and revocation of related Adopt-a-Spot Agreements.*

Appendix 4 | Adopt-a-Spot Program Application



PROGRAM APPLICATION

The Novato Streetscape Committee and the City of Novato are grateful for volunteers like you, who are interested in joining the effort to keep our City beautiful by participating in the Adopt-a-Spot Program. Thank you!

To join the program, please:

1. Review all program-related documents at novato.org/adoptaspot
2. Tell us more about yourself and your interests by completing this application form
3. Read and sign the Volunteer Waiver and Release of Liability Form
4. Email Application and Volunteer Waiver & Release of Liability Form to streetscape@novato.org or mail to: Novato Streetscape Committee, Attn: Gretchen Schubeck, 922 Machin Avenue, Novato, CA 94945

Name _____

Address _____

Email _____

Phone _____

1. Have you already identified a spot that you would like to adopt in your community? YES NO

If yes, please describe location:

2. If not, would you like to review the list of priority areas that are available for adoption? YES NO

3. What activity are you interested in? *Check all that apply.*

Picking up litter Weeding

4. How often do you plan to volunteer? Weekly Monthly Other _____

5. Other than yourself, are there others who will be volunteering such as family members, friends, neighbors, co-workers, or members of organized groups (e.g. Scouts, faith-based organizations). YES NO

If yes, please note that all volunteers must complete a City of Novato Volunteer Application and sign a Volunteer Waiver & Release of Liability prior to performing volunteer activities and abide by the Adopt-a-Spot Volunteer Guidelines at all times.

Signature _____ Date _____

Appendix 5 | Adopt-a-Spot Volunteer Kit – Proposed Budget

Item	Unit Cost	Total Cost	Notes
5-gallon bucket	\$ 5.00	\$ 125.00	25 buckets
Adopt-a-Spot Decal	\$ 2.50	\$ 312.50	125 decals (min. order)
First Aid Kit	\$ 7.00	\$ 175.00	25 kits
Garden Gloves	\$ 3.00	\$ 75.00	25 pairs
Vests with Logo	\$ 15.00	\$ 375.00	25 vests
Grabbers	\$ 15.32	\$ 383.00	25 vests
Evolution Trash Bags (20/kit)	\$ 0.17	\$ 20.75	120 bags
Eco-Friendly 33 Gallon Trash Bags (20/kit)	\$ 0.27	\$ 39.99	150 bags
		\$ 1,506.24	
	Tax 8.5%	\$ 128.03	
		\$ 1,634.27	

Cost Per Kit	\$ 45.80
Total Cost	\$ 1,634.27

NOTE: Exact amounts on some items to be confirmed

Novato Streetscape Committee

Adopt-an-Island Working Group



Program Review Update | July 13, 2020

Working Group Committee Members: Marcia Basalla and Sherry Temple

Committee Staff Liaison: Gretchen Schubeck

BACKGROUND

At the Novato Streetscape Committee's Strategic Planning workshop held on February 29, 2020 several working groups were formed to review and refine existing Committee programs, as well as develop new programs proposed by Committee members.

The Working Groups were: Education & Outreach Program, Adopt-a-Spot Program, Adopt-an-Island Program, Heritage Tree Program, Team Up to Clean Up, and Landscape Recognition Program.

Each Working Group was comprised of between two and three Committee members and meetings were facilitated by the Committee Staff Liaison.

The Adopt-an-Island Program Working Group held seven meetings following the Strategic Planning workshop (April 27, May 4, May 11, May 18, June 1, June 15, and June 29).

WORKING GROUP MEETING OUTCOMES

Island Condition Assessment

The Working Group reviewed the list of currently adopted islands provided by the Committee staff liaison, and Committee members were recruited to assess the condition of all adopted islands. The Working Group is compiling a report summarizing the findings of the assessments, and the report will be shared with the Committee and City's Public Works staff when complete.

The Working Group also reviewed currently adopted islands (as well as islands available for adoption) to assess appropriateness for volunteer activity – taking into account pedestrian and vehicle site lines, volunteer safety issues, and importance of location to the City's image.

The Working Group has identified the need to: 1) Clarify process for adopting an island; 2) Confirm monitoring intervals and communication with adoptees; and 3) Establish protocols for ending adoption due to a lack of maintenance.

Adoption Documents

The Working Group reviewed the Adopt-an-Island program Guidelines and Maintenance Agreement and has identified several recommended changes, which will also be shared with the City's Public Works staff.

RECOMMENDATION

That the Adopt-an-Island Working Group meet with the City's Public Works staff to share island assessment report and clarify island adoption process, monitoring intervals, communication with adoptees, and protocols for ending adoption due to a lack of maintenance.

Novato Streetscape Committee

Landscape Recognition Working Group



Program Review & Development Update | July 13, 2020

Working Group Committee Members: Nancy Hughes and Ginny Hanna

Committee Staff Liaison: Gretchen Schubeck

BACKGROUND

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The Working Groups were: Education & Outreach Program, Adopt-a-Spot Program, Adopt-an-Island Program, Heritage Tree Program, Team Up to Clean Up, and Landscape Recognition Program.

Each Working Group was comprised of between two and three Committee members and meetings were facilitated by the Committee Staff Liaison.

The Landscape Recognition Program Working Group held four meetings following the Strategic Planning workshop (April 28, May 5, May 19, and June 16).

WORKING GROUP MEETING OUTCOMES

Business Landscape Recognition Awards

The Working Group reviewed this long-running, successful program and does not recommend any major changes at this time. However, the Group felt there is an opportunity for programmatic improvement in the future, particularly regarding promotion and outreach.

Residential Landscape Recognition Program

In recognition that residential landscapes are an integral part of the overall streetscape in Novato, the Working Group conducted initial research on the development of a residential landscape recognition program to complement the existing business landscape recognition program.

Should the Committee express support for this new initiative, the Working Group will further develop program elements and present a full proposal to the Committee at the August 2020 meeting.

A draft outline of the proposed program is below.

Program Goal

To encourage sustainable and fire safe landscape practices that beautify Novato's neighborhoods, increase community pride, and protect our environment, while recognizing residents who have put exceptional time and effort into the transformation of their property.

Program Description

- Landscape must include a minimum percentage of (*amount to be determined*) of the following types of plants: *drought-tolerant; native; pollinator; habitat, fire wise; food producing, etc.*
- Applicants must answer the following questions:
 - Did you design the landscape yourself, or did you hire a professional?
 - Did you plant the landscape yourself, or did you hire a professional?
 - Do you perform maintenance on the landscape yourself, or do you hire a maintenance contractor?
- Garden visitations will be organized by District, and Councilmembers will be invited to participate
- All program materials will be available in both English and Spanish
- Program is limited to front-yard landscapes only

Proposed Recognition

- Lawn signs will be provided for all landscapes that meet program criteria (perhaps awarded by Councilmembers?)
- Grand prize/s raffled at City Council meeting in early July 2021

Proposed Timeline

- Program Launch: January 2021
- Applications Open: April 1, 2021
- Applications Due: May 31, 2021 (must include photos of landscape)
- Application Review: June 7, 2021
- Landscape Visitations: June 14-June 25, 2021
- Delivery of Landscape Recognition Signs: June 28 - July 9, 2021
- Prize Drawing at City Council Meeting: July 13, 2021

The Working Group proposes that the program initially be run as a pilot initiative and fully evaluated once complete. If successful, and there is interest in continuing, the program could be further refined and become an annual event.

Potential Partners

YardSmartMarin, Marin-Sonoma Saving Water Partnership, North Marin Water District, Our Water Our World, Marin Master Gardeners, UC Cooperative Extension, Novato Fire, and Novato Chamber of Commerce

RECOMMENDATION

That the Novato Streetscape Committee support the development of a Residential Landscape Recognition Program and appoint one additional Committee member to the Landscape Recognition Working Group.

Novato Streetscape Committee

Education & Outreach Working Group



Program Review Update | July 13, 2020

Working Group Committee Members: Michael Furry, Andrea Keisel, and Mia Morris

Committee Staff Liaison: Gretchen Schubeck

BACKGROUND

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Each Working Group was comprised of between two and three Committee members and meetings were facilitated by the Committee Staff Liaison.

The Education & Outreach Program Working Group held six meetings following the Strategic Planning workshop (April 24, May 7, May 14, June 11, June 25, and July 2).

WORKING GROUP MEETING OUTCOMES

Mission Statement

The Committee's current mission statement was discussed at the Strategic Planning workshop on February 29, 2020 and Committee members expressed an interest in developing a revised mission statement for consideration by the City Council. Development of the revised mission statement was delegated to the Education & Outreach Working Group and the following mission statement is proposed for discussion.

The mission of the Novato Streetscape Committee is to improve and beautify the City of Novato through sustainable solutions that inspire meaningful engagement with our community to reduce climate change impacts, create a welcoming atmosphere in which to live, work, and visit, while honoring and enhancing the magnificent natural heritage of Marin County.

Educational Materials & Collateral

Glossary of Trees and Plants: A template, inspired by the City of Los Angeles's *Common Trees of Los Angeles* is under development and will act as a working glossary of drought-tolerant trees and plants that thrive in Novato's climate.

Next Steps: *Once drought-tolerant trees and plants that thrive in Novato are identified, photos will be taken and descriptions added to the glossary.*

Benefit of Trees: A draft informational hand-out has been created to support education outreach touting all the ways in which trees benefit our quality of life, property values, and community well-being.

Next Steps: *Finalize content and graphics.*

Under Development

- Sustainable Planting Guide
- Resources for Schools (e.g. coloring pages)

Social Media

In May 2020, the Committee was informed that Boards, Commissions, and Committees are not permitted to host their own social media accounts, and at the end of May the Novato Streetscape Committee Facebook and Instagram accounts were closed. Public outreach for Novato Streetscape Committee activities will now be conducted through the City Sustainability Program Facebook and Instagram accounts.

Website

The Working Group reviewed the Novato Streetscape Committee's webpages on the City of Novato's website and requested that the Committee staff liaison make several interim changes, which have been actioned.

Working Group members discussed the potential for adding new pages to the City's website and proposed navigation has been developed. Content will need to be developed for each new page.

Recommendations

- 1) That the Novato Streetscape Committee review the proposed, revised mission statement and discuss next steps.
- 2) That the Novato Streetscape Committee Working Groups develop a summary for each program (max. 75 words) for inclusion in updated webpages on the City's website.

Novato Streetscape Committee

Heritage Tree Program Working Group



Program Development Update | July 13, 2020

Working Group Committee Members: Michael Furry, Andrea Keisel and Mia Morris

Committee Staff Liaison: Gretchen Schubeck

BACKGROUND

At the Novato Streetscape Committee's Strategic Planning workshop held on February 29, 2020 several working groups were formed to review and refine existing Committee programs, as well as develop new programs proposed by Committee members.

The Working Groups were: Education & Outreach Program, Adopt-a-Spot Program, Adopt-an-Island Program, Heritage Tree Program, Team Up to Clean Up, and Landscape Recognition Program.

Each Working Group was comprised of between two and three Committee members and meetings were facilitated by the Committee Staff Liaison.

The Heritage Tree Program Working Group held four meetings following the Strategic Planning workshop (April 24, May 14, June 25, and July 2).

WORKING GROUP MEETING OUTCOMES

i-Tree Data

A list of trees suited to Novato's climate was generated from the iTree platform that meet Novato Streetscape's sustainability goals of mitigating the heat island effect and sequestering carbon with species that meet the following criteria: high carbon storage, UV radiation reduction, and air temperature reduction. The trees on the list will be cross-referenced with the City of Novato's Approved Street Tree List.

Next Steps: Once finalized, the trees will be added to the Novato Streetscape 'Tree Glossary', which will be a working document to serve as an educational tool to provide to residents, businesses, and schools, and to inspire tree plantings that meet the goals of sequestering carbon, minimizing UV radiation and reducing air temperature.

Glossary of Trees

A template, inspired by the City of Los Angeles's *Common Trees of Los Angeles* is under development and will act as a working glossary of common trees of Novato.

Next Steps: Once common tree species of Novato are finalized; photos will be taken and descriptions added to the glossary.

Signage

A draft graphic for the Heritage Tree designation sign was developed and includes annual carbon sequestration measurements and oxygen production.

Next Steps: 1) Share draft sign with City staff to obtain feedback; and 2) Obtain quotes to produce signs.

Potential Heritage Trees

A database of recommended Heritage Trees throughout Novato has been created and will be used as a working document. The strategy is to first designate heritage trees in schools and city properties before approaching tree owners on private property.

Next Steps: Meet with both City and Novato Unified School District staff to discuss program and confirm designation process.

Benefit of Trees

A draft informational hand-out was created to support education outreach touting all the ways in which trees benefit our quality of life, property values, and community well-being.

Next Steps: Finalize content and graphics.

ATTACHMENTS

1. Heritage Tree Program Proposal
2. Trees Recommended for Novato by iTree
3. *Common Trees of Los Angeles* handout
4. Draft graphic - Heritage Tree Designation sign
5. Draft content for *Benefits of Trees* handout

Appendix 1 | Novato Heritage Program Proposal

HERITAGE TREE PROGRAM

OBJECTIVES

- Raise awareness of the value of mature trees and their critical role in carbon dioxide sequestering and decreasing city “heat island” temperatures with shade cover
- Protect mature heritage trees for future generations
- Build a sense of community and pride in heritage tree ownership
- Educate the public, property owners, real estate agents, children and school educators about the value of trees
- Support efforts to make Novato a sustainable city, beautify the city of Novato, increase property values like communities with tree canopies; Palo Alto, Queen Anne - Seattle, Piedmont, Ross
- Inspire other communities to conserve heritage trees and plant trees

HERITAGE TREE PLAQUES

- Award heritage tree status to notable Heritage Trees on private property, city properties and school properties with plaques
- Plaques can be acquired by 1) Property owners request 2) City/county designation 3) nominations
 - Nominated Heritage Tree signs are funded by the city
 - Property owners applying for Heritage Tree status pay for signage
- Plaque basic info can contain;
 - Tree genus identification, estimated age, height, trunk diameter, carbon dioxide absorption estimate*
- Private property owners could be further engaged by “naming” their tree after a mythological deity from the Greek, Roman, Celtic, Hindu pantheons; i.e. Zeus, Athena, Artemis, Apollo, Dana, Cerunnos, Osiris, Bast, Hathor, Odin, Freya, Shiva, Ganesha

HERITAGE TREE MAP & OTHER PROGRAM BENEFITS

- Create a Heritage Tree City map providing further details about each individual heritage tree and fun facts about the tree
 - Print brochure
 - Interactive map webpage
- Annual Heritage Tree Walking Tour and Festival
 - Can be neighborhood specific or the entire city
 - Heritage trees owners can decorate their trees
 - The walking tour can end at a city park where heritage tree owners and the public celebrate and award the best decorated heritage trees

* One tree can absorb up to 48 lbs of carbon dioxide per year and sequester 1 ton of carbon dioxide by the time it reaches 40 years old. Carbon content of a tree is about 50% of its biomass. Estimate each trees carbon content by calculating the mass of the tree trunk and dividing the dry weight by two.

Appendix 2 | Trees Recommended for Novato by iTree

Scientific Name	Common Name
LIRIODENDRON TULIPIFERA	TULIP TREE
SEQUOIA SEMPERVIRENS	COAST REDWOOD
PLATANUS RACEMOSA	CALIFORNIA SYCAMORE
PLATANUS ORIENTALIS	ORIENTAL PLANETREE
PLATANUS WRIGHTII	ARIZONA SYCAMORE
ULMUS AMERICANA	AMERICAN ELM
PLATANUS OCCIDENTALIS	AMERICAN SYCAMORE
LIRIODENDRON CHINENSE	CHINESE TULIP TREE
TILIA AMERICANA	AMERICAN BASSWOOD
MAGNOLIA GRANDIFLORA	SOUTHERN MAGNOLIA
ACER RUBRUM	RED MAPLE
ACER MACROPHYLLUM	BIGLEAF MAPLE
POPULUS DELTOIDES	EASTERN COTTONWOOD
JUGLANS NIGRA	BLACK WALNUT
NOTHOFAGUS OBLIQUA	ROBLE
QUERCUS SUBER	CORK OAK
QUERCUS GARRYANA	OREGON WHITE OAK
CELTIS LAEVIGATA	SUGARBERRY
CELTIS OCCIDENTALIS	NORTHERN HACKBERRY
ACER SACCHARINUM	SILVER MAPLE
QUERCUS SHUMARDII	SHUMARD OAK
QUERCUS VIRGINIANA	LIVE OAK
ULMUS CRASSIFOLIA	CEDAR ELM
FRAXINUS UHDEI	EVERGREEN ASH
CELTIS AUSTRALIS	EUROPEAN HACKBERRY
QUERCUS FALCATA	SOUTHERN RED OAK
CARYA AQUATICA	WATER HICKORY
FRAXINUS AMERICANA	WHITE ASH
PINUS ELLIOTTII	SLASH PINE
ARAUCARIA BIDWILLII	BUNYA BUNYA
JUGLANS AILANTHIFOLIA	JAPANESE WALNUT
JUGLANS X BIXBYI	BIXBY WALNUT
JUGLANS X INTERMEDIA	INTERMEDIATE WALNUT
JUGLANS JAMAICENSIS	WEST INDIAN WALNUT
JUGLANS MICROCARPA	LITTLE WALNUT
JUGLANS X QUADRANGULATA	NCN - WALNUT
ALNUS RHOMBIFOLIA	WHITE ALDER
JUGLANS REGIA	ENGLISH WALNUT
FRAXINUS PENNSYLVANICA	GREEN ASH
EUCALYPTUS VIMINALIS	RIBBON GUM EUCALYPTUS

JUGLANS MAJOR	ARIZONA WALNUT
MORUS RUBRA	RED MULBERRY
NOTHOFAGUS ALPINA	RAULÍ
ARAUCARIA BRASILIENSIS	ARAUCARIA BRASILEÑA
ARAUCARIA EXCELSA	NORFOLK ISLAND PINE
FRAXINUS VELUTINA	VELVET ASH
QUERCUS NIGRA	WATER OAK
PRUNUS SEROTINA	BLACK CHERRY
ULMUS PUMILA	SIBERIAN ELM
FICUS PUMILA	CLIMBING FIG
FICUS CARICA	COMMON FIG
CELTIS GUANAEA	IGUANA HACKBERRY
CELTIS LINDHEIMERI	LINDHEIMER'S HACKBERRY
CELTIS TETRANDBRA	NCN - HACKBERRY
CELTIS TRINERVIA	ALMEX
QUERCUS POLYMORPHA	NETLEAF WHITE OAK
PINUS PALUSTRIS	LONGLEAF PINE
QUERCUS LOBATA	CALIFORNIA WHITE OAK
CARYA LACINIOSA	SHELLBARK HICKORY
OSTRYA CARPINIFOLIA	HOP HORNBEAM
CUNNINGHAMIA LANCEOLATA	BLUE CHINESE FIR
PTEROCARYA STENOPTERA	CHINESE WINGNUT
JUGLANS HINDSII	HIND WALNUT
ULMUS PARVIFOLIA	CHINESE ELM
QUERCUS ALBA	WHITE OAK
POPULUS X CANADENSIS	CAROLINA POPLAR
POPULUS FREMONTII	FREMONT COTTONWOOD
CARYA X BROWNII	BROWN'S HICKORY



Common Trees of Los Angeles

Acacia baileyana (Bailey acacia)

Evergreen. 25' x 30'. Medium tree with gray-green, fern-like leaves and showy, feathery yellow flowers in spring. Seedpod is thin with green to brown husk. Gray, furrowed bark.



Araucaria heterophylla (Norfolk Island pine)

Evergreen. 100' x 60'. Very large conifer with waxy, scale-like, dark green leaves and distinctive silhouette. Not a true pine, but a conifer, with large spiny cones. Rough, gray-brown bark.



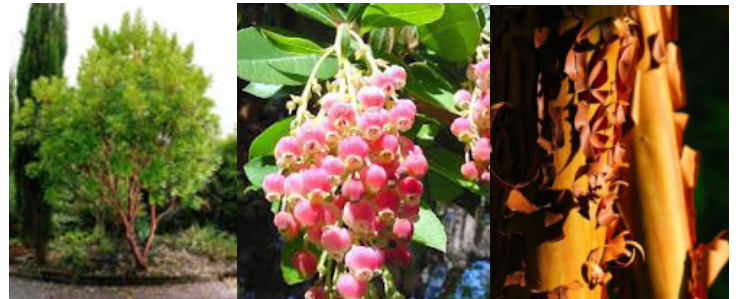
Afrocarpus falcatus (Fern pine)

Evergreen. 60' x 45'. Thin leaves: blue-gray-green to dark green. Cherry-sized fruits, blue-gray at first, ripening to a pale yellow-orange. Variegated, flaking bark, grey to brown.



Arbutus 'Marina' (Marina arbutus)

Evergreen tree. 20-40' x 15-30'. Hybrid of unknown *Arbutus* species. Single or multi-trunk tree. Leathery, serrate leaves. Red flaking bark in smooth underneath. Clusters of rosy-pink urn-shaped flowers. Round, red, bumpy, edible fruit.



Albizia julibrissin (Mimosa)

Deciduous. 40' x 40'. Medium sized tree with bright green, fern-like leaves. Very showy, 1" rounded clusters of wispy light pink flowers grouped at the ends of twigs. Brown, pea-like leguminous seedpods.



Bauhinia variegata (Purple orchid tree)

Semi-evergreen tree. 20-35' x 20-35'. Native to SE Asia. Showy variegated flowers (3-4"), pink to white. Two-lobed leaves. **Tip:** Similar to Redbud—look for two-lobed leaf, folding in the middle.





Novato Heritage Tree

Given Name

"ARTEMIS"

Common Name

CALIFORNIA LIVE OAK

Botanical Name

QUERCUS AGRIFOLIA

Estimated Age

250 YEARS OLD

Carbon Sequestration

64 POUNDS OF CO₂/YEAR

Oxygen Production

6,000 POUNDS/YEAR

Designation Year: 2020

www.streetscapecommittee/heritagetree



CITY OF NOVATO
CALIFORNIA

Appendix 5 | The Benefits of Trees

- Trees combat climate change by sequestering harmful carbon dioxide from the air and converting carbon to oxygen
- Trees reduce ultraviolet radiation levels
- Save energy and cut costs in the summer with shade; cooling structures from 10 - 20 degrees
- Improve air quality by absorbing and filtering pollutants
- Save energy and cut costs in the winter by providing windbreaks
- Trees shield sun rays decreasing temperatures in urban areas where heat gets trapped in surfaces like concrete and asphalt
- Trees protect humans from the dangers of sun exposure
- Tree roots protect soil from wind and water erosion and nourish soil enabling plants to grow
- Trees increase humidity which mitigates fire risk
- Help manage stormwater, reduce flooding, and improve water quality
- Trees absorb and reduce sound pollution
- Trees create effective privacy screens
- Increase property values and increase local tax revenues; cities with the highest property value are dense in tree canopy; Palo Alto, Mill Valley, Piedmont, Hillsborough, Ross, Beverly Hills,
- Provide shelter and habitat for wildlife
- Make neighborhoods friendlier and more inviting for gathering and exercise
- The calming beauty of trees feeds our souls, brings us joy, and reduces stress
- Life on Earth is possible because of trees

“Research estimates that planting billions of trees worldwide could remove two-thirds of all emissions pumped into the atmosphere by human activities.”