



CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee

Agenda

Monday, April 12, 2021 - 7:00 PM

Teleconference Only

Chair

Marcia Basalla

Vice Chair

Mia Morris

Members

Michael Furry, Virginia Hanna, and Sherry Temple

Staff Liaison

Gretchen Schubeck

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.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (415) 899-8986. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help ensure accessibility to this meeting. The Novato Streetscape Committee may discuss and/or take action on any or all of the items listed on the agenda irrespective of how the agenda items are described.

Public Participation/Comment Instructions

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

- **Written public comments** may be submitted by email to gschubeck@novato.org. Written public comments received more than 3 hours before the start of the meeting will be distributed to the Novato Streetscape Committee. Written public comment received after the three-hour cut-off, including during and after the meeting, will be collected and placed in the public record. Written public comments will not be read during the meeting.
- **Spoken public comments** will be accepted through the Zoom meeting platform and via telephone. To address the Council orally, please read and follow the following instructions carefully:

1. Join the meeting at: <https://tinyurl.com/4fa4hhpr> or at [Zoom.com](https://zoom.us)

Meeting ID: 978 6813 5745 **Password:** 383584

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- a. 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.
 - b. 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 of your screen to notify the Host that you would like to speak.
 - c. The Host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
 - d. When called upon, 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.
2. Join the meeting via telephone by calling **(669) 900-6833**.

Meeting ID: 978 6813 5745 **Password:** 383584

- a. When the Chair calls for public comment on the item on which you wish to speak, **press *9** to activate the “Raise Hand” feature to notify the Host that you would like to speak.
- b. The Host will unmute speakers in turn. Speakers will be notified when it is their turn to speak.
- c. When called upon, 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.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF FINAL AGENDA

C. PUBLIC COMMENT

D. CONSENT ITEMS

D.1 Approve the meeting minutes of March 8, 2021

E. COMMITTEE MEMBER UPDATES

E.1 Committee Appointments

F. PROGRAM UPDATES

F.1 Volunteer Programs

Team Up to Clean Up

Adopt-a-Spot

Adopt-an-Island

F.2 Business Landscape Recognition Program

Criteria

Nominations

Awards

F.3 Education & Outreach Programs

Content Marketing Strategy

Promotion of Volunteer Programs

G. FUTURE AGENDA ITEMS

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 5:00 p.m., the week before the meeting.

Materials, that are submitted to members of the City Council after the distribution of the agenda packet will 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. When non-confidential written materials are distributed to members of the City Council during a public meeting by staff or a member of the City Council, it shall be made available online following that meeting.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on April 8, 2021, the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website www.novato.org.

/Gretchen Schubeck/

Gretchen Schubeck, Sustainability Programs Coordinator



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CITY OF NOVATO
CALIFORNIA

Novato Streetscape Committee
MINUTES

Monday, March 8, 2021 - 7:00 PM

Meeting held via Zoom Teleconference

A. CALL TO ORDER AND ROLL CALL

Meeting began at 7:02pm.

Committee Members Present: Marcia Basalla (Chair), Virginia Hanna, Michael Furry, and Sherry Temple

Staff Present: Gretchen Schubeck (Staff Liaison)

B. APPROVAL OF FINAL AGENDA

Moved by Temple and seconded by Basalla to approve the final agenda.

AYES: Basalla, Hanna, Furry, Temple

NOES: None

C. PUBLIC COMMENT

None

D. CONSENT ITEMS

D.1 Approve the meeting minutes of February 8, 2021

Moved by Temple and seconded by Hanna to approve the meeting minutes of February 8, 2021.

AYES: Basalla, Hanna, Furry, Temple

NOES: None

E. COMMITTEE MEMBER REPORTS

E.1 2020 Annual Report

- The 2020 Annual Report has been submitted to the Public Works Director

F. Program Updates

F.1 Volunteer Programs

Team Up to Clean Up:

- Nine people attended the clean-up of the Atherton Park & Ride and along Binford Road on March 6th
- Five bags of litter were collected by volunteers

Adopt-a-Spot

- Schubeck will work with Hanna to assemble a sample Adopt-a-Spot Volunteer Kit to use for promotional purposes

Adopt-an-Island

- Schubeck has developed a draft Scope of Services for the creation of planting plan templates and a plant palette for the Program
- The Adopt-an-Island Working Group will review the draft Scope and present the draft at the April meeting for Committee feedback
- Once Committee feedback is received, the Working Group will meet with City staff to solicit feedback and finalize the Scope

F.2 Business Landscape Recognition Program

Nominations

- The Committee opted to not make any nominations for the month of March
- Hanna will review the draft Business Landscape Recognition Criteria and present an updated version for review by the Committee at the April meeting

F.3 Education & Outreach Programs

Content Marketing Strategy

- Schubeck will meet with Morris to confirm timeline for rollout of the Content Marketing Strategy

H. FUTURE AGENDA ITEMS

- Business Landscape Recognition Criteria
- Promotion of Volunteer Programs

I. ADJOURNMENT

Moved by Temple and seconded by Furry to adjourn the meeting.

AYES: Basalla, Hanna, Furry, Temple

NOES: None

Meeting adjourned at 8:32pm

DRAFT SCOPE OF SERVICES

Adopt-an-Island Program | Planting Plan Templates and Plant Palette

Section 1: Description of Services

Develop between five (5) and seven (7) planting plan templates and a plant palette suitable for median traffic islands with a focus on sustainable landscaping practices.

The planting plan templates and plant palette will be provided to volunteers and landscape contractors taking part in the Committee’s Adopt-an-Island Program and will serve as a guide for program participants undertaking landscaping activities on median traffic islands.

Section 2: Project Period

Start: Date of Agreement **End:** 60 days from date of Agreement

Section 3: Project Budget

The project budget is not to exceed \$5,000.

Section 4: Tasks

Consultant to provide cost estimates for completion of the specific tasks outlined below:

Task #	Task	Cost
3.1	Meet with Novato Streetscape Committee members and City of Novato Public Works staff to review project scope and confirm timeline.	
3.2	Produce between five (5) and seven (7) draft planting plan templates and a draft plant palette suitable for a variety of types of median traffic islands.	
3.3	Meet with Novato Streetscape Committee members and City of Novato Public Works staff to review draft planting plan templates and plant palette.	
3.4	Revise draft planting plan templates and plant palette based on feedback from Novato Streetscape Committee members and City of Novato Public Works staff.	
3.5	Meet with Novato Streetscape Committee members and City of Novato Public Works staff to present final planting plan templates and plant palette.	

Consultant's cost shall include full compensation for furnishing all labor, materials, and incidentals, and for completing all work described above and/or as directed by the City's Project Manager.

Section 5: Invoicing and Payments

- a) Upon satisfactory completion of work, Consultant shall provide an invoice to the City's Project Manager detailing work completed (as outlined in Section 3) as well as both soft and hard copy versions of planting plans and plant palette.
- b) Payment will be made to the Consultant within 30 days of receipt of invoice.

Section 6: City Project Manager

Gretchen Schubeck – Sustainability Program Coordinator
City of Novato, Department of Public Works
922 Machin Avenue, Novato, CA 94945
Phone: 415-899-8950
Email: gschubeck@novato.org

Section 7: Additional Requirements

- a) Consultant must satisfy all City of Novato's Insurance Requirements as outlined in the Sample Service Agreement (refer Exhibit A)
- b) Consultant is required to hold or obtain a City of Novato Business License (refer Exhibit B)
- c) Consultant shall reference exhibits related to sustainable landscaping practices (refer Exhibits C, D, E, F, G, and H) to ensure that planting plan templates and plant palette meet best practice landscaping standards.
- d) All work must be performed in compliance with local, state, federal, and industry standards on safety and environmental practices.

Section 8: Exhibits

Exhibit A: City of Novato Sample Service Agreement
Exhibit B: City of Novato Business License
Exhibit C: City of Novato Standard Landscape and Irrigation Specifications
Exhibit D: [City of Novato Streetscape Master Plan](#)
Exhibit E: [Bay-Friendly Landscape Guidelines](#)
Exhibit F: [Model Water Efficient Landscape Ordinance \(MWEL0\)](#)
Exhibit G: [Water Use Classification of Landscape Species \(WUCOLS\)](#)
Exhibit H: [North Marin Water District Regulation 15: Water Conservation](#)



DRAFT Business Landscape Recognition Criteria

The Novato Streetscape Committee uses the following criteria when recognizing local businesses for their landscaping. There is no size requirement to qualify for recognition.

Landscape Requirements

- Maintained on a consistent basis throughout the year
- Free of weeds and litter on a regular basis
- Free of fire prone plants*
- Aesthetically pleasing and has attractive curb appeal
- Use of turf is minimized

Desirable Features

- Drought tolerant plants
- Native California vegetation
- Habitat-friendly plants
- Organic materials and treatments

*A comprehensive list of these plants can be found at <http://www.firesafemarin.org/plants>