



City of San Pablo Citywide Beautification Program

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JULY 29, 2026 | BUDGET, FISCAL & LEGISLATIVE
STANDING COMMITTEE

Background

1. April 7, 2025 Council amended the City Council Priority Workplan, Policy #121- Explore New City-Wide Beautification Plan
2. September 2, 2025 Council approved consideration of the City-Wide Beautification Plan
3. January 20, 2026 Council received report with proposed projects and guidelines
4. July 8, 2026 Ad hoc committee reviewed proposed projects

Background

Project Categories:

- ❖ Economic Development
- ❖ Landscaping Maintenance
- ❖ Street Medians
- ❖ Streets Trees
- ❖ Public Art
- ❖ Miscellaneous

Background

Project Guidelines:

- ❖ Cost less than \$75,000 each
- ❖ \$250,000 budget annually
- ❖ Either one-time actions or annual capital expense
- ❖ Compliance with City Purchasing Policy and CM Budget Limit Authority
- ❖ Compliance with CA Public Contracting Code

Background

1. Economic Development

- A. City-wide Marketing and Branding Signage and Wayfinding Project
- B. City-wide Street Pole Banner Program

2. Landscape Maintenance

- A. New City Holiday Tree(s) w/ Electrical Conduit Project
- B. Adobe Museum & Historical Facilities Fence and Landscaping Project
- C. Wildcat Creek Beautification Project
- D. City-wide Neighborhood Traffic Circle Assessment & Improvements

Background

3. Curb/Gutter/Sidewalk/ADA Improvements

- A. City-wide Pedestrian Safety Crosswalk Improvements
- B. City-wide Bus Stops/Shelter Improvement Program

4. Street Medians

- A. New Monument Entry Sign Replacement Project
- B. New City-wide Landscaped Street Medians Project

Background

5. Street Trees

- A. City-wide Annual Street Tree Replacement Program

6. Public Art

- A. Develop Program Criteria for Administering City-wide Public Art Project Program
- B. New City-wide Art and Murals Program

7. Other Misc. Projects

- A. Neighborhood PW Mobile Camera(s) Enhancements & Monitoring for Illegal Dumping

Methodology

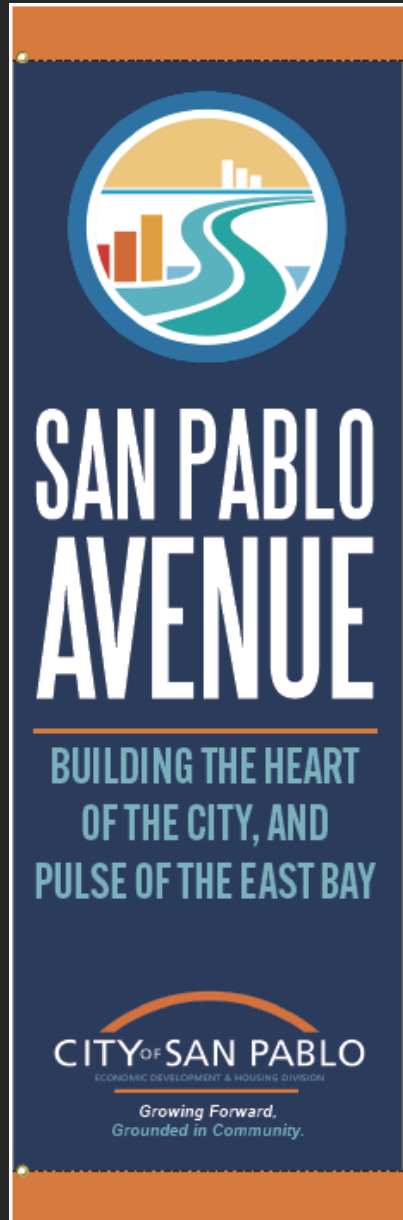
Evaluation Criteria	Weighting
Implementation Readiness	20%
No Jurisdictional Constraints	20%
O&M Cost	20%
Budget Fit	15%
Infrastructure Consideration	10%
Interdepartmental Coordination	5%
Community Visibility & Impact	5%
Opportunities for partnership with external agencies	5%

- ❖ City-Wide Street Pole Banner Program
- ❖ City-Wide Marketing and Branding Signage and Wayfinding Project
- ❖ Neighborhood PW Mobile Camera Enhancements & Monitoring for Illegal Dumping
- ❖ Wildcat Creek Beautification Project
- ❖ Historical Facilities Fencing
- ❖ City-Wide Annual Street Tree Replacement Program

Year 1 Proposed Project List

FY 2027

City-Wide Street Pole Banner Program



Description

Purchase and install street pole banners on City-owned streetlight poles throughout the City.

FY 2027

Install 50 street pole banners previously purchased by the Economic Development & Housing.

Cost

\$15,500

Future FYs

Up to \$70,000 for additional banners and installation.

Minimal ongoing costs. Materials and staff time to replace banners when too weathered.

City-Wide Marketing and Branding Signage and Wayfinding Program



Description

Replace the wayfinding signs throughout the City to accommodate relocated facilities and the new commercial districts.

FY 2027

Update the sign specifications, order and install as many funding allows, starting on the major corridors.

Cost

\$30,000

Future FYs

Up to an additional \$30,000 to complete the installation.

Neighborhood PW Mobile Camera Enhancements & Monitoring for Illegal Dumping



Description

Increase the number of cameras placed throughout the City to reduce illegal dumping.

FY 2027

Increase the number of working cameras from 12 to 18. Replace all camera batteries and memory cards.

Cost

\$27,500

Future FYs

Operational cost to monitor videos and pursue prosecution. Cost TBD.

Wildcat Creek Beautification Project



Description

Provide more regular trash and litter abatement on Wildcat Creek.

FY 2027

Two additional creek cleanups utilizing Civicorps crews on Wildcat Creek 1) between Vale Road and Church Lane and 2) adjacent to Davis Park.

Cost

\$63,500

Future FYs

Continued funding needed to continue this increased level of maintenance.

Additional funds needed to address other areas along the creek.

Historical Facilities Fencing



Description

Replace the fencing around the City's Historical homes adjacent to the Alvarado Gardens project.

FY 2027

Install historically accurate picket fencing on the public facing sides of the three homes. Remove the chain link fence on the creek side of the property and replace with a more secure iron fence to discourage illegal access and use of the properties.

Cost

\$70,000

Future FYs

No additional funding needed. Fencing around the Adobe is a separate project.

City-Wide Annual Street Tree Replacement Program



Description

Replace street trees that have died or been hit by vehicles.

FY 2027

Replace 15-20 trees, repair the sidewalk and or tree well as needed.

Cost

\$42,500

Future FYs

Continued funding needed to maintain this level of replacement.

Hand watering for the first year requires an additional \$30,000 in maintenance costs.

Year 1 (FY 2027)

Proposed Project Costs

Project	Cost
City-Wide Street Pole Banner Program	\$ 15,500
City-Wide Marketing and Branding Signage and Wayfinding Project	\$ 30,000
Neighborhood PW Mobile Camera Enhancements & Monitoring for Illegal Dumping	\$ 27,500
Wildcat Creek Beautification Project	\$ 63,500
Historical Facilities Fencing	\$ 70,000
City-Wide Annual Street Tree Replacement Program	\$ 42,500
Total	\$ 249,000

Year 2 (FY 2028) Possible Projects

Project
City-Wide Landscaped Street Medians Program
City-Wide Neighborhood Traffic Circle Assessment & Improvements
Develop Policy and Program Criteria for Administering City-wide Public Art Project Program
New Monument Entry Sign Replacement Project
New City Holiday Trees w/ Electrical Conduit Project
Historic Adobe Fencing

Year 3 (FY 2029) Possible Projects

Project
New City-Wide Art and Murals Program (City Facilities, Traffic Signal & Irrigation Utility Boxes)
City-Wide Bus Stops/Shelter Improvement Program (w/ AC Transit)
City-Wide Annual Street Tree Replacement Program - Residential
City-Wide Pedestrian Safety Crosswalk Improvements

Recommendations

1. Receive the presentation on the Citywide Beautification Project FY2026/27 (Year 1) proposed improvements; and
2. Recommend that the City Council appropriate FY2026/27 General Fund Designated Reserves (Fund 110) in the amount of \$249,000 to the CIP (Fund 320) Citywide Beautification Project (0505), for formal approval and consideration at the City Council meeting on August 3, 2026.