



Animated Video Script

Title: Livermore Asset Management Program

Did you know that you own a *lot* of Livermore? Roads, retaining walls, streetlights, storm drains, parks, and public buildings... they all belong to YOU. That's about \$3 billion dollars' worth of infrastructure!

Our job is to take care of it all. We call that "asset management"—caring for our shared resources and infrastructure so that they last for future generations.

Asset Management = Managing the lifecycle of physical assets (infrastructure) to maximize safety, quality, and efficiency.

But what does "asset management" really mean? What *does* it take to care for all that public infrastructure?

Let's use an example—say, a traffic intersection—to show what goes into keeping our assets strong. If we understand what it takes to maintain one traffic signal, which includes all the poles, lights, wiring, and control equipment to control traffic at one intersection, we can appreciate what it takes to care for all our community-owned assets.

Here's our traffic signal. The kind that you see all over the City, but probably don't think much about—unless it isn't working. So just how much does our traffic signal cost, from installation until it needs to be completely replaced?

1. Install

Installing a new traffic signal costs about \$450,000.

2. Maintain

Once installed, our traffic signal gets serviced four times a year to make sure it's operating smoothly. Technicians give it a once-over—testing the equipment, checking connections, and confirming that all pieces are working well. Service costs about \$2,000 a year.

3. Repair/Replace

Even with regular maintenance, our traffic signal will need replacement parts over time. The useful life of a traffic signal is about 50 years, which is how long some parts (like the poles) typically last. During this time, some components like LEDs and back-up batteries, have to be replaced even sooner—over 10 times during the life of our signal.

We can expect to pay almost \$100,000 on repairs, replacement parts, and upgrades. We might also need to install up-to-date technologies to keep up with changes in traffic patterns and new regulations. Installing those features costs money too.

So, our traffic light can cost us \$650,000 during its lifecycle. And remember—this is just the cost of one of more than 100 traffic signals in Livermore today!

$$(\$450,000+2,000 (50 \text{ years})+100,000) \times 100 = \$65,000,000+$$

Traffic signals are just one small—but important—piece of our asset management puzzle. All over the City, we maintain **your** roads, bridges, streetlights, stormwater systems, trees, trails, libraries, and City buildings. Our city is 150 years old, and a lot of our infrastructure is old, too. We love Livermore for its historic charm, but it's not so charming if things stop working...

We're being proactive—planning for changes and challenges and protecting our assets from future risks like increased threats from climate change, flooding, wildfires, or other dangers. This type of preparation is the smart way to keep our assets viable.

All of our infrastructure requires time and money to maintain—money the City doesn't necessarily have. Even though we have been diligent caretakers of your assets, the reality is that we don't have the money to keep everything at the tip-top level we want.

Over the past years, mandates from the State have meant that we've had to spend more to upgrade our infrastructure than we had initially anticipated. These regulations have reduced the funding we have available for the future.

OPTION 1: Puzzle Image

Animation of puzzle showing different asset types, with empty spaces where funding measures get added in. The final piece in the center reads "You!"

How can we solve this puzzle?

The most important piece in this puzzle is you. We're starting the conversation with Livermore residents and business owners to develop strategies to manage our community assets safely and economically.

OPTION 2: Scale Image

Animation of a scale, showing asset needs vs. available funding. The scale starts out of balance (with needs outweighing available funds); various strategies are added to the funding plate and the scale starts to balance.

Together, we need to explore future funding strategies to provide the right level of service and make sure that Livermore's assets last into the future. We're starting the conversation with Livermore residents and business owners to develop strategies to manage our community assets safely and economically.

This is how we can maintain Livermore's excellent quality of life for future generations—and ensure Livermore continues to be a place we all can be proud to call home.

It's going to require important decisions down the road, but if we share in this process together, the Livermore Asset Management Program can give us a green light to a great future!

So take a look around and see all of the many different things that you own—and that help make our life in Livermore so great!

You can learn more about this important work at LivermoreAssets.net.

<Note: If the website can include a new feature to allow visitors to submit a comment, we can use the video to promote that.>

CITY OF LIVERMORE ASSET MANAGEMENT
SAMPLE VIDEO KEYFRAMES

1023/20



Opening sequence

(Lamp glows, then morphs in to logo/title.)



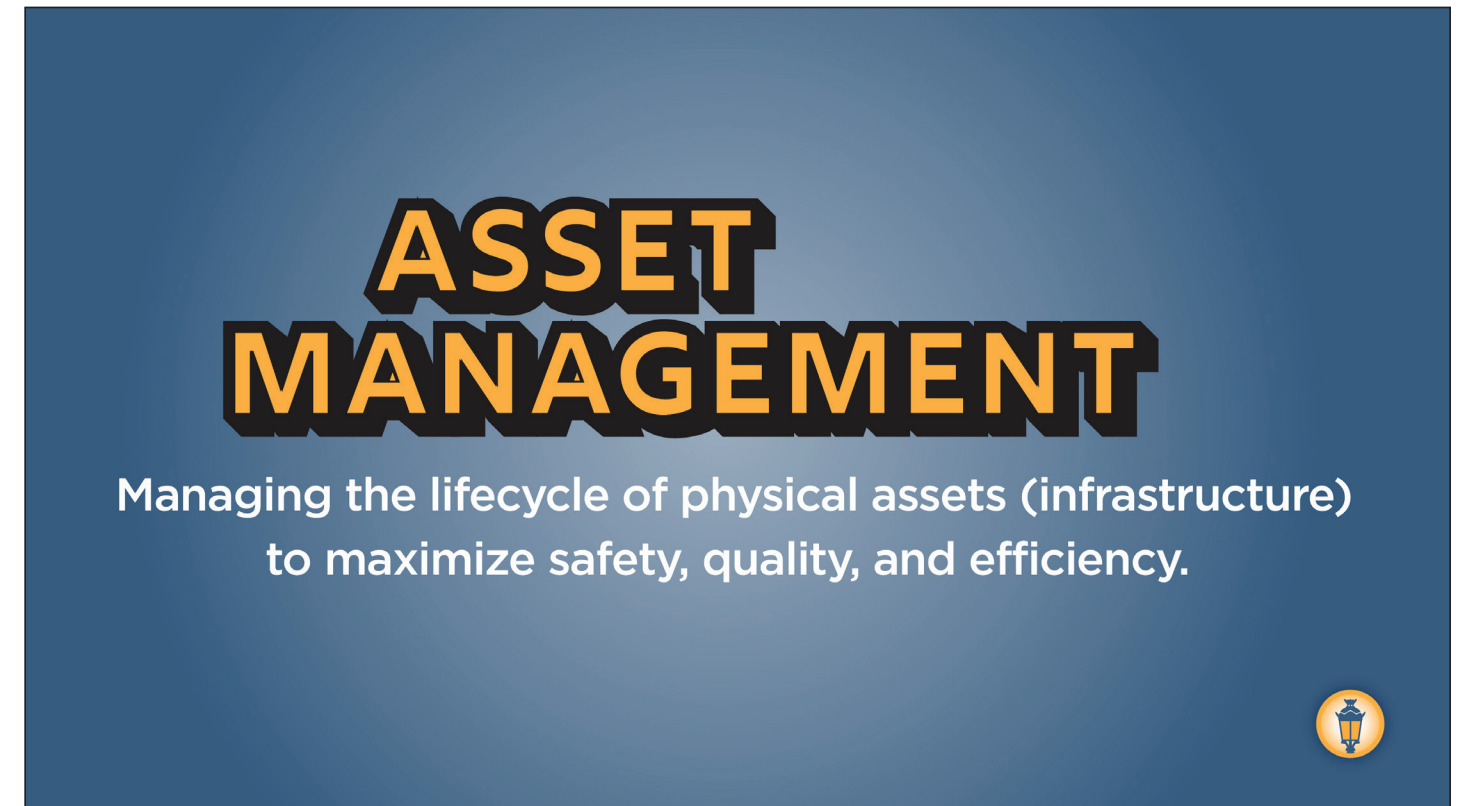
“Did you know that you own a lot of Livermore? Roads, retaining walls, streetlights, storm drains, parks, and public buildings... they all belong to YOU.

(Flyover of Livermore; sample asset superimpose over aerial shot.)



“That’s about \$3 billion dollars’ worth of infrastructure!”

(Animated text)



But what does “asset management” really mean?
What does it take to care for all that public infrastructure?

(Animated text)



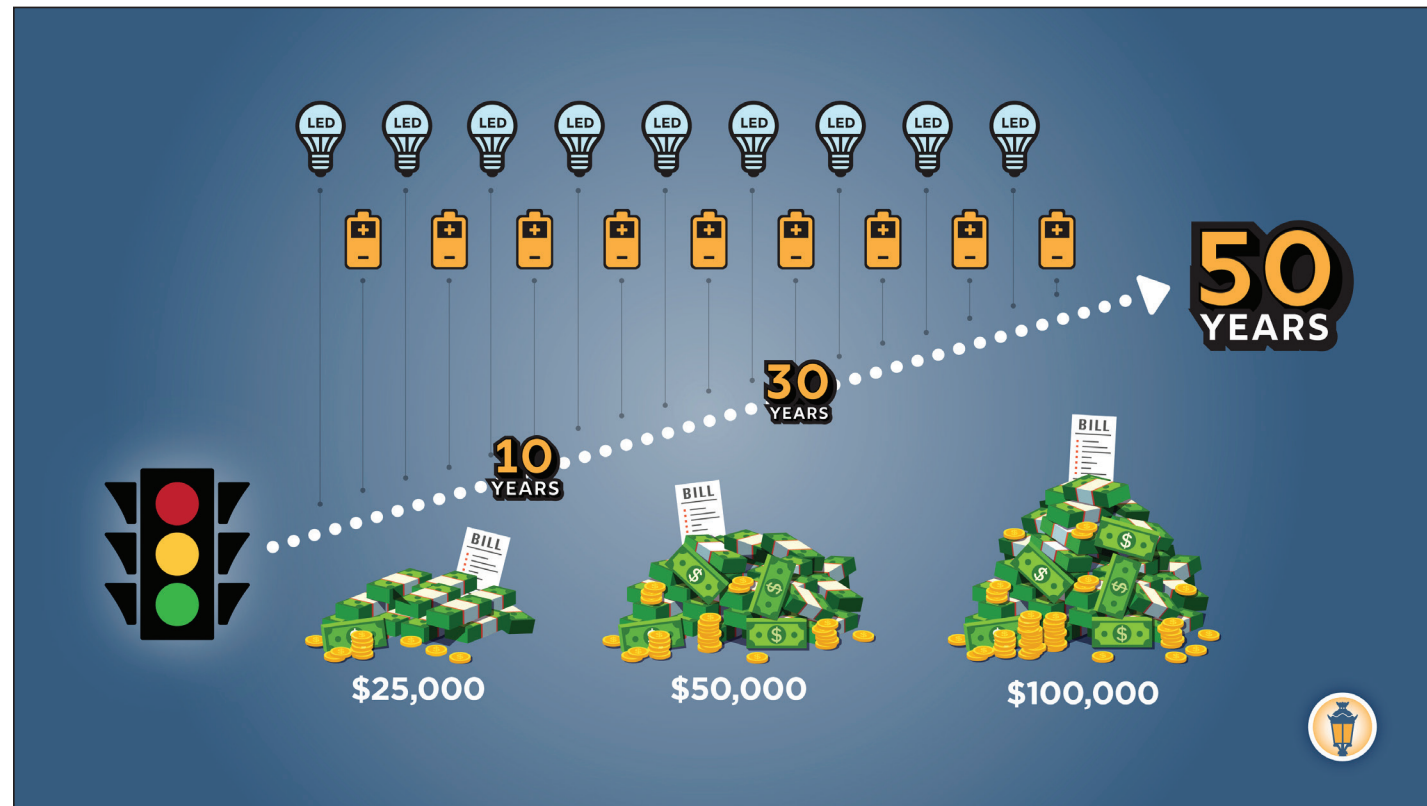
“Let’s use an example—say, a traffic intersection—to show what goes into keeping our assets strong. If we understand what it takes to maintain one traffic signal, which includes all the poles, lights, wiring, and control equipment to control traffic at one intersection, we can appreciate what it takes to care for all our community-owned assets.”

(Photo of downtown morphs into illustrated version.)



Installation, Maintenance, Repair/Replace sequence

(Aninted worker; traffic light cracks)



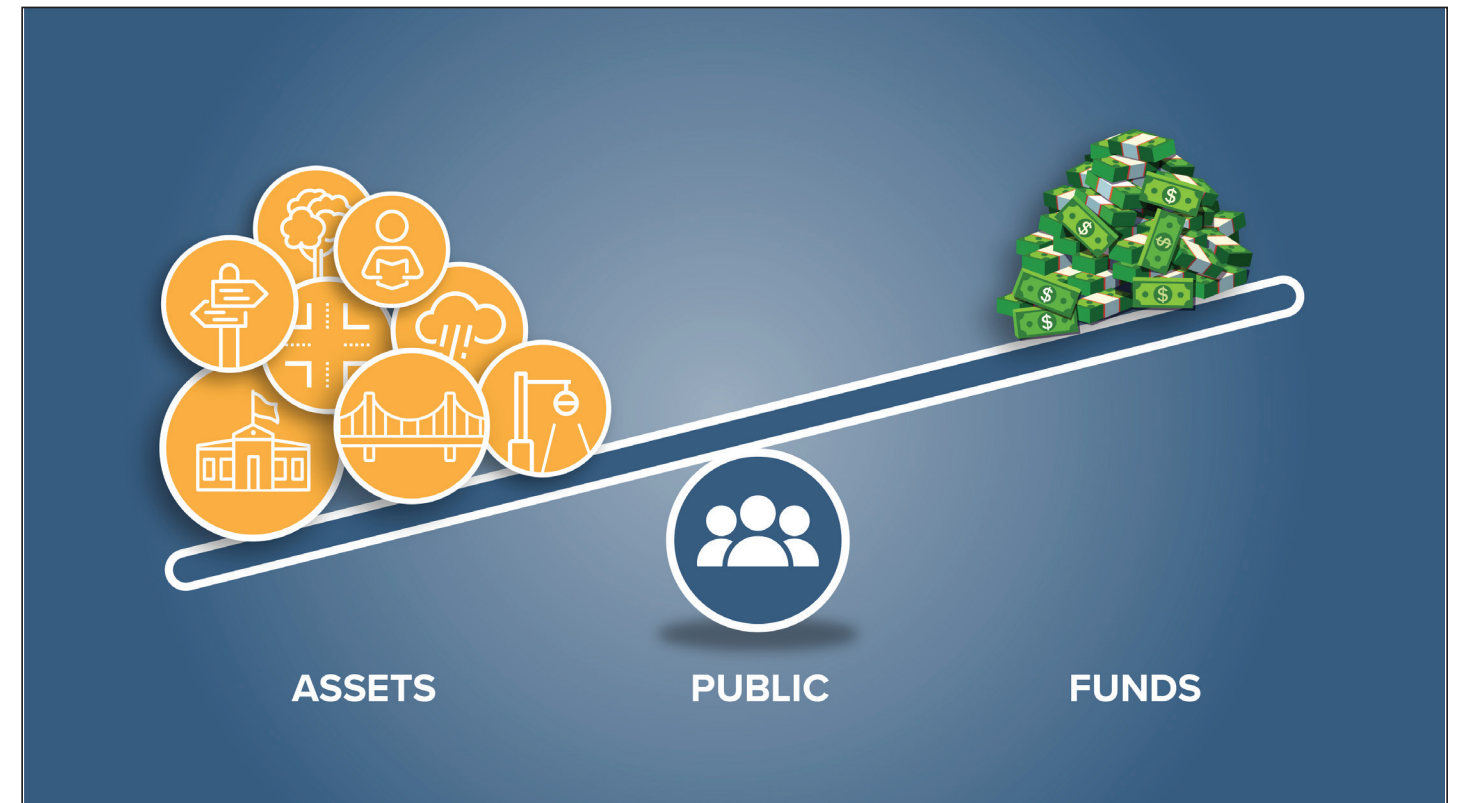
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(Animated infographic)



“Traffic signals are just one small—but important—piece of our asset management puzzle.”

(Livermore residential scene)



“ All over the City, we maintain your roads, bridges, streetlights, stormwater systems, trees, trails, libraries, and City buildings.”

(Livermore residential scene; icons of asset will superimpose over scene.)

See-saw balancing animated graphic