



Distributed on:
MAY 8 2013
City Manager's Office

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kerrie Romanow
Hans F. Larsen

**SUBJECT: UPDATE ON STREET SWEEPING
SIGNAGE EXPANSION TO
SUPPORT CLEAN STREETS**

DATE: May 7, 2013

Approved

Date 5/8/13

INFORMATION

The purpose of this memorandum is to provide an update on program implementation for the current street sweeping signage expansion effort. On October 22, 2012, an information memorandum was provided to the City Council which described the administration's preliminary approach to implementing the approved expansion of street sweeping signage.

In 2009, the Department of Transportation (DOT) completed a multi-year program that installed 228 curb miles of signs prohibiting parking during street sweeps in neighborhoods most impacted by parked cars. Although there was no more funding at that time to install more signage, there were still a number of neighborhoods with parking impacts that reduced the effectiveness of street sweeping on those streets. DOT has maintained a list of requests from residents for signed sweeps in these neighborhoods in the event that funding was to become available. In the 2012-2013 Adopted Budget, at the recommendation of the Transportation and Environment Committee, the City Council allocated funding from the Storm Fund to add approximately 40 curb miles of signage prohibiting parking during sweeps. As described in the October 2012 information memorandum, the following criteria were used to determine the prioritization of requested streets and the selection of the streets that were initially planned for signage installation during this fiscal year:

1. Parking Impact
2. Neighborhood Support and Compliance
3. Capacity of Sweeping Vendor to Absorb More Signed Sweeps
4. Parking Compliance and Enforcement of Signed Sweeps
5. Coordination and Feedback from DOT, Inspection Staff and other Departments

A preliminary list that identified 134 curb miles of requested signed sweeps and a priority grouping of just over 40 curb miles planned for installation in FY 2012-2013 was included with the October 2012 memo. Staff has begun to move forward with the deployment of parking prohibition signage in several of these areas totaling approximately 26 curb miles. Concurrently, the Environment and Utility City Service Area began evaluating overall priorities and funding

May 7, 2013

Subject: Update on Expansion of Street Sweeping Signage

Page 2

availability for the upcoming 2013-14 budget process, including how to more effectively and efficiently impact trash load reduction requirements in the City's Stormwater Permit. In reviewing the initial 40+ mile priority street grouping, and a second tier of streets requested to be signed, staff more directly considered actual trash load conditions on specific streets, and determined that adjustments to the final set of streets for sign installation would produce more trash load reduction. A factor in the decision to adjust the previous priority grouping was the lack of additional Storm Fund capacity to install signs on a second tier of streets, given other current and future year Storm Fund allocations needed to meet Stormwater Permit requirements in the most cost effective manner possible.

ANALYSIS

In the City's current Stormwater Permit, trash has been identified as a priority pollutant of concern as it visibly impairs neighborhoods and waterways and can present a threat to water quality and wildlife. The Permit has established very aggressive requirements to reduce trash loads, signaling a significant regulatory and community concern. Effective street sweeping is a commonly used action to capture litter before it is blown or washed into nearby waterways. Historically, street sweeping has also been a relied upon method to clean up sediment in streets that could contain traditional pollutants of concern such as copper and PCBs. Given the lack of additional Stormwater funding for expanded signage beyond 2012-13, optimizing street sweeping practices in geographic areas where multiple environmental and regulatory concerns can be addressed would result in more effective and efficient service delivery.

With those considerations in mind, staff worked to better align the planned signed sweeping expansion to areas with higher trash loads to produce greater benefits. Staff utilized current trash load maps that identify areas of high, medium and low trash loads, coupled with field verification assessments. The level of litter has been added as separate criteria in the review of areas for street sweeping signage: Identified as "Percent of CM in High or Medium Trash Load Areas" and "Keep America Beautiful (KAB) Score" (a common industry practice used for qualitative assessment of cleanliness in a community, particularly in the public right of way, with rankings ranging from 1 to 4, with 1 being minimal/no litter to 4 being extremely littered). With this additional data, the list of planned streets for signage installation in 2012-2013 has been updated. Streets that met or exceeded the parking impact threshold of 40%, had a high percentage of proposed curb miles in mapped areas of high/medium trash loading, were field-rated with a 2.0 or higher KAB score, and had signs requested by adjacent neighborhoods, make up the final list of streets for signage installation. Attachment A includes the updated list of approximately 44 curb miles. As mentioned previously, the installation process is underway in four neighborhoods totaling just over 26 curb miles. It is anticipated that installation of all identified curb miles will be completed by early fall 2013.

Upon completion of this year's installation program, there remain approximately 41.5 curb miles of requested streets from the 134 curb miles that were included in the October 2012 information memorandum that meet the established parking impact threshold. They do not, however,

HONORABLE MAYOR AND CITY COUNCIL

May 7, 2013

Subject: Update on Expansion of Street Sweeping Signage

Page 3

coincide with areas of high trash impacts and have a KAB score of less than 2.0 (i.e., less than “slightly littered”), and are thus not included at this time. Additionally, there are approximately 17 curb miles identified by the Environmental Services Department located in high trash impacted areas with a KAB score greater than 2.0 and exceeding the parking impact threshold of 40%. However, these areas have not been requested for signage by the community and are also not included. At this time, there is no identified funding source available to support any additional signage beyond the miles that will be installed in the current expansion program. With the anticipated increase in resources needed to meet regulatory requirements to reduce trash in the City’s storm system, the Storm Fund is unable to support additional signage in areas that do not mitigate higher levels of trash. The combined group of 58 curb miles could receive further consideration for signage in the future in the event that a future funding source is identified.

/s/
Kerrie Romanow
Director of Environmental Services

/s/
Hans F. Larsen
Director of Transportation

For questions please contact Jim Ortbal, Assistant Director of Transportation, at (408) 535-3845 or Ashwini Kantak, Assistant Director of Environmental Services, at (408) 975-2553.

Attachment

Prioritized List of Requests for Street Sweeping Signs in Curb Miles (CM)

| | Area | No. of Curb Miles Signed Already | No. of New Curb Miles to be Installed | Sweep Day | Council District | Request Date | Parking Impact % | Route / Sweeper Contractor Capacity & Parking Patrol Capacity | ~% of Curb Miles in High/Medium Trash Load Area | Keep America Beautiful (KAB) Score |
|---|-------------------------|----------------------------------|---------------------------------------|-------------------|------------------|--------------|------------------|---|---|------------------------------------|
| | Story | 1.4 | 0.9 | Friday, Week 4 | 7 | 2011 | 88.7% | Yes | 7% | 2.5 |
| | Virginia -Spartan/Keyes | 1.4 | 5.4 | Friday, Week 4 | 3 | <2007 | 73.4% | Yes | 48% | 2.5 |
| * | Mammoth | 2.7 | 1.6 | Friday, Week 3 | 5 | <2007 | 69.0% | Yes | 69% | 3.0 |
| | Driftwood | 1.4 | 2.1 | Wednesday, Week 3 | 1 | 2011 | 58.6% | Yes | 90% | 2.0 |
| * | Virginia - Washington | 13.4 | 6.9 | Friday, Week 3 | 3 | 2011 | 57.2% | Yes | 46% | 2.3 |
| * | Olinder | 0 | 14.4 | Friday, Week 4 | 3 | 08-11 | 54.9% | Yes | 54% | 2.5 |
| | Heller | 4.2 | 3.9 | Friday, Week 3 | 5 | <2007 | 53.5% | Yes | 11% | 2.5 |
| * | N 33rd | 4.8 | 3.0 | Friday, Week 4 | 3 | 2011 | 48.0% | Yes | 59% | 2.0 |
| | Allen | 0 | 3.4 | Wednesday, Week 2 | 10 | <2007 | 41.4% | Yes | 91% | 2.0 |
| | Balboa/Plata Arroyo | 4.8 | 2.8 | Friday, Week 4 | 5 | <2007 | 40.0% | Yes | 2% | 2.0 |
| | | | 44.4 | | | | | | | |

* Indicates areas where the sign installation effort has already begun.