

MEMORANDUM

Public Works Department



DATE: February 16, 2021

TO: Mayor and Council

THROUGH: Steve McHarris, City Manager *Steve McHarris*

FROM: Tony Ndah, Public Works Director

SUBJECT: Update of Street Sweeping Pilot Project

This memorandum provides information about the City's Street Sweeping Pilot Program (Pilot), Capital Improvement Program (CIP #3455). Staff have been coordinating interdepartmentally and with Milpitas Sanitation, Inc. (MSI) on this Pilot, and have conducted public outreach including informational memos, mailers, and presentations to City Commissions and the Council's Transportation Subcommittee. The Pilot will be launched on March 1, 2021 and will run for one (1) year. A summary of actions taken to date to develop the Pilot, is included in the memorandum.

Executive Summary

As part of the 2019 – 2024 Capital Improvement Program, Council approved funding for a Pilot Street Sweeping program to address residents' concerns about neighborhood beautification, as well as reducing litter impacts into nearby waterways. The goal of the Pilot program is to evaluate the effectiveness of street sweeping signage in residential areas, to inform residents of when to move their vehicles off the street so that the street sweeper can access the street all the way to the curb, and maximize the collection of litter and debris.

City staff, with assistance from MSI, identified four (4) areas in the City for the Pilot. The areas were chosen based on a review of data from the City's Trash Load Reduction Plan and based on areas identified by MSI as streets where vehicle parking impacts the ability of the street sweeper to access the curb.

The Pilot is scheduled to start on March 1, 2021 and during the Pilot, parking will be prohibited from 10 am to noon on specific days in each Pilot area. Postcards and door-hangers were mailed out this month to residents with information about the Pilot and new street signs have been installed in the pilot area to notify residents of the street sweeping days. Staff are also developing a website which will include information on the Pilot program, sweeping schedules, and a look-up tool for residents to use to get information on the street sweeping day and time for their area.

The Pilot will run for one (1) year and staff will provide periodic updates to Council on the effectiveness of the Pilot program.

Background:

Street sweeping services are included under the City's solid waste franchise agreement and MSI informs residents about the street sweeping program through monthly ads placed in the Milpitas Post, mailing an annual street sweeping postcard, and providing street sweeping routes and the street sweeping schedule on their website. The goal of this outreach is to inform residents of their street sweeping schedule so they can move their vehicles prior to street sweeping. However, parked vehicles blocking street sweeper access continues to be a problem in certain areas of the City. When vehicles are not moved on street sweeping days and the area is congested by street parking, the street sweeper is not able to access the curb in order to properly clean the street. The Pilot aims to install signage in several targeted residential areas to notify residents of their streets sweeping days and times so that residents can move their vehicles. This in turn will allow for more effective street sweeping and will reduce the amount of litter accumulating on local streets and prevent the debris from entering local creeks and waterways during rain events.

Pilot Update

Staff have been coordinating with various departments and MSI to develop the Pilot. The major Pilot development tasks that have been completed to date include:

- Benchmarking other city street sweeping programs
- Identification of pilot areas
- Developing a Pilot Street Sweeping Schedule
- Evaluation of enforcement and citation authority
- Fabrication and deployment of signage
- Outreach to residents

Program Benchmarking

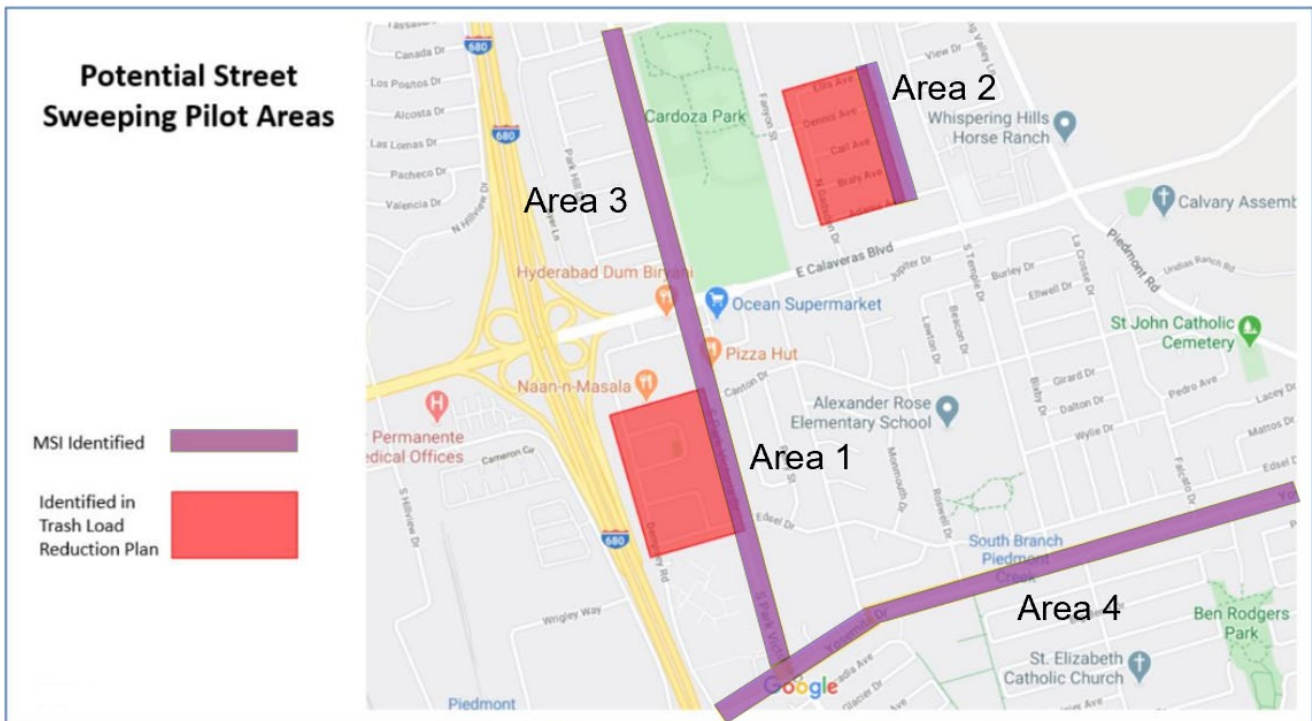
Staff have benchmarked the street sweeping programs of neighboring jurisdictions throughout the Bay Area. Factors that staff examined included: the type of street sweeping signage used (temporary or permanent), the entity performing the street sweeping (in-house, consultant, hauler), strategy for providing parking during street sweeping, enforcement authority, entity, and process, and citation amount. Specifically, two cities emerged with robust residential street sweeping programs – Union City and Hayward.

Pilot Area Identification

Staff evaluated a variety of factors in order to identify Pilot areas. These included:

- areas identified in the City's Trash Load Reduction Plan as areas with litter issues that could benefit from an enhanced street sweeping,
- areas identified by MSI where parking impacts the ability of the street sweeper to access the curb,
- make-up of the neighborhood (whether single-family or multi-family),
- street type, and
- geographic location.

As a result, staff identified four areas to be included in the Pilot program shown on the map below:



- **Area 1** – this area neighbors Interstate 680 and is encompassed by Dempsey Rd, Edsel Dr, South Park Victoria Dr, and Selwyn Dr. The two main streets in the pilot are Selwyn Dr and Shirley Dr. Although South Park Victoria is composed of single-family homes, the majority of this area contains multi-family dwellings. Of the four areas, Area 1 has the most congested parking and litter/debris.
- **Area 2** – this area sits to the east of Cardoza Park and is contained by Ellis Ave, Gadsden Dr, Adams Ave, and Lynn Ave. Streets running within the boundaries include Dennis Ave, Carl Ave, and Braly Ave. Although Lynn Ave and Adams Ave have multi-family dwellings on one side of the street and single-family homes on the other side of the street, every other street in this area contains only single-family homes.
- **Area 3** – this area runs along Park Victoria Dr, a wide street, from Yosemite Dr to Kennedy Dr. Due to the presence of commercial areas from Yosemite Dr to Ayer St, the focus for this pilot will be Ayer St to Kennedy Dr, since this length is comprised of residential/single-family homes.
- **Area 4** – this area is on Yosemite Dr, from Piedmont Rd to South Park Victoria Dr. This area is mostly single-family homes and contains a small stretch where Merryhill School is located.

Pilot Street Sweeping Schedule

Staff has coordinated with MSI to develop the street sweeping schedule for the Pilot. As the entity performing the street sweeping, MSI has insight into program logistics, scheduling, outreach, and metrics and evaluation. Staff has discussed options with MSI to ensure that the pilot locations are able to be addressed with no, or little, disruption to the existing established street sweeping schedules. As a result, the Pilot program will employ a “split street” cleaning schedule, meaning that only one side of the street will have prohibited parking during the street sweeping window in order to allow cars to be parked on the other side. Typical residential areas are swept every two weeks, while in the pilot areas, one side of the street will have a thorough sweeping once a month. During this Pilot, parking will be prohibited from 10AM to Noon on specified days in each Pilot area.

Staff have mapped out signage locations and associated street sweeping schedules in all four pilot areas. Signs have been fabricated and Staff anticipates sign installation to be completed by mid-February.

Enforcement

Staff has identified that the City’s Municipal Code allows for street sweeping enforcement. *Milpitas Municipal Code Section V-100-12.11 - Streets Under Construction, Being Cleaned or Used for Movement of Equipment* prohibits parking a vehicle on a street or portion of a street when the street is being cleaned with authorized signage is in place. The City’s Master Fee Schedule also includes a citation amount for violations of this section. However, the City of Milpitas currently has no street sweeping signage to notify the public of street sweeping restrictions and, therefore, has not routinely used or enforced this section for street sweeping. A key component of the Pilot is the placement of new authorized signage with street cleaning information in Pilot implementation areas.

The Police Department will be assisting with this Pilot and will patrol the areas and issue warning notices to vehicles that remain parked during signed street sweeping periods. During this pilot, staff will be using signage, outreach, and warning citations to encourage vehicles to be moved during street sweeping.

Pilot Outreach

Outreach in the form of postcards and door-hangers have been developed in multiple languages and are being sent out to residents in the Pilot areas this month. Staff are also developing a website which will include information on the Pilot, schedule, and a tool to look-up whether or not a home is in the Pilot area and if so, what the street cleaning day and time will be. The website will also include a link for non-Pilot residents to check their regular street sweeping schedule. Because this Pilot is limited to specific areas in Milpitas, staff is not recommending use of social media at this time in order to prevent confusion among households not included in the Pilot areas.

Staff has presented this information on the development of this Pilot to the Energy and Environmental Sustainability Commission, the Community Advisory Commission, and the City Council’s Transportation Subcommittee, in order to provide a status update on the project as well as to gain feedback and input on Pilot program design and proposed implementation.

Next Steps

Once the Street Sweeping Pilot Program is implemented, staff will begin evaluating the program on an ongoing basis, through a set of evaluation metrics which include: number of curb miles swept, volume/tonnage of material collected, number of parking warnings issued, percentage of the street blocked by vehicles, and visual audits/assessments of street cleanliness.

It should be noted that staff is sensitive to the effects of the COVID-19 pandemic and the County's shelter-in-place orders and recognizes that there may be more vehicles parked on streets currently than in pre-COVID times. As a result, the focus of the Street Sweeping Pilot will be enforcement through education and warnings, as opposed to through citations. The goal of the pilot is to provide curb access to the street sweeper so that there is effective street sweeping once parked vehicles are moved. Citations and penalties will be enforced, only if necessary.

The Street Sweeping Pilot project will be a year-long endeavor, in order to evaluate all four seasons. The Pilot is slated to start March 1, 2021 with periodic reports to the various Commissions, Transportation Subcommittee, and City Council.