



AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: October 6, 2015

Agenda Item 6E

Approvals:

City Manager M
Dept. Head DR
Attorney SS
Finance JR

Department: Public Works / Engineering
Prepared By: Mary Vondrak, Senior Management Analyst MV

Subject: *APPROVAL OF STREET SWEEPING PILOT PROJECT.*

Fiscal Impact: Yes. The project has an estimated cost of up to \$30,000 total over two fiscal years, to be funded from the Clean Ocean Fund. At this time, a \$15,000 supplemental appropriation is being recommend from the Clean Ocean Fund. This expenditure will reduce the fund balance to \$998,300.

Summary: Staff recommends that the City Council approve the pilot street sweeping project as discussed below in order to determine the effectiveness of electronic street sweeping notifications on reducing the number of vehicles blocking the curb, increasing the volume of debris collected by the street sweeper and decreasing pollutant concentrations in storm water runoff.

Background: The City Council considered recommendations from the Coastal Advisory Committee (CAC) for improving street sweeping effectiveness at its April 21, 2015 meeting. The City Council directed staff to develop and implement a pilot program to enroll residents in electronic street sweeping notifications and determine improvements to street sweeping effectiveness for Route 11. City Council directed staff to return at a future meeting with results from the pilot test. We are bringing this back to the City Council due to further CAC consideration of the pilot project. This report presents the proposed pilot project to collect meaningful, defensible and reproducible data. The proposed plan was discussed and revised over the course of three CAC meetings. The proposed plan considers the effects of the electronic notifications on cars blocking the curb, volume changes in the materials collected due to increased curb access, and water quality conditions of storm water samples. The project would take place over two fiscal years and cost approximately \$15,000 per year (\$30,000 total). The CAC recommends: 1) focusing the evaluation period on the entire storm season; 2) increasing the length of the study period to two years for a more accurate before and after comparison of data; 3) collecting data from Route 10 to use as a control area for comparison to Route 11; 4) focusing on water quality data from storm runoff; 5) recording volume of debris through the use of digital pictures.

Discussion: The plan to evaluate the use of electronic notifications on improving street sweeping effectiveness will have three phases spanning two fiscal years. Phase I will focus on the assessment of the current conditions. Phase II will focus on the public outreach and enrollment of residents in the electronic notification system. Phase III will evaluate the change in conditions after public participation in the notification system. Data will be compared between Phase I and Phase III.

Phase I – Assessment of Current Conditions

An assessment of the existing conditions will be performed the first year from October to May 2015. The current conditions will be assessed through the use of field observations and water quality monitoring. Field observations will be collected on the street sweeper days for Route 11 and Route 10 determining number of vehicles blocking the sweeper and volume of debris collected along each route. The Environmental Programs Intern will perform the car count while the Cannon Pacific staff will take pictures of the debris volume. An accurate assessment of the volume of debris can only be made with a sweeper that has been emptied before starting the route. The additional time to drive to the municipal yard and dump the hopper before sweeping Route 10 and 11 is estimated to cost \$440/month. Water quality monitoring will be collected during storm events. Grab samples of storm water will be collected in the curb just prior to the catch basins draining areas strictly within the route. This eliminates groundwater and upstream runoff contributions. Flow rates will be estimated and samples will be tested for pollutant concentrations. The total sampling and analysis costs would depend on number of storm events.

Phase II – Street Sweeping Notification Public Outreach Initiative

A public outreach initiative would commence following Phase I. The goal would be to enroll residents in Route 11 for the City's Street Sweeping text and e-mail notification system. The system would send a notification the day before street sweeping. A specific text keyword will be established for Route 11. This will be advertised along with the city website portal via direct mail postcard to the 848 residential properties in Route 11. A direct mail campaign is estimated to cost around \$950 which includes a postcard design, printing, postage and text message keyword. A second outreach initiative may be necessary if response to the initial effort is low. The second proposed outreach effort would be to place door hangers at properties in Route 11. Other public outreach efforts may include designing and offering a magnet to households that indicates their street sweeping schedule and/or offering public outreach giveaway items for those who sign up as an incentive. Outreach would only focus on Route 11 as Route 10 would be the control group that would be compared to after the changes were made.

Phase III – Evaluate Curb Access and Impacts

Phase III will take place from October to May 2016. Street sweeping conditions will be monitored to collect data on number of cars, volume of debris and water quality conditions following the public outreach initiative of Phase II. The number of residents enrolled to receive notifications for Route 11 will be considered when evaluating the results. Observations and water quality monitoring will be performed in the same manner as was done in Phase I. The analysis of the data will be reported back to City Council at the conclusion of the study period.

The total project cost is estimated at approximately \$30,000. Since these funds are not included in the approved Clean Ocean budget, City Council approval is needed to appropriate funds. At this time staff requests a supplemental appropriation of \$15,000 to start the study. The remaining required funding will be included in the FY17 Clean Ocean budget.

Recommended

Action: STAFF RECOMMENDS THAT the City Council:

1. Approve the Street Sweeping Pilot Project as proposed; and
2. Approve a supplemental appropriation of \$15,000 from the Clean Ocean Fund balance to Account No. 057-541-43690-000-00000.

Attachments: None.

Notification: None.

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