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Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Jim A. Arndt, Director of Public Works
Juan Price, Maintenance Superintendent

DATE: April 21, 2009

SUBJECT: Final Status Report on the Fiscal Year 2008-2009 Council Work Plan - Street Sweeping Education and Outreach Program

RECOMMENDATION:

Staff recommends that the City Council give direction as whether to sign unsigned streets or leave in place the petition process to place signs.

FISCAL IMPLICATION:

There are no fiscal implications associated with staff's recommendation.

BACKGROUND:

In response to the City Council's 2008-2009 Work Plan, the Public Works Department launched a Street Sweeping Education and Outreach Program. The goal of the program was to expand the current outreach program to City residents. The main focus was on street sweeping with prominence on those streets that do not have posted street sweeping signs.

The street sweeping task force completed two test periods. The first test period was a thirty day period beginning August 4, 2008 through September 5, 2008. Vehicle counts were collected for that period by placing a notice on each vehicle parked in the path of the sweeper for a non-posted street. Counts were also collected for vehicles receiving a citation on posted streets.

The second test period was a five day period to measure the effectiveness of the voluntary program since the previous test period. This test period was completed on October 24, 2008.

The following tables show the number of notices and citations given to vehicles parked in the path of the sweeper for unsigned and signed streets:

Notices for Unsigned Streets

Day	1st Test Period	2nd Test Period
Monday	178	364
Tuesday	300	300
Wednesday	369	504
Thursday	407	405
Friday	368	232
Total	1622	1805
AVERAGE	1714	

Citations for Signed Streets

Day	1st Test Period	2nd Test Period
Monday	81	84
Tuesday	96	52
Wednesday	60	42
Thursday	72	76
Friday	90	112
Total	399	366
AVERAGE	383	

The following table indicates the total number of curb miles for signed and unsigned streets:

Curb Miles

Day	Total	Signed	Unsigned	% Unsigned
Monday	33.7	22.0	11.7	34.8
Tuesday	39.1	21.4	17.6	45.1
Wednesday	33.4	20.4	13.0	38.9
Thursday	31.9	18.9	13.0	40.6
Friday	46.8	35.9	10.9	23.3
Total	184.9	118.6	66.3	35.8

From the data, it was noted that there were more notices (1714) for curb miles (66) than there were citations (383) for curb miles (119). Based upon the results of both test periods, two conclusions can be drawn. First, there are $(1714/66) = 25.9$ violations per mile on non-posted streets versus $(383/119) = 3.2$ violations per mile on posted streets.

After review of the sweeping data at their December 2, 2008 City Council meeting, Council directed Staff to further enhance the educational effort for residents, including a letter (Attachment A) to be sent to unsigned street residents that clearly stated their sweeping times and noted that Council would consider signage based on residents compliance with moving their cars during designated sweep times. These letters were sent to residents on unsigned streets in January of 2009. Staff received a strong public response to the letter with a great majority voicing opposition to signage and parking restrictions over the benefit of sweeping and water quality.

The street sweeping task force then monitored compliance (3rd Round) February 23-27. Flyers (Attachment B) were placed on all non-compliant cars (1,413) on unsigned streets in addition to 233 citations issued for non-compliant cars on signed streets.

During the week of March 13, flyers (Attachment C) were sent to all Manhattan Beach addresses pointing to the connection between street sweeping and clean oceans.

Finally, a fourth round of compliance checks occurred the week of March 23rd. Flyers were placed on 1,449 cars (unsigned streets) and 273 citations were issued on signed streets. Round Three and Four results are summarized as follows:

Notices for Unsigned Streets

Day	3 rd Test Period	4 th Test Period
Monday	204	318
Tuesday	358	360
Wednesday	339	231
Thursday	321	202
Friday	191	338
Total	1413	1449
AVERAGE	1431	

Citations for Signed Streets

Day	3 rd Test Period	4 th Test Period
Monday	41	81
Tuesday	52	49
Wednesday	12	35
Thursday	51	66
Friday	77	83
Total	233	314
AVERAGE	273	

There were 1,431 flyers for 66 curb miles (unsigned) and 273 citations for 119 curb miles. This computes to $1431/66 = 21.7$ violations per mile on non-posted streets versus $273/119 = 2.3$ violations per mile on posted streets. The ratio of violations on unsigned streets is approximately 9.4 times greater as that observed on signed streets. This compares to a ratio of 8.1 observed in the earlier two rounds.

CONCLUSION:

There appears to be no positive impact of educating the public of their sweeping times. While there was some reduction in violations from Rounds 1 and 2 versus 3 and 4, on unsigned streets (down 16.5%), it was not significant. There was a greater reduction in citations on signed streets (down 28.7%) between the two sets of compliance checks.

Staff asks Council to make a decision to either proceed with signing versus leaving the policy of requiring a petition to sign for street sweeping in place.

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- Attachments:
- A. Letter to Unsigned Street Residents
 - B. Street Sweeping Flyer
 - C. Manhattan Beach Street Sweeping Insert

Attachment "A"



City Hall 1400 Highland Avenue Manhattan Beach, CA 90266-4795
— Telephone (310) 802-5000 FAX (310) 802-5001 TDD (310) 546-3501

January 12, 2009

Owner/Occupant
128 18th Place
Manhattan Beach, CA 90266

Dear Owner/Occupant:

A clean environment is important to our health, neighborhoods and economy. As an Ocean Safe City, Manhattan Beach is committed to keeping the beach and ocean clean. One of the major contributors to unclean beaches and oceans is polluted storm water run-off.

To help clean up stormwater, the City launched an enhanced Street Sweeping Education and Outreach Program in the summer of 2008. The main focus was on street sweeping with prominence on those streets that do not have posted street sweeping signs. As you are probably aware, your neighborhood has opted out of posting no parking for street sweeping, based on residents agreement to voluntarily move their vehicles so street sweepers can properly clean the streets. Last summer, vehicle counts were collected for two test periods by placing a notice on each vehicle parked on the path of the sweeper. Relative to signed streets, it appears that residents are not moving their vehicles during street sweeping hours with parked vehicles during sweeping time eight times higher than signed streets. Parked vehicles minimize the street sweeping program of the City. As a result, staff is attempting to enhance the education and outreach by informing each resident directly of their street sweeping day and time. To ensure that you move your vehicle during sweeping, please note that your street sweeping day and time is as follows:

Monday 1-3 p.m.

The Manhattan Beach Police Department will be tracking the number of vehicles which are not moved for street sweeping in the next two months and staff will report to the City Council on the level of compliance in late April 2009. The City Council will consider the effectiveness of your neighborhood, compliance with you moving your vehicle and the need to place signing on your street to notice designated street sweeping days and times.

You can also view your scheduled days and times on the City website at www.cityymb.info under the Department of Public Works. Please click on Maintenance, then Street Sweeping. You will see the maps for each day of the week.

The City is committed to keeping the beaches and ocean clean and healthy and will continue to sweep areas that do not have street sweeping signs on a particular block. If everyone in our community participates with the City's *Ocean Safe Street Sweeping Program*, we could all do our part to keep our community safe by protecting and keeping the waterways clean. The City of Manhattan Beach looks forward to working with you to prevent storm water pollution. If you have any questions regarding the street sweeping program, please feel free to contact me at 310-802-5300.

Sincerely,

Carmen Zarate
Senior Management Analyst, Public Works Department

Fire Department Address: 400 15th Street, Manhattan Beach, CA 90266 FAX (310) 802-5201
Police Department Address: 420 15th Street, Manhattan Beach, CA 90266 FAX (310) 802-5101
Public Works Department Address: 3621 Bell Avenue, Manhattan Beach, CA 90266 FAX (310) 802-5301
City of Manhattan Beach Web Site: <http://www.ci.manhattan-beach.ca.us>

Attachment "B"

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City of Manhattan Beach

We Need Your Help!

As you are probably aware, this neighborhood has opted out of posting no parking for street sweeping, based on residents agreement to voluntarily move their vehicles so street sweepers can properly clean the streets.

The Manhattan Beach Police Department will be tracking the number of vehicles not moved for street sweeping and report to the City Council on the level of compliance.

The City is committed to keeping the beaches and ocean clean and healthy and will continue to sweep areas that do not have street sweeping signs on a particular block. Currently, your block does not have a street sweeping sign. As an *Ocean Safe City*, regular street sweeping helps maintain clean streets and reduces the amount of road debris that is carried to the beaches.



What Can You Do?

Though it may seem inconvenient to move your vehicle, each of us can do our part to keep the storm drain clean and beach and ocean free from pollutants. Please remember that our effectiveness in sweeping is enhanced by all of us moving our vehicles during the sweeping schedule.

Street Sweeping is Friendly to Our Oceans!

**Did you know that storm drains are
NOT connected to sanitary sewer
systems and treatment plants?**

Storm drains are designed to prevent flooding by carrying storm water from our streets to the ocean. Street sweeping helps alleviate stormwater pollution by vacuuming up not only trash but also sediment and pollutants.

How can YOU help keep our environment clean?



**City of Manhattan Beach
Storm Water Protection
Program**



**Storm Water HOTline:
1-888-CleanLA**

www.citymb.info



Catch it Before the Catch Basin!



Storm Drains are
for Rain.....

Tips for Saving our Beaches & Ocean:

Manhattan Beach residents can help solve the stormwater pollution problem by taking these easy steps.....

- When the curb is free of vehicles, the street sweeper can do a better job at cleaning and removing road debris (trash, litter, cigarette butts, etc.). Please remember to move your vehicle on street sweeping days. This will help keep our streets clean.
- Through the City's *Ocean Safe Street Sweeping Program*, street sweeping signs are installed on all blocks unless the block has opted out from having a sign installed. If you are interested in the installation of street sweeping signs on your street, a petition may be submitted. The new signs will be installed if owners/occupants representing 2/3 of the properties abutting the block sign the petition.
- Signs are necessary in reminding our residents when and where the sweeping is scheduled. To view your scheduled days and times, please visit the City website at www.citymb.info under the Department Public Works.



As an Ocean Safe City, Manhattan Beach is committed to keeping the beach and ocean clean.

.....not trash

For more information, please visit the City website at www.citymb.info or call (310) 802-5309.



City of Manhattan Beach
Public Works Department
3621 Bell Avenue
Manhattan Beach, CA 90266
(310) 802-5300

