TO: HONORABLE CITY COUNCIL
FROM: CITY MANAGER DEPARTMENT: PUBLIC WORKS
DATE: MARCH 07, 2005 CMR:165:05

SUBJECT: RECOMMENDATION TO MAKE TRIAL “NO PARKING ON SWEEP DAY” PROGRAM A PERMANENT PROGRAM IN THE AREA BOUNDED BY PALO ALTO AVENUE, LYTTON AVENUE, ALMA STREET AND BRYANT STREET

RECOMMENDATION
Staff recommends that Council adopt a resolution approving and establishing parking restrictions for street sweeping purposes in the area bounded by Palo Alto Avenue, Lytton Avenue, Alma Street and Bryant Street (Attachment A).

BACKGROUND
The reasons for street sweeping extend beyond simply improving the aesthetic quality of the community. Because Palo Alto’s storm water runs into the San Francisco Bay, the City is required to clean its streets to prevent harmful effluents from entering the Bay.

Street sweeping in residential areas typically occurs on a weekly basis. However, because of the high density of parked cars in certain neighborhoods, including the neighborhood adjacent to the Downtown/University Avenue area, streets sweepers have typically been unable to reach the curb, sometimes driving an entire block without reaching any areas to sweep. This has resulted not only in dirty streets, but money and time wasted. To partially remedy the situation, staff currently manually posts temporary no parking signs in the impacted areas every five weeks at an annual cost of $30,000.

In Summer 2004, staff conducted a survey (Attachment B) of impacted residents in the Downtown/University Avenue area to determine how well a permanent No Parking on Sweep Day program would be received. Sixty-eight percent of residents that responded to the survey showed significant support for such a program in this area.

In September 2004, a trial program was implemented in the area bordered by Palo Alto Avenue, Lytton Avenue, Alma Street and Bryant Street. “No parking” signs were placed in the area limiting parking for a two-hour period one day per week so the street sweeping equipment could pass through unimpeded. Information about the program was distributed to residents through direct mail and press releases to the media. In December 2004, staff determined that the two-hour limitation was not necessary and changed the restricted time to one hour (8 a.m. to 9 a.m.).
DISCUSSION
Since the inception of the trial program, the street sweeping equipment has been able to collect an additional 40 cubic yards of debris on this route as compared to previous years. Compliance has been good; in the first two months of the program, Police and Public Works staff only issued warnings to illegally parked cars. In November 2004, Police staff began issuing citations to illegally parked cars.

Staff from Public Works, Police, and the Planning & Community Environment’s Transportation division have discussed this issue and have determined that the program has achieved the goal of removing cars that impede sweepers and recommend that it become a permanent program. Due to the general acceptance of this trial program, staff hopes to expand it to other impacted areas in the City.

RESOURCE IMPACT
Funds are available in the Street Sweeping budget of the Refuse Enterprise Fund to implement a permanent program in this area. The $30,000 in staff time to post “No Parking” signs is the total cost for all impacted areas of the City. However, staff time saved for not having to post this area will be used for cleaning areas that require more work by hand such as dead-end streets and in the corners of parking lots. Anticipated revenue generated through citations issued by the Police Department is estimated to be $25,000 and will be credited to the General Fund. Police staff can incorporate enforcement for this area without any staffing impacts, but if any new areas of the City are added, it would require additional Police staff.

POLICY IMPLICATIONS
This resolution does not represent any change to existing City policies under Palo Alto Municipal Code, Section 10.44.050, Temporary Parking and Street Sweeping Restrictions.

ENVIRONMENTAL IMPACT
Prohibition of parking for purposes of street sweeping is categorically exempt from the California Environmental Quality Act (CEQA) under Title 14 of the California Code of Regulations, Sections 15301 (Existing Facilities) and 15304 (Minor Alterations to existing Public Facilities) and not further assessment is necessary.

ATTACHMENTS
Attachment A: Resolution
Attachment B: Resident Survey

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