

Clean Streets Update

Date	May 19, 2021
To	Operations and Community Services Committee
From	Citizen Services
Service Area	Roadways & Transportation
Item No.	OCS21-19

RECOMMENDATION

The Operations and Community Services Committee recommends that City Council:

1. Consider an improved Communication Strategy (Option 3) and the implementation of a Summer Maintenance Sweep Program (Option 4) during the 2022 Budget process.
2. Remove item *PWI19-19* from the Public Works and Infrastructure Committee List of Outstanding Items
3. Approve these recommendations at its meeting on May 26, 2021.

ISSUE

In response to *Clean Streets, PW110-19*, this report outlines information on an improved communication strategy for the Spring Sweep Program, the cost of an additional citywide sweep, making the cost of towing and ticketing full cost recovery, as well as information on implementing a Summer Maintenance Sweep Program.

As a result of the impacts of COVID-19, the timelines were extended and deferred to Q2 2021 and a 2022 budget process due to strategic planning and priority discussions.

IMPACTS

Financial Impact

The increased communication strategy for the Spring Sweep Program is \$50,000 annually.

This will be charged to the operating budget and will require City Council approval in the 2022 Budget Process.

The Summer Maintenance Sweep Program is \$76,000 annually. This will be charged to the operating budget and will require City Council approval in the 2022 Budget Process.

Policy/Strategic Impact

The Spring Sweep Program operations are consistent within *The Official Community Plan, Bylaw No. 2013-48 (OCP)*, specifically:

- *Section D3, Goal 1 — Sustainable Transportation Choices:*
 - 5.4. “Establish all-season design and maintenance priorities for roads, sidewalks and pathways to ensure the transportation network provides safe travel, access and mobility, including the following:
 - 5.4.1 Key transit facilities;
 - 5.4.2 Key pedestrian and cycling routes; and
 - 5.4.3 Public buildings and institutions”

Accessibility Impact

The Summer Maintenance Sweep Program will ensure timely debris removal to better accommodate an accessible and safer pedestrian environment.

Environmental Impact

Regular street sweeping reduces the likelihood of sediment, garbage, metals, petroleum products and green waste from entering our storm water systems. By keeping the gutters and drains clear this also reduces the chances of flooding in the event of heavy rain.

City Council set a community goal for the City of Regina of achieving net zero emissions and sourcing of net zero renewable energy by 2050. In support of this goal, City Council asked Administration to provide energy and greenhouse gas implications of recommendations so that Council can evaluate the climate impacts of its decisions. The recommendation in this report is estimated to increase annual diesel fuel consumption by approximately 3400 litres which is equivalent to 34,000 kilowatthour (kwh) of energy and will result in greenhouse gas emissions of approximately 9 tonnes Carbon Dioxide Equivalent (Co2e). This is equivalent to adding 2.25 cars to the road.

There are no risk/legal implications to this report.

OTHER OPTIONS

Administration is recommending an improved communication strategy for the Spring Sweep Program as well as the implementation of the Summer Maintenance Sweep Program.

Other options considered but not recommended are:

Option 1 – Implement a second/additional sweep of all city streets (not recommended)

Administration considered an additional citywide sweep that would mirror the Spring Sweep Program. As part of our jurisdictional review (Appendix A), Saskatoon, Edmonton, Calgary and Winnipeg schedule one citywide sweep during the year. Like the City of Regina (City), once their sweeping activities have concluded, they reduce their efforts as they begin on summer construction and maintenance activities.

The estimated cost to perform a second city wide sweep enhancement is \$850,000 which would include sweeping operations as well as the related Communications strategy for the sweep. Further details on these programs are in Appendix B.

Option 2 – Implement enhanced enforcement and cost recovery for Spring Sweep Program (not recommended)

Administration explored expanding ticketing and towing citywide, as well as reviewed cost recovery of enforcement in the current program. Compliance has proven to be low in some areas where community signage is used as compared to where No Parking signs are installed on each block and parking violations are enforced with a \$120 ticket. The current penalty for violating the temporary parking restrictions does not recover the cost of enforcement and the costs borne by the operating budget. This option would require an amendment to *The Regina Traffic Bylaw, 1997, Bylaw No. 9900* to increase the fine amount and eliminate the option for early voluntary payment.

The cost of enforcement citywide would be \$1.32 million. Further details are in Appendix C.

COMMUNICATIONS

If Council approves Option 3 recommendation, Administration will continue to enhance communications tactics to improve compliance rates throughout the community.

DISCUSSION

Clean Streets *PW110-19* was presented at the December 12, 2019 meeting of Public Works and Infrastructure Committee and it was resolved *that this item be referred to Administration for a report in Q2 of 2020 outlining:*

- *an improved communication strategy*
- *the cost of an additional street sweep*
- *making the cost of towing and ticketing full cost recovery*
- *the implications of summer maintenance street sweeping*

Due to the impacts of COVID-19, the timelines were extended and deferred to Q2 2021 and a 2022 Budget Process due to strategic planning and priority discussions.

The City performs annual street sweeping of the road network that focuses on improving citizen mobility for all modes of transportation, preserving air and water quality, maintaining surface drainage integrity, as well as improving aesthetics of city streets and adjacent

infrastructure by removing sand and debris. The Spring Sweep Program typically takes place from mid-March to June.

Additionally, the City completes sweeping activities in the fall in targeted areas to mitigate drainage concerns. These locations are chosen based on the history of being problematic for flooding during spring melt and have many mature trees. This activity is paid for by the Utility.

Option 3 – Improved Communication Strategy

Beginning in 2020 and continuing through 2021, an increased communication strategy has been started. This unbudgeted expense has been covered by operational budgets. To support the objective of improved compliance rates, we need to increase our communications strategies, and to support that, we require a budget increase. The recommended option of an Improved Communication Strategy includes the development of a more fulsome marketing and communications plan which will include expanding on existing strategies with:

- free media via public service announcements and media events
- social media campaign
- additional paid media via radio, online and social
- sharing messages with community associations
- additional street signage
- web content
- continued implementation of self serve subscription-based public notification tool on Regina.ca

The increased communication strategy for the annual Spring Sweep Programs comes at a cost of \$50,000 annually charged to the operating budget. Further details can be found in Appendix D.

Option 4 – Implementation of Summer Maintenance Sweep Program

Administration recommends the implementation of the Summer Maintenance Sweep Program which will primarily focus on the downtown core, major roadways prior to special events such as Cathedral Arts Festival, Queen City Marathon, etc., new subdivisions and areas that see an unusual amount of material on the roadway throughout the summer. It also would provide the City the opportunity to revisit areas that may have had low vehicle compliance during the Spring Sweep Program.

The cost of this enhancement is \$76,000 annually charged to the operating budget. Further details can be found in Appendix E.

DECISION HISTORY

On June 24, 2019, City Council directed Administration to report to the Public Works and Infrastructure Committee in Q4 2019 with information related to communication for street

cleaning, towing vehicles in all areas, deterrents and incentives for moving vehicles, and an additional street sweep (MN19-8).

On December 12, 2019, the Public Works and Infrastructure Committee requested a further report in Q2 of 2020 outlining a communication strategy, an additional street sweep, cost recovery for towing and ticketing, and implications of summer maintenance street sweeping (PWI19-19).

Respectfully Submitted,



Chris Warren, Director, Roadways & Transportation

4/26/2021

Respectfully Submitted,



Kim Conra, Executive Director, Citizen Services

5/14/2021

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ATTACHMENTS

- Appendix A - Jurisdictional Review
- Appendix B - Additional Sweep
- Appendix C - Cost of Towing and Ticketing Full Cost Recovery
- Appendix D - Improved Communication Strategy
- Appendix E - Summer Maintenance Sweep Program

Appendix A
Jurisdictional Review

	Regina	Saskatoon	Winnipeg	Calgary	Edmonton
Communication Plan	<ul style="list-style-type: none"> - Free media via public service announcements and media events. - Social media campaign. - Paid media via radio, online and social. - Sharing messages with community associations. - Street signage. - Web content, and - Self serve subscription-based public notification tool on Regina.ca 	<ul style="list-style-type: none"> - Radio ads, social media (Facebook, Instagram, Twitter), billboards, news releases and an address lookup function where residents can enter their address and it will tell them when their neighbourhood is being swept. - Every neighbourhood that is classified as residential receives a full curb to curb sweep where they ticket and tow all vehicles, which requires each street to be signed for "no parking" a minimum of 36 hours in advance. 	<ul style="list-style-type: none"> - Public awareness campaign using billboard ads, radio ads, social media posts and website notifications. - No parking signs are also used on selected streets scheduled to be swept 48 hours prior to the work being completed. - Special care and communication is taken when sweeping high volume locations (downtown event centers) to ensure there is no negative impact on businesses and social activities. 	<ul style="list-style-type: none"> - Citizens can sign up for emails or text messages, address lookup function on city website to find out when their area is scheduled for sweeping and when seasonal parking ban is in effect. - Large community signage at neighbourhood entrances, an interactive map on their website that shows real-time of where sweepers are. - Piloted posting sweeping time on some of their digital message boards. - Videos are created to educate the public and discuss the start of the Program and the policies related. 	<ul style="list-style-type: none"> - Large neighbourhood signage, email alerts, local news, media releases. - 311 (website/application to communicate with residents). - street sweeping map and schedule on Edmonton.ca which includes what areas are scheduled, in progress and completed.
Overall Budget	1.9 Million	4.2 Million	6 Million	8-9 Million	13 Million
Number of Sweep per season	<ul style="list-style-type: none"> - Spring Sweep Program - Fall Sweep Program 	<ul style="list-style-type: none"> - Spring Sweep Program - Houskeeping (Summer maintenance) - Comprehensive Street Cleaning for Drainage Improvement (Fall Sweep) 	<ul style="list-style-type: none"> - Spring Clean-up street cleaning - Summer clean up as described below 	<ul style="list-style-type: none"> - Spring Clean-up street cleaning 	<ul style="list-style-type: none"> - Spring Clean-up street cleaning
Summer Sweep	No dedicated program will only address safety concerns under <i>The Cities Act</i>	<ul style="list-style-type: none"> - Routine debris removal for high traffic streets and high density business areas to improve cleanliness and minimize dust in high use areas debris removal for special events and emergencies. - Remove debris from high traffic driving lanes once per month from May to September. - Remove debris from business Improvement Districts once per month from June to September. 	<ul style="list-style-type: none"> After spring cleanup is completed, Regional streets (major routes) are swept once a week at night time. Regional streets in Downtown Square are flushed once a week and swept three times a week. From June to October, sidewalks in Downtown Square are flushed once a week. 	No dedicated program but will complete on ad-hoc basis by form of service request	No dedicated program
Ticket & Towing and cost Recovery	Current Ticket penalty does not recover cost of enforcement	City of Saskatoon spends approximately \$180,000 on enforcement efforts but does not track the cost of signing all the streets separately, therefore, it cannot be determined whether they recover the full cost of enforcement.	City of Winnipeg Operations are not cost recovery - focus is on public communication and the City will courtesy tow vehicles that were parked prior to placing signage. Vehicles parked after signage is placed are ticketed/towed.	City of Calgary does not have cost recovery efforts at this time. They do, however, utilize automated enforcement and this allows for enhanced efficiencies in enforcement. The technology provides increased capacity, efficiently enforcing an entire community ensuring clear roads for the sweepers to pass through.	Not cost recovery - focus is on public communication and the city will courtesy tow if required.
Fine Amount	\$120 and \$85 if paid within 14 days of issue	\$100 No Reduction	\$150 and \$112.50 if paid within 14 days of issue Cost of tow \$120.23	\$120 \$80 if paid within 10 days and \$90 if paid within 30 days	No enforcement - historically no tickets issued for sweeping program

Appendix B

Additional City-Wide Sweep

Current:

The City of Regina (City) performs an annual sweep of the road network every spring to clean up the sand and gravel placed for ice control throughout the winter. This activity improves traction control and safety of the roads while also beautifying the streetscape by picking up garbage and other fall/winter debris. Drainage during rainfalls is improved by reducing the amount of sand/gravel and debris that can block storm sewer drains and collect in the sewer system.

Additionally, the City completes sweeping activities in the Fall to mitigate drainage concerns. These locations are chosen based on the history of being problematic for flooding during spring melt and have many mature trees.

Concern:

The City's use of gravel during the winter, along with leaves and other debris are sometimes missed due to low compliance in neighbourhoods during the Spring Sweep Program.

Cost of Enhancement:

The estimated cost of performing a second city-wide sweep is \$850,000 which would include sweeping operations as well as additional Communications surrounding the sweep.. This cost reflects the use of City crews to perform the sweep.

Advantages:

- streets will be swept twice per season
- less debris on streets, resulting in safer pedestrian and bicycle travel, also reduced maintenance required for storm systems

Disadvantages:

- increase in operating budget required
- parked vehicles could still hinder the ability to perform sweeping activities efficiently

Appendix C Cost Recovery of Ticketing and Towing

Current:

Currently, 47 kilometres of streets in the city are enforced for no parking violations during the Spring Sweep Program at a cost of \$61,542. The total cost of the Spring Sweep Program is \$1.79 million annually.

The ticket fine amount is \$120 or \$85 on a voluntary early payment and the City of Regina (City) issues approximately 400 tickets during the Spring Sweep Program. Based on typically rates on non-compliance, full cost recovery of enforcement for the current program would include increasing the ticket fine amount to \$155 with no reduction for early voluntary payment. All costs of enforcement for the Spring Sweep are paid for through the operating budget, however when ticket revenue is collected it goes to the General Revenue Fund to partially offset the expenditures.

On average, 80 percent of tickets issued by Parking Enforcement are paid, this would affect cost recovery numbers.

Concern:

If the City were to expand enforcement activities to the remainder of the Spring Sweep Program, this would include installing temporary signage and parking enforcement for an additional 1,000 kilometres of the road network., The operating cost of expanding enforcement efforts City-wide is approximately \$1.32 million. (\$1,326/kilometer), this total includes towing costs.

To recover those costs, and based on the current compliance rates, the fine amount should be \$155 with no reduction for early voluntary payment. The value of this penalty is based off the City's current experience of issuing 8.5 tickets/kilometer, or 400 tickets over 47 kilometers. As this number is based off current experience and in areas that include high density residential neighbourhoods where off-street parking is limited, the current experience with compliance may not be realized in all areas of the City. In those cases, installing signage and active enforcement may not issue any tickets where homeowners have access to driveways and off-street parking. In addition, the proposed enhanced communication efforts could increase compliance and therefore ticket revenues would be decreased while the enforcement costs would remain consistent.

Cost of Enhancement:

In addition to the budgeted \$1.79 million for the Spring Sweep, the cost of enforcing the additional roads would be approximately \$1.32 million (\$1,326/kilometer).

Advantages:

- less debris on the streets as they will get swept curb to curb, allowing for safer pedestrian and bicycle travel
- will increase removal of vehicles consistently across the community

Disadvantages:

- increase in operating budget
- negative reaction from residents due to high ticket penalty
- compliance rates will vary, high compliance rates will equal lower revenue

Appendix D **Improved Communication Strategy**

Current:

In previous years, the City of Regina (City) issued a Public Service Announcement (PSA), posted the schedule online, placed No Parking signs on streets for phase one locations (major roads and arterials) and neighbourhood signs for phase two (residential areas and subdivisions). It is assumed that the reason vehicles remain on the roadway is because residents are unaware the street sweeping is taking place and that they need to move their vehicles.

Concern:

In 2020 and 2021 increased efforts for communication have been undertaken, however the increased costs have been covered by operational budgets. In order to continue working to improve compliance rates, we need to increase our communications strategies, and to support that, we require a budget increase.

The City developed a more fulsome marketing and communications plan which may continue to include:

- free media via public service announcements and media events
- social media campaign
- increased paid media via radio, online and social
- sharing messages with community associations
- increased street signage
- web content

Additional challenges have been present due to COVID-19 with many residents working from home or self-isolating which resulted in an increase of vehicles parked on the streets. The campaign has focused on in-home tactics including TV billboards (during weather segments on the news) radio and online/social media marketing.

Messaging includes reminding residents to visit Regina.ca/sweep to see the schedule, watching for the bright orange signs placed at main access points of the neighbourhood, and sharing driveways with neighbours when their street is scheduled. Due to diverse learning styles within the community the City developed visual explanatory advertisements to share with the public during the campaign.

Metrics from the updated 2020 campaign were tracked including:

- Reduction in calls – Calls reduced by 6.7% (Goal of 10%)
- Increase number of visitors to Regina.ca/sweep – increase of 458% (Goal of 10%)

In addition to the above enhancements, Administration has procured a self serve subscription-based notification tool (ReCollect) for residents who choose to sign up for alerts regarding street sweeping activities. With roll out during the 2021 Spring Sweep Program. Additional funding is required to support the continued annual subscription and the increases in associated telecom fees.

Cost of Enhancement:

The increased communication strategy for the annual Street Sweeping Programs comes at a cost of \$50,000 annually. This will be charged to the operating budget and will require City Council approval during the 2022 Budget Process.

Advantages:

- increased awareness by engaging residents
- higher compliance rate during sweeping activities
- less material entering the overland drainage system

Disadvantages:

- increase in operating budget

Appendix E
Implementation of Summer Maintenance Sweep Program

Current:

Presently the City of Regina (City) only addresses safety concerns outlined *The Cities Act* and requests paid by internal departments.

Throughout the year, Administration receives approximately 100 service requests regarding safety hazards on streets (broken glass, accidents, spill clean-up, and rock/nails), in which under *The Cities Act*, the City must clean the areas. The City also receive approximately 36 service requests from other internal City of Regina branches which are directly funded by the business area requesting.

Concern:

Prior to 2017, the City performed sweeping activities from June to October, internally referred to as the Summer Sweep. The Summer Sweep primarily focused on the downtown core, major roadways prior to special events such as Cathedral Arts Festival, Queen City Marathon, etc., new subdivisions, and areas that saw an unusual amount of material on the roadway throughout the summer. It also provided the City the opportunity to revisit areas that may have had low vehicle compliance during the Spring Sweep Program. Often this work was led by service requests.

Other municipalities sweeping activities after the Spring Sweep Program include one of the following:

- having a summer maintenance sweeping program that takes care of high-speed routes, the downtown and service requests, or
- completing sweeping activities on an ad-hoc basis typically by the form of requests for service from residents

Cost of Enhancement:

The cost of this enhancement is \$76,000 annually charged to the operating budget and requires Council Approval during the 2022 Budget Process.

Advantages:

- provide sweeping service for all the described activities above
- achieve an aesthetically pleasing environment
- reduces dust or other debris on the roads
- safer pedestrian travel by removing obstacles

Disadvantages:

- operating costs for funding required that is not included in current budgets