



Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL

FROM: John Stufflebean

SUBJECT: SEE BELOW

DATE: 01-14-11

Approved

Date

1/19/11

COUNCIL DISTRICT: ALL

SNI AREA: Spartan Keyes and
Tully/Senter, and
Five Wounds/
Brookwood Terrace

SUBJECT: SAN FRANCISCO BAY AREA WATER QUALITY IMPROVEMENT FUND GRANT APPLICATIONS

RECOMMENDATION

Adopt a resolution authorizing the City Manager to submit three grant applications to the U.S. Environmental Protection Agency for the San Francisco Bay Area Water Quality Improvement Fund for the following projects: 1) Community Based Creek Trash Reduction Project for a grant amount of \$680,000; 2) San Francisco Bay Protection and Behavior Change Campaign for a grant amount of \$500,000; and 3) San José Green Street Storm Sewer System Retrofit Projects for a grant amount of \$1,200,000.

OUTCOME

Approval of this recommendation would allow the City to submit three grant applications to the U.S. Environmental Protection Agency by the January 28, 2010 deadline. If the grants are awarded and grant agreements are executed, these projects will result in (1) implementation of a program that will engage homeless individuals in cleaning up trash along Coyote Creek and provide services and job training that can lead them out homelessness, as well as engage the neighboring community in abating illegal dumping and interacting within the riparian area; (2) allow for development of a multi-agency, Bay Area wide education campaign designed to increase community and property owner awareness of their connection to the San Francisco Bay watershed and trigger behavior changes that will reduce pollutants entering the Bay; and (3) fund integration and installation of landscape stormwater treatment measures into three roadway expansion and retrofit projects. Each of these projects will result in reducing stormwater

pollutants and trash entering local creeks and waterways. All of these projects will support compliance with the City's Stormwater Permit.

BACKGROUND

Region 9 of the U.S. Environmental Protection Agency (EPA) is soliciting grant proposals for projects that protect and restore the water quality of the San Francisco Bay and its watersheds through comprehensive watershed management. Funding for this grant program is the result of a Congressional appropriation for competitive partnership grants that leverage federal with local and other funds to protect and restore San Francisco Bay watersheds. EPA is seeking proposals involving partnerships that will lead to significant environmental results concerning one or more of the following SF Bay water quality priorities:

- Protecting and restoring habitat including riparian corridors, floodplains, wetlands, and the Bay;
- Reducing polluted run-off from urban development and agriculture; and
- Implementing TMDLs and watershed plans to restore impaired waterbodies.

Successful projects will lead to significant environmental results concerning San Francisco Bay water quality priorities, including the reduction of pollution from urban development.

The City's Stormwater Permit contains requirements for reducing trash entering local creeks, conducting public education to increase awareness of the storm sewer system, and constructing Green Street Pilot projects. The projects being proposed would satisfy several of these permit requirements, and result in tools that can be used in, and that can inform, future efforts.

ANALYSIS

Community Based Creek Trash Reduction

The purpose of the Community Based Creek Trash Reduction project is to demonstrate an integrated, multi-disciplinary approach to controlling trash in urban creeks. There are many sources of trash entering our creeks and our proposed project integrates a multi-faceted approach along this targeted corridor. This project will create partnerships with community organizations engaged in creek stewardship, community development, and new approaches to assisting the City's homeless population. By sharing resources with partner programs inside and outside the City government, the program aims to create sustainable change in the quality of the targeted riparian corridor area in San José. The outcomes of this initiative will be targeted trash abatement from homeless encampments, reduction in the incidence of illegal dumping, greater community awareness of the neighborhood creek, an accompanying sense of ownership of creek corridors, and the potential to transition some of the City's most hard to reach homeless community members to permanent housing. Key partners in this project are the *Downtown Streets Team*, a non-profit organization that brings businesses, communities, and homeless people together to create and maintain a clean, safe community; *Destination: home*, a public-private partnership in Santa Clara County working to end homelessness in Santa Clara County; and the Santa Clara Valley Water District (Water District).

The pilot program has two key components:

1. Members of the homeless community in the targeted area will be recruited to participate in an effective and innovative model transitioning chronically homeless people into permanent housing. *Downtown Streets Team* will work to bring homeless men and women out of a designated encampment location and provide job preparedness training, case management and housing assistance in return for cleaning the creeks and outreaching to other homeless individuals.
2. Residents of the targeted neighborhoods will receive focused education and opportunities to participate in improving the health of their neighborhood creek with the goal of enhancing the perception of the neighborhood creek as a local resource to be enjoyed and protected. It is expected that greater community involvement with the creek will help minimize use of the creeks as an illegal dumping grounds.

Staff is seeking grant funding to implement this program on Coyote Creek in and around Kelley Park; from Williams Street to just south of Tully Road. This segment of creek spans both Council Districts 3 and 7. Working with the Strong Neighborhoods Initiative Program, residents in the Five Wounds/Brookwood Terrace, Spartan Keyes, and Tully/Senter neighborhoods will be provided educational opportunities to learn about the environmental value of Coyote Creek and to engage in the cleanup and monitoring of the creek.

Simultaneously, *Downtown Streets Team* and *Destination:Home* would provide targeted social services to the homeless community living in Coyote Creek. *Downtown Street Teams*, would recruit homeless men and women into their program, whereby the members receive housing, work training, and food in exchange for cleaning up litter and trash in the creek and on the streets in the area, and conduct peer to peer outreach to those still living in Coyote Creek.

Total cost for this project is approximately \$910,000 for four years. The grant amount requested for this project is \$680,000. The grant will be used to fund a two year contract with the *Downtown Streets Team*, provide funding for the full grant term for up to two part-time Community Activity Workers who will work with the Anti-litter Program and the Strong Neighborhoods Initiative Program, and provide equipment and supplies needed to implement the project.

The EPA grant program requires all projects provide a minimum local match equal to 25 percent of the total project costs, which would be approximately \$230,000 for this project. The Water District Board will be considering a Water District staff recommendation to contribute up to \$130,000 towards the required matching funds. *Destination:Home* has secured \$20,000 for the project from the eBay Foundation. Staff has identified that the remaining matching funds, of approximately \$80,000, could be met by redirecting and focusing some of the City's current efforts related to encampment clean-ups and illegal dumping abatement in this targeted project area in addition to other in-kind staff time required to manage the project. This project would further the goals of the EPA by restoring the beneficial uses of the creek in terms of recreation and improved water quality.

San Francisco Bay Protection and Behavior Change Campaign

Among today's topmost threats to the San Francisco Bay are the cumulative effects of everyday activities and habits of Bay Area residents. How people handle trash, pesticides, medicines, pet waste, automotive pollutants, indoor and outdoor water use, and more must be reshaped in order for the Bay to regain its aquatic health. It is Bay Area stormwater and wastewater dischargers who are being held accountable through their discharge permits to engage in effective outreach. A partnership that pools resources and leverages grants, aimed at creating a cohesive, long-term umbrella awareness and behavior-change campaign offers great promise of achieving the needed results across a region of seven million-plus residents. The mobility of Bay Area residents, as workers and shoppers, also points to the high value of regional uniform messaging about pollution prevention.

City staff has developed a five-year strategic outreach plan to address wastewater and stormwater outreach requirements, based on an analysis of wastewater and stormwater permit outreach requirements, target audiences, and concepts, timelines, and budget requirements. One of the key insights gained in the development of the plan was that implementing such a campaign throughout the San Francisco Bay Area and leveraging outreach opportunities throughout the region could increase the impact and effectiveness of the campaign message. To this end, staff has circulated its plan, and has received positive feedback and interest from potential project partners including the San Francisco Estuary Partnership (SFEP), San Francisco Public Utilities Commission, Bay Area Stormwater Management Agencies Association, and the Bay Area Clean Water Agencies.

This project is envisioned to include creative development and implementation of an integrated and comprehensive education campaign centered on changing human behaviors and reducing Bay and watershed pollution. This unified, multi-year campaign is modeled after other effective campaigns such as "Puget Sound Starts Here," or San Diego's "Think Blue" campaign. It can and will be leveraged across the region and across stormwater and wastewater partners to maximize effectiveness and facilitate campaign evaluations. Critical campaign objectives include: (1) Increase awareness and change human behaviors that contribute to the pollution of the San Francisco Bay and watershed; (2) Increase awareness of the stormwater systems and wastewater systems, how the systems work, and their connection to San Francisco Bay and contribution to the community. City staff will play a lead role in implementation and administration of this regional effort and the SFEP has agreed to provide resources to facilitate the project steering committee.

The total project cost is estimated to be \$670,000 for up to three years. The grant amount requested for this project is \$500,000 which will be used to secure professional services for creative development of the campaign message and campaign materials, purchase media placements, and other campaign costs. The required minimum local match is \$170,000. Staff is actively working to secure matching fund commitments and is striving to secure at least \$85,000 of the required match from the project partners. The remaining \$85,000 matching funds required could be fulfilled through in-kind City staff resources that will be dedicated to leading and administering this project. Alternatively, if our project partners are unable to contribute towards

the required matching funds, the City can fulfill the matching funds requirement of \$170,000 through the in-kind resources dedicated to the project.

San José Green Street Storm Sewer System Retrofit Projects

The purpose of the Green Streets Storm Sewer Retrofit project is to implement green street practices in three roadway projects: Autumn Street/Coleman Avenue, The Alameda (Plan for the Beautiful Way) and Cheynoweth Avenue. The projects will collectively provide Low Impact Development (LID) stormwater treatment, reduce overall stormwater runoff and provide the opportunity to measure the effectiveness of LID-based stormwater treatment across a variety of road types in a diversity of urban settings.

The term "green street," refers to specific stormwater management techniques that include the use of tree-wells or landscape pockets to capture runoff and allow infiltration. Alternatively, permeable concrete or pavers can be used to reduce the volume of runoff. These techniques are appropriate for streets, sidewalks, and parking lots and contribute to the stormwater management approach known as LID, which addresses stormwater runoff through small, cost-effective, on-site landscape features.

Staff is seeking Council authorization to apply for funding for three green street retrofit projects, described below. If awarded, the grant funds would be used to offset the additional design and construction costs of incorporating green street design principles into each project. Staff estimates the additional costs for design and construction of the green street features to be \$1,200,000.

The Autumn Parkway project is a Redevelopment Agency project that will widen Coleman Avenue between Hedding Street and Autumn Street and extend Autumn Street between Coleman Avenue and Park Avenue. The Autumn Street extension is divided into two segments, the first starts at the terminus of Autumn Parkway to Julian Street while the second segment is from Julian Street to Park Avenue. The City is requesting up to \$600,000 in grant funds that would contribute towards the cost of constructing this project including offsetting the cost of installing a bioretention area to treating runoff from a portion of the roadway between Autumn Parkway and Julian Street and two new tree-well filters treating runoff from another portion of the street. The Redevelopment Agency's investment in property acquisition and design this project would surpass the required local match.

The Alameda (a Plan for the Beautiful Way) is a Department of Transportation (DOT) project that will reconstruct The Alameda between Stockton Street and Fremont Street (Phase 1A) and continuing to Highway 880 (Phase 1B). The City is requesting up to \$150,000 in grant funds to enable the construction of bioretention areas as part of the streetscape, reducing runoff and providing treatment where, as currently designed, none would be provided. Additionally, grant funds would allow the installation of tree-well filters where bioretention is not feasible. DOT has secured \$3,100,000 in funding through a Metropolitan Transportation Commission grant and provided a local match of \$780,000 for that grant from the City's Traffic Capital Improvement Program. These funding commitments would surpass the required local match by this EPA grant.

The City will be requesting \$500,000 to reconstruct Chenoweyth Avenue from Snell Avenue to Frascini Circle to reduce excess roadway width and construct permeable paving and landscape improvements that will reduce stormwater runoff and provide treatment where none currently exists. The project would include pedestrian enhancements complementary to the adjacent future park. The required local match of up to \$170,000 for this project would be provided by the program savings in ESD's 2010-2011 Operating Budget.

The City would conduct water quality monitoring at each of the project locations both before and after project construction to assess the effectiveness of LID green street features. The City would contribute the results of monitoring to regional LID effectiveness studies. Resources to conduct the monitoring would contribute toward the City's match for the overall project.

Additional funding sources may be needed to address on-going maintenance of the stormwater treatment measures that will be constructed. If awarded, and prior to acceptance of the grant, staff will provide estimated cost associated with the on-going maintenance of the stormwater treatment measures and funding source for Council consideration.

The Green Street Storm Sewer System Retrofit Projects align with the EPA's grant program objectives by reducing the flow rate and volume of stormwater runoff and directly improving the quality of water that flows to the Bay through the filtration of excess sediment and other pollutants. It would raise public awareness of stormwater runoff and demonstrate green street stormwater runoff management in an urban setting.

EVALUATION AND FOLLOW-UP

The application packages are due to the EPA by January 28, 2011, with an anticipated award in April 2011. If the grant applications are successful, the grant agreement(s) and associated budget actions will be brought forward for Council approval.

PUBLIC OUTREACH/INTEREST

- Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This memorandum, while not meeting any of the criteria above, will be posted on the City's website for the January 25, 2011 Council agenda.

COORDINATION

This memorandum has been coordinated with the Departments of Transportation; Public Works; Parks, Recreation and Neighborhood Services; Redevelopment Agency; City Manager's Budget Office; and the City Attorney's Office.

COST IMPLICATIONS

The charts below indicate what potential matching funds have been identified. The final details regarding the status of project partner funding, as well as additional details regarding the City of San José matching contributions will be brought forward for Council consideration at the time the grant is awarded and accepted.

Community Based Creek Trash Reduction:

Grant Amount	Matching Funds Required (\$ 230,000)	Anticipated Source of Matching Funds
\$ 680,000	\$ 80,000	City in-kind resources from the Environmental Services Department Non-Personal/Equipment appropriations in the Integrated Waste Management Fund (423) and Storm Sewer Operating Fund (446). This \$80,000 will be spread over 4 years, resulting in an approximate cost to these funds of \$20,000 per year, subject to Council approval.
	\$ 20,000	eBay Foundation, secured by <i>Destination:Home</i>
	\$ 130,000	To be considered by Santa Clara Valley Water District Board on January 25,2011

San Francisco Bay Protection and Behavior Change Campaign:

Grant Amount	Matching Funds Required (\$ 170,000)	Anticipated Source of Matching Funds
\$ 500,000	\$ 85,000 - \$170,000	Existing City staff resources funded by the Storm Sewer Operating Fund (Fund 446) and the Treatment Plant Operating Fund (Fund 513) Personal Services appropriations
	\$ TBA	Other third party commitments

San José Green Street Storm Sewer System Retrofit Projects:

Grant Amount	Matching Funds Required (\$ 390,000)	Anticipated Source of Matching Funds
\$1,150,000	\$ 170,000	Redevelopment Agency's investment in property acquisition and design of the Autumn Parkway Project total approximately \$6.6M which far surpasses the required local match.
	\$ 50,000	DOT has secured funding of \$3.1M from a Metropolitan Transportation Commission grant and provided a local match of \$780,000 for design of The Alameda – A Plan for the Beautiful Way project in the City's Traffic Capital Improvement Program, appropriated on August 3, 2010. These funding commitments would surpass the required local match by this EPA grant.
	\$170,000	City would commit \$170,000 towards design and construction of this project. The funding is currently in non-personal program savings in ESD's 2010-2011 Operating Budget, Storm Sewer Operating Fund (Fund 446).

CEQA

Not a project, File No. PP10-068 (a) Grant Application (where Council is not obligated to enter into an agreement at the time of application).

/s/

JOHN STUFFLEBEAN,
Director, Environmental Services

For questions please contact Elaine Marshall, Environmental Services Program Manager, at (408) 793-5355.