



CITY OF MILPITAS AGENDA REPORT (AR)

Item Title:	Receive Update on the Beautify Milpitas Program
Category:	Community Services and Sustainable Infrastructure
Meeting Date:	6/1/2021
Staff Contact:	Renee Lorentzen, 408-586-3409
<u>Recommendation:</u>	Receive update on the Beautify Milpitas and provide any additional direction to staff

Background:

On March 16, 2021, Council approved the “Beautify Milpitas” Program as an additional work plan item supported by the existing Recreation and Community Services Milpitas Volunteer Program (MVP) and the Public Works Solid Waste program. Through the “Beautify Milpitas” Program, staff organizes ongoing volunteer litter and graffiti abatement events such as with a focus on parks and creeks providing necessary supplies to volunteers and offering opportunities for youth to earn required community service hours.

Analysis:

Staff began coordinating and promoting regular volunteer park, litter and creek cleanup events soon after Council approved “Beautify Milpitas” and COVID-19 gathering restrictions have lessened with the County moving into the Orange and Yellow tiers. The first park and creek clean up was hosted on Saturday, May 15 at Higuera Adobe Park. The event was attended by close to 50 volunteer students, families, business groups and City staff. Our volunteers wiped down playground structures, picked up litter and trash, and cleaned tables and BBQ pits among many other tasks.

Beautify Milpitas litter kits were purchased through the CalRecycle’s Bottle Bill Program, which was secured through the City’s Solid Waste program. Litter kits that included a reusable tote bag, gloves, a litter picker, and garbage and recycled trash bags were awarded to each volunteer which was theirs to keep and take home. It is important to note that litter kits purchased for the launch of the Beautify Milpitas program will soon be depleted. If direction is received to continue to supply kits at each cleanup events, additional budget allocation for litter kits would be needed. Staff estimates the average litter kit cost for a clean up event is \$620 per event.

Additional park and litter cleanup events are planned in the Summer, early Fall, and Spring seasons. Scheduling cleanup events in the warmer weather months allows for the provision of consistent volunteer opportunities for the community. Event locations are selected based on public feedback/suggestion, level of public use, and proximity to other locations recently cleaned. Volunteer events are advertised on the City’s website and social media pages, Recreation and Community Services social media pages, seasonal activity guides, eblasts to MVP database, and to Junior High and High School principals and/or activities directors. Those interested in volunteering are able to sign up online through the MVP program page. The next scheduled volunteer cleanup event is on Saturday, June 19 at 11:00 am at Starlite Park. An event schedule for the remainder of 2021 will be developed and published in June to incorporate Council feedback.

Current staffing resources as planned for in the FY 2021-22 Proposed Budget can accommodate up to six (6) park cleanup events in a fiscal year. The cost for these six clean up events does not include the cost to purchase Beautify Milpitas litter kits nor graffiti removal kits. The most recent event did not include graffiti removal. The estimated cost for graffiti removal kits per event is about \$700.

If Council desires to expand the program from six to nine events annually and provide litter and graffiti kits, staff recommends funding the additional cost of \$12,500 per year from American Rescue Plan Act funds.

Fiscal Impact:

The FY 2021-22 Proposed Budget includes funding for six beautiful Milpitas events and does not assume the distribution of Beautify Milpitas litter kits or graffiti removal kits. The annual cost for adding these kits and expanding the program from six to nine events annually is estimated to cost \$12,500 per year.

Recommendation:

Receive update on the Beautify Milpitas and provide any additional direction to staff.