



## COUNTY OF SONOMA

575 ADMINISTRATION  
DRIVE, ROOM 102A  
SANTA ROSA, CA 95403

### SUMMARY REPORT

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**Agenda Date:** 10/6/2020

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**To:** Board of Supervisors

**Department or Agency Name(s):** Transportation and Public Works

**Staff Name and Phone Number:** Johannes J. Hoevertsz 707-565-2231

**Vote Requirement:** Majority

**Supervisorial District(s):** Countywide

**Title:**

Adopt A Road Program

**Recommended Action:**

Approve expansion of the Community Roadside Cleanup Program to include an Adopt A Road component which allows roadside recognition signage for groups or individuals sponsoring location-specific roadside cleanup campaigns as well as authorizing the Director of the Department of Transportation and Public Works along with County Counsel to modify the program and related documents.

**Executive Summary:**

On April 30, 2019, the Board approved the implementation of a volunteer-based roadside cleanup program that allows businesses, individuals, and non-profit organizations to assist in cleaning up County road rights-of-way. Following approval of that program, participants have expressed an interest in formalizing their participation in exchange for roadside recognition signage similar to Caltrans' Adopt a Highway Program. The purpose of this item is to expand the approved cleanup program to provide roadside recognition signage for qualified applicants and establish the criteria under which such recognition will be provided.

**Discussion:**

Keeping the County's road right-of-way litter free is a resource intensive task. There are approximately 1,368 center line miles within the County maintained road system and it is an on-going challenge to keep them clean. Litter-strewn roads have a negative impact on pedestrians, bicyclists, and vehicular traffic. In addition, litter detracts from the view, degrades the environment, attracts vermin, and endangers people and wildlife. In fiscal year 2019-20, the Department of Transportation and Public Works (TPW) spent approximately \$221,315 on direct and contracted labor costs for trash and litter pick up. In addition, TPW incurs over \$30,000 per year in waste disposal fees to discard of roadside waste properly.

Community members concerned about the trash along roads in unincorporated Sonoma County sought a program that allowed them to participate in the cleanup process. In response to their requests, the Board of Supervisors approved The Community Roadside Clean Up Program (Program), on April 30, 2019 which allows volunteers to coordinate with TPW to conduct litter collection events along County roads. The Program provides several benefits including: a cleaner environment, increased civic pride, reminding citizens not to litter, saving taxpayer dollars, and allowing County crews to concentrate on other road maintenance activities.

In response to feedback from the members of the public who have participated in the Program, TPW is recommending expanding the Program to enable qualifying organizations and individuals to adopt specific County road segments in exchange for recognition in the form of road signage. To receive recognition signage, participants must execute a permit with the following minimum requirements:

- Minimum road length: 2 miles (or 1 mile if collecting litter on both sides of the road). Minimum number of litter collection events: 2 per year (quarterly events recommended). Minimum term of commitment: 3 years.

Participants will receive two recognition signs for cleaning both sides of a road segment. TPW will retain control over signage design, which will include the adopter's name in a standard font to be determined by TPW. A sample recognition sign is included as an attachment.

In addition, the Adopt A Road Program incorporates the following terms and conditions:

- Name on signage is limited to a registered California business, recognized non-profit organization, local governmental entity, federally-recognized tribe, or Sonoma County resident.
- Text only; no logos; no messages; no specialized fonts.
- No reference to political office held or individual elected title.
- Memorials: only the words, "In Memory Of", with deceased person's name(s), are permitted.
- If a participant is an individual, the following verbiage is permitted: "Jane Smith and Friends"
- If a participant is a business, it may use a registered fictitious business name (aka, doing business as) instead of its legal name.

The following entities may not adopt a road or receive recognition signage:

- An enterprise or organization that provides sexually-explicit materials or services, tobacco products, or illegal goods or services.
- An enterprise or organization that is listed as a hate group by the Anti-Defamation League or the Southern Poverty Law Center.
- An enterprise or organization that is identified as a terrorist organization or criminal organization by the U.S. Department of State, U.S. Department of Justice, or any other federal or state agency.

TPW will use reasonable efforts to install the recognition signs within the thirty days of completion of a participant's first litter collection event. Additional terms and conditions are contained within the permit included as an attachment to this item, which along with volunteer waivers, must be signed by participants.

Expenditures for supplies, labor, and fees associated with facilitating this program will be paid with Road Maintenance and Refuse Administration funds.

**Prior Board Actions:**

April 30, 2019: Approved the Community Roadside Cleanup Program.

**FISCAL SUMMARY**

<b>Expenditures</b>	<b>FY 20-21 Adopted</b>	<b>FY21-22 Projected</b>	<b>FY 22-23 Projected</b>
Budgeted Expenses	\$5,000	\$5,000	\$5,000
Additional Appropriation Requested			
<b>Total Expenditures</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>Funding Sources</b>			
General Fund/WA GF			
State/Federal			
Fees/Other	\$5,000	\$5,000	\$5,000
Use of Fund Balance			
Contingencies			
<b>Total Sources</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>

**Narrative Explanation of Fiscal Impacts:**

The Community Roadside Cleanup Program (including the proposed Adopt A Road component) will be funded by Road Maintenance and Refuse Administration, and appropriations were included in both FY 20-21 Adopted Budgets. In addition to costs identified in the item presented to the Board on April 30, 2019, the creation and installation of each sign and post will cost approximately \$350-\$400. The funding source for the proposed signage will come from traditional Road/Refuse funding sources including SB1, HUTA (gas tax), and franchise fees. However, TPW staff believes any expenditures will be offset by labor savings associated with litter and trash removal.

<b>Staffing Impacts:</b>			
<b>Position Title (Payroll Classification)</b>	<b>Monthly Salary Range (A-I Step)</b>	<b>Additions (Number)</b>	<b>Deletions (Number)</b>

**Narrative Explanation of Staffing Impacts (If Required):**

None.

**Attachments:**

Proposed Program Sign

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**Related Items “On File” with the Clerk of the Board:**

Participant Agreement (mark up and clean)

Volunteer Release

Revised Program Manual