

Feasibility Study for Azalea Park Maintenance Assessment District

January 2017

PROJECT SUMMARY

An Azalea Park Maintenance Assessment District (MAD) is proposed with the primary goal of creating a cleaner, safer, and healthier neighborhood for the citizens of Azalea Park. The purpose of the Azalea Park MAD (District) is to provide enhanced activities and improvements that constitute and convey a special benefit to assessed parcels. The District will provide maintenance and related administration directly and only to assessed parcels within its boundaries. The District will not affect the City's obligation to provide a standard (baseline) level-of-service to parcels located in the proposed District and to the general public at-large.

The District is intended to provide the following services: security, litter abatement, graffiti removal, power washing, removal of public health and sanitation hazards, alley way maintenance, removal of large item debris and illegal dumping, barricading of sidewalk hazards, weed removal from sidewalks and select gardens, watering and light landscaping as-needed. It is the intention of the District to provide benefit to all of Azalea Park with a commitment to uniformity of services throughout the District.

The District intends to partner with the City of San Diego (City) to provide oversight of district administration and maintenance services. A District Coordinator from the City will manage maintenance services, liaison with the community for requests, manage any subcontractors including a security service provider, assist with additional community goals such as traffic enhancements, and be available to meet with and report to Azalea Park residents. Administration of the District will be performed by City Parks and Recreation.

DISTRICT BOUNDARIES [see attached map]

The proposed District includes approximately 573 parcels in the City Heights neighborhood of Azalea Park bordered by Manzanita Drive to the North, interstate 805 to the west, Hollywood Park and Canyon to the South and Fairmount Avenue (frontage excluded) to the east. Streets and areas to be serviced in the District include:

STREET NAME	FROM - TO	SIDE OF STREETS
Poplar Street	Azalea Park to Fairmount Ave	both sides
Tulip Street	East side of Bridge to Pepper/Sycamore	both sides
Sycamore Drive	Tulip to Tuberose, and from Snowdrop to cul-de-sac	both sides
Manzanita Drive	West end to Manzanita Place to Fairmount	both sides, excluding canyon
Manzanita Place	Manzanita to Fairmount	both sides

Jamie's Way	Manzanita to Poplar	both sides
Glenfield	Manzanita to Fairmount	both sides
Heather	Poplar to Manzanita	both sides
Columbine Street	Manzanita to Fairmount	both sides
Olive	Columbine to Alley	both sides
Pepper Drive	Snowdrop to Columbine; Tuberose to Violet; Violet to cul-de-sac	both sides
Dahlia Avenue	Manzanita to Poplar	both sides
Snowdrop Street	Manzanita to Poplar; Poplar to cul-de-sac	both sides
Tuberose Street	Manzanita to Poplar on the North, Poplar to cul-de-sac on the south	both sides
Arbor Vitae Drive	Snowdrop to Manzanita	both sides
Poppy Place	Manzanita to Manzanita	both sides
Violet Street	From Manzanita to the cul-de-sac at the South end	both sides
Shamrock Street	Sycamore to cul-de-sac	both sides
Olive Street	Columbine to alley before Fairmount	both sides
Quince Street	Columbine to alley before Fairmount	both sides
ADDITIONAL DISTRICT AREAS		
All Alleys within District Boundaries		

PROPOSED SCHEDULING

Maintenance services are intended to be conducted one day per week. Services will begin each day by addressing specific requests of the Azalea Park community as well as alley sweeps of the entire neighborhood. It is intended that there will be a zoned and tiered schedule of maintenance tasks while self-generating work based on immediate observation as well.

The District maintenance responsibilities will be divided into two areas to address needs on a rotating basis. Area 1 includes the streets, alleys, and public spaces including and south of Poplar Street. Area 2 includes the streets, alleys, and public spaces north of and excluding Poplar Street. Each Area will be addressed every other week for regular maintenance so as to spread services evenly throughout the District. Time will be spent each day on all tasks.

Power washing will be performed as needed, but not to exceed 10 days per year.

Daily workload and schedules will be subject to change based on site Supervisor's discretion and community needs and requests.

SIDEWALK OPERATIONS & MAINTENANCE SERVICES

Litter & Large Item Debris Removal

Litter will be removed from sidewalk right-of-ways, curbs, gutters, tree wells, alleys, and landscape areas. District-owned trash receptacles will be emptied one day per week on an as-needed basis. All trash will be removed and disposed of at a managed waste container. Remove of all illegal dumping of trash, large item debris and personal property abandoned in the public right-of-way (including alleys) on the day of discovery and dispose of them in an offsite 40-yard waste bin. Public safety and sanitation hazards will also be removed on the day of discovery. These conditions include but are not limited to human waste, animal waste, syringes and other drug paraphernalia and toiletry products.

Sidewalk Maintenance, Landscaping & Watering

Sidewalk maintenance services will include sweeping and removal of weeds from cracks as well as light landscaping along public right-of-ways according to District maintenance schedule and on an as as-needed basis. Any observed sidewalk hazards will be barricaded immediately upon discovery, and safety hazards reported to the City's Transportation Department/ Street Division Service Requests. Damage observed to meter boxes and street vaults will be reported to the proper utility company for repair. Service may also include right-of-way tree planting, watering, and some trimming as needed.

Graffiti Removal

Graffiti and stickers will be pro-actively removed from utility boxes, street signs, mailboxes, alleys, and other public right-of-way locations with pressure washing, graffiti removal chemicals, or painting with appropriate colors and feathering techniques to match the existing color. Best effort will be made to act upon discovery of graffiti. Crews will carry a private property graffiti removal waiver. Upon discovery of graffiti on private property, the supervisor will attempt to reach a property owner to have the waiver signed and graffiti removed. If the property owner is unavailable, the waiver will be left onsite with return information enclosed.

Power Washing

Power washing services is a primary beautification service to remove graffiti and other blight from sidewalks and public areas. Power washing will be on an as-needed basis with a commercial power washer, up to 10 days per year. Service provider will comply with all City Storm Water Best Management Practices, EPA regulations and best management practices for water reclamation.

Alley Way Maintenance

Crews will address specific and identified concerns in Azalea Park alleys including performing graffiti and litter abatement, large item debris hauling, removal of illegal dumping and homeless encampments, and light landscaping.

All services listed above will be performed at a greater frequency than the current city standard, if one exists.

DISTRICT IDENTITY, SECURITY SERVICES, FORMATION COSTS

District Identity Improvements

District identity activities and improvements will focus on creating a safer Azalea Park. In addition to the services previously indicated, traffic enhancements on Poplar St. are a concern to the community. The District will focus on implementing the following improvements over time: class 2 bike lanes, solar pedestrian street lights, and stop signs at Jamie's Way and Poplar, Poplar and Snowdrop, and at Poplar and Columbine. Funding may be available for letter writing campaigns, awareness events and other incidentals. If implemented, the pedestrian scale solar lighting will have a cost to the District for ongoing maintenance of the lights. Additional District community goals include traffic calming bulb-outs, community gardens, and parklets in front of the Brown Building, in front of Burly and the Bean, and/or at the entrance to Pepper Canyon at Jamie's Way and Poplar, maintenance of the wood street signs, the Manzanita Gathering Place, and general neighborhood identity.

Security Services

Safety and security is chief goal of the District. A portion of the budget is dedicated for security services for regularly scheduled patrols of the public right of way, to be provided by a third-party vendor and managed by the City, which will function as the District manager. The amount budgeted for security services is an estimate based on desired services of 7 days per week, 10 hours per day. The security contractor's scope of work will include:

- Patrol strategic beats on foot, bicycle and/or by vehicle.
- Respond to calls for assistance from property owners, business owners, and residents, the MAD Steering Committee, the City of San Diego, or the service contractors.
- Immediately report maintenance issues to the service provider
- Provide escort services as needed.
- Conduct security checks to prevent illegal and nuisance activity that disturbs property and business owners.
- In an effort to deter these activities, active reporting of loitering, panhandling, public intoxication, public consumption of drugs and alcohol, public urination, intimidating public behavior and other nuisance activity that tend to inhibit or discourage public enjoyment.
- Ensure unimpeded access to the public right-of-way for citizens, visitors, and residents.
- Observe and report problems or criminal activity to a Supervisor or the San Diego Police Department (SDPD).
- Maintain communications with the SDPD to report illegal activity such as public intoxication, public urination, public drunkenness, aggressive panhandling and other undesirable behavior.
- Appear and give testimony by deposition or in court as required.
- Work with the SDPD, HOT Team, and City Environmental Services as appropriate to address illegal camping, trespassing, and dumping of refuse.
- Proactively engage homeless persons to provide information about local and state laws as well as availability of social services.
- Make contact with businesses in the manner and at intervals specified by the District.
- Participate in meetings with MAD Steering Committee as needed as well as public and

private partners. Provide security updates upon request to stakeholders at the monthly Azalea Park Neighborhood Association meetings and for an update in the monthly neighborhood communication.

- Perform all other specific duties as assigned on as-needed basis.
- Ambassadors will not be armed or have powers of arrest. However, they may be equipped with pepper spray with a valid permit from the State of California's Bureau of Security and Investigative Services. Valid Permits must be on file.
- Assist in conducting homeless counts.
- Enter all service activity into a data management and analysis software system to assist with reporting. It will be the responsibility of the contractor to procure the necessary software application.
- Conduct routine patrols and assist with animal control needs in and around Azalea Park
- Provide security to the District with the intention of providing equal benefit to all and a commitment to uniformity of services throughout the District.

FORMATION COSTS

Based on a review of the proposed scope of improvements/activities and the preliminary District boundary, the formation effort is estimated to cost roughly \$21,000. The effort will include collection of all necessary materials and preparation of the following:

- * Preliminary Assessment Summary
- * Internal Capture Rate Traffic Analysis (to support general benefit findings)
- * Assessment Engineer's Report
- * Assessment Roll
- * Noticing List
- * Boundary Map and Assessment Diagrams

The formation costs will be split over three years for a total of \$7,000/yr. After the three years, the assessment can be reduced by that amount, or can be maintained and put in reserve for the District to undertake future projects.

573 Total Parcels Within Proposed MAD



Azalea Proposed MAD

Date: 12/7/2016

ESTIMATED ANNUAL BUDGET

ITEM	HOURS	FREQ/AMT	ESTIMATED COST
Supervisor	1.0	8hrs/wk	\$11,232
Corpsmember labor	1.0	8hrs/wk	\$8,320
Grounds Maintenance Manager	.05	2hrs/wk	\$5,788
Special Districts Management Districts	Min		\$3,500
Supplies and Materials			
Trash Bags	1.0	48 (cases?)	\$648
Vehicle Fuel	1.0	976	\$547
Paint and Painting supplies	1.0	12	\$6000
Brooms and Dust Pans	2.0	4	\$156
Disposal Fees	1.0	12	\$1,500
Security Services			\$70,000
Powerwashing		as needed up to 10 days/yr	\$5,000
District formation costs	\$21,000	over 3yrs	\$7,000
Events			\$5,000
Signage			\$1,000
Lighting			\$14,000
Total Estimated Annual Cost			\$139,691 (\$208 per EBU*)
Total Estimated Annual Cost (excluding lighting)			\$125,691 (\$187 per EBU*)
Total Estimated Annual Cost (excluding security and lighting)			\$55,691 (\$83 per EBU*)

* Approximately 673 Equivalent Benefit Units (EBUs) in the District.