

Attachment A: Project Narrative Template

A.1 PROJECT LOCATION AND DESCRIPTION

Gourmet Alley and Railroad Street, which run parallel to each other between 4th and 7th Streets in Downtown Gilroy, are part of the public right of way. Both are relatively narrow pedestrian walkways connecting the surrounding neighborhood to the Gilroy transit station (which is home to the Caltrain, VTA and Greyhound bus depot) and the city's cultural arts center. The lack of lighting and community-oriented infrastructure in both alleys has resulted in a high level of illegal dumping, making both alleys appear undesirable for walking and community gatherings. A constant build-up of litter and trash has resulted in Gourmet Alley receiving the nickname "Garbage Alley" sometime in the 1980s.

A.2 DEMONSTRATED COMMUNITY NEED

Goal 1. Reduce the Amount of Waste and Debris:

The issue of illegal dumping in both alleys has never been permanently addressed. In both alleys, unsecured free-standing dumpsters stand behind existing businesses that face the main street. Large/bulky items and trash gets dumped in the alleys on a regular basis both legally and illegally, when residents dump waste in the unlit alleys overnight. The result are garbage and litter filled corridors on the public right of way to the City's transit station and cultural arts center.

Approximately 4 tons of waste are collected weekly or 16 tons monthly from Gourmet and Railroad Alley. This is considerable in a community of 62,000. The most common types of types of waste and debris that pile up along these two corridors include: garbage bags of trash from residential neighborhoods, broken televisions, computer monitors, computer printers, mattresses, box springs, recliners, couches, furniture, tires, ceramic toilets, old water heaters, leftover construction materials, pallets, and hazardous materials such as batteries, pesticides, paint, cleaning supplies, vats of automotive oil, used cooking oil, and grease.

The weekly litter problem in both alleys is so severe that the City had to purchase dump truck which holds 4 tons of trash in order to address litter and trash along Gourmet and Railroad alleys. This was necessary because the regular pickup trucks the city had previously been using were insufficient to hold all the trash that was being collected on a weekly basis from the alleys.

Goal 2. Beautify and Improve Public Space:

The Clean California grant will transform these important alleyways into clean, well-lit, walkable corridors that connect the public to both the city's main transit center and the City Cultural Arts Center, where most of the City's free public events are held, as well as other downtown destinations. This grant would transform the use of this public space so that more of the city's residents and visitors could use these pathways fostering better cultural connections. By beautifying the space, paving the alley with marked paths for walkers and bikers, adding shade, benches, wayfinding signage and waste and recycling receptacles these public corridors will become a source of community pride,

Both alleys will be cleared and re-paved with stamped concrete. Pedestrian scale lighting will be installed. New compact dumpster receptacles will be installed to prevent the build-up of trash and debris. 16 new garbage receptacles will be placed along the corridors providing the public the proper places to dispose of trash, recycle and compost their waste.

Goal 3. Improving Public Spaces for Walking and Recreation:

Improvements for walking and recreation include:

- 1) Repaving of Railroad and Gourmet Alley with bike and ped markings
- 2) Installation of drought resistant shade trees for canopy
- 3) Installation of new benches
- 4) Common trash enclosures to remove dumpsters from the public right of way
- 5) Installation of garbage receptacles to include garbage, recycling and composting bins
- 6) Wayfinding signage
- 7) Signage prohibiting littering and vehicle through traffic
- 8) Human scale lighting
- 9) Community Clean Up Days and Educational Campaign

Enhancements to Public Health

- 1) Repaved walkway with bike and pedestrian markings that will provide smooth, well-marked surface for walking and biking
- 2) Shade trees provide canopy and protection from heat and sun
- 3) Benches will provide places to rest, rehydrate, enjoy a snack and gather with others
- 4) Common, secured trash enclosures will provide a place to properly dispose of waste for the commercial businesses that line the alleyways. Common trash enclosures will pull dumpsters trash out of the public right of way, thereby clearing the path, and removing debris and litter from the corridor
- 5) Garbage receptacles with 3 bins for garbage, recycling and composting make it easy for those walking or biking along the path to properly dispose of litter
- 6) Wayfinding signage makes it easy and convenient for the public to use the alleys to connect them to the transit center and the cultural arts center. Signage eliminates confusion and promotes connections to important amenities and destinations
- 7) Signage against littering and for no thru traffic makes the alleyways a safer, litter free corridor for use daily.
- 8) Human scale energy efficient lighting provides visibility at night so that the pedestrians can safely navigate the corridor to public transit and the arts center after the sun has set

Enhancements to Cultural Connection

- 1) Repaving the alleys and adding lighting will connect pedestrians to cultural destinations such as the transit center, cultural arts center, and the Gilroy historic walking path
- 2) Benches provide a natural gathering space for the public to connect to their community, meet with friends and create new community connections
- 3) Garbage receptacles for pedestrians allow for proper waste disposal which encourages public to use the alleys as transit-oriented and recreational walking routes

Enhancements to Community Placemaking

Infrastructure improvements funded by the grant will make a big difference in abating litter and illegal dumping while providing a safe and beautiful pedestrian-only route for the public to use and enjoy. Publicized community clean-up days will promote proper stewardship of the downtown area and enhance community pride.

Goal 4. Advance Equity for Underserved Communities:

The downtown Gilroy area is low-income and is considered a Disadvantaged Community as per AB 535. Grant funded City facilitated Downtown Neighborhood clean-up days will run 3 times per year will dramatically reduce illegal dumping in this underserved area, while free access to common trash receptacles for bulky items will remove barriers to proper litter disposal. Free dumpsters that will be provided will allow those who do not have the financial means to pay for costly dumping to dispose of heavy and bulky items free of charge on a regular basis, thus discouraging illegal dumping on the alleys.

A.3 PUBLIC ENGAGEMENT

Improvements along Gourmet Alley and Railroad Street, as well as clean-up day events are consistent with elements of the Gilroy Downtown Specific Plan, which was approved by City Council in 2005.

In fact, the downtown specific plan identifies the areas of need and identifies the exact improvements that have been included in this grant request.

Excerpt Taken **Downtown Specific Plan (approved by City Council November 21, 2005 –**

Gourmet Alley: “This section of the Downtown Historic District called “Gourmet Alley” will function mainly as a pedestrian corridor, although the street will still be open to service vehicles. The street will act as an access route between public parking and the Downtown Historic District along Monterey Street; branding and directional signs similar to those on Monterey Street will be continued along the street. The corridor will be improved with a special paving treatment, increased, and enhanced lighting, landscaping, and other urban furnishings. An enhanced pedestrian walkway will be created with the improvements as reconfiguring trash storage to be compatible with pedestrian functions.”

Railroad Street:

“The railroad corridor is a significantly used and highly visible portion of the downtown environment, both to residents of Gilroy and to any other train passengers. This corridor will be beautified to the greatest extent possible. Fencing will provide security as well as aesthetic enhancement to the corridor. Landscaping, including trees and other plants, will be used to improve the look of the corridor and help screen undesirable views to adjoining properties. When viewed from the train, this corridor will augment the passengers’ perception of the City of Gilroy as a welcoming, aesthetically pleasing, and pedestrian-friendly environment. Sidewalks will be widened, and street trees located within tree grates will be added. Frequent benches and trash receptacles located approximately every 100 feet, along with improved lighting and other street urban furnishings will complement the urbanized environment.”

The Gilroy Downtown Business Association (GDBA) has been engaging in public outreach for ideas about the beautification of the Gourmet Alley area for the past three years. The GDBA has held quarterly events to raise public awareness about the need to convert the alleyway into a pedestrian public commercial area to encourage community placemaking. Suggestions include removing trash from the alley, adding secured trash enclosures, adding lighting and benches so that the area is an inviting public space for community gathering and the display of public art.

To execute these concepts, in 2020 Gilroy City Council has approved an Ad-Hoc Committee for Downtown, which is comprised of three Councilmembers, the executive director of nonprofit Visit Gilroy/California Welcome Center, director of the Gilroy Chamber of Commerce, four members of the Gilroy Business Downtown Association, City Economic Development Staff, and the City Manager. The group meets monthly with a focus on revitalizing downtown with a special focus on Gourmet Alley and Railroad Street.

General public input also informed the design of this project. Members of the public have the opportunity to give their opinions to City staff on the best ways to improve Downtown Gilroy at free live music events held downtown and hosted by the GBDA each summer for the past three years. The most common, recurring concerns brought forward by the public at these events include: lack of safety due to poor lighting along the alleyways, the need for well-marked pedestrian/cyclist only thoroughfares especially along Railroad and Gourmet Alley, and litter clean-up along those thoroughfares . These verbal comments were compiled by City staff and presented to City Council.

A.4 PROJECT DELIVERABILITY

The City does not anticipate requiring any additional permits to complete this project. The City does not anticipate any risks to opening the project to the public and expending all funds by June 30, 2024. Pre-construction work will require engineering design plans which will be performed by City staff.

A.5 ADVANCE PAYMENT

Not applicable – City is not requesting advance payment.

A.6 MARKETING PLAN

This project will include the development of marketing materials and resources including:

Press Releases –Three releases will be issued.

- 1) At announcement of grant award.
- 2) At Project completion
- 3) At ribbon cutting.

Press releases will go out to the public via email, on city website, and social media,...

Letter to The Editor - will be written by our communications officer to be published the 3 print newspapers in town which are the Gilroy Dispatch, Gilroy Life, and Gilroy Today.

Ribbon Cutting - The city will hold a ribbon cutting which they will promote and advertise in advance on social media, the city of Gilroy Website, Print Media (Gilroy Dispatch, Gilroy Life, Gilroy Today) as well as local tv and radio stations. They will also post the event on the events calendar with through partner organizations.

The event will be attended by the Mayor, City Manager, Chamber, California Welcome Center/Visit Gilroy, members of the public and news media.

Media Coverage- Gilroy Dispatch and other local print and tv, news, radio personalities will attend and report on the ribbon cutting in various media outlets.

Mayor's Speech- at Ribbon Cutting - The Mayor or City Administrator will give a short speech and a ribbon cutting will be held where the city unveils the work done and tours the project with the public who attend.

Social Media Posts – Occurring Monthly for two full years.

Posts will be made on Facebook, Instagram, City of Gilroy Website and other partner websites. Post content to include: Updates on project, date of completion, announcement of upcoming clean up dates with volunteer sign ups, educational facts about trash disposal, recycling and composting. Information on resource partners, city resources and a place to report illegal dumping for cleanup.

Other Ongoing Marketing and Volunteer Efforts –

Ongoing Clean-Ups after project completion – City of Gilroy has partnered with local non-profit organizations to sponsor 2 clean ups per year on Railroad, and Gourmet Alley.

Partner Volunteer Groups Include: Gilroy Chamber of Commerce, Visit Gilroy, Gilroy Economic Development Corporation, Local YMCA, Gilroy Unified School District, Rebekka House, Gilroy Rotary Club (morning, lunch and evening club).

These groups have agreed to sponsor at least one clean up a year to help maintain Railroad and Gourmet Alley.

In conjunction with the grant award, the City of Gilroy will embark on a “Keep Gilroy Clean Campaign” to raise awareness about the need for proper waste disposal and provide educational information via social media to the public about the proper ways to dispose of trash, how to recycle, how to dispose of bulky and large items and hazardous waste. The City will work with our local trash provider Recology to provide resource materials, and free dumpster days for the public

A.7 MAINTENACE PLAN

(REPLACE TEXT) If applicable, briefly describe how the improvement(s) will be maintained, including:

- The anticipated lifespans of the project improvements.
- How the improvements will be maintained throughout their lifespans.
- The resources to perform maintenance activities.
- The commitment of those resources.
- If artwork is part of the proposal, how that will be maintained, who will maintain it, and if there is a maintenance agreement in place with the artist.
- If planting of trees or other vegetation is part of the proposal, how plant establishment will be addressed.

This information is required for physical project improvements and litter abatement events (i.e., there needs to be an explanation of the strategy for preventing litter from accumulating again, after the abatement event has completed). Maintenance information is not required for educational programs. If your project does not require maintenance, write N/A here.

The anticipated life span of the project improvements is 25-50 years.

The City allocates funds in the budget annually for each department (public works, street maintenance and repair, storm water, code enforcement etc) for maintenance and improvements of city owned property including the project site and city staff will continue to maintain the improvements made during the lifespan.

Specifically - improvements made on Gourmet and Railroad Alleys:

Repaving of the Alleys- Stamped asphalt. City Street crews will regularly clean, patch and repave sections as needed over the lifespan of this improvement.

Marked Pedestrian and Bicycle Markings – City Street crews will repaint at least every 5 years or as needed to provide clearly marked pathways for walkers and cyclists.

Human Scale Lighting – City Street Crews will regularly maintain and replace any broken or burned out light fixtures upon weekly inspection on Railroad and Gourmet Alley. Adding human scale lighting every 100 feet along both pathways to the transit center and cultural arts center deters illegal dumping at night and provides an inviting, safe, easy to navigate passageway for people at night. The more people that use this at night as it was intended, the less illegal dumping will occur.

Common Trash Enclosures - It is anticipated that the addition of secured common compactors and trash enclosures, as well as the addition of waste receptacles for the public along Railroad and Gourmet Alley will significantly decrease the amount of debris and trash that is littered in the project area. The grant-funded trash receptacles and common trash enclosures will be maintained and cleared by City staff on a weekly or as-needed basis.

Signage – Signage added to both alleys to prevent littering and prohibiting vehicle traffic will deter and abate the significant problem of trash being dumped in these thoroughfares. Not only will the public have for the first time, garbage receptacles that provide proper disposal of trash, recycling and composting that are clearly marked; the signage that disallows through traffic and any vehicles that are not for trash or delivery prevents illegal dumping of large bulky items at night.

Not related to the infrastructure improvements the “Keep Gilroy Clean Campaign” will provide educational materials, regular clean up days, a social media campaign so that the root cause is addressed. By doing this the City of Gilroy shows its commitment to help raise awareness within the community, empower the public through the use of free resources to properly dispose of waste, report any

violations and build community pride through engagement by participation in clean up events to maintain these beautifully renovated corridors

Trash Receptacles for Public Use- The City will continue to properly staff its maintenance crews to allow for weekly pick up of any trash and litter not properly disposed of. The grant-funded trash receptacles will be maintained and cleared by City staff on a weekly or as-needed basis.

Benches and Wrought Iron Fencing – City Staff including street maintenance crews and code enforcement will inspect and remove any graffiti weekly and repaint and repair any fencing or broken/damaged benches as needed for the lifespan of this improvement.

Landscaping and Trees - Drought resistant shade trees will be planted along the alleyways to provide much needed canopy and shade. These trees will be planted along the alleys with irrigation lines already tied in and as part of the funding request in order to ensure proper watering, easier maintenance and proper conditions for these plants to grow and thrive so that they can continue to beautify the alleys for decades.

Resources – The City will assign city maintenance staff and staff from other departments such as public works, storm water, engineering, street and code enforcement to maintain and keep Railroad and Gourmet Alley clean, well lit, and beautiful. Funds are appropriated for each department annually

In addition, the ongoing clean up days, social media and ad campaign will keep the community engaged and build awareness around litter and trash disposal and its negative impacts on the health and wellbeing of the community

Commitment of all the resources needed to maintain the alleyways funded by this project for the 25-50-year lifespan of the improvements will be part of the budget allocation process. This occurs annually when the budget is set and approved by the city council. Departments will then assign staff to perform maintenance and repairs each year to the project sites.