

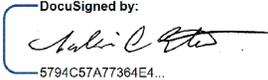


**MEMORANDUM**

Writer's Direct Telephone: (408) 321-5564

**TO:** Rachael Gibson, Chief of External Affairs

**FROM:** Casey Emoto, Chief Engineering & Program Delivery Officer  
Eugene Maeda, Senior Transportation Planner and Project Manager

**DATE:** November 01, 2021 

**SUBJECT:** Agreement A4214R Amendment Request

The Santa Clara Valley Transportation Authority (VTA) is requesting a 12-month extension and work scope amendment for Agreement A421R B3 Pollution Prevention Grant with Valley Water. The delivery of this project was delayed by nearly a year due to a series of unforeseen events:

- Planned community clean-up events were cancelled due to the County's COVID shelter-in-place and restrictions on public gatherings since April 2020;
- A cyber-attack on VTA's computer systems in April 2021 followed by an active shooting incident in May 2021 that have continued to disrupt VTA's workflow;
- Inclement weather postponed a cleanup event planned for October 21, 2021 at I-680 /Montague Expressway/Landess Avenue in the Milpitas/San Jose areas as part of the above noted grant.

VTA, in partnership with Caltrans, anticipates completing the original project within the next 12 months. In addition, the proposed changes to the original work scope would allow the project team more flexibility and efficiency to execute the original tasks. These changes will not affect the overall Valley Water grant budget.

The following major tasks have been completed:

- Keep America Beautiful was hired in February 2019 to develop a litter prevention community change behavior program;
- 100 No Dumping enforcement signs were procured and installed at 3 locations (SR 85 /Santa Teresa, I-880/SR 87, and SR 17/I-280) in December 2020 to March 2021;
- T-shirts are currently being designed for the volunteer cleanup events and branding of the Keep Santa Clara Valley Beautiful program.

VTA is committed to fulfilling the obligations as proposed in the original Keep Santa Clara Valley Beautiful project agreement, as well as supporting Valley Water's countywide efforts to reduce pollutants in Santa Clara County's waterways.

Combined Attachments:

1. Copy of the A421R B3 Pollution Prevention Grant Agreement
2. Copy of the Signature Delegation from the VTA Board/General Manager to staff
3. Revised Scope, Schedule, and Budget
4. No Dumping Enforcement Sign Photos
5. Copy of the October 21, 2021 Cleanup Event Flyer
6. Draft t-shirt design

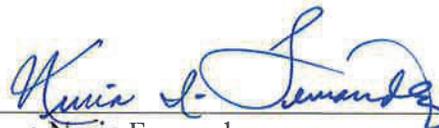
## ATTACHMENTS

DELEGATION OF AUTHORITY

FY 2018 Safe, Clean Water Project B3 Grant  
(Keep Santa Clara Valley Beautiful Project)

Pursuant to Sec. 1-6 of the Santa Clara Valley Transportation Authority Administrative Code, adopted December 20, 1994, I hereby delegate to Casey Emoto, Chief Engineering & Program Delivery Officer, the authority to execute and submit all documents including, but not limited to agreements, payment requests, and other necessary documentation, for the completion of the Keep Santa Clara Valley Beautiful Project.

Date: March 12, 2020



Name: Nuria Fernandez  
Title: General Manager/CEO

Attachment: Copy of Resolution 2018.06.14

Copy: Uzma Saeed, Assistance Counsel  
Casey Emoto, Chief Engineering & Program Delivery Officer  
Eugene Maeda, Senior Transportation Planner

## ATTACHMENT 3 - Revised Scope, Schedule, and Budget

### APPENDIX A – PROJECT SCOPE (Revised 10/18/2021)

#### Project Description

Keep Santa Clara Valley Beautiful Project, a collaborative proposal between Santa Clara Valley Transportation Authority (VTA), Caltrans, and Zero Litter Initiative (a working group of committed public agencies and local organizations to eliminate litter in Santa Clara County), will develop a focused comprehensive countywide program to reduce litter on Santa Clara County's freeways and minimize contaminants from entering in nearby watersheds and waterways. The proposed project includes the following key elements:

- Partnering with a national subject matter expert in the community environment preservation field, who will deliver a customized litter prevention program, develop a marketing campaign, and provide technical training for local staff and community leaders on facilitating behavior change.
- Procurement and installation of litter enforcement signs at frequently littered locations along the freeways.
- Organizing **of two to three local volunteer** litter clean-up events **in each local jurisdiction (15)** and one regional litter prevention summit.

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The primary objective of the Keep Santa Clara Valley Beautiful Project is to implement a sustainable countywide litter prevention program that facilitates positive, meaningful, and lasting community behavior change resulting in litter free freeways and clean waterways with measurable benefits.

The secondary objective is to share the knowledge and assist in replicating the success of this program with peer counties, regional agencies, and other communities in the effort to improve quality of life in the Bay Area.

#### 1. Site Location

- a) Location map and site plan (City, Watershed, Adjacent water bodies and creeks)*
- b) Specific location of Project (cross street to cross street is generally an easily identifiable Project reach) with Project access described*
- c) Photos of Project site (optional)*

This is a countywide project. Attachment A1 shows Santa Clara County's freeway system and interchanges, nearby waterways, and potential locations where the litter enforcement signs may be installed (circled in red). The proposed volunteer clean-up locations will be determined after the project team conducts a field assessment and receives input from community representatives through VTA's Advisory Committees and its members.

Specific locations for improvements will be determined with consensus from the project team as the litter prevention program is developed. The site locations are located in Caltrans right-of-way. Caltrans will be responsible for work conducted in the field.

Examples of sites where littering has been problematic are shown the map.

**2. Project Tasks, Deliverables and Milestones**

- a) Tasks and Deliverables should directly link to project benefits
- b) Tasks and subtasks should be identified for the Project Scope in such a way that the District may monitor Grantee progress on the approved project. The detail in which this is done is at the Grantee discretion
- c) Separate tasks and subtasks shall include cost estimates and shall be the basis for reimbursement in invoicing

**Task 1.0** – Partner with a national subject matter expert in community environmental preservation to develop a comprehensive countywide litter prevention program for Santa Clara County’s freeways. The program will include branding, marketing, community engagement, staff training and monitoring activities.

**Deliverables:**

- a. Keep Santa Clara Valley Beautiful Program
- b. Marketing campaign materials, media products, and fact sheets in multiple languages (up to 3 languages)
- c. Crowd source website
- d. Stakeholder meetings (includes agendas, meeting materials, and summaries) (approximately 12 quarterly meetings)
- e. Presentations to VTA Advisory Committees and Santa Clara Valley Water District Board of Directors (includes presentations on proposed workplan, progress report and final project summary report)
- f. Technical training for local staff and leaders (up to 4 people)

**Task 2.0** – Procure and install litter enforcement signs and Adopt-A-Highway Keep Santa Clara Valley Beautiful at 45 to 20 the most heavily littered freeway interchange locations based on need to be determined by Caltrans, local jurisdictions, and/or VTA Committees. (up to approximately 25 locations or more). (15 to 25% of total number of freeway interchanges in Santa Clara County)

**Deliverables:**

- a. Procurement of litter enforcement signs signs as needed based on available budget (up to 50 signs).
- b. Installation of signs at selected interchange sites (up to 25 sites based on field assessment and community input)
- c. GIS map that shows inventory of litter enforcement sign installation locations
- d. Technical memo that establishes baseline conditions to measure effectiveness of the installation of the litter enforcement signs

**Task 3.0** – Coordinate and organize volunteer clean-up events in each city/town (based on safety assessment by Caltrans and input from local jurisdictions/communities up to 3) to remove trash from selected interchange locations and adjacent waterways and host one countywide regional litter prevention summit.

**Deliverables:**

- a. Stakeholder meeting agendas and summaries.
- b. Copies of clean-up event announcements and media coverage
- c. Summary reports on events with lists of participants
- d. Photos from events

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**Task 4.0 – Project management and oversight**

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**Deliverables:**

- a. Invoices and periodic reports as required

**3. Measurable Outcomes or Project Benefits**

- a) *Proposed improvements e.g., tons of trash to be removed, outreach materials to be produced, hosting public meeting/events, number of participants/volunteers to be engaged, survey results etc. Measurable outcomes should link to tasks and deliverables.*
- b) *Estimated duration for project completion*

**Expected Benefits:**

- Measurable improvements in reduction of litter and other pollutants along the freeways and in the adjacent waterways.
- Implementation of an on-going program with performance measures and monitoring reports that can be incorporated into VTA's Transportation Systems Monitoring Program and extend
- A change in community behavior towards the environment and an increase in level of community participation to keep the freeways and waterways clean.
- Anticipated reduction of 10-15% in the amount of total litter and pollutants (in tonnage/pounds) collected monthly, quarterly and annually.
- Increase in number of no litter/slightly littered interchange locations.
- Decrease in number of illegal encampments and related waste in the freeway interchanges.

**Estimated Duration:**

- September 2018 to September 2021.

**4. Existing Agreements**

- There are no known existing agreements between VTA, Caltrans and Santa Clara Valley Water that would be related to this project proposal. All proposed field work will be conducted within Caltrans right-of-way.

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**5. Project Team (Key Members)**

- Eugene Maeda, Senior Transportation Planner, Santa Clara VTA
  - Project Manager, responsible for project oversight and execution of grant
- Natalia Kuvakina, Transportation Engineer, Santa Clara VTA
  - Assistant, responsible for managing daily tasks
- Earl Sherman, Maintenance Manager, **and his staff - Jack Barber**, Caltrans District 4
  - Partner Agency, responsible for overseeing and managing work related to Caltrans

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**6. Project Operations and Maintenance**

The project team will initially meet monthly to coordinate next step tasks, and review action items until the project is completed. District staff will be invited to all of the coordination meetings/teleconferences.

**7. Plans for Project Monitoring or Change Management**

VTA, as the lead agency, will manage the project by monitoring the schedule, tasks and budget, and report any significant changes to the final plan. All changes, including staffing changes, will

be reported to the District for review and approval. Contingency has been incorporated into the project work scope that allows for flexibility to insure that the project is completed.

**8. Other Information as Appropriate**

Litter on Santa Clara County's freeways has been identified by VTA's Technical Advisory Committee (comprised of local city, state, and regional representatives) as an on-going environmental, safety, and public nuisance for many years. Previous studies, clean-up events, and individual efforts by local agencies have been attempted in the past, but none of the initiatives have resulted in any long-term success or significant improvements. The Keep Santa Clara Valley Beautiful Project proposes a holistic, countywide approach to reducing litter on the freeways and preventing contaminants from entering the groundwater system and nearby waterways by addressing core problem sources:

- Lack of a coordinated county-level litter abatement program and trained staff
- Lack of tools and resources to enforce the State's anti-litter penal code
- Community behavior

Here are examples of past litter studies and efforts:

- Litter Control and Landscape Maintenance Study, 2005
- White Paper – Campbell's Experience with Highway Litter and Case for Greater VTA Involvement, 2008
- Litter Control Pilot Program (US 101 between I-880 to Blossom Hill Rd), 2008
- NCHRP Synthesis 394 Reducing Litter on Roadsides, 2009 (Resource)
- Zero Litter Initiative 2010 Summit
- Freeway litter monitoring included in VTA Transportation System Monitoring Program initiated in 2010.

**9. Evaluation Criteria**

*Grant Program's Minimum Grant Requirements and Project Evaluation Criteria are the primary means for evaluating a project proposal. Thus, a clear concise project scope that addresses each of the criteria will aid the Applicant in presenting a satisfactory proposal to the District for consideration of funding.*

How Project Meets Minimum Requirements and Project Evaluation Criteria

NO.	PROJECT ELEMENTS	CHECK LIST
1. Project Goals and Themes	Keep Santa Clara Valley Beautiful is a countywide project that proposes the following: <ul style="list-style-type: none"> <li>• Develop a permanent comprehensive program (beyond life of the grant) to address litter sources and physically remove litter, illegal encampments and related wastes along the freeways, and prevent contaminants from entering the groundwater systems and adjacent waterways. Typical litter includes wrappers and containers from fast food, cigarette butts, and household debris like furniture, hazardous plastic containers, boxes, and tires.</li> <li>• Collaborate and coordinate with local agencies as well as environmental organizations, schools, waste management companies, private businesses, and</li> </ul>	✓

	<p>community leaders to participate in planned litter clean-up events and an anti-litter summit.</p> <ul style="list-style-type: none"> <li>Establish performance measures that will be used to monitor the effectiveness of the program on an annual basis and incorporated into VTA's Transportation System Monitoring Program.</li> </ul>	
2. Connectivity	<ul style="list-style-type: none"> <li>The project promotes Water Quality and Community Engagement.</li> </ul>	✓
3. Project Scope	<ul style="list-style-type: none"> <li>The Project Scope in Appendix A provides a clear plan to achieve a predictable outcome that includes performance measures and communication on progress of the project through periodic progress reports and presentations to VTA Committees and District Board of Directors</li> </ul>	✓
4. Project Schedule	The Project Schedule, when fully developed after partnership with a subject matter expert in the community environmental preservation field, will clarify critical path items.	✓
5. Project Budget	The project budget includes contingency and flexibility for change management to insure project completion. Also, a reliable source of funding for a 25% match has been identified to support the proposed project.	✓
6. Project Readiness	No permits or a categorical exemption are required for this project.	✓
7. Likelihood of Project Success	VTA, as the applicant and lead agency, has extensive experience in delivering a wide range of transportation related projects. In addition, this project proposal has strong support from Santa Clara County's 15 cities, towns, County Roads & Airports and respective representatives, as well as support from Caltrans.	✓
8. Encourages Cooperative Efforts	VTA, in partnership with Caltrans, will deliver this project in collaboration with local city and county environmental agencies, schools and community residents through use of clean-up events, litter summit, crowd sourcing and social media.	✓
9. Knowledge Sharing	Keep Santa Clara Valley Beautiful will be promoted on VTA's website, public service announcements, and multi-media sources.	✓





**ORIGINAL BUDGET (10/2018)\***

Organization: Santa Clara Valley Transportation Authority Project Title: Keep Santa Clara Valley Beautiful		TOTAL PROJECT COST					SCVWD GRANT FUNDING				CONTINGENCY			
		Total Project Costs (For Service Period)	Grantee Project Contributions (Local Match 20%)	Other Project Contributions	SCVWD Grant Request (Grant)	TASK 1 Planning - Consultant	TASK 2 Design - Procurement/Installation	TASK 3 Construction	TASK 4 Project Management					
Personnel Services (Project Administration & Management) (Applying Fixed/Basic Rate Only = Total Rate - Variable/Benefit Rate)						\$21,125			\$84,500					
Employee (Classification/Title) Senior Transportation Planner Assistant Transportation Engineer (Approx. 5 hrs per month)	Salary	Hourly Rate (Fixed)	Salary Hours	Salary Amount	Benefits Rate %									
		\$ 132.00 \$ 92.00	40 1.75	\$ 5,280.00 \$ 16,100.00 \$ - \$ -	40 - - -		\$ 1,066.00 \$ 3,220.00 \$ - \$ -		\$ 4,224.00 \$ 12,880.00 \$ - \$ -					
Indirect Overhead Limited to 10% of Salary + Benefits			Indirect Overhead Limit	Grant Qualified Overhead										
			10%	\$ -										
Planning - Consultant														
Fees (3 years) Crowd Source Website & App + Data Analytics (VTA) Staff Training	Unit Cost	Unit of Measure	No. of Units	Amount										
	\$ 10,000.00	Fee Per Year	1	\$ 10,000.00										
	\$ 5,000.00	Per Person	3	\$ 15,000.00										
	\$ 1,000.00		4	\$ 4,000.00										
Design/Construction - Procurement and Installation of Signs														
Signs (for 25 locations, 2 signs per location)	Unit Cost	Unit of Measure	No. of Units	Amount										
	\$ 500.00	Each	50	\$ 25,000.00										
Other Costs - Clean-Up Events and Litter Summit Please Describe: Includes cost for marketing materials, public service announcements, supplies and box lunches for up to volunteers.														
Clean-Up Event 1 (Clean-up gear and supplies)	Unit Cost	Unit of Measure	No. of Units	Amount										
	\$ 10,000.00	Each	1	\$ 10,000.00										
Clean-Up Event 2	\$ 5,000.00	Each	1	\$ 5,000.00										
Clean-Up Event 3	\$ 6,000.00	Each	1	\$ 6,000.00										
Litter Summit (Includes cost for event area reservation in addition to event costs listed above.)	\$ 8,000.00	Each	1	\$ 8,000.00										
<b>Grand Totals</b>														
	\$ 104,380.00	\$ 20,876.00	\$ -	\$ -	\$ -	\$ 21,125	\$ 4,276.00	\$ -	\$ 83,504.00	\$ 23,200.00	\$ 20,000.00	\$ 23,200.00	\$ 17,104.00	\$ 996.00
<b>Contingency</b>														
	\$ 1,245.00	\$ 249.00	\$ -	\$ -	\$ -	\$ 1,245.00	\$ -	\$ -	\$ 84,500.00	\$ -	\$ -	\$ -	\$ -	\$ -

**NOTES:**  
\* The budget is subject to future revisions as the figures presented are cost estimates.

## REVISED BUDGET (1/1/2021) \*

Organization: Santa Clara Valley Transportation Authority		TOTAL PROJECT COST				SCVWD GRANT FUNDING				
		Total Project Costs (For Service Period)	Grantee Project Contributions (Local Match 20%)	Other Project Contributions	SCVWD Grant Request (Grant)	TASK 1 Planning - Consultant	TASK 2 Design - Procurement/Installation	TASK 3 Construction	TASK 4 Project Management	CONTINGENCY
		\$105,625	\$21,125	\$-	\$84,500					
<b>Personnel Services (Project Administration &amp; Management)</b> (Applying Fixed/Base Rate Only = Total Rate - Variable/Benefit Rate)										
	<b>Employee Classification/Title</b>	<b>Hourly Rate (Fixed)</b>	<b>Salary</b>	<b>Salary</b>	<b>Benefits</b>	<b>Salaries + Benefits</b>				
	Assistant Transportation Engineer (Approx. 5 hrs per month)	100.00	Amount \$ 21,380.00 Hours 213.8	Amount \$ 21,380.00 Hours 213.8	Rate % Amount \$ -	Amount \$ 4,276.00 \$ -	\$ 17,104.00 \$ -			
	<b>Indirect Overhead</b> Limited to 10% of Salary + Benefits		<b>Salary + Benefits Amount</b>	<b>Indirect Overhead Limit</b>	<b>Grant Qualified Overhead</b>					
			\$ -	10%	\$ -		\$ 17,104.00			\$ 17,104.00
<b>Planning - Consultant</b>										
	Fees (5 Years) + Crowd Source Website/App/Data Analytics + Staff Training	Unit Cost \$ 29,000.00	Unit of Measure Bundle	No. of Units 1	Amount \$ 29,000.00		\$ 23,200.00			
<b>Design/Construction - Procurement and Installation of Signs</b>										
	No Dumping Enforcement Signs	Unit Cost \$ 100.00	Unit of Measure Each	No. of Units 150	Amount \$ 15,000.00		\$ 12,000.00			
	Adopt-A-Highway Segments	Unit Cost \$ 5,000.00	Unit of Measure Each	No. of Units 2	Amount \$ 10,000.00		\$ 8,000.00			
<b>Other Costs - Clean-Up Events and Litter Summit</b>										
	Please Describe: Includes costs for cleanup supplies, marketing materials, and box lunches-snacks-refreshments for volunteers.	Unit Cost \$ 1,500.00	Unit of Measure Each	No. of Units 16	Amount \$ 24,000.00		\$ 19,200.00			
	Clean-Up Events - Organized, sponsor, support at least one cleanup event in each city/jurisdiction (15) in Santa Clara County and one countywide collaboration summit.	Unit Cost \$ 5,000.00	Unit of Measure Each	No. of Units 1	Amount \$ 5,000.00		\$ 4,000.00			
	Countywide collaboration summit									
<b>Grand Totals</b>										
		\$ 104,380.00	\$ 20,876.00	\$ -	\$ 23,200.00	\$ 83,504.00	\$ 23,200.00	\$ 20,000.00	\$ 23,200.00	\$ 996.00
<b>Contingency</b>										
		\$ 1,245.00	\$ 249.00	\$ -	\$ 996.00	\$ -	\$ -	\$ -	\$ -	\$ 84,500.00

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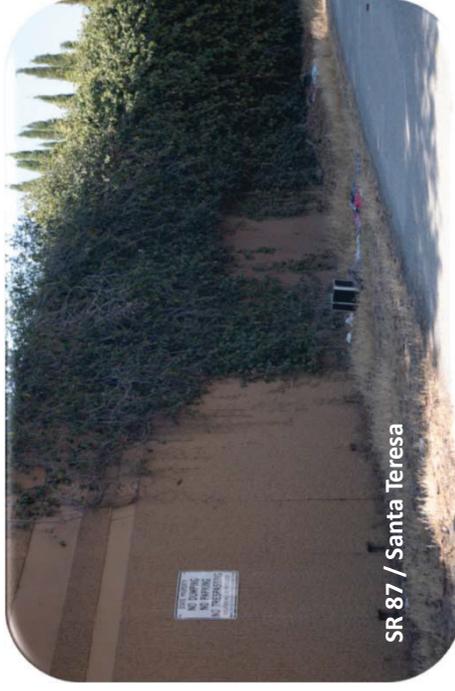
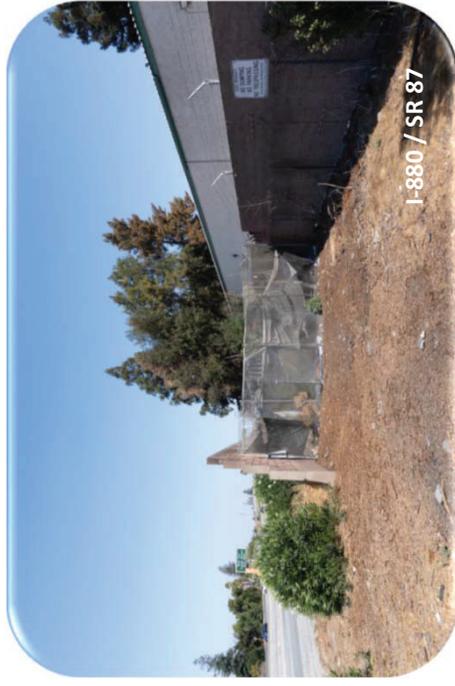
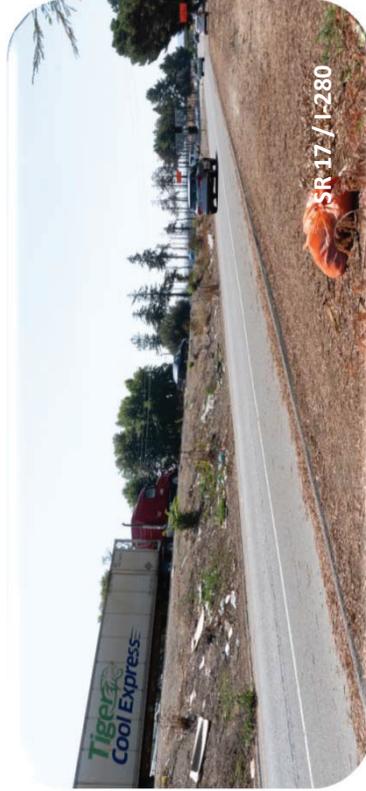
\* The budget is subject to future revisions as the figures presented are cost estimates.

ATTACHMENT 4 - No Dumping Enforcement Sign Photos

# Sign Manufacturing (Interstate Traffic)



# Installed Locations



# VOLUNTEER CLEAN-UP

Thursday, October 21, 2021  
10:00 a.m. to 12:00 Noon

Off ramp from Landess Ave/Montague Expwy,  
Northbound I-680, San Jose, CA

- RSVP is required.
- Sign up here: [680litterpickup.eventbrite.com](https://680litterpickup.eventbrite.com)
- Please bring a mask.

*(The clean-up event will be cancelled if there is rain in the forecast.)*



Help #KeepOurHighwaysClean



Caltrans is hiring! Visit [www.jobs.ca.gov](http://www.jobs.ca.gov)



**CLEAN**  
CALIFORNIA

Refreshments will be provided

- *Volunteers must be 16 years or older.*
- *Gloves and pickers will be provided by Caltrans.*

Questions: email [Deanna.Bolio@vta.org](mailto:Deanna.Bolio@vta.org)



FRONT



BACK

