



# Staff Report

## City Council

Item No. {{section.number}}.{{item.number}}

**Meeting Date:** November 13, 2024

**From:** Ryan Hunt, Communications & Events Manager

**Title:** Street Sweeping Communications

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### **RECOMMENDATION:**

This is presented for information only. No action is needed.

### **BACKGROUND:**

The City-Wide Street Sweeping Program is sending residents in impacted areas notifications through CodeRED. Private streets, unimproved streets, and gated communities are not included in this program. This was a Strategic Plan goal to come up with a solution to communicate these updates to our neighborhoods. IT, Communications, Public Works Maintenance, and PD have all been working together to implement this notification system that can be used for targeted communications to specific residents.

### **DISCUSSION:**

The City of Cathedral City launched the new CodeRED community notification system in October 2024, designed to provide residents important information about city services. The city can activate the notification system for street sweeping notifications, road construction projects, garbage and recycling service updates, or other incidents with broad public impact.

Public Works has taken the lead on sending out the street sweeping alerts and the system launch has been successful. IT has submitted shape files of the eight (8) zones receiving street sweeping notifications, so the messages can be targeted. This allows the city to avoid sending alerts to users outside the designated area, helping to prevent both potential frustration and confusion by our residents.

To sign up to receive free notifications from the city's community notification system, simply text CITYALERTS to 24639. Residents will then receive a link to the CodeRED webpage where they can sign up for notifications. Users can select which notifications you'd like to receive and add your preferred methods of communication.

### **FISCAL IMPACT:**

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The \$25,000 cost is included in this evening's item requesting approval for Fiscal Year 2024/2025 Budget Adjustments.

**FIVE-YEAR STRATEGIC PLAN:**

B-7 – Communicate with residents to move parked vehicles on street sweeping day.