

# San Rafael product framing (Street Sweeping Information)

[Problem statement](#)

[Vision](#)

[Background](#)

[User types](#)

[User scenarios](#)

[Metrics](#)

[What we are not trying to do](#)

[Lessons learned](#)

## **Problem statement**

When cars are parked on the street we can't sweep the street properly, which can lead to clogged storm drains and environmental violations. People need to know when to move their cars so we can sweep the streets.

## **Vision**

People have information about the days and times their street will be swept. They move their cars so the sweeper can properly sweep the streets. No flooding issues occur from clogged storm drains during storm season.

## **Background**

Providing residents with information about street sweeping routes and schedules has been a long-standing goal of the City. Due to budget constraints, we have not had

adequate staffing to be able to provide regularly scheduled sweeping routes beyond two neighborhoods. A few years ago, the City started providing 24-72 hour notifications on Nextdoor to specific neighborhoods during sweeping months (October-January) to alert residents to move their vehicles. This notification method lacked consistency, was time intensive, and did not reach residents without Nextdoor accounts.

## User types

- Homeowners
- Tenants (leases, rentals, etc.)
- Housesitters
- Businesses
- City staff

## User scenarios

- You recently purchased a home in San Rafael. You've set-up an account with Marin Sanitary to have your garbage collected and that causes you to wonder about when your street is swept? You get on the internet, search for "street sweeping in San Rafael", and quickly discover a map which displays the City's sweeper routes, schedule, and times. You now know that the street sweeper will be in your neighborhood every other Tuesday between 4 a.m. - 7 a.m.
- A group of girlfriends head west for a long weekend and find a beautiful Airbnb in the Dominican neighborhood to settle in for five days. When they arrive, an iPad with a list of instructions and helpful tips and tricks to enjoying San Rafael lies on the blue granite countertop on the island in the kitchen. As Suzie scrolls through the owner's notes she discovers a *reminder* section which explains there is a street sweeper that comes on Friday mornings (tomorrow) and links out to the City's website displaying a web application map of the sweeper routes and times. Cheryl hollars out the address, Suzie types it in, and they confirm that the street sweeper will in fact be there tomorrow morning between 5 a.m.-7 a.m.. Cheers!
- You live in an apartment and park your car on the street. The sweeper typically sweeps on your street at 7 a.m. but you don't normally leave for work until 7:45 a.m. If only you could remember, you'd wake up and leave a little earlier on those days. You sign up for push-notifications that remind you the night before so you can set your alarm.

# Metrics

- # of views of the map
- Engagement on social media promotions (likes, clicks, thanks, views)
- “Was this map helpful? Yes or No” when closing the browser window
- Reduction in number of cars blocking the sweeper

# What we are not trying to do

We won't try to ...	Because ...
Determine the routes and the street sweeping schedule	Public Works creates the routes and schedule based on their staffing levels and equipment. We can provide Public Works with user feedback about the routes and schedules.
Sweep the streets	Public Works manages that service. We are helping provide information about the service.

# Lessons learned

Some questions to ask yourself:

1. Are you solving the problem for the entire City or just from your department's perspective?
- 2.