

# PARKING LOT AND STREET SWEEPING ARE ESSENTIAL SERVICES

## COVID 19 PANDEMIC Cleaning to Remove Debris

When widespread crisis occurs, the Department of Homeland Security is responsible for securing our nation. Beginning February 2020, a vast part of the United States has been asked to self-quarantine, virtually shutting down commerce and normal life as we know it. When crisis mode is enacted, essential services are required to maintain business operations.

Unfortunately, businesses, consumers, and government entities themselves aren't sure what services are considered essential. The Department of Homeland Security assigns responsibilities of essential workforce designation to the Cybersecurity and Infrastructure Security Agency (CISA). Under these guidelines, waste management, including power sweeping services, are found in many areas of essential operations including but not limited to:

- Healthcare/Public Health
- Public Works
- Food and Agriculture
- Transportation and Logistics
- Water and Wastewater

During this pandemic, our awareness of cleanliness is heightened and will continue to be a public focus for the foreseeable future. It is important for the community at large to understand the significance of sweeping in an emergency as sweeping services provide so much more than aesthetics and asset preservation. The employees of **GBR SWEEPING** do their duty in order to improve the sanitary conditions of the customers and community that they service. **GBR SWEEPING** will maintain spotless parking garages, stairwells, and entrances as well as collect and appropriately dispose of hazardous material such as medical gloves, masks, or needles. During a time of crisis, there may be a rise in this waste among other. **GBR SWEEPING** also removes random trash such as cigarette butts and food wrappers but also more intense debris such as human waste. Left unaddressed, these items create serious unsanitary conditions in the business community which can include grocery stores, pharmacies, and hospitals. Now more than ever, a crisp clean appearance is a measure of your business's respect for the safety and welfare of the surrounding community.

Lastly but certainly not least, power sweeping is critical to the survival of human, plant, and animal life. Power sweeping and proper disposal of the debris protects the delicate balance of our water sources, waterways and shed areas which are affected through storm water drain-off. Anything that is not swept up will make its way into the storm water after sitting on the surface of the pavement. Examples of this include brake dust, oil, antifreeze or rubber from tires. The EPA has designated power sweeping as a best management practice BMP for MS4 stormwater permits.

**It is for these reasons and more that power sweeping is an essential service during crisis. Keeping GBR SWEEPERS on the road will facilitate stability in many of the critical areas needed to recover from crisis.**

**CALL US TODAY FOR A FREE ESTIMATE!**

**909-590-3777      714-476-4487**

**[sales@gbrpaving.com](mailto:sales@gbrpaving.com)**



## WHAT GBR SWEEPING SERVICES CAN DO FOR YOU

Whether you are a property manager, a municipality or a construction manager, power sweeping is a best practice that will benefit your property. Power sweeping directly affects asset management, risk management, environmental management and the esthetics of your property.

### Overview of Sweeping

#### 1. Asset Management

- Enhance the Property Investment
- Reduce Capital Expenditures
  - Sweeping increases the longevity of asphalt, concrete, sealcoat, striping, and hard-scape areas
  - Weed and root damage from sand and dirt collection damage parking areas
  - By increasing the frequency of power sweeping, the life of the sealcoat and striping may be extended by as much as 20-30%

#### 2. Environmental

- Manage Storm Water
  - Sweeping is one of the “Best Practices” for managing storm water run off
- Rodent and Animal Control
  - Dirty areas (dumpster enclosures) attract rodent and other disease carrying animals
    - increasing public health risks

#### 3. Risk Management

- Insurance Risk
  - Reduce liability
  - Slip and fall litigation
    - A documented proper sweeping plan can discourage frivolous lawsuits
  - Regular sweeping is a key element in a property maintenance program designed to minimize exposure

#### 4. Aesthetics

- Enhance the Property Investment
- Visual appearance is a significant factor in where a customer chooses to visit
  - Parking areas are where the customers derive their “first impression”
  - A clean parking area is the best chance to make sure the customer’s “first impression” is favorable
  - Clean parking areas encourage visitors to be more careful where they discard their trash
  - Overall appearance of your facility has a direct impact on the attitude of your customers, visitors, and employees
  - People like to patronize the successful
  - Poorly maintained exteriors projects to visitors that a business is operated poorly – leading to a Decrease in sales revenue
- Remodeled / New shopping centers and business locations tend to have a significantly higher number of patrons
- A clean parking area attracts and retains tenants
- Shopping centers are finding maintenance of market share to be an increasingly competitive proposition
- Higher market value for lease and purchased space

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## WHY YOU SHOULD LET GBR SWEEPING KEEP YOUR PARKING AREA CLEAN?

- Well maintained parking areas and sidewalks are a key to **attracting customers**. Studies have shown that cleanliness ranks as one of the top factors in determining where people shop. Many people consider exterior cleanliness to be as important as interior cleanliness.
- Landscaping maintenance keeps lawns and planter beds in care, not asphalt pavement roads and parking areas. They blow leaves, loose gravel, and dust to corners and along curbs and water flow-lines. They pick-up all leaves but not loose gravel leaving those a bad appearance exposing a guest to trip and fall.
- Storm water runoff is quickly becoming a factor in our environment. Sweeping your parking area on a regular basis can help to **minimize pollutants** in your storm water stream.
- It is virtually impossible to develop or retain the desired **competitive edge** if a business' exterior, including the parking area, is unkept.
- When your parking area is clean to begin with, **shoppers are less likely to throw trash** out of their cars when they come to shop.
- Sand, dirt and other trash are abrasive. When dirt is allowed to stay on pavement, it quickly starts deteriorating the paving material. Replacement costs for pavement far exceed the routine expense of sweeping. Removal of these elements can **save you time and money down** the road.
- The **professionalism** of the local business community at large is a composite of the individual images projected by each of the businesses within it.
- Having a clean parking lot projects an image of **success**, and people prefer to patronize the successful.
- **GBR SWEEPING** delivers a **Report Sweeping Card** after completing each service every time at your designated mail slot or office.
- We report **FREE OF CHARGE**:
  - Broken sprinklers losing hundreds of water gallons, costing you a large water bill
  - Broken glass from a car parked, so you can make a police report or advise your guest to do it
  - Graffiti on the walls, sometimes you don't go too often at some areas of your property **GBR SWEEPING** will see it for you
  - Broken wheel-stops to be replaced, signage post vended, etc.

**ADDITIONAL PARKING LOT SERVICES UPON REQUEST; SEE ATTACHED CARD OF SERVICES**

**ACT NOW! ONE CALL WILL SAVE YOU.....  
THOUSANDS OF DOLLARS AND A BEAUTIFUL PEACE OF MIND  
DON'T RISK A LAWSUIT.....  
BEFORE IT HAPPENS, LET US TAKE CARE OF YOU 😊**

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**VALUE, RELIABILITY & LONG TERM SERVICE**