



PRESS RELEASE

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New Downtown Clean & Safe Program Launches

Nearly 85 percent of Downtown property owners support 10-year renewal

The Downtown San Diego Partnership has launched a new, enhanced Clean & Safe Program for Downtown. The Property and Business Improvement District (PBID), which is responsible for keeping Downtown clean, safe and beautiful year round, garnered the support of 82.6 percent of Downtown property owners who expressed support for the 10-year extension.

“It’s gratifying to have the overwhelming endorsement from the community we serve,” said Kris Michell, president and CEO of the Downtown San Diego Partnership. “Our work on Downtown’s transformation is a genuine collaboration of residents, business owners and stakeholders who are pulling together to make our urban center world-class. We look forward to continuing our work together for another decade.”

Since 2000, Clean & Safe has been working hard to keep Downtown at its best, with services including 24-7 safety patrol, sidewalk power washing, homeless outreach, graffiti removal and beautification programs.

As part of the renewal, Clean & Safe will provide more services Downtown property owners have requested, including additional beautification and place-making efforts, as well as its ongoing safety and maintenance programs. The renewal means more lights in trees, more drought-tolerant landscaping on streets and greater homeless outreach services.

“Additional Maintenance Ambassadors and Safety Ambassadors will expand our team and reach,” said Bahija Hamraz, executive director of Clean & Safe. “We’ll also provide additional homeless outreach services, which was a top priority for our property owners.”

Throughout the three-year renewal process, the Downtown Partnership conducted an extensive outreach effort, including the facilitation of more than 150 public meetings with property owners and solicitation for feedback through an online survey. The Partnership also received input from the PBID Advisory Board, Finance Committee, Executive Committee and Board of Directors.

Since January, Clean & Safe has been responsible for:

- Removing more than 10,475 pieces of graffiti

- Removing more than 385 tons of debris
- Sweeping more than 74,000 Downtown sidewalks
- Pulling more than 44,000 weeds
- Visiting more than 6,300 Downtown businesses
- Providing directional assistance to visitors and residents more than 9,100 times
- Responding to more than 30,600 security calls

During this year's Comic-Con, the Clean & Safe:

- Removed 22.44 tons of trash (about two times more than average)
- Picked up 27,149 flyers, posters and stickers (about 23 times more than average)
- Pulled 3,980 bags of trash (about four times more than average)

“Clean & Safe has been an important part of Downtown’s transformation,” said Michell. “Along with our gratitude for the support we’ve received from the community, is a renewed pledge: The best is yet to come.”

The Downtown San Diego Partnership is a non-profit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown. The Downtown Partnership represents more than 300 businesses and 11,000 property owners. To learn more about the Downtown Partnership, visit www.downtownsandiego.org.