



PRESS RELEASE

For Immediate Release

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DOWNTOWN SAN DIEGO PARTNERSHIP'S CLEAN & SAFE PROGRAM ENHANCES SIDEWALK CLEANING WITH INNOVATIVE CYCLONE TECHNOLOGY

Investment is One of Many Enhancements Planned for 2025 Renewal of the Downtown Property and Business Improvement District

SAN DIEGO – Jan. 9, 2025 – The Downtown San Diego Partnership's Clean & Safe Program, also known as the Downtown Property and Business Improvement District, is improving the cleanliness of Downtown one freshly steamed sidewalk at a time with its most recent investment in the Cyclone Technology deep cleaning system. The Cyclone is a cutting-edge solution designed to significantly improve the efficiency and longevity of sidewalk cleaning in urban areas.

This investment was made in response to community feedback and addresses an issue that is a high priority for Downtown San Diego property owners and businesses – making Downtown more welcoming and clean.

For more than 20 years, the Downtown Property & Business Improvement District has been addressing the needs of Downtown property owners, residents, and businesses through best practice enhanced services. Services from the district - including sidewalk cleaning, trash pickup, safety patrols, power washing, landscaping, and more - must be "enhanced," meaning that they are not otherwise provided by the City of San Diego or any other government entity. Clean & Safe's team of ambassadors work 24 hours a day, seven days a week, 365 days a year to make our urban neighborhoods more clean, more safe, and more vibrant.

As part of its ongoing efforts to enhance Downtown San Diego's pedestrian experience, the Clean & Safe Program is deploying the Cyclone Technology deep cleaning system to ensure cleaner, more inviting sidewalks for the thousands of residents, workers, and visitors who enjoy Downtown San Diego every day. By combining advanced technology with environmentally

friendly practices, the system provides a comprehensive solution that not only beautifies public spaces but also makes strides in protecting the environment.

The Cyclone Technology deep cleaning system offers a range of benefits:

- **Deep Cleaning and Degreasing:** Effectively removes grime and stains, restoring sidewalks to their original condition.
- **Environmentally Friendly:** Utilizes sustainable cleaning solutions and reclaimed water to minimize environmental impact.
- **Enhanced Efficiency:** Reduces cleaning time from 4-7 days to just one day while delivering superior, long-lasting results.
- **Long-Term Maintenance:** Enables sidewalk detailing to seal and protect surfaces for extended durability.
- **Neighborhood-Specific Solutions:** Custom formulations designed to meet the unique needs of Downtown San Diego's diverse neighborhoods, from historic brick to tile to older concrete.

"The Clean & Safe Program's investment in this advanced cleaning technology is a welcome addition to the enhanced services provided by the PBID," said **Howard Greenberg, Partner/President of Trilogy Real Estate Management, and property owner within the PBID.** "I am happy to see the district's assessment dollars go towards this type of creative investment that will enhance Downtown San Diego and do so in an efficient and effective way. Not only do the sidewalks in front of my property look great today, but I am confident this technology will continue to improve their cleanliness long-term through the dedicated work of Clean & Safe."

Downtown San Diego residents and visitors can expect to see the Clean & Safe team putting the Cyclone Technology deep cleaning system to work throughout the week as part of their commitment to maintaining clean sidewalks and inviting public spaces.

"The Clean & Safe program has been proud to take care of Downtown's urban neighborhoods for more than two decades. The needs of an urban environment have changed a lot in that time, but we are committed to continuing to find innovative ways - like the Cyclone - to improve efficiency and meet the needs of property owners within the district," said **Alonso Vivas, SVP and Executive Director of the Downtown San Diego Partnership Clean & Safe Program.** "Investments in new technology are one of the many ways we look forward to improving our enhanced services even further as we renew the PBID for its next term starting on July 1, 2025."

Property owners within the Downtown Property and Business Improvement District that Clean & Safe serves can learn more about the renewal of the special district and how to complete their ballots - due to the City of San Diego before Jan. 27 - by visiting downtownsandiego.org/pbid-renewal.

For more information about the Clean & Safe Program and its innovative efforts to enhance Downtown San Diego, [visit downtownsanidiego.org/clean-and-safe](https://downtownsanidiego.org/clean-and-safe) or contact info@improvedtsd.org.

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*The **Downtown San Diego Partnership** is a nonprofit organization that serves as the principal voice and driving force behind the economic and cultural prosperity of Downtown San Diego through membership, advocacy and enhanced services. It also serves as the managing organization for several special districts including the Property and Business Improvement District, otherwise known as the Clean & Safe program, which has provided enhanced public services in 275 blocks of Downtown for more than 20 years. For more information, visit downtownsanidiego.org.*