



PRESS RELEASE

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Renewal of Downtown Property & Business Improvement District to Enhance Downtown San Diego Recognized with Celebration

The PBID, Also Known as the Downtown San Diego Partnership's Clean & Safe Program, to Begin Next Decade of Service July 2025

SAN DIEGO – March 5, 2025 – The Downtown San Diego Partnership, community leaders, and frontline staff, joined Mayor Todd Gloria to recognize the renewal of Downtown Property and Business Improvement District (PBID), also known as the Downtown Partnership Clean & Safe program, following overwhelming support from Downtown property owners. The renewal was celebrated during a signing ceremony in the Mayor's office, marking a continued commitment to making Downtown more clean, more safe, and more vibrant through enhanced services that are over and above those offered by the City of San Diego.

"For more than 20 years, the Clean & Safe program has played a key role in keeping Downtown San Diego a thriving destination for residents, businesses, and visitors," said Mayor Todd Gloria. "With this renewal, we're strengthening the services that keep our city's core safe, clean, and a great place to live and visit. Thanks to the Downtown property owners for backing this investment—it's making a real difference Downtown."

As part of a years-long outreach process in advance of the PBID's renewal, more than 70 property owner meetings, 50 HOA meetings, property owner surveys, open houses, and community forums were conducted to ensure the PBID will deliver the services that are most important to the community. Following the distribution of ballots to property owners within the District, a majority voted in favor of renewing the PBID, leading to the San Diego City Council's authorization of the renewal on Jan. 27, 2025. The renewed district will officially go into effect on July 1, 2025 allowing for continuation of the existing services critical to

Downtown's urban neighborhoods and implementation in the years ahead of additional improvements selected based on extensive community input.

"The renewal of the Downtown Property and Business Improvement District is a key step forward for our Downtown community," said Councilmember Stephen Whitburn, who represents the area. "This agreement continues to prioritize cleanliness, safety, and vibrancy—benefiting residents, businesses, and visitors alike. Thank you to the Downtown San Diego Partnership, the City's Economic Development Department and the many Downtown residents who voiced their support for the continuation of this initiative."

The renewed PBID will continue to provide the enhanced cleaning, safety, and beautification services that Downtown has come to rely on during the program's decades-long service to Downtown. Those continuing services include:

- **24/7 janitorial services** such as sidewalk pressure washing, graffiti removal, trash and debris pickup, landscaping, and dog bag station maintenance
- **Expanded safety and hospitality services**, providing welfare checks, nuisance abatement, and business outreach as well as an integrated homelessness care team
- **Improvements to the public realm**, including new physical improvements, tamper-proof trash cans, replacement of street trees, outdoor seating, and more
- **Downtown business attraction and retention**, such as services programs and activities to identify tenant prospects, retain and grow existing businesses, and enhance the marketability of Downtown for commercial uses

"The Clean & Safe program has demonstrated its ability to provide effective, critical support over its more than two decades of service to our Downtown community," said Betsy Brennan, President & CEO of the Downtown San Diego Partnership. "This renewal means we can continue to build on that success and chart a path forward in the coming years for expanded services and new innovations and investment that directly reflect the needs of our property owners."

As part of the successful renewal, the service boundaries for the PBID will expand by seven additional blocks, including the areas around San Diego City College and Commercial Street among those that are eligible to receive Clean & Safe services.

Other areas for future investment that could be rolled out within the district's new ten-year term include technology for efficiency and effectiveness of service delivery, increased power washing, enhanced cleaning, security, and activation for parks and green spaces, and additional hospitality and mobility ambassadors to assist residents and visitors.

Based on feedback collected from property owners throughout Downtown during the renewal process, the renewed PBID also includes opportunities to further customize service for each of the District's six urban neighborhoods. This could include establishing new staffing roles dedicated to the unique needs of neighborhood-specific zones, addressing rapid response

requests, and the opportunity to work with service managers to provide specialized support based on area needs.

The Clean & Safe program has consistently delivered strong results. In 2024 alone, the PBID:

- Pressure washed more than 14,000 sidewalks
- Removed more than 13,000 instances of graffiti
- Collected more than 1.8 million pounds of trash
- Conducted more than 108,000 safety patrols in Downtown neighborhoods
- Housed more than 900 people who have previously been homeless
- Connected with more than 500 people through street-based outreach

The renewal of the Clean & Safe program ensures that Downtown continues to receive the vital services that make it a better place to live, work, and visit and allows for additional innovation in planning the future of enhanced services in San Diego's urban neighborhoods.

For more information, visit downtownsandiego.org/pbid-renewal

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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 public 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 provides enhanced public services in 275 blocks of Downtown. For more information, visit downtownsandiego.org.*