

Annual Report 2009



Downtown San Diego Partnership Clean & Safe Program

Executive Director's Report

My name is John Hanley, I am the Executive Director of the Clean & Safe Program and I am delighted to present you with our FY 2008-2009 Annual Report.

While I am new to the Executive Director role I am familiar with the Clean & Safe Program, where I served as Finance Director from March 2004 to September 2008. I am also familiar with the Downtown San Diego Partnership, where I served as Finance Director from March to December 2009. I feel lucky to return to Clean & Safe with this institutional knowledge and have hit the ground running by initiating an organizational review to ensure that Clean & Safe is functioning at the most productive level possible. We are closely reviewing the services we provide to look for time and cost saving efficiencies and the contracted services we employ have recently been put out to bid, so we can lock in high quality vendors at favorable prices.

Looking ahead to the upcoming fiscal year we have developed goals for the Clean & Safe Program, which focus on increasing customer service and communications with our Downtown constituents. Our objective is to be responsive to your inquiries

and complete requests for service in a timely manner. Working with a growing number of Downtown community groups, such as the East Village Association and Gaslamp Quarter Association Business Improvement Districts, the Downtown Manager's Group and the Homeowner's Association Alliance to name a few, the Clean & Safe Program is actively listening to your input on how to increase the quality and quantity of services we provide.

I am proud to say that in fiscal year 2008-2009 the Clean and Safe Program continued to successfully provide the maintenance and safety services that Downtown property owners, residents and businesses have come to expect. But we can always strive for more and will continually review our processes to uncover more efficient and effective ways of keeping Downtown's sidewalks clean and safe.

Sincerely,
John Hanley
Executive Director

Tons of Garbage

A key metric every year that demonstrates Clean & Safe's effectiveness in removing trash from the Downtown public right of way is the tons of garbage we collect and discard.

In FY2008-2009 we removed 824 tons of garbage, equaling 1,648,000 pounds, from over 300 sidewalk trash receptacles. Included in this figure are countless illegal dumps. Of all this garbage Clean & Safe recycled 82 tons, or 10%.



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WRITTEN, DESIGNED BY WILL BERRY
UNLESS OTHERWISE NOTED

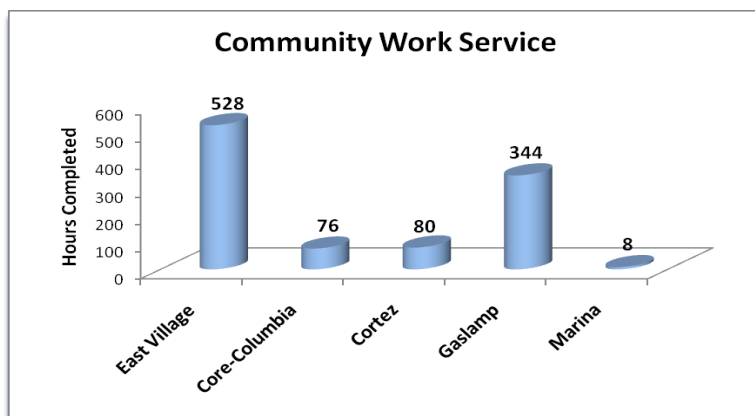


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Downtown Community Court by Marisol Meza



The Downtown Community Court program (DCC) continues to collaborate with Clean & Safe to address quality of life crimes affecting the Downtown San Diego neighborhoods. The Downtown Community Court is an innovative approach that benefits both the individual offender and the community offended through restorative justice. Restorative justice holds offenders accountable to the community through community work service in the specific neighborhood where the crime took place.

Benefits to the Downtown San Diego community include

cleaner and safer Downtown neighborhoods, reduced recidivism in designated areas, and community involvement in the criminal justice system. Eligible quality of life crimes include non violent misdemeanors such as, petty theft, possession of marijuana, vandalism, urinating/defecating in public, graffiti and select municipal codes for the ball park.

This year, the Downtown Community Court program welcomed Danielle Stroud as the new Deputy Attorney for the City of San Diego Neighborhood Prosecution Unit. Ms. Stroud has been a wonderful addition to the Downtown Community Court collaboration and works closely with the DCC coordinator. DCC also welcomed site visitors from the Center for Court Innovation and the National District Attorney Association.

For the 2008/2009 fiscal year, over 1,400 hours of community service were awarded by the court. Thus far, 1,036 hours of community service valued at over \$11,600 worth of community work have been served back into Downtown San Diego neighborhoods.

Dog Stations Downtown

In FY 2008-2009 Clean & Safe's *Dog Stations Downtown* program was recognized twice for the great contributions the program has made helping Downtown pet owners and the environment.

In June *Dog Stations Downtown* was featured in a Channel 4 news story shown on both Cox and KUSI. In November the Petco Foundation recognized *Dog Stations Downtown* for its outstanding contributions by awarding Clean & Safe a \$10,000 grant—the maximum allowed—which we used to purchase more of the blue doggie bags that fill each station.

Dog Stations Downtown helps pet owners by providing them a resource

to clean up after their pet, thus preventing possible slip and falls on what otherwise could have been left behind.

And it helps the environment because when a pet owner cleans up after their pet it eliminates the possibility of fecal matter entering the storm drains and ultimately ending up in the ocean and on our beaches.

The Clean & Safe Program developed the *Dog Stations Downtown* in 2003 in collaboration with Downtown pet owners. Since that time the Program has expanded to 80 total stations in targeted locations in each of the Downtown neighborhoods Clean & Safe serves.

In FY 2008-2009 we estimate the following Dog Station usage:

- 535,500 bags used
- 6,694 bags per station
- 18 bags per station per day





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Financial Report FY 2008-2009

Revenue and Other Income

PBID Assessments & Park Reimbursements	\$5,641,696
Grants	-
Interest Income	<u>3,197</u>
Total Revenue & Other Income	\$5,644,893

Expenses

Contractual Services	\$2,877,253
Salaries, Wages, & Payroll Taxes	1,679,251
Employee Benefits	411,094
Utilities	181,706
Repairs and Maintenance	125,955
Rent	86,675
Insurance	76,338
Cleaning and Janitorial Supplies	76,076
Miscellaneous	48,165
Depreciation	63,193
Legal and Accounting	43,270
Uniforms	15,864
Office Supplies	8,879
Loss on Disposal of Equipment	7,665
Equipment Outlay	630
Travel and Training	1,399
Postage	<u>731</u>
Total Expenses	\$ 5,704,144

Deficiency of revenue, other income over expenses \$ (59,251)

New Trees in Core Columbia



There are over 4,000 public right of way trees in Downtown, a real urban forest, so it is no wonder that some are lost every year due to various factors.

Doing our part to help replace some of them that were lost, last summer the Clean & Safe Program collaborated with the Business Improvement District Council through the *Green Trees for the Golden State* grant to plant trees in the Core Columbia neighborhood. Seven replacement trees were planted and they are thriving, providing needed shade and oxygen to Downtown pedestrians.

Downtown Special Events

There is hardly a more active location for special events in San Diego than Downtown. With at least 81 Padres home games every baseball season and a number of cultural touchstones each year, such as Mardi Gras, not a week goes by without something fun going on Downtown.

These special events take place in private settings, such as the Balboa Theater, and in the public right of way, such as the Rock N Roll Marathon. Either way, after all the attendees leave the Clean & Safe Program plays a big role in bringing the sidewalks back to clean. In FY 2008-2009 there were over 60 special events with over half a million attendees that occurred in the public right of way.



Courtesy of: Gaslamp Quarter Association



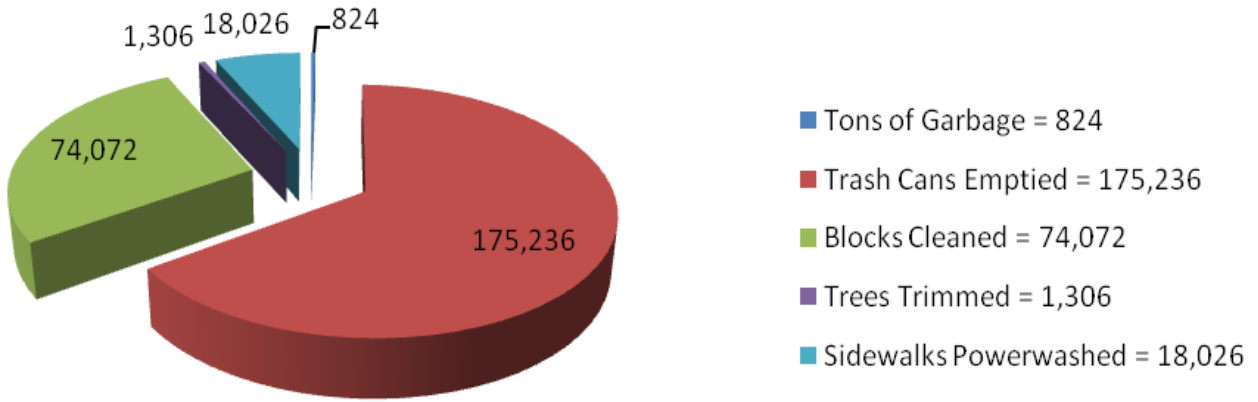
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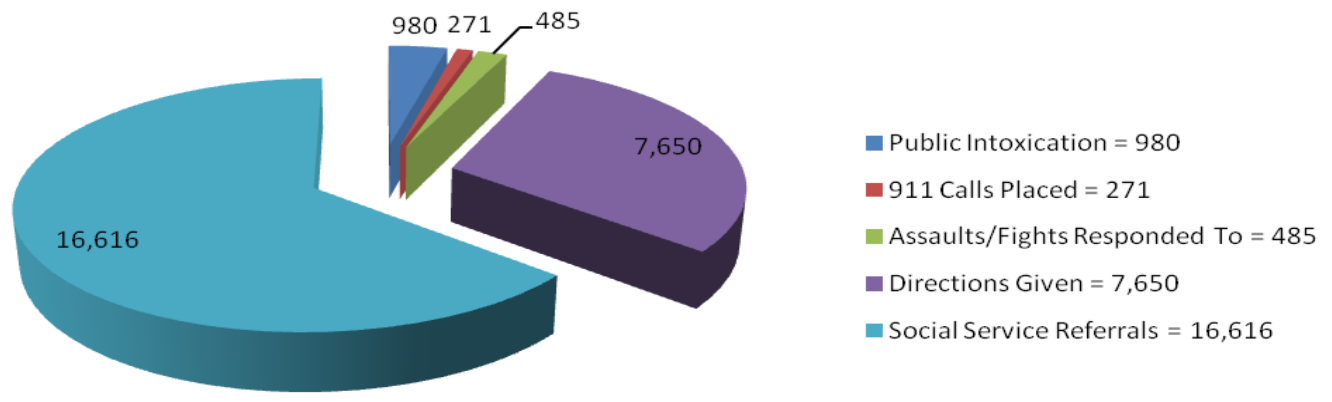
Maintenance Ambassador Services

There are 43 Clean & Safe Maintenance Ambassadors that work in three shifts on a 24-hour service schedule. They provide services in the Downtown public right of way such as removing garbage from over 300 Downtown trash receptacles, graffiti and sticker abatement, landscaping, sidewalk sweeping and more. Our Maintenance Ambassadors take great pride in their work and in 2009 they provided the following statistics.



Safety Ambassador Services

There are 25 people comprising our Safety Ambassador team and they are easy to find because they wear bright orange uniform tops. They also use Segway Transporters to go from one place to another in our large 272-block, five neighborhood service area. Safety Ambassadors provide three principle services; assist visitors with information; work closely with the Police Department as extra eyes and ears to report criminal activity and deter nuisance crimes; and provide social service outreach referrals. In 2009 our Safety Ambassadors produced the following statistics.





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PBID Governance

The 15-member PBID Management Committee Board is comprised of 12 representatives from the five Downtown neighborhoods and three "At Large" seats. The apportionment of the number of representative seats per neighborhood is based on assessment percentages. The three "At Large" seats are permanently reserved for the President of the Downtown San Diego Partnership and representatives from CCDC and the City of San Diego. The PBID Management Committee plays an active role in the administration of the Clean & Safe program and provides neighborhood feedback and operating guidance to the Executive Director, John Hanley, on an ongoing basis. It is responsible for submitting the annual budget and reporting to City Council. There are two PBID Ad Hoc committees which are the Downtown Community Court and the Safety Network.

The PBID Management Committee members for FY 2008-2009:

At Large Members

Shirley Horton, *President, Downtown San Diego Partnership*

Luis Ojeda, *City of San Diego*

Derek Danziger, *CCDC*

Core / Columbia Members

Howard Greenberg, *Trilogy Real Estate Management, Inc.*

William H. Sauls, *Attorney at Law*

John Dadian, *Dadian & Associates*

Gaslamp Quarter Members

PBID Chair, Greg Strangman, *LWP Group, Inc.*

Bill Keller, *Le Travel Store*

Marina Members

Sandra Simmons, *Viva-City*

Joe Drew, *Property Owner*

Cortez Member

Brian Wood, *Jim Abbott & Associates*

East Village Members

Claudine Scott, *Home Realty, Inc.*

Glenna Schmidt, *Mitchell Investments.*

Brendan Foote, *The Cal Tax Group*

Keeping it Clean and Green

The Clean & Safe Program continues to explore opportunities to deliver our services in a sustainable, water conscious and environmentally friendly fashion. In FY 2008-2009 we leveraged price decreases on "green" cleaning resources and experimented with different varieties and concentrations of products in an effort to deliver the most cost effective, sustainable service we can.

Green Scorecard

- Starting with this Annual Report Clean & Safe no longer produce hard copies, instead we will make the report available electronically, posting online and in pdf.
- Clean & Safe employees use bicycles, electric Segways, T3s and walk on foot to conduct many duties. This reduces our overall amount of gas powered vehicle usage and keeps additional cars off the road.
- Our trash bags are made with 10% recycled plastic post consumer material. Our dog bags are made from recycled plastics with 75% recycled resin and 10% post consumer recycled resin.
- We buy concentrated cleaning products and dilute with water, reducing exposure to the environment and our employees.
- Trimmed 1,306 Downtown trees and recycled an average of 45 lbs per tree, equaling over 58,000 pounds at the Miramar Recycling Center.
- Water conservation: We made operational changes to reduce the overall amount of water used to keep the public right of way clean and well maintained. We require all of our power wash contractors to reclaim the water they use and filter and reuse as much of that water as possible.



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The Work Your Way Home (WYWH) is a program managed by Clean & Safe which is designed to assist those people who are homeless and stuck in San Diego get back home through using privately donated Greyhound bus vouchers, earned through work service with Clean & Safe.



Some people come to San Diego looking for a better life, and instead find disappointment. A person in this situation, who wants to return home to be reunited with family or a support structure in their original communities, will be given a short term job opportunity with Clean & Safe conducting maintenance activities in the public right of way to earn a bus voucher for that return trip home. The funds for the bus vouchers are privately donated from the Downtown community for this effort.

WYWH provides Clean & Safe with the opportunity to positively participate in addressing the issue of homelessness in Downtown San Diego. The program also lightens the impact on our community emergency response services, such as police, fire, rescue teams and homeless service providers, by providing destitute persons the opportunity to get out of San Diego and go home.

In FY 2008-2009 the Work Your Way Home Program assisted 32 people get home, traveling a total of 55,535 miles, to states as far east as Suffolk, VA. Since the program's inception in May 2004 WYWH has assisted 180 total people get home. Thanks to Traveler's Aid and the SDPD for their continued support and participation in WYWH.

Whose Job Is It Anyway?

There are many different organizations that share space in the public right of way, such as electrical utility boxes, phone booths, and bus shelters to name just a few.

The *Whose Job Is It Anyway?* provides an easy to follow snapshot of common problems that occur on Downtown sidewalks. The diagram is a useful tool designed to help a Downtown San Diego property owner, resident, or business owner find the contact number for the particular organization they want to reach.

