



CLEAN & SAFE PROGRAM
ANNUAL REPORT 2006



During fiscal year 2006 the Clean and Safe Program staff continued to find ways to improve the quality of our Maintenance and Safety services provided to downtown property owners, residents, businesses and visitors. To note just a couple of our successes;

— We have improved the efficiency and safety with which we remove litter from public trash receptacles and debris from the public right of way with the purchase of eight John Deere Gators and two trash compactor trucks.

— We have improved our ability to account for and maintain trees in the public right of way by purchasing an internet based software application that enables us to manage the tree inventory and capture important information about each tree.

Our Maintenance and Safety Ambassadors continue to work around the clock to provide quality and timely service. The maintenance ambassadors removed over 700 tons of garbage, 15,000 stickers, and 12,000 instances of graffiti. The around the clock operation enabled us to clean over 82,000 blocks and empty over 67,000 trash cans. Our Safety Ambassadors continue to act as an extra set of eyes and ears for local law enforcement as they patrolled over 36,000 miles conducting security and welfare checks, and providing social service referrals.

I would also like to acknowledge the hard work of my staff of dedicated professionals who have worked tirelessly to improve the efficiency of our operation. Their efforts have resulted in continued reductions to our worker's compensation rates, significant decreases in job related injuries, improved customer service efforts and an increase in eligible crimes for our Downtown Community Court program.

We accept the challenge for next year fiscal year and look forward to serving you.

Stewart Payne
Executive Director



PBID GOVERNANCE

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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, Stewart Payne, 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 2005-2006 are:

At Large Members (3)

Barbara Warden, *President, Downtown San Diego Partnership*
 Scott Kessler, *City of San Diego*
 Donna Alm, *CCDC*

Core / Columbia Members (4)

Howard Greenberg, *Trilogy Real Estate Management, Inc.*
 William H. Sauls, *Attorney at Law*
 Carol Beres, *C.B. Holdings*
 Roger Paull, *W Hotel San Diego*

Gaslamp Quarter Members (2)

PBID Chair, Greg Strangman, *LWP Group, Inc.*
 Bill Keller, *Le Travel Store*

Marina Members (2)

Sandra Simmons, *Viva-City*
 Stan Marder, *Property Owner*

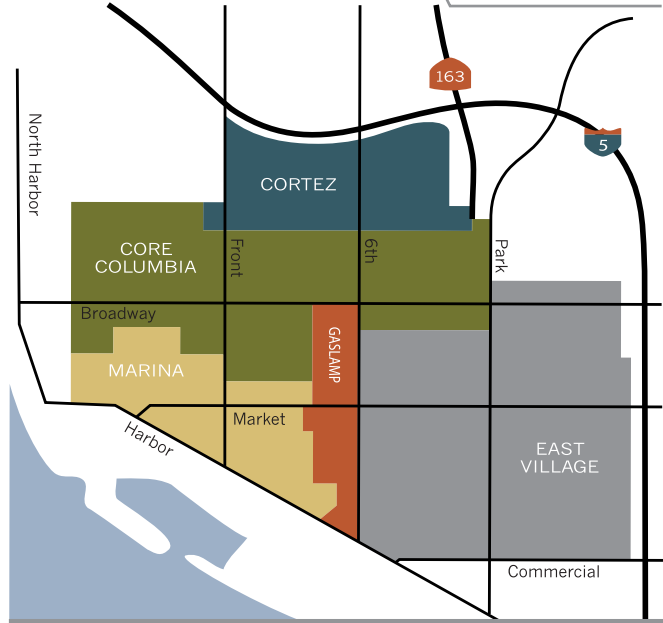
Cortez Member (1)

Brian Wood, *Jim Abbott & Associates*

East Village Members (3)

Claudine Scott, *Home Realty, Inc.*
 David Hazan, *Carleton Management, Inc.*
 Norma Vega, *Allstate Insurance*

Downtown’s Neighborhoods



2006 Budget Report

2006

REVENUE AND OTHER INCOME

PBID assessments and parks reimbursement	\$ 4,335,659
Other income	17,809
City parks administrative fee	3,434
Interest income	1,286
In-kind contributions	—
GSA contract	—
Community Court income	—
Total revenue and other income	4,358,188

EXPENSES

Contractual services	1,639,332
Salaries, wages and payroll taxes	1,465,855
Insurance	348,355
Employee benefits	171,816
Utilities	126,183
Depreciation	100,428
Rent	87,570
Repairs and maintenance	76,913
Cleaning and janitorial supplies	50,111
Equipment outlay	40,659
Legal and accounting	18,687
Miscellaneous	18,625
Postage	11,255
Office supplies	11,121
Uniforms	6,718
Training	1,728
Total expenses	4,175,356



TreeKeeper

To improve the efficiency and quality of our public right of way tree maintenance the Clean & Safe Program invested in the TreeKeeper tree management software system in 2006. TreeKeeper is an internet based system that uses a dynamic database of tree information to trap important facts about tree conditions such as species, health, height, canopy, and trimming and fertilization schedule. There are over 4,500 Downtown trees, covering 44 different varieties.

This system has already improved our urban forestry management by providing Clean & Safe staff and our contractor Davey Tree with important facts needed to make maintenance decisions in the field. Looking forward, TreeKeeper's benefit to Downtown property owners, residents and businesses is that it will help Clean & Safe prioritize, track and schedule maintenance, monitor tree conditions over time and better respond to inquiries. The built-in mapping component easily allows tree sites to be located virtually on line, while also allowing easy updating of geographic information, which is crucial in the ever changing Downtown environment.

In 2006, the Clean & Safe Program fertilized 2328 trees and trimmed 1,498 trees, or approximately 1/3rd of Downtown trees. By neighborhood the number of trees trimmed was:

Core Columbia	478
Cortez	143
East Village	441
Gaslamp Quarter	194
Marina	242



Stickers, Graffiti & The Damage Done

Former Mayor Rudy Giuliani once said, "Graffiti creates an impression of disorder and of lawlessness. A city tainted by vandalism invites more vandalism and more serious crime because it sends the message that the city doesn't care and isn't paying attention."

True. But in Downtown San Diego the Clean & Safe Program cares deeply and is paying attention. Clean & Safe is charged with removing stickers and graffiti from the public right of way, meaning the sidewalk and other street furniture like light poles, street signs, parking meters and trash cans in Downtown. Per our operating agreement we're strictly prohibited from conducting maintenance such as removing stickers and graffiti on private property or construction sites.

In 2006 Clean & Safe removed an astounding 12,566 instances of graffiti and 15,043 stickers. What can't be measured are the stickers and graffiti which Clean & Safe prevented from going up in the first place. In 2006, Clean & Safe employed creative and proactive ideas like wiping down public street furniture with WD40 in those Downtown "hot spots" where this unwanted activity typically takes place. Among its many uses WD40 prevents stickers from sticking and made graffiti paint far easier to clean off.

Sidewalk Power Washing

According to a public opinion survey of Downtown property owners, one of the most popular services Clean & Safe offers is sidewalk power washing. And that's no surprise considering the large number of things which take place in our urban center; from special events such as street parties and road races, to the everyday wear and tear of construction and delivery trucks.

It's important to point out that Clean & Safe takes environmental regulations very seriously. We have strict guidelines requiring each of our contractors to reclaim all power wash water they use to prevent any discharges into the storm drains, which would eventually end up in the Bay.

In FY 2006, Clean & Safe contracted with three different power washing companies to deliver the enhanced sidewalk cleaning services in the five Downtown neighborhoods:

4,800	Core Columbia sidewalks power washed
1,200	Cortez sidewalks power washed
4,308	East Village sidewalks power washed
2,964	Gaslamp Quarter sidewalks power washed
1,200	Marina sidewalks power washed
14,472	Total sidewalks power washed



Dog owners love the convenience of Clean & Safe "doggie bags" to clean up after their pets.



A Maintenance Ambassador is cleaning an Automated Trash Litter Vehicle (ATLV) after a run through Downtown.



Improvements To Children’s Park

Children’s Park, located at First Avenue and Harbor Drive directly across from the San Diego Convention Center, contains one of the most elegant, eye catching water features in all of San Diego. Named Children’s Pond the water feature is well known for its unique design of shapes within shapes.

To keep it looking pretty and clean, almost daily upkeep is needed on the water feature. Routine annual maintenance is required for the mechanical parts below ground. In the summer of 2006 Children’s Pond was drained to re-paint the Pond floor electric blue, pump equipment was replaced, electrical work for the sub merged lighting fixtures was conducted including the installation of specialty lights, damaged light transformers were repaired and/or replaced and a review of concrete foundation was conducted with CCDC and Sika Construction. The total cost for these repairs was \$34,710. Since the completion of these repairs, Children’s Pond has been functioning day and night without problem to the delight of Downtown residents and visitors alike.

Items illegally dumped on Downtown sidewalks, recovered by the Clean & Safe Program.



Children’s Pond received a fresh coat of paint along with other annual maintenance.



**Downtown Community Court
By Marisol Meza**

Clean & Safe teams up with the Downtown Community Court to address non-violent misdemeanor crimes affecting quality of life in the downtown San Diego area. Community Court participants perform community service in the neighborhoods negatively impacted by their illegal behavior. This innovative approach of restorative justice provides offenders with the opportunity to ‘pay’ their debt back into the community. Participants are assigned specific tasks such as sweeping sidewalks, removing garbage, pulling weeds and graffiti removal.

The Downtown Community Court is in its fourth year of operation. This year, the Downtown Community Court has added three new charges to the list of eligible quality of life crimes: the new additions include, simple battery, resisting/obstructing a peace officer, and drunk in public. Some of the continued benefits to the downtown San Diego community include cleaner Downtown neighborhoods, community involvement in the criminal justice system and criminal accountability to reduce recidivism in designated areas.

Not only has DCC increased its eligible crimes, it has also increased the amount of participants. More individuals are opting to accept the community court offer as opposed to a traditional sentence. Here is what some participants said about their community court experience:

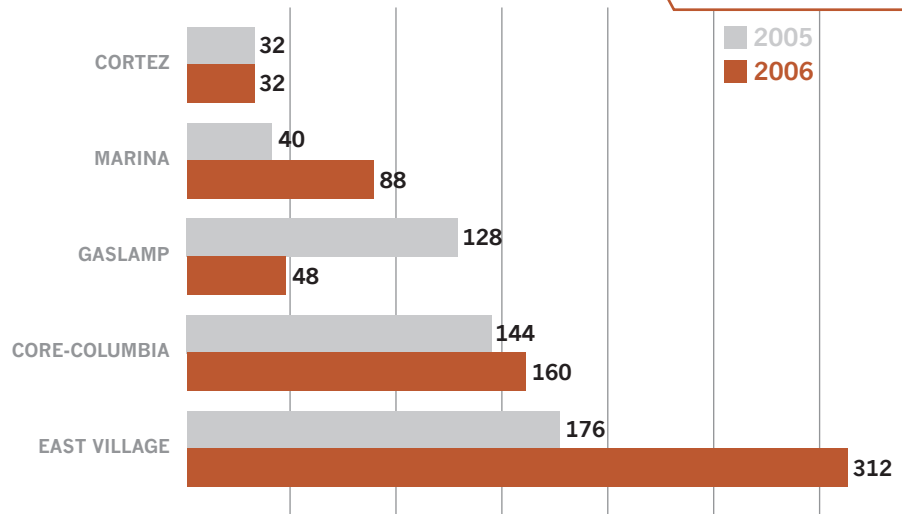
“Productive work for a good cause.”

“There’s a lot of work involved in community service. I don’t want to make another mistake like trespassing again”.

“I’ll never throw trash in the streets.”

In addition to an increase in participants, DCC has also had an increase in the total amount of hours awarded. In 2006, the amount of hours awarded increased from 750 hours to over 980 hours.

Hours Awarded In 2005 vs. 2006



Central Division's Neighborhood Resource Team and Clean & Safe Ambassadors frequently work together to improve conditions Downtown.



Work Your Way Home Program (WYWH)

The Work Your Way Home Program was created to provide a person stranded in San Diego and coping with acute financial hardship the opportunity to work for a Greyhound bus voucher to return home to family, or friends, where they will have a greater opportunity for success. The program, which is funded privately through donations by the Downtown San Diego Partnership members and other community partners, began in May 2004. The program is managed by the Clean & Safe Program and Traveler's Aid, with valuable assistance and input by the SDPD Homeless Outreach team (HOT). Downtown Community Relations Police Officer John Graham says that WYWH, "has really helped lighten the impact on all our community emergency response services, not just Police, but also fire and paramedics as well." Since its inception WYWH has helped 94 total participants returned home and 63 in 2006 alone, averaging 5.25 participants a month at an average ticket price of \$107.00. A very big thank you goes to Traveler's Aid, The Downtown San Diego Partnership and its Social Action Collaborative Committee.

Partnerships With Local Social Services

In April, as part of Global Youth Service week, the Clean & Safe Program partnered with the San Diego Youth and Community Services Storefront Shelter for Homeless Teens to remove unsightly graffiti from a vacant building Downtown. Many of the teens from the Storefront Shelter have lived on the streets or been a part of gangs, so this was an opportunity for them to give back to their community, while making a symbolic gesture showing they have moved on to a more positive life. The Storefront Shelter houses up to 20 teenagers, who range in age from 12-18 years old. The teens are provided with basic needs as well as case management, educational referrals, job skills and dental/health care.

SDPD Neighborhood Resource Team (NRT)

The San Diego Police Department Central Division, which patrols the Downtown area, rolled out an exciting new policing unit in January 2006, the Neighborhood Resource Team (NRT). The NRT is a fast response unit focused on quality of life crimes, narcotics and criminal hot spots. The team has eight members, comprised of six Police Officers, the Downtown Community Relations Officer (CRO) and the Downtown Deputy City Attorney. With great success the NRT immediately focused attention on Downtown "hot spots" resulting in over 160 arrests in January alone. The blueprint for the NRT was thought up by Central Division Captain Chris Ball who studied current law enforcement needs and trends Downtown, sought input from property owners, residents and businesses and came up with the idea for this highly effective, fast response team. The NRT can be reached at the Police non-emergency number (619) 531-2000 or (619) 744-9503. Some telling statistics illustrating NRT's success in 2006:

727	Felony Arrests
694	Misdemeanor Arrests
2583	Total Arrests
1162	Misdemeanor Citations
1208	Radio Calls
1782	Field Interviews
162	Stay Away Orders

Please be aware that these statistics include both the Logan Heights and Downtown neighborhoods.

Clean & Safe's new Tomcat trash trucks have improved trash pick up in Downtown.



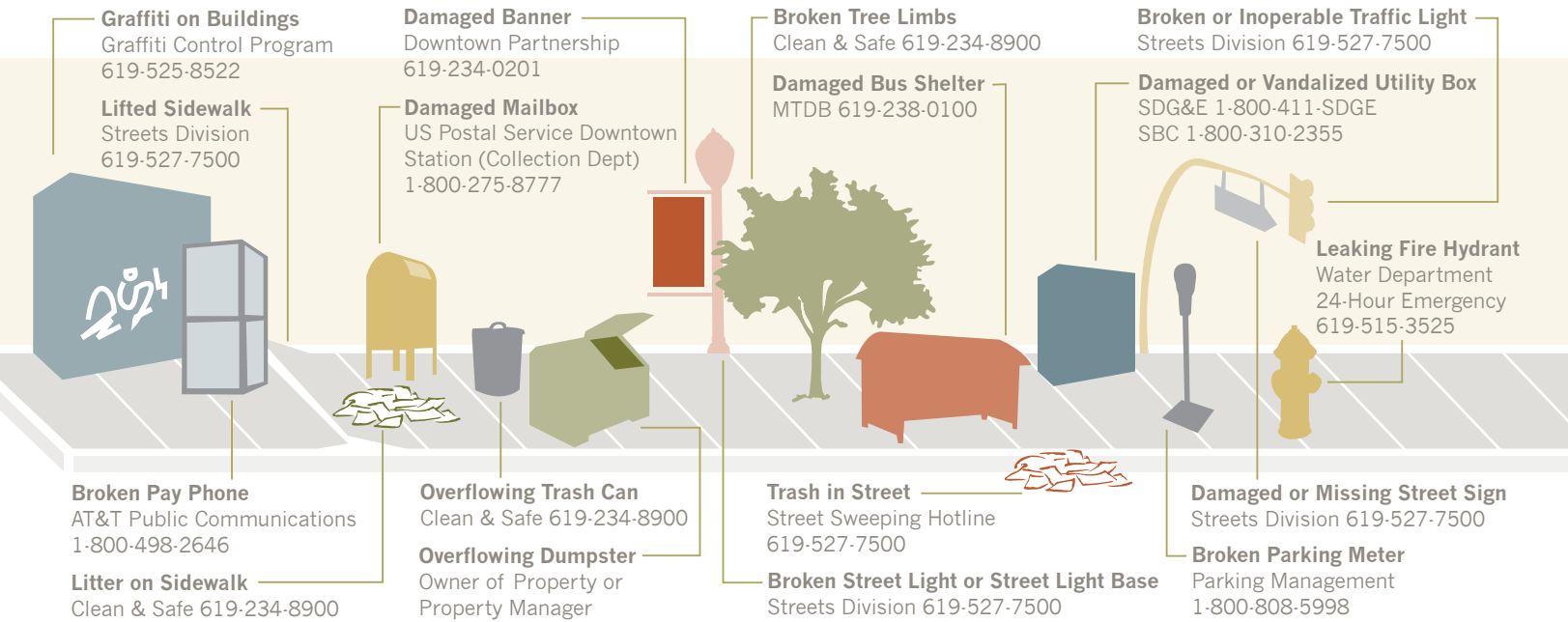
Clean & Safe partners with San Diego Youth & Community Services to remove graffiti.



OPERATIONAL CHANGES

Whose Job Is It Anyway?

The “Whose Job Is It Anyway?” diagram, pictured below, shows all of the possible problems on a typical Downtown San Diego street corner and identifies which public or private agency is responsible for the specific repairs. This diagram is an easy to use tool for property owners and businesses when reporting problems you see everyday. The diagram is prominently displayed on the www.sdcleanandsafe.com website, so please take a look.



Gators Gobble Up Downtown Maintenance

In November 2006, Clean & Safe rolled out our fleet of eight new high performance series John Deere Gators, which are green and yellow colored, golf cart sized, gas powered vehicles with trailers, ideal for the heavy duty maintenance jobs our Maintenance Ambassadors perform every day. These Gators are made for conquering rough terrain and can carry up to a 1300 pound payload of equipment and trash—capabilities which have proven invaluable. Clean & Safe has one of the largest districts in the entire nation for a Property and Business Improvement District (PBID); in Downtown San Diego the Clean & Safe Program covers 272 blocks and five neighborhoods. In a district this big, with widely varying sidewalk surfaces and hilly terrain, it's imperative to get our Maintenance and Safety Ambassadors AND their equipment to the location in need of service and these vehicles have made a positive and immediate impact in two ways:

- 1 The Gators have **increased our speed** in quickly getting to whatever condition demands attention, plus due to their compact size it's easier to find parking.
- 2 Once we arrive at the condition in question the **quality of our service has improved** because our employees have all necessary equipment needed to clean up virtually any maintenance condition.

Weed Abatement

Heavy rains in San Diego County last spring resulted in a bounty of colorful flowers and leafy trees. But with the good vegetation also comes unsightly weeds. In April through June 2006, Clean & Safe Maintenance Ambassadors focused on weed abatement throughout Downtown San Diego and during these three months we spent a good portion of 453 landscaping hours removing this growth.

Median Maintenance

For many people their first glimpse of Downtown San Diego starts with a drive or Trolley ride down one of our well known boulevards Broadway, Market, or Park, each of which has landscaped medians between lanes of traffic. Clean & Safe understands that first impressions are important, so we put our

best foot forward making sure these landscaped areas look good for the passer by. Clean & Safe performs median maintenance three times weekly including tree trimming, shrubbery sculpting and mowing grass.

New John Deere Gators improve quality and speed of maintenance service.



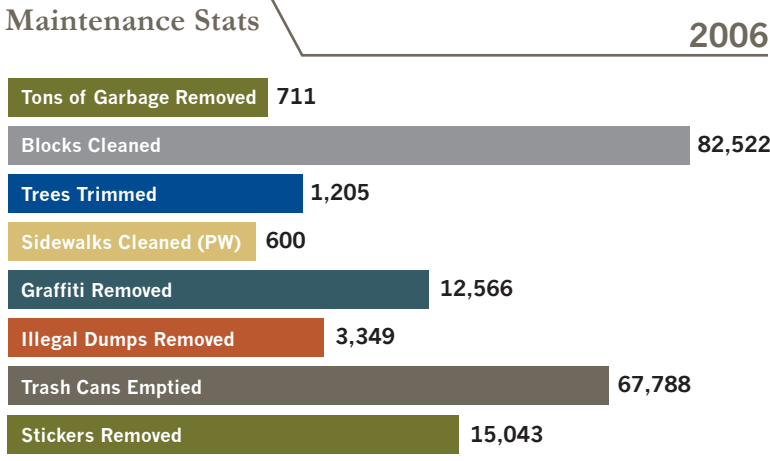
Clean & Safe performs median maintenance 3 times weekly.



AMBASSADORS ACCOMPLISHMENTS

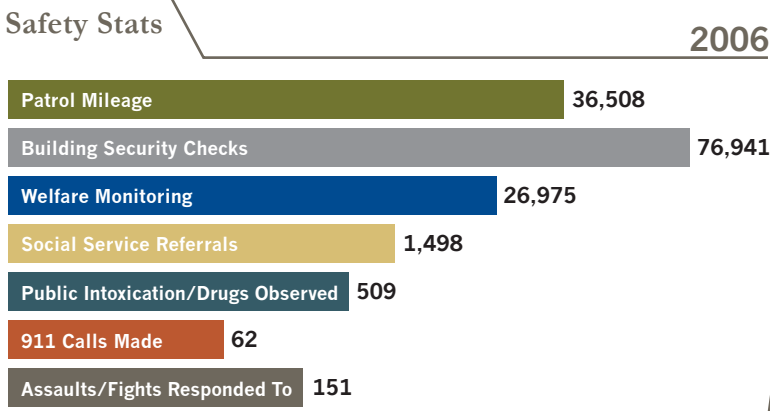
Maintenance Ambassador 2006 Stats

In 2006 Clean & Safe management focused on increased training of our Maintenance Ambassador team. As the number and variety of our equipment increased this year, we continually trained our employees on proper operating procedures from our smallest weed wacker to our largest trash truck. Our Maintenance Ambassadors have produced the following statistics:



Safety Ambassador 2006 Stats

Our Safety Ambassadors have done an excellent job this year dealing with the unpredictable situations they encounter Downtown. Each day is different, but the three principle activities of our Safety Ambassadors remain the same; work with the Police Department as an extra set of eyes and ears to report ongoing criminal activity, work with the homeless community and offer guidance about social services, and assist with directions. Our Supervisors work diligently with our Safety Ambassadors to instill a professional and compassionate approach which has increased effectiveness and reduced the risk of personal injury. Our Safety Ambassadors have produced the following statistics:



Clean & Safe Annual Meeting of Downtown Property Owners

Please attend the Clean & Safe Program Annual Meeting of Downtown Property Owners with special guest District 2 Councilmember Kevin Faulconer.

Meeting Time

Monday, May 7th from 6pm-7:30pm

Meeting Place

Lyceum Theater in Horton Plaza

RSVP

Please RSVP to 619-234-8900 between 9am-5pm.

Clean & Safe Program
1111 6th Avenue, Suite 101
San Diego, CA 92101

