



CITY OF SALINAS COUNCIL STAFF REPORT

DATE: JUNE 17, 2025

DEPARTMENT: COMMUNITY DEVELOPMENT

FROM: LISA BRINTON, DIRECTOR
DAVID JACOBS, DIRECTOR

THROUGH: GRANT LEONARD, PLANNING MANAGER
ADRIANA ROBLES, CITY ENGINEER

BY: CRYSTAL CASILLAS, COMMUNITY DEVELOPMENT
ANALYST - LIMITED TERM

TITLE: AGREEMENTS WITH DOWNTOWN STREETS INC. TO
PROVIDE CLEANUP OF THE ALISAL COMMERCIAL
CORRIDORS

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the City Manager to:

- 1) execute a service agreement with Downtown Streets, Inc. for regular cleanup of Alisal commercial corridors in an amount not to exceed \$240,726 from July 1, 2025, to June 30, 2026; and
- 2) execute a License Agreement with Downtown Streets, Inc. for a fee of \$1.00 from July 1, 2025, to June 30, 2026, for use of a portion of the rear property at 282 East Alisal Street to provide a staging and equipment storage area in support of Downtown Streets, Inc.'s Alisal commercial corridor regular cleanup services.

EXECUTIVE SUMMARY:

On August 23, 2023, City Council authorized an Agreement for Services with Downtown Streets, Inc. (DSI) for regular cleanup of the Alisal commercial corridors to meet the Alisal Vibrancy Plan (AVP) short term goal of improving cleanliness and appearance. Said services established routine litter removal, cleaning of trash and recycling corrals, benches, and planters; and said services were successful in fiscal year 2023-2024 and renewed by Council on August 20, 2024. DSI has continued to successfully complete the scope of services this fiscal year 2024-25. As such, staff seeks to continue this routine cleanup service contract into fiscal year 2025-26. Recommended action includes the continuation of a License Agreement with DSI for a fee of \$1.00 to use a portion of the property at 282 East Alisal Street for staging and equipment storage in support of DSI's services in the Alisal.

BACKGROUND:

In November 2019, the City Council unanimously accepted the Alisal Vibrancy Plan (AVP), a community-driven strategy to improve East Salinas. The AVP outlines a shared vision to enhance cleanliness, infrastructure, parks and economic development. In collaboration with the AVP Implementation Committee, the City prioritized short-term actions, allocating \$5.34 million in CIP funds across FY 2021-2023. A primary goal is improving the appearance of Alisal's commercial corridors through regular maintenance and increased engagement of business, property owners, and community organizations.

Salinas Downtown Streets Team (Downtown Streets, Inc., or DSI) was launched in 2019 and has since contributed to cleaner streets in the City with cleanup efforts focused in the Chinatown area, Downtown corridor, and Natividad Creek Park. Under an Agreement for Services (2023-24), the Salinas DSI expanded its cleanup efforts to include the Alisal and created two new Streets Teams to assist with litter removal. The 2025-26 Agreement for Services with Downtown Streets, Inc., is provided as Attachment 2 to this staff report. Additionally, continuation of a License Agreement with DSI for a fee of \$1.00 to use a portion of the property at 282 East Alisal Street for staging and equipment storage in support of DSI's services in the Alisal is needed (Attachment 4).

Through continuation of the proposed Agreement with Downtown Streets Team, Inc., an organization of team members (individuals transitioning from homelessness or who have developmental disabilities) are provided job training opportunities while enhancing the cleanliness and appearance of Alisal commercial areas. The scope of work includes routine litter and debris removal services and cleaning of public infrastructure, including benches, planters, and trash and recycling corrals immediately within the public sidewalks along Alisal commercial corridors. In FY 2024-2025, Salinas Downtown Streets Team (Downtown Streets, Inc., or DSI) collected over 1 million gallons of debris, 46,078 cigarette butts and safely removed 1,160 needles. They have also supported goal achievements for their team members by removing 1,441 barriers, employing 7, and transitioning 47 program participants into permanent housing.

Staff recommends renewal of the service agreement for regular cleanup of the Alisal commercial corridors, as it supports a two-fold mission: enhancing community beautification and litter removal, while promoting workforce integration and self-sufficiency for individuals that are unsheltered, have developmental disabilities or mental health challenges.

Authorizing renewal of services under this Agreement will continue to provide a positive impact to the community and will continue to address some of the short-term goals of the AVP Implementation Plan, demonstrating the City's commitment to the Alisal community. The term of the subject agreements is through June 30, 2026.

While not specifically related to this agreement and the need to continue to address the short-term goals of the AVP Implementation Plan, as part of the Homeless Response Program Update discussion at the May 27th Council meeting, the question came up about expanding this program city wide. Should that Council wish to provide that direction, it would need to be brought back for a fuller discussion to set expectations and a funding source. This specific agreement is being funded out of the Alisal Vibrancy Plan Capital Improvement Program (CIP) and Public Works

CalRecycle Grant; therefore, any expansion of the program would need to be funded from a different source.

CEQA CONSIDERATION:

The City of Salinas has determined that the Agreement for Services and License Agreement are not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378) because the matter does not cause a direct or foreseeable indirect physical change on or in the environment. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

GOVERNMENT CODE SECTION 84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

The proposed Agreement further the City Council's Strategic Plan Initiatives of Economic Development and Public Safety advancing the AVP implementation related to the appearance and cleanliness of Alisal commercial corridors.

DEPARTMENTAL COORDINATION:

The Community Development Department has led and will continue to lead the efforts for this Agreement.

FISCAL AND SUSTAINABILITY IMPACT:

The total not to exceed amount of the 2025-26 Agreement of \$240,726 will be funded from the Alisal Vibrancy Plan Capital Improvement Program (CIP) and Public Works CalRecycle Grant fund. Funding is included in the FY 2025-26 Proposed Budget and is subject to appropriation by City Council.

Fund	CIP (5800)	Appropriation	Appropriation Name	Total Appropriation	Amount for recommendation	FY 24-25 Operating Budget Page	Last Budget Action (Date, Resolution)
1200	9246	30.9246-63.6010	CIP Alisal Vibrancy Plan	\$253,486	\$235,726	n/a	n/a
3251	n/a	81.8133-63.6010	Public Works CalRecycle Grant	\$250	\$5,000	15	6/11/24, 22979

ATTACHMENTS:

Attachment 1: Resolution

Attachment 2: Agreement for Services between the City of Salinas and Downtown Streets, Inc.

Attachment 3: Downtown, Streets, Inc Proposal

Attachment 4: License Agreement between the City and Downtown Streets, Inc.
Attachment 5: Coverage Area Map