



## **CITY OF SALINAS COUNCIL STAFF REPORT**

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**DATE:** AUGUST 20, 2024

**DEPARTMENT:** COMMUNITY DEVELOPMENT  
PUBLIC WORKS

**FROM:** LISA BRINTON, DIRECTOR  
DAVID JACOBS, DIRECTOR

**THROUGH:** GRANT LEONARD, PLANNING MANAGER  
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**BY:** MARIA CONTRERAS, MANAGEMENT ANALYST

**TITLE:** AGREEMENTS FOR REGULAR CLEANUP OF THE ALISAL  
COMMERCIAL CORRIDORS FOR FISCAL YEAR 2024-25

**RECOMMENDATION:**

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

- 1) execute a service agreement for regular cleanup of the Alisal commercial corridors for Fiscal Year 2024-25 in an amount not to exceed \$190,030 between the City of Salinas and Downtown Streets, Inc.;
- 2) enter into a License Agreement with Downtown Streets, Inc., to use a portion of the property at 282 East Alisal Street in support of Downtown Streets, Inc.'s Alisal commercial corridor regular cleanup services;
- 3) execute a service agreement for regular cleanup of the Alisal commercial corridors in an amount not to exceed \$49,140 between the City of Salinas and Hope Services; and
- 4) enter into a License Agreement with Hope Services to use a portion of the property at 655 Elvee Drive in support of Hope Services' Alisal commercial corridor regular cleanup services.

**EXECUTIVE SUMMARY:**

On August 22, 2023, City Council authorized Agreements for Services with two non-profit organizations (Downtown Streets, Inc., and Hope Services) 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 successfully established routine litter removal, cleaning of trash and recycling corrals, benches, and planters in Fiscal Year 2023-2024. As such, staff seeks to continue these routine cleanup service contracts into Fiscal Year 2024-25.

## **BACKGROUND:**

In November 2019, the City Council unanimously accepted the Alisal Vibrancy Plan (AVP) as a strategic planning document. The AVP is an action-oriented, comprehensive strategy for Salinas' Alisal (East Salinas) neighborhood. The AVP's purpose is to communicate the collective vision, goals, and desires of those who live, work, worship, and shop in the Alisal. The AVP Implementation Plan, developed in collaboration with the AVP Implementation Committee, prioritizes short-term activities to improve the cleanliness, appearance, infrastructure, parks and open space and to promote economic development of the Alisal. The City Council appropriated a total of \$5.34 million dollars in the Capital Improvement Project (CIP) Budget over Fiscal Years 2021, 2022, and 2023 for immediate and short-term implementation activities.

A primary goal of the AVP is to improve the appearance and cleanliness of Alisal commercial corridors. A specific action listed in the AVP is to establish regular, comprehensive corridor maintenance that includes greater engagement of businesses, property owners, and community organizations.

### **Agreements for Services:**

Continuation of two Agreements for Services is proposed with Downtown Streets Team, Inc., and Hope Services, two non-profit organizations, to address the cleanliness and appearance of Alisal commercial areas through regularly scheduled cleanups. Refer to Attachment 2 for areas covered by the proposed service contracts.

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 their Agreement for Services, the Salinas DSI expanded its cleanup efforts to include the Alisal and create two new Streets Teams to assist with litter removal. The Agreement for Services with Downtown Streets, Inc., is provided as Attachment 3 to this staff report. Additionally, continuation of a License Agreement, Attachment 4, for use of portion of the property at 282 East Alisal Street in support of DSI's services in the Alisal is needed.

Hope Services operates the Community Employment Services program to promote inclusive, integrated employment opportunities for their clients with developmental disabilities through personalized training and on-the-job coaching. Under their Agreement for Services, provided as Attachment 5 to this staff report, Hope Services will continue to provide a group of four workers and a supervisor to perform litter abatement and proper disposal and cleaning of City-owned furniture and or facilities in the public sidewalks. Additionally, continuation of a License Agreement, Attachment 6, for use of portion of the property at 655 Elvee Drive as a staging area in support of Hope Services' services is needed.

Through continuation of the proposed Agreements with Downtown Streets Team, Inc. and Hope Services, organization 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. Scopes of work include 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.

Staff recommends renewal of both service agreements for regular cleanup of the Alisal commercial corridors because both organizations address litter removal and beautification of the community while striving to address integration of the unsheltered population and of people with developmental disabilities and mental health needs into the workforce as well as increased self-sufficiency of the participating team members.

Authorizing renewal of the services under these Agreements 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, 2025.

#### CEQA CONSIDERATION:

**Not a Project.** The City of Salinas has determined that the Agreements for Services 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.

#### STRATEGIC PLAN INITIATIVE:

The proposed Agreements further the City Council's Strategic Plan Initiatives of *Economic Development* and *Infrastructure and Environmental Sustainability* by advancing the AVP implementation related to cleanliness and improving the appearance of Alisal commercial corridors.

#### DEPARTMENTAL COORDINATION:

The Community Development Department has led the efforts for these contracts in coordination with the Public Works and Legal Departments.

#### FISCAL AND SUSTAINABILITY IMPACT:

Funding is available and appropriated in the Alisal Vibrancy Plan Capital Improvement Program (Appropriation 5800.30.9246) and the Public Works CalRecycle Grant Fund (Appropriation 3251.81.8133).

#### ATTACHMENTS:

Attachment 1: Resolution

Attachment 2: Coverage Area Maps

Attachment 3: Agreement for Services between the City and Downtown Streets, Inc.

Attachment 4: License Agreement between the City and Downtown Streets, Inc.

Attachment 5: Agreement for Services between the City and Hope Services.

Attachment 6: License Agreement between the City and Hope Services.