

Work Plan SOBO 2025-2026

Sidewalk Operations, Beautification, and Order (SOBO)

The Sidewalk Operations, Beautification, and Order Committee (SOBO) is charged with making the Salinas City Center District (District) a safe and inviting place by overseeing private security, coordinating security needs with the City of Salinas Police Department, maintaining the sidewalks and landscaping, and beautifying the District for the enjoyment of the public, merchants, property owners, and employees.

Committee Background

The SOBO Committee was established as an ad-hoc committee in 2016. The Committee is run by a volunteer group that addresses security and sidewalk maintenance.

In previous years, SOBO's services were performed through contracts with independent contractors and one employee.

SOBO staff and day-to-day operations are led by Greg Hamer, SCCIA District Coordinator, with oversight from the Committee.

Current Landscaping and Maintenance – Zones 1 & 2

Smith & Enright currently provides maintenance to the entire District. Additional services are projected for aphid control, plant/tree replacement and tree pruning during FY Dec 25/26.

These items will be considered on a case-by-case basis. Some of these costs are included in the proposed budget, while some are intended to be funded from grant funds.

Sidewalk Pressure Washing

SOBO anticipates continuing to provide scheduled treatments in FY Dec 25/26 of the Main Street sidewalks. Continued participation with the Farmer's Market (300 Block) and Taylor Farms (west side 100 Block) will continue to be explored.

Accomplishments FY Dec 24/25

- Continued to contract with Allied Security for security services throughout our District. To improve security, Allied provides foot patrol six days a week; interacts with the local homeless population; responds to calls from local merchants, businesses and property owners; and coordinates with the police department.
- Continued to contract with Smith & Enright for landscaping and sidewalk maintenance services to the entire District. Smith & Enright's services cover the entire District and include trimming, weeding, sweeping, blowing, and picking up debris twice a week.

- Added regular pressure washing service to the new Main Street Project Sidewalks to address the staining that was occurring on the new concrete.
- Supervised the work efforts of Kevin Hayes in his Streetscape Maintenance position. Kevin provides valuable maintenance throughout the District as needed, with positive feedback from the business community. His electric utility vehicle helps him efficiently manage our District.
- Added a second full-time streetscape maintenance position to better serve our District.
- Secured pricing quotes for refurbishment of tree wells in zone 2 and planter boxes in zone 1 that need attention.
- Replaced all tree well electrical outlets on the 200 and 300 block with outlets mounted 15ft high in the trees to deter stealing of electricity.
- Replaced electrical outlets on theme posts with blank covers to deter loitering and property destruction
- Added 8 trees, with collaboration from the City of Salinas, in zone 2. Maintenance is funded through grants.

Goals FY Dec 25/26

- Continue to provide maintenance, beautification and security to our District in a manner that is in line with our budget.
- Continue to evaluate the effectiveness of the current pressure washing program. If effective, study budget or grant opportunities to modify the pressure washing program as funds become available.
- Work with SCCIA's District Coordinator, including supervising maintenance staff, overseeing payroll, communicating with SCCIA constituents, and purchasing supplies, as needed.
- Pursue grant and funding opportunities to supplement SOBO revenue to not only assist with cost increases but to enable additional services throughout the District.
- Collaborate with the city of Salinas to fill empty tree wells with either trees, or facilitate fixing sidewalks to enhance the pedestrian experience.
- Staff development in the form of classes and educational seminars.
- Continue using Allied Security Services until at least June 2026 (due to potential rate increase)
- RFP for landscaping services to include annual tree trimming, aphid control, debris/leaf blowing, watering, and weed control.
- Incorporate Block Captain program into SOBO Committee and create meeting schedule.

Conclusion

SOBO operations have matured and are continuous with little variation. However, we have been able to expand our staffing to better serve the needs of the District. As SCCIA is a volunteer organization, the added staffing was only made possible by the addition of the SCCIA District Coordinator position. With two maintenance employees starting off in the previous fiscal year we look forward to continuing to improve our overall level of service.