



NEWS RELEASE

City of Chico

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FOR IMMEDIATE RELEASE

October 19, 2026

CITY OF CHICO AND DOWNTOWN CHICO PBID LAUNCH “RESTORE DOWNTOWN”

SMALL ACTIONS. VISIBLE RESULTS. ONE BLOCK AT A TIME.

CHICO, CA — The City of Chico and Downtown Chico Property-Based Improvement District (PBID) are launching **Restore Downtown**, a coordinated effort to clean and improve Downtown one block at a time.

Beginning the week of October 19, PBID Ambassadors will work systematically through Downtown, from 1st Street to 9th Street and Salem Street to Flume Street, concentrating on one to three blocks each week. Ambassadors will provide a deeper level of cleaning while also identifying sidewalk hazards, trees, lighting, public fixtures and other conditions that may need City or property-owner attention.

“Restore Downtown is about taking on the small, visible things that collectively shape how Downtown looks and feels,” said Greg Scott, PBID Vice President and Champion for Safe Streets. **“By concentrating our Ambassador resources block by block and coordinating with the City, we can make visible progress and keep moving.”**

During each block's scheduled week, Ambassadors will power wash sidewalks and problem areas, remove litter, service trash cans, remove stickers, graffiti, clean tree wells and address weeds, debris, biohazards and other conditions.

Each week a report of items needing additional addressing will be provided to the appropriate City department or property owner for review and follow-up. City departments may address items involving sidewalks, lighting, public fixtures, trees, public trash cans, code enforcement and other conditions within their respective responsibilities.

Mayor Kasey Reynolds said Downtown remains a priority for the City Council. **“We recognize that Downtown has faced its share of challenges—from economic disruptions to the ongoing work of keeping our streets clean, safe and welcoming. We are pleased to see the PBID take the lead on Restore Downtown and to partner with them on this block-by-block effort. We all want to see people coming Downtown, supporting our businesses and enjoying everything Downtown Chico has to offer—particularly as we head into the holiday season.”**

“We hope to see everyone Downtown this holiday season.” said City Manager Gillian Haen, **“With the Council extending the two-hour free parking in Downtown lots through January, adding City funded private security, increasing Police shift walks downtown and the Entertainment Zone now fully operational, there are even more reasons to come Downtown.**

Businesses and property owners will be notified as the Ambassadors prepare to work on their block.

QUESTIONS OR CONDITIONS TO REPORT?

PBID Ambassador Hotline: 530.433.8566

Sergio Sanchez: ssanchez@blockbyblock.com

For more information about Downtown Chico PBID - the Downtown Chico Property-Based Improvement District that provides services and programs designed to support a clean, safe, welcoming and economically vibrant Downtown Chico, please visit:

<https://www.pbid-downtownchico.com/>

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the United States. For more information, visit www.chicoca.gov.

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