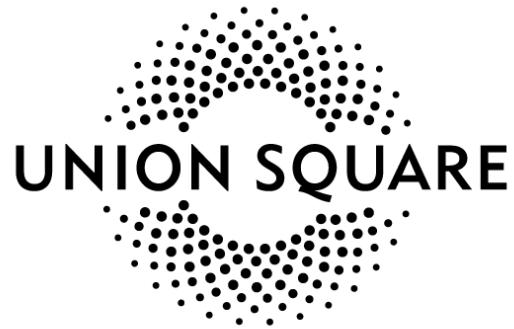


Operations Report

Union Square Business Improvement District

May 2018



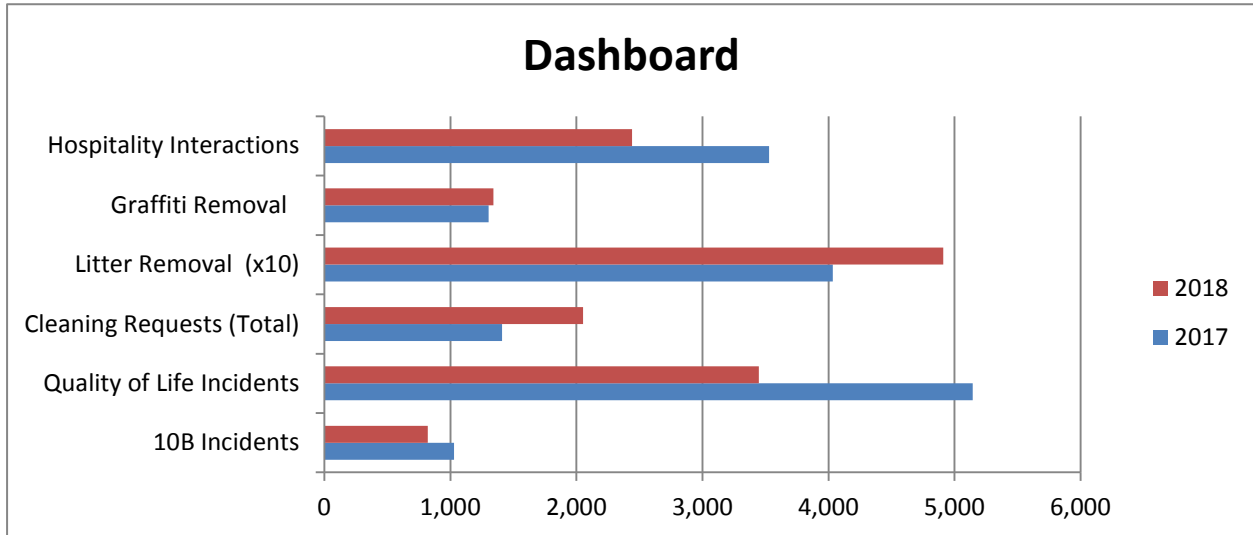
UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT



Overview

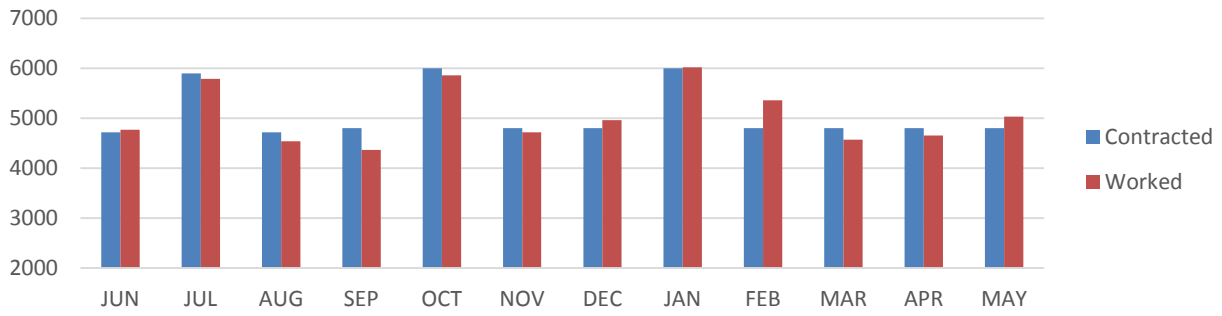
- Downtown Streets Team has introduced a new employment specialist named Raymond Gonzales. Block By Block's Chris Boss and Karl Bijan met with Mr. Gonzales during the month of May to discuss the hiring process for Union Square. Block by Block continues to recruit from DST and Hospitality House candidates.
- The 12pm-10pm Safe Shopper 10B program has ended effective May 31. The Union Square Business Improvement District members have benefited from an additional 10B during the afternoon and evening patrols for the past several months. Normal 10B operations continue 7 days a week from 8am-6pm. 10B Officers are SFPD officers who work overtime shifts at the expense of the organization they are contracted for. USBID 10B officers provide patrols throughout the district and provide additional safety and assistance during their shifts.
- Block By Block began training cleaning ambassadors to log statistics in the field, while performing their cleaning details. Previously, statistics were tallied by ambassadors and inputted into the SMART system after their shift. With the new training, cleaners will be able to log information as it occurs, providing a more detailed and accurate report and tracking. Hospitality and Safety ambassadors have done so since 2015 and will be assisting cleaning ambassadors in their knowledge and input into SMART. SMART System is a data management system developed specifically for Block By Block. SMART stands for Statistics Management and Ambassador Reporting and Tracking.
- May 22, the Union Square Business Improvement District's Ben Horne and Randall Scott, along with Block By Block's Chris Boss, met with Kevin Adler from Miracle Messages. Kevin is the CEO of the nonprofit organization and provided insight as to how his organization was created and how they operate. Miracle Messages are short video messages from homeless individuals to their long-lost loved ones, delivered by a global network of volunteers via social media.

Charted Statistics

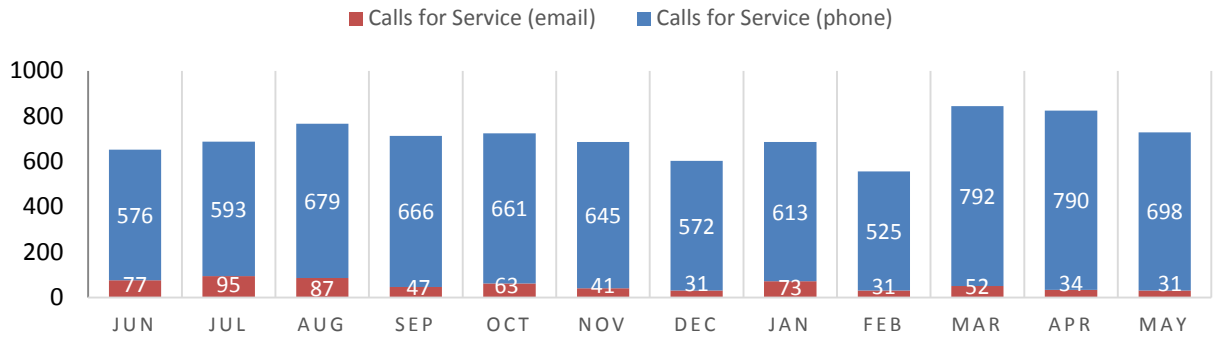


2017	2018	Narrative
3,529	2,442	Hospitality Interactions: Decreased 30.8%. Hospitality staffing levels were 4 in 2017 compared to 1 in 2018. Wayne Alexis has remained our Hospitality Ambassador and has done a fantastic job providing service to all those who visit Union Square.
1,304	1,341	Graffiti Removal: Increased 2.84%. Removals were consistent with last years reported graffiti abatement. All of the ambassador staff work together to ensure as many graffiti paint and stickers are removed as soon as possible.
40,350	49,100	USBID Ambassador and DST Litter Removal Total (x10): There was an increase in litter removal by 350 bags, totaling 8,750 pounds of additional litter removed this year. Downtown Streets Team began providing weekend morning service and ambassadors have continued to do a fantastic day to day cleaning of Union Square.
1,409	2,054	Cleaning Requests: Increased by 45.78%. This could be due to an increase in calls for service. Staff has continued to get the word out regarding USBID services and have seen an increase in calls for service.
5,172	3,448	Quality of Life Calls: Decreased by 33.33%. There was a decrease in sit lie violators this year, which could have led to the decrease in calls for quality of life services. We also had an extra 10B providing assistance until 10p each day.
1,028	822	10B Incidents: Decreased by 206 incidents. With the extra 10B and less sit lie violations reported, 10B incidents may have decreased as a result.

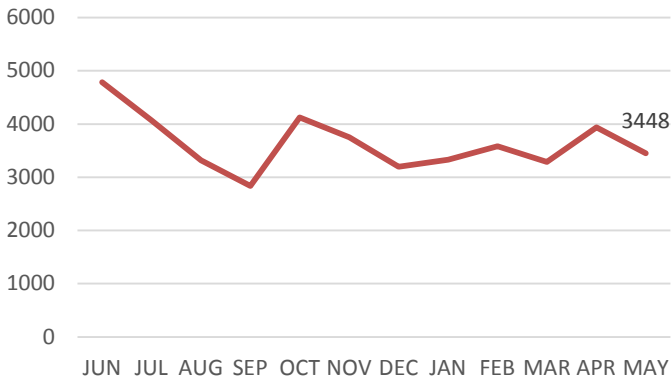
Worked vs. Contracted Hours



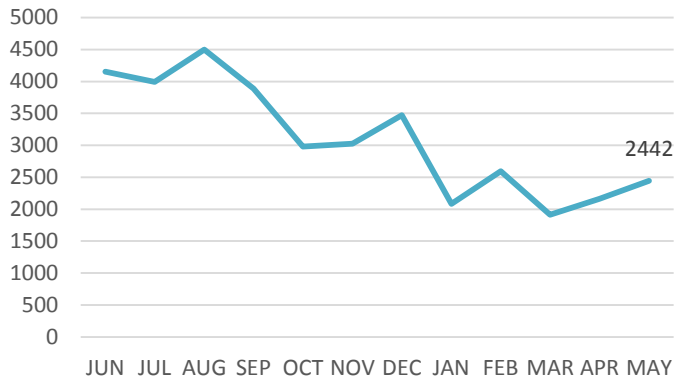
Calls for Service by type



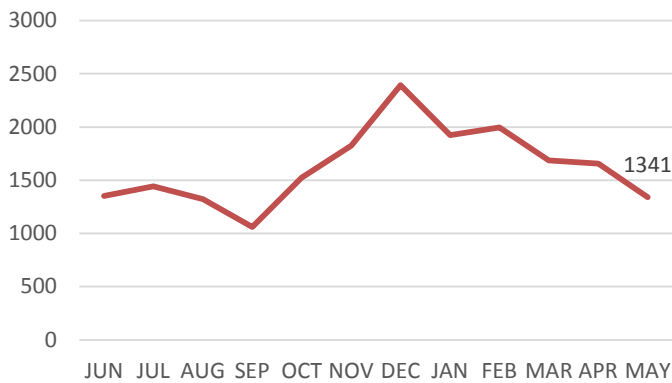
Quality of Life Incidents



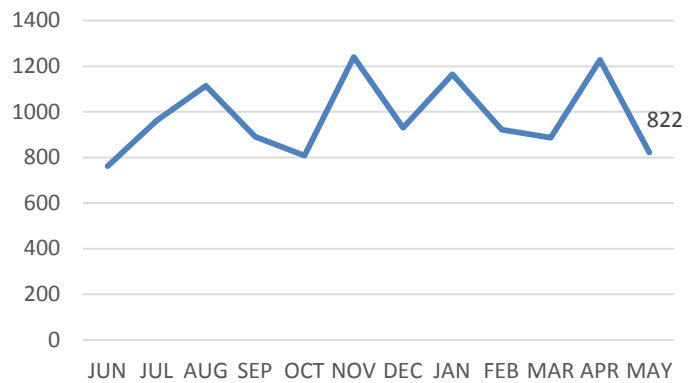
Directions Provided



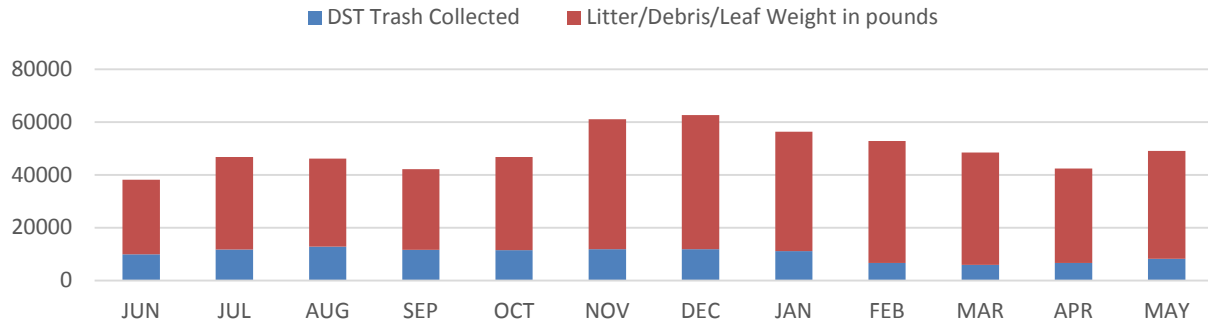
Graffiti Removed



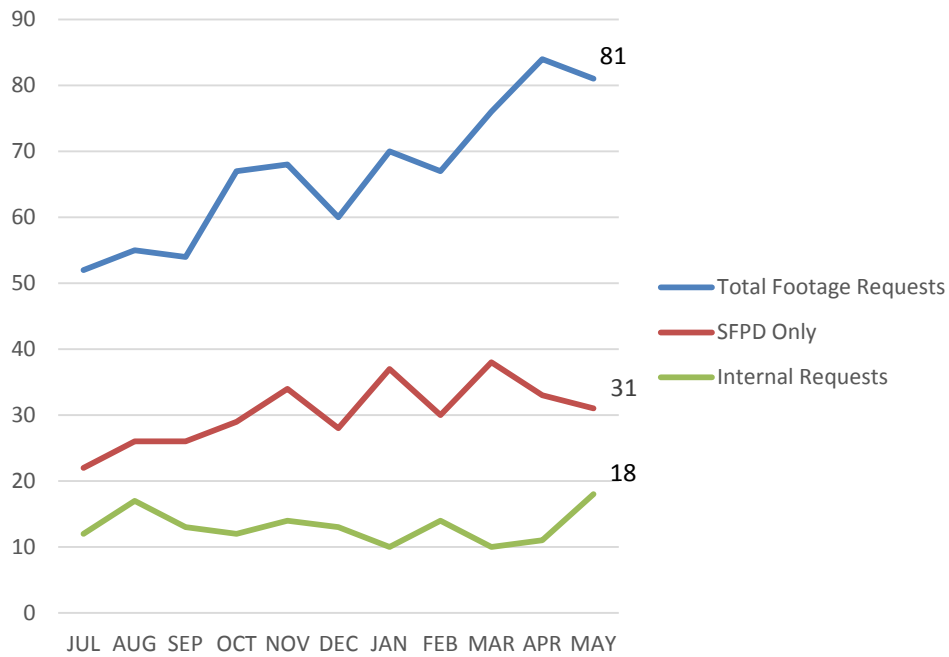
10B Incidents



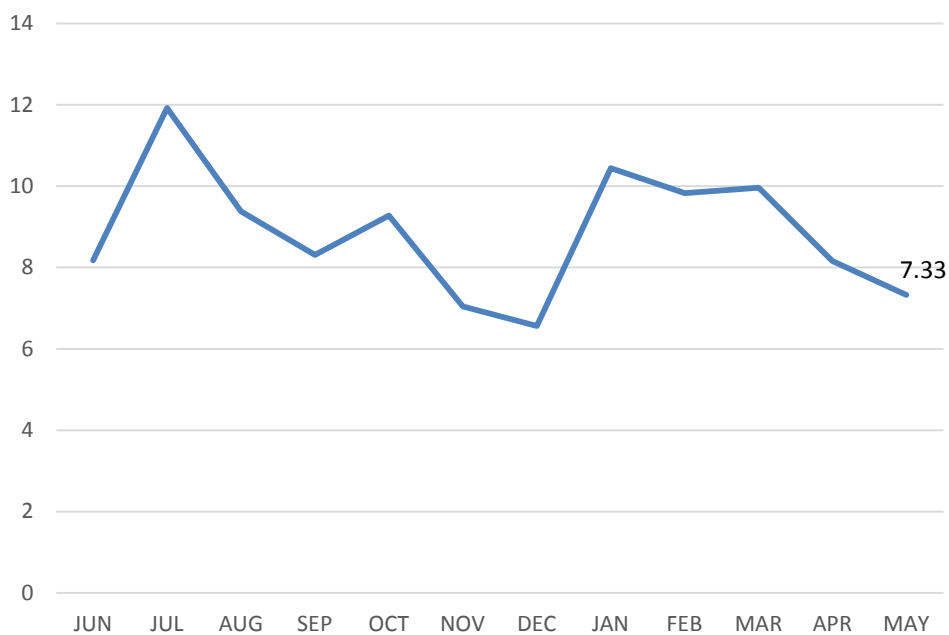
USBID and DST Litter Collection Total



Security Camera Metrics for 2017



Cameras per Request (Complexity)



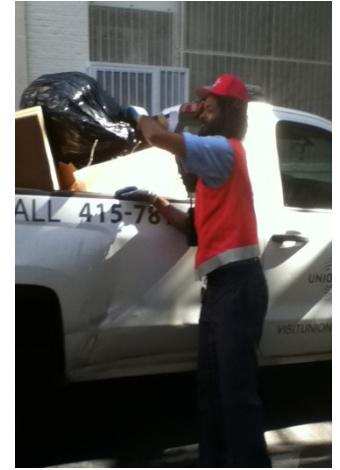
Statistics and Data

Past 12 months	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	Totals
DST Litter Collected Number of Bags	394	467	514	466	458	475	476	445	266	235	267	330	4,793
DST Syringes Removed	244	261	644	333	299	245	154	190	229	263	207	396	3,465
Directions - Cleaning Ambassadors	860	996	988	914	1141	1255	1459	1040	1340	1027	1092	1193	13,305
Directions - Hospitality Ambassadors	2842	2658	3202	2749	1351	1302	1448	793	929	607	790	627	19,298
Directions - Safety Ambassadors	450	339	307	224	490	468	565	252	326	279	280	622	4,602
Drunk and Disorderly	559	93	341	240	633	577	448	403	418	469	528	406	5,115
Graffiti Removed - Total	1351	1444	1323	1061	1524	1824	2393	1924	1997	1687	1655	1341	19,524
Hazardous Waste Clean-up (human)	617	725	754	669	717	1046	991	1205	1158	1087	1070	1083	11,122
Illegal Vending - Observed	68	80	51	79	69	59	84	39	57	24	22	43	675
Litter/Debris/Leaf Number of Bags	1079	1405	1335	1221	1414	1969	2034	1812	1850	1703	1428	1634	18,884
Litter/Debris/Leaf Weight in pounds	28375	35125	33375	30525	35350	49225	50825	45300	46250	42575	35700	40850	473,475
Mentally Disturbed	1233	457	544	264	628	619	475	469	511	698	776	540	7,214
Noise Complaints (Amplified Sound)	21	15	25	19	27	14	13	8	10	3	11	16	182
Overflowing Trashcans Leveled	403	570	555	318	371	470	491	327	523	329	362	398	5,117
Panhandling - Aggressive	156	141	127	184	145	149	74	47	101	4	2	10	1,140
Safety Escorts	78	102	150	135	125	60	64	60	49	27	57	59	966
Safety Hazards - Needles	50	31	42	64	67	6	47	124	225	497	463	249	1,865
Scrub Requests	119	223	314	310	250	252	194	201	299	201	312	313	2,988
Sit/Lie/Sleep Non-Comply, Police Notified	268	178	183	188	267	188	228	274	299	272	242	265	2,852
Sit/Lie/Sleep; Comply	1707	1504	1384	1250	1312	1194	1022	1265	1355	1048	1332	1407	15,780
Sweep Requests	235	362	385	298	318	282	281	251	281	256	258	260	3,467
Trespass/25 MPC	771	1602	662	611	1042	954	852	826	833	771	1024	761	10,709

Highlights

Staff Updates

Three of our ambassadors have provided excellent work and determination to grow in the organization and have been awarded new roles for the clean and safe team for the Union Square Business Improvement District. Malachi Maddox, Hali Stevens, and Harron Walker have all been trained and tasked with new assignments. Malachi started as a cleaning ambassador and quickly showed interest in performing special projects throughout the district which led to his promotion as a Special Project's Ambassador. Hali started as an evening cleaning ambassador and was looking to grow within the company, but wanted to start with understanding the cleaning and pressure washing performed in Union Square. Hali has begun his training and will be the newest pressure washer once training is completed in June. Harron has been a cleaning ambassador with Block By Block for the shortest amount of time of the three. He has taken over the role of driving the company vehicle while collecting illegal dumping, clearing ambassador bag pick-ups, and performing priority cleaning assignments as they arise. All three gentlemen have been an excellent addition to Union Square and are valued for their impeccable attendance, dedication, and willingness to go above and beyond.



Clean and Safe Special Event's

We had two major events this period which cleaning and safety staffs were called upon to provide their exceptional service for. Old Navy had a SF Giants baseball player signing. Kylie Jenner had a pop up store named Kylie, at 39 Grant Street. Both events brought many visitors and locals to San Francisco's Union Square. Kylie brought 2,000 plus attendees in a 12 hour period. Pressure Washing, Cleaning, and Safety Ambassadors were on hand for both events to assist with clean and safe streets. We provided additional pressure washing, clean and safety patrols, and 10B check in's at both events. Both locations were kept clean and received a great deal of attention from ambassadors and DST.





UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT



Attn: Ben Horne
Union Square BID
May 2018

May 2018 Report

Hours Contributed: 584 (648 monthly)

Debris Removed 8,250 lbs

Needles Removed: 396

Year to Date Hours: 6,196 (7,680 yearly)

Year to Date Debris: 109,975 lbs

Year to Date Needles: 3,221

Employed: 1

Year to Date Employed: 8

Housed: 1

Year to date Housed: 12

Narrative:



Newly employed Team Member with
DST Employment Specialist



Newly housed Team Member

In the month of May, DST was dedicated to developing individual growth. DST’s supportive service staff hosted a 4-week empowerment course which concentrated on personal development, communication, and empowerment. Our Team Members felt so inspired after the course that we celebrated one Team Member who gained employment and another who attained permanent housing! One Team Member has been with DST for several months and has been working tirelessly with her Employment Specialist in preparation for employment. Thanks to a hiring event that DST hosted last month, this Team Member was chosen for employment working at various conventions. Although she was excited, there was a specific position with Block by Block that had her attention. Several weeks later, she was offered an Ambassador position with the Block by Block Lombard Street Ambassador Program. This goes to show, that when people feel empowered, anything can be achieved!

Notable Before and After Photos

Before



After



KEARNY STREET



POWELL STREET



GEARY STREET