

Operations Report

Union Square Business Improvement District

July 2017



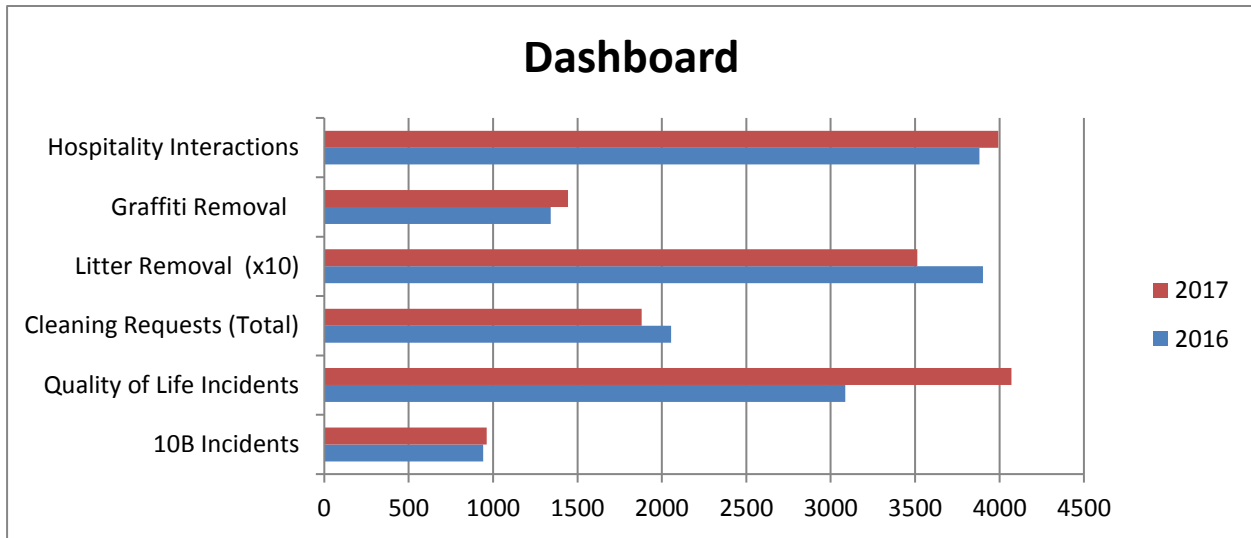
UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT



Overview

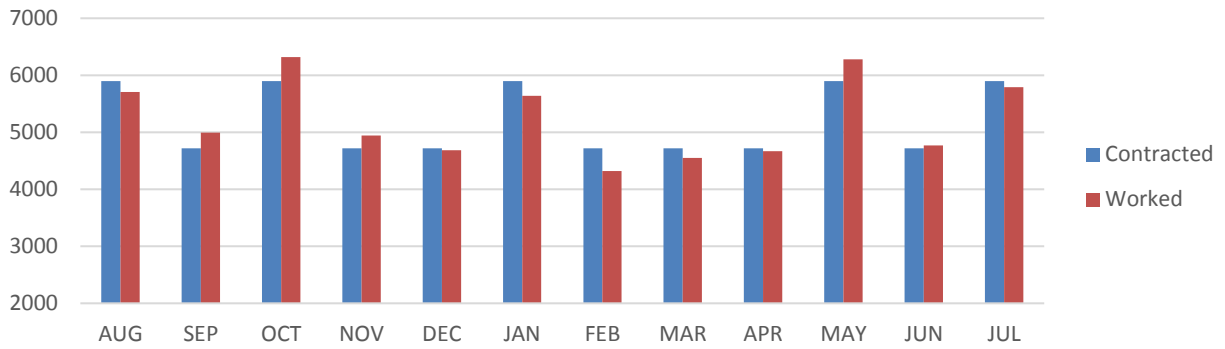
- In early July, in an effort to interview and employ the best staff possible, Block by Block began implementing Indeed resume searches and Sweeppea mass texting services to assist with recruiting. An Indeed and Sweeppea Webinar was provided to Block by Block managers. The use of these platforms has proven to help in identifying and locating applicants with the experience and skills needed to perform the specific job functions of an ambassador.
- June 28, USBID's Claude Imbault provided a brief tutorial to Block by Block management on the use of Motionloft. Chris Boss and Karl Bijan were able to receive and study the information provided from Motionloft to identify the busiest hours and locations throughout Union Square BID. The data provided allowed management to adjust operations schedules to provide staffing levels to match the data from Motionloft. Of these changes, increasing staffing levels on Thursday, Friday, and Saturday were priority.
- Activation of Maiden Lane has led to the increase of a total of 21 tables plus chairs being placed throughout Maiden Lane daily. Ambassador staff work diligently to ensure Maiden Lane is clear of vehicles and make sure the Maiden Lane gates are closed and tables and chairs set up.
- Ambassador staff and management met with Kevin Schoenthaler, from Big Belly, late July. Kevin introduced the new bin's that would be used by Recology to dispose of city debris from the Big Belly receptacle to the Recology truck. The new bins can expand to the size of a full Toter and contract to a small bin which can easily fit inside the Big Belly unit. This will hopefully provide easier disposal for the Recology staff.
- On July 22, "March to Close All Slaughterhouses" held a protest march which began at the Union Square Park. The peaceful protest marched south on Powell Street to Market Street where it then proceeded west out of the Union Square BID. SFPD did a wonderful job updating the Union Square BID members and providing staffing to the event to ensure the peacefulness. Ambassadors were also reporting information as it became available and posting said information on Townsquared for Union Square members to remain informed of the daily events.
- On July 25, Union Square Member Services received a call from Moreau Paris stating they found a lost child. The 10-B officer was dispatched to 345 Powell Street. A member of the ambassador team noticed two officers near the Union Square park speaking with a man who looked distressed. They were asked if they were looking for the child. Officer Raney responded yes and connected the father with the child and the rest of his family soon joined.

Charted Statistics

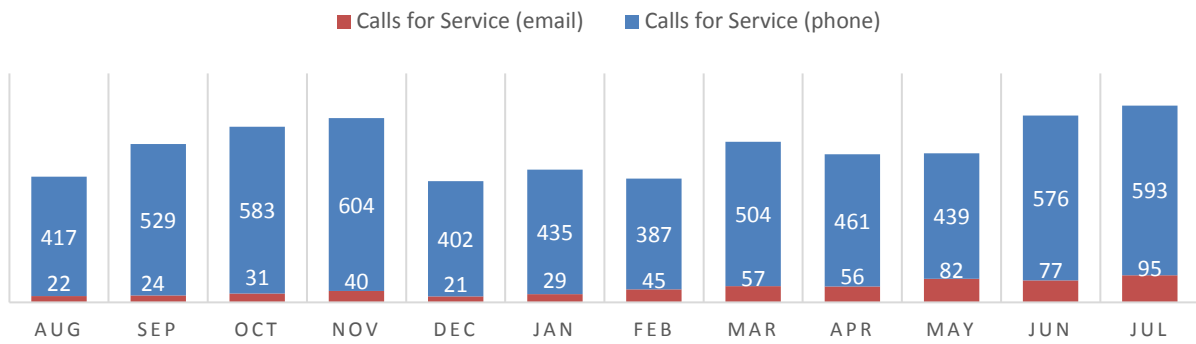


2016	2017	Narrative
943	962	10B Incidents: The number of reported 10B calls increased in July by 2.01% (19 incidents). As Quality of Life calls are handled by Safety Ambassadors, increases occur when 10B officer is needed to help assist in having a member of the street population comply.
3094	4070	Quality of Life Calls: Quality of life calls increased by 31.54%. Continued education and training of ambassador staff has led to better identification of problematic behavior throughout the district. Improvements of ambassador relations amongst street population have helped lower the need for 10B officer's assistance as often in previous years.
2043	1880	Cleaning Requests: Cleaning request have decreased by 7.97% in July. The cleaning ambassadors are working diligently to address all cleaning issues throughout the district before calls for service are requested.
39079	35215	Litter Removal (x10): Trash removal slightly decreased by 9.88%. In July 2016, we operated with 12 cleaning ambassadors throughout the month averaging 3256.58 pounds of debris per ambassador. In 2017 we operated with 11 cleaners in July, averaging 3201.36 pounds of debris per ambassador. The differences in 2016 vs 2017 totals are due to one less ambassador.
1402	1444	Graffiti Removal: Graffiti removals have increase by 42 removals from the same time last year. Ambassadors have continued to focus on removing graffiti as soon as we find it. Most of the graffiti is completed during off peak hours and our staff works to remove it as soon as possible during the day shift.
3881	3993	Hospitality Interactions: Directions have increased 2.88% compared to last year. We have operated at the appropriate staffing levels in both 2016 and 2017 providing the opportunity for four Hospitality ambassadors to meet and greet our visitors and locals throughout the Union Square Business Improvement District.

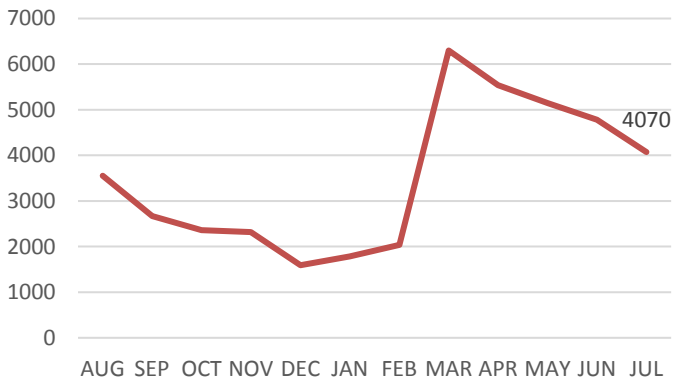
Worked vs. Contracted Hours



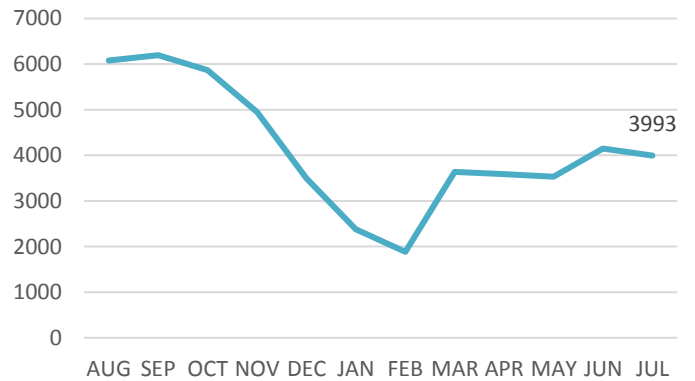
Calls for Service by type



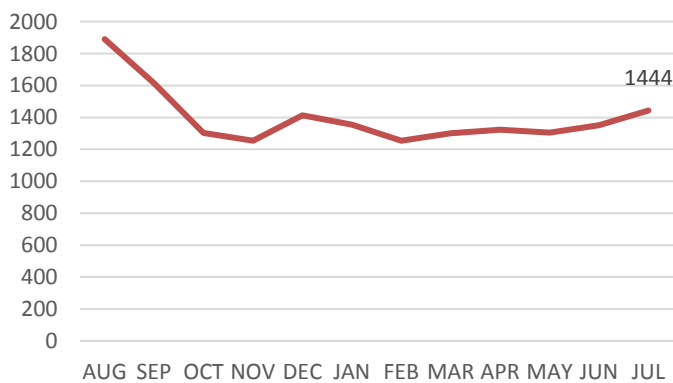
Quality of Life Incidents



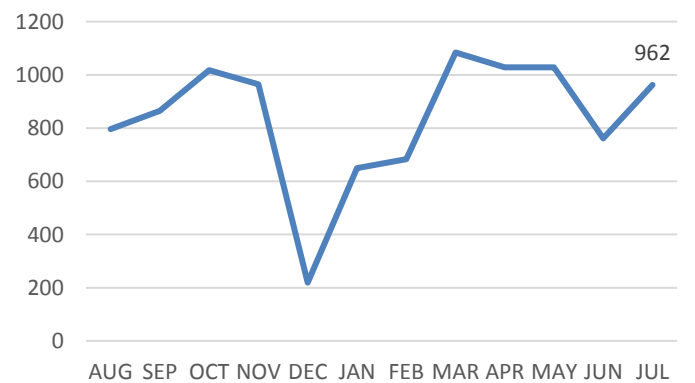
Directions Provided



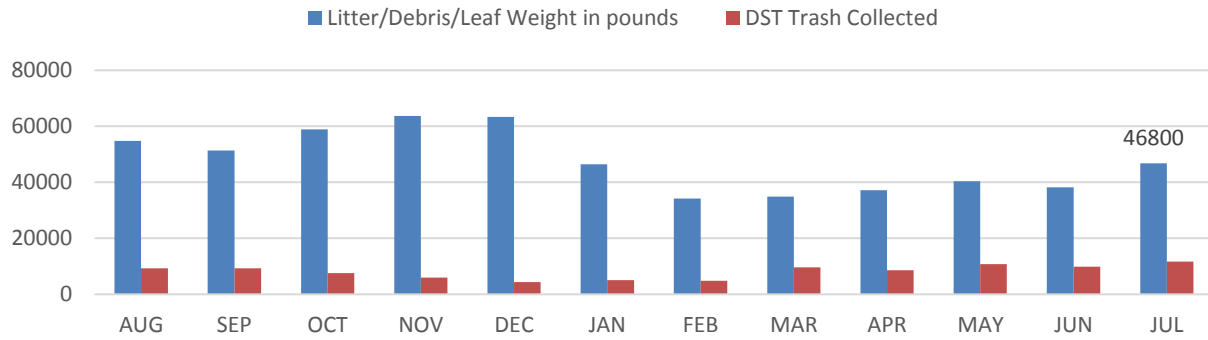
Graffiti Removed



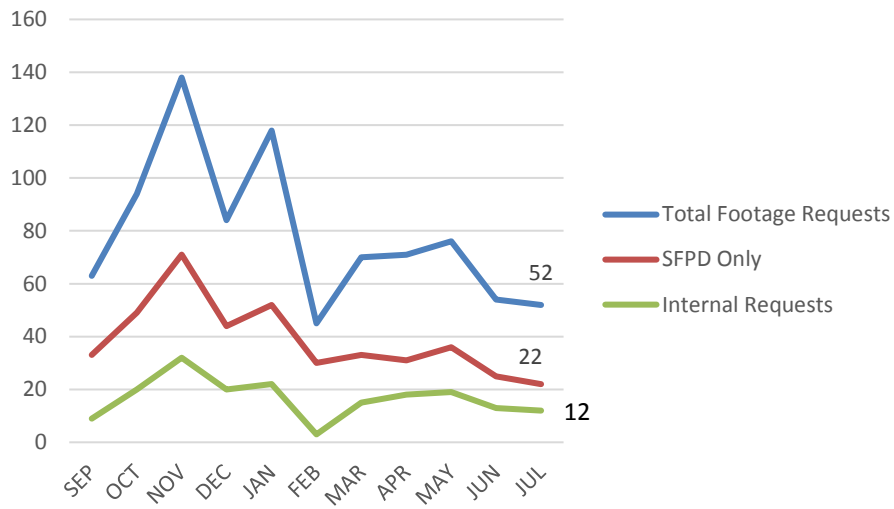
10B Incidents



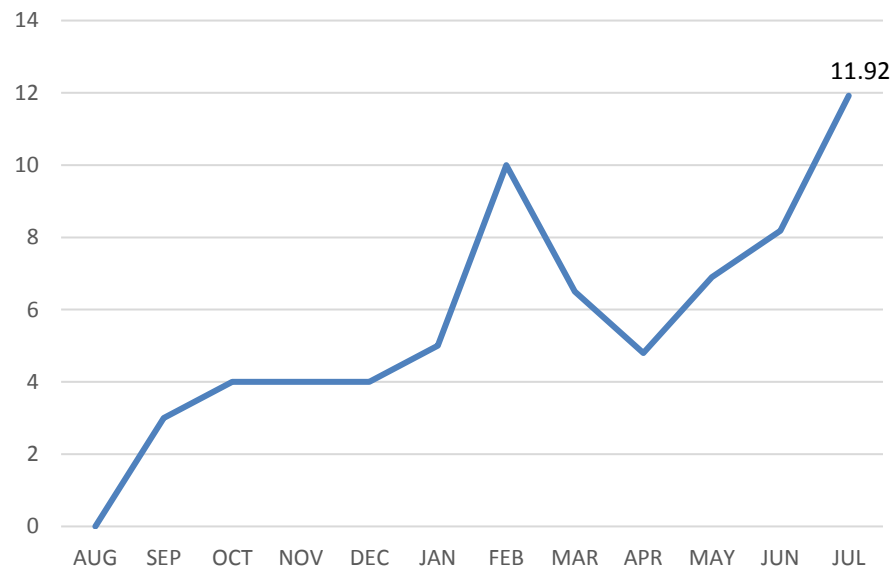
Litter Collection



Security Camera Metrics for 2016



Cameras per Request (Complexity)



Statistics and Data

Past 12 months	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	Totals
DST Litter Collected	372	371	304	239	174	203	192	386	343	432	394	467	3,877
DST Syringes Removed	142	126	126	262	54	83	97	118	170	196	244	261	1,879
Directions - Cleaning Ambassadors	1173	1143	1186	1232	1108	832	527	613	791	893	860	996	11,354
Directions - Hospitality Ambassadors	3599	3569	3682	2995	1573	1287	1148	2432	2111	2073	2842	2658	29,969
Directions - Safety Ambassadors	1309	1484	1001	724	819	264	210	594	689	563	450	339	8,446
Drunk and Disorderly	192	132	136	116	109	132	132	815	612	680	559	93	3,708
Graffiti Removed - Total	1890	1613	1303	1254	1414	1354	1254	1300	1323	1304	1351	1444	16,804
Hazardous Waste Clean-up (human)	1094	833	865	897	797	587	652	626	682	697	617	725	9,072
Illegal Vending - Observed	28	15	7	9	25	30	68	132	68	72	68	80	602
Litter/Debris/Leaf Number of Bags	1817.5	1685	2051	2305.5	2359	1653	1177	1009	1146	1182	1079	1405	18,869
Litter/Debris/Leaf Weight in pounds	45439	42127	51275	57689	58975	41325	29450	25225	28650	29550	28375	35125	473,204
Mentally Disturbed	342	239	209	153	174	163	119	1193	1014	1052	1233	457	6,348
Noise Complaints (Amplified Sound)	24	23	13	30	9	16	16	41	32	25	21	15	265
Overflowing Trashcans Levelled	753	462	439	357	484	290	223	251	313	396	403	570	4,941
Panhandling - Aggressive	101	47	27	29	40	25	22	233	218	228	156	141	1,267
Safety Escorts	12	10	12	1	6	8	5	112	48	69	78	102	463
Safety Hazards - Needles	152	132	99	19	72	139	157	159	370	142	50	31	1,522
Scrub Requests	315	257	200	212	163	143	156	161	174	178	119	223	2,301
Sit/Lie/Sleep Non-Comply, Police Notified	147	139	110	92	272	132	132	250	227	191	268	178	2,138
Sit/Lie/Sleep; Comply	1915	1531	1410	1465	637	1003	1173	2449	2211	1957	1707	1504	18,962
Sweep Requests	321	240	224	198	183	171	122	137	145	138	235	362	2,476
Trespass/25 MPC	803	542	448	423	326	287	377	1186	1156	938	771	1602	8,859

Highlights

Top Graffiti Suspects

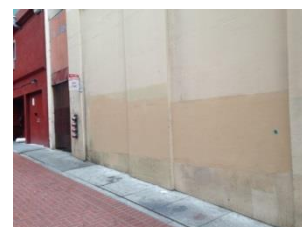
In an effort to curb the amount of graffiti throughout the Union Square Business Improvement District, staff began working closely with Martin Ferreira. Officer Ferreira is part of the SFPD gang task force unit/graffiti abatement. Utilizing the BID camera's and ambassador staff, we have been working to identify our top graffiti offenders throughout the district. During the month of July, we were able to locate graffiti tags from "Sober" and "Krem." After locating the tags we were able to capture video footage and still images of the offenders. This information has been provided to Officer Ferreira for assistance in identifying and prosecuting the offenders.



"Sober"



"Krem" BEFORE



"Krem" AFTER

Introducing the New Ambassadors



We would like to introduce our newest ambassadors; Allen Sanchez, Josue Monteza, Vincent Hearne, Angelica Carter, and Lalena Hughes. Josue and Vincent are former employees returning to our cleaning staff after relocating back to San Francisco from Peru and Arizona respectively. We were able to acquire Angelica and Lalena from our East Cut Block By Block account as our new dispatchers. Allen joins the program as our newest morning Team Leader. In addition to the new hires, long time ambassador Gerald Burgie was promoted to the Back Up Team Leader position. When you come across the ambassadors feel free to welcome them to the team!



Union Square BID
July 2017

July 2017 Report

Hours Contributed: 632 (640 monthly)

Debris Removed: 11,675 lbs.

Needles Removed: 261

Year to Date Hours: 7,675 (7,680 yearly)

Year to Date Debris: 102,800 lbs.

Year to Date Needles: 2,115

Narrative:

In July, we hit the refresh button to celebrate our success and plow into the new funding year. San Francisco Institute of Esthetics & Cosmetology- Paul Mitchell Partner School graciously offered haircuts and shaves to help our Team Members look their best for upcoming employment interviews and to boost their confidence. It worked! We had one Team Member gain employment this month. Team Members are actively working on their employment and housing goals, and we cannot wait to see what August will bring.

Additionally, we have promoted our Case Manager Angelique Diaz into a Project Management position. Angelique will be able to provide more support to our work experience teams and partners. The Team removed 261 needles and 11,675 lbs. of debris from Union Square, totaling 2,115 needles and 102,800lbs of debris since our inception in July 2016.

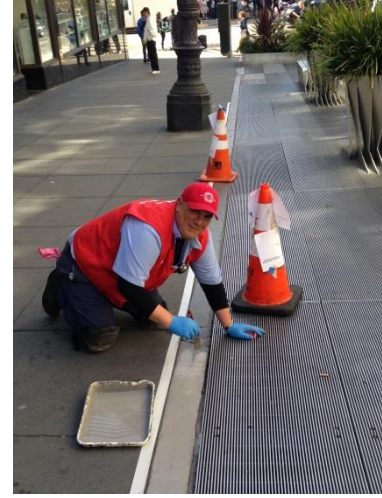


Notable Before and After Photos

Before



After



Powell Street Promenade



**Powell Street Pressure
Washing**



Geary Fire