

Operations Report

Union Square BID

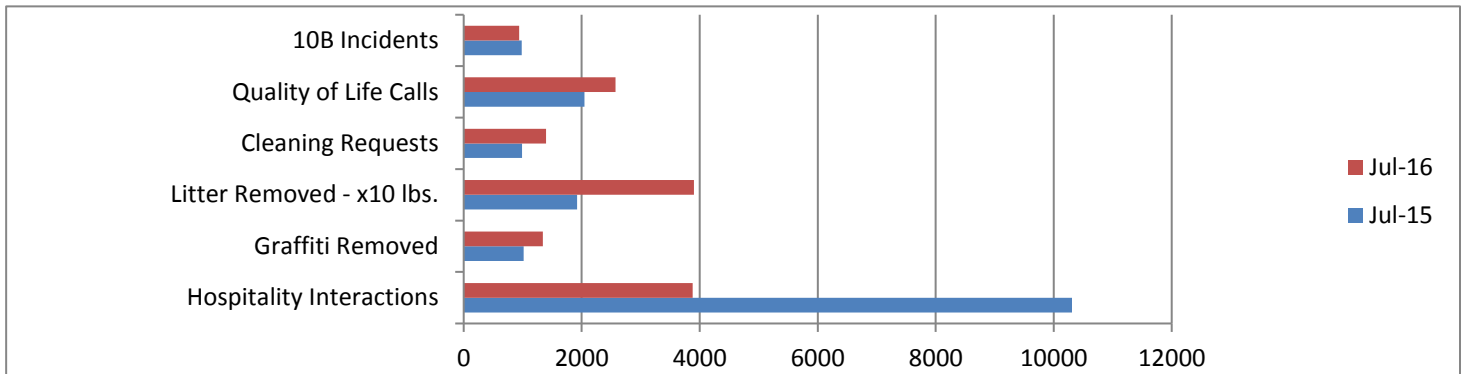
July 2016



Overview

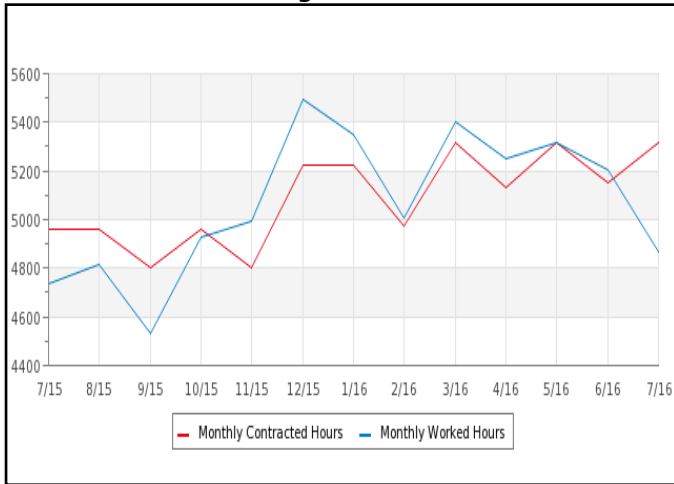
- Our Hospitality Ambassadors have begun updating the “No Trespassing” notices to properties throughout the district. These notices need to be renewed every six months and placed in visible locations at the front of the building to authorize the police to enforce trespassing ordinances and state laws. If notices are needed at your building, please contact USBID dispatch and submit a request.
- The Downtown Streets Team program officially began on July 7th here in Union Square. The four person teams are working 4 hour shift in the morning and afternoon, Monday through Friday to provide additional cleaning resources in the district. So far the program is off to a great start with a lot of positive feedback from property representative.
- Two new street vacuums were purchased for the district. This will allow us to have three street vacuums on the street at any one time to increase our productivity.
- Members of the USBID staff along with BBB staff participated in the first Union Square Cares outreach at Macy's on July 19th. The group met with department managers to go over what the program consists of and how to convey this message to employees and patrons. More outreach will be held at a later time.
- Protests continued in the district during the month of July. These protests were primarily anti-police demonstrations over recent events across the nation. July 15th was designated the "Day of Rage" and members of the Black Lives Matter movement protested at the Cable Car Turnaround before marching to the Ferry Building. All the incidents were peaceful.
- Randall Scott and Rich Mongarro met with DPW Inspector Peachy Matias for the first monthly district walk around. This will be a new program to walk the district on a monthly basis to identify issues that need to be brought to the attention of the City. Examples of this include the Derby Alley sewer and trash problems, illegal dumping locations, and abandoned and dilapidated flower stand locations. Recology will also be sending representatives in the coming months.

Year Over Year Comparative Analysis and Insights

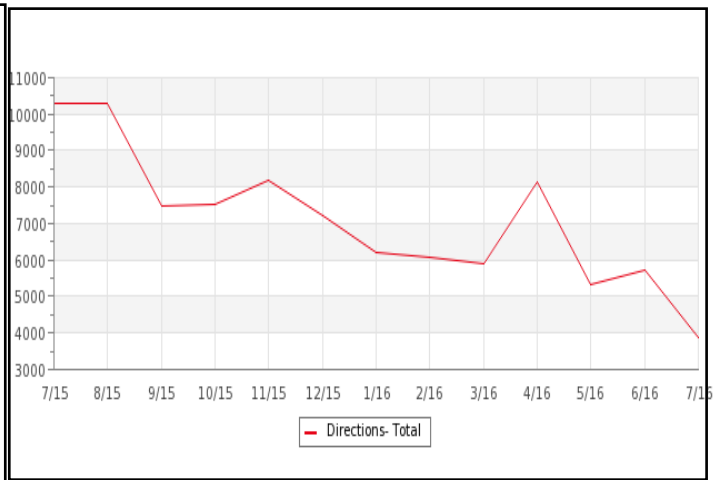


2015	2016		Narrative
982	942	-4%	10B Incidents: The number of reported 10B calls decreased minimally in July 2016 with a drop of 40 incidents.
2,048	2,572	26%	Quality of Life Calls: Quality of life calls increased by over 500 incidents this month compared to last year at this time. There have been several new street population individuals seen throughout the district over the last few months which may be a reason for the increase.
990	1,398	41%	Cleaning Requests: Cleaning requests increased over 400 requests this month compared to last month. This could be attributed to the start of the DST program, which is allowing the cleaning ambassadors to focus more on major thoroughfares and sidewalks instead of alley cleaning. Also the staff that we have put together is very productive and has shown an excellent work ethic to date. We are much more proactive in our cleaning approach.
19,200	39,029	103%	Litter Removal: Trash removal continues to increase compared to last year. This month there was an almost 100% increase in the amount of trash picked up here in the district. A much more proactive level of staffing, the Downtown Streets Team program and better deployment strategies are also responsible for the increase.
1,014	1,340	32%	Graffiti Removal: Dedicated graffiti removal days have resulted in a 33% increase in the number of graffiti's removed this month compared to last. We will continue this deployment in the future.
10,309	3,883	-62%	Hospitality Interactions: Directions were down significantly by 62% compared to July 2015. This is due to the reduced staffing and the new deployment of the Hospitality Ambassadors away from the Cable Car Turnaround when the Information Kiosk is open. They are spending more time in the Union Square Park perimeter as well as by the hotels.
27	7	-74%	New Homeless recorded in district: There were a number of factors contributing to the lower count of new homeless in the district for the month of July. The primary reason for this is that our social worker was on vacation for almost 2 weeks at the beginning of the month. Upon her return she was busy catching up with her clients and their appointments. This was also her first month at only 20 hours/week and not 40.

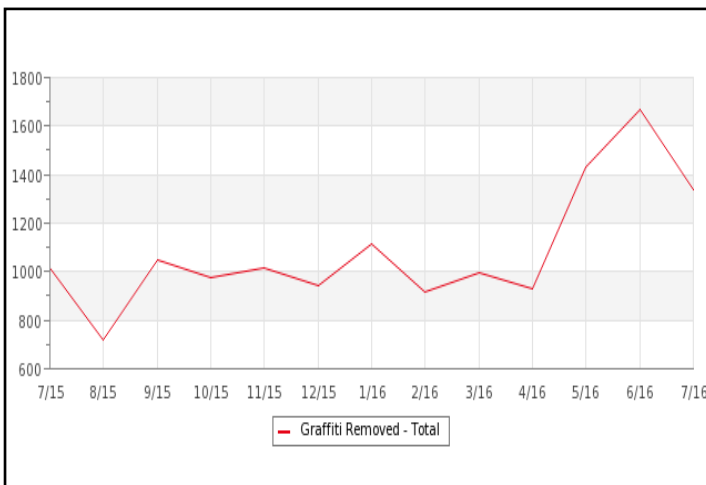
Monthly Worked Hours



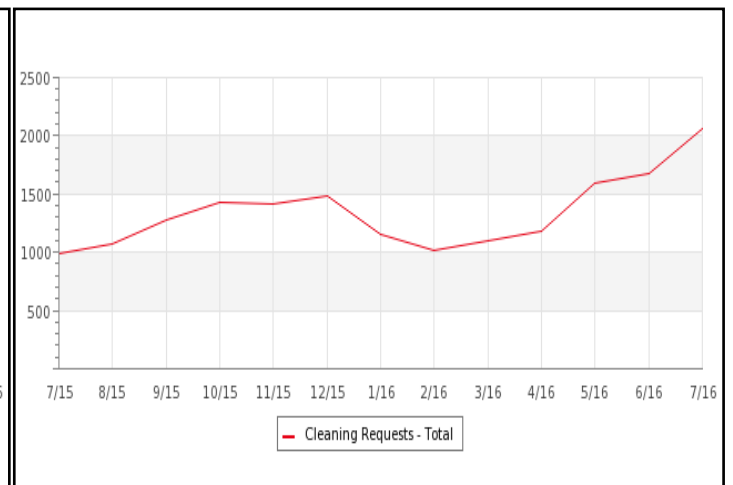
Directions- Total



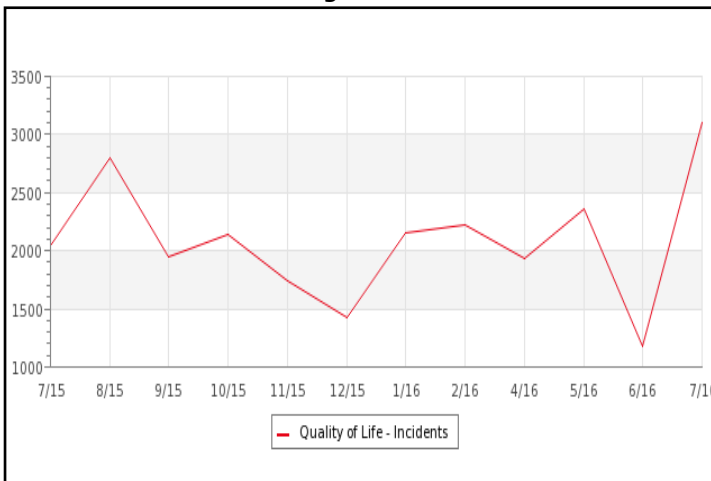
Graffiti Removed - Total



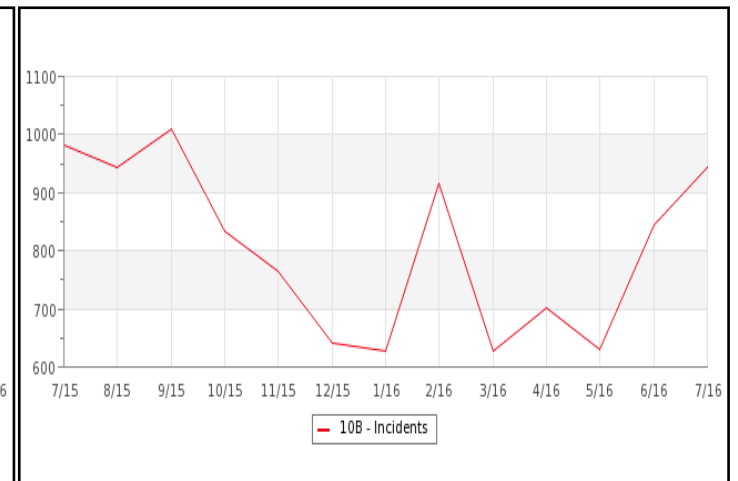
Cleaning Requests - Total



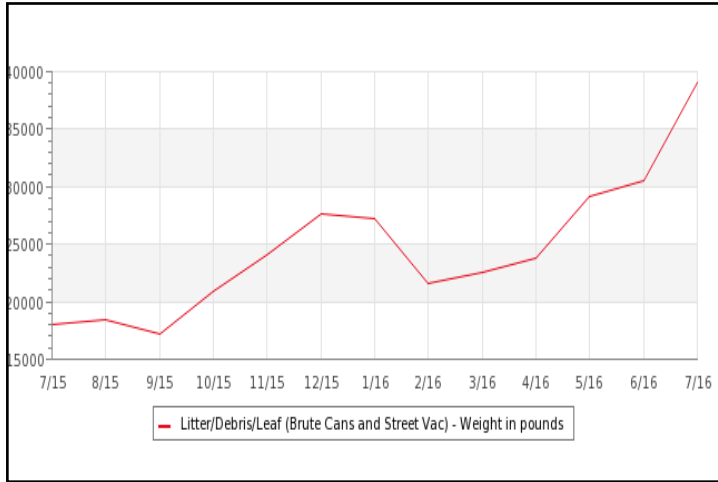
Quality of Life - Incidents



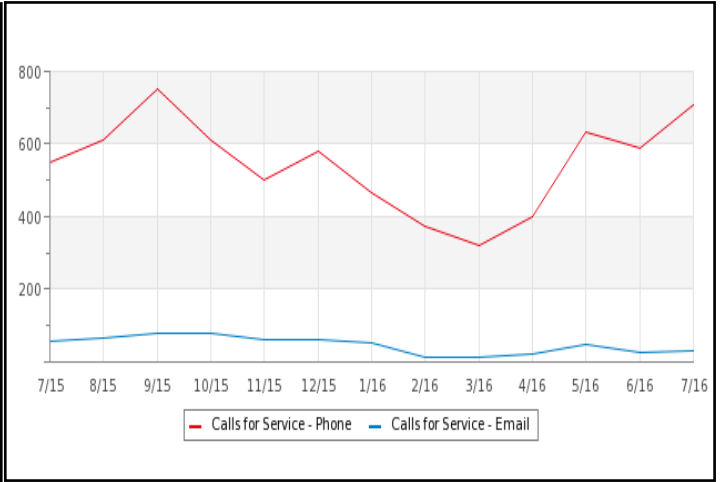
10B - Incidents



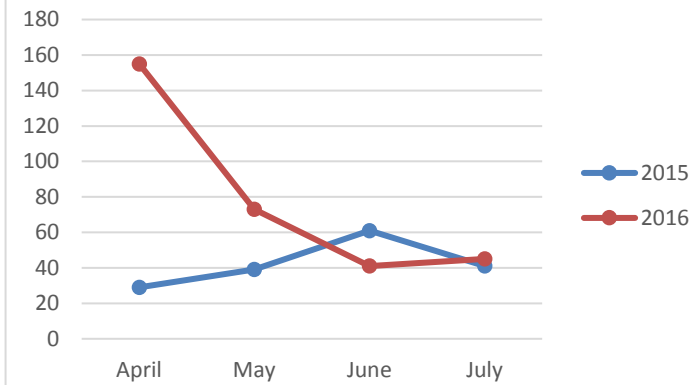
Litter/Debris/Leaf (weight in lbs)



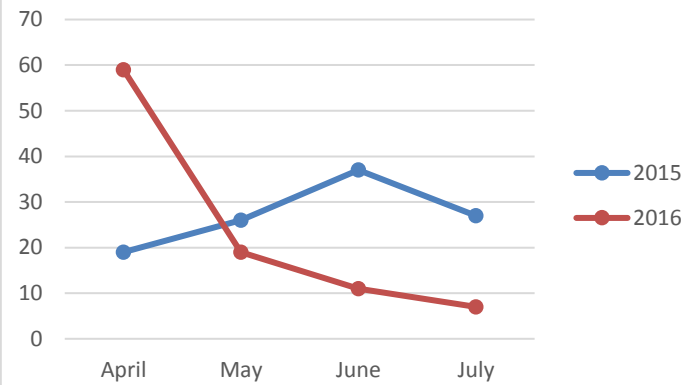
Calls/Emails for Service



Homeless Encounters

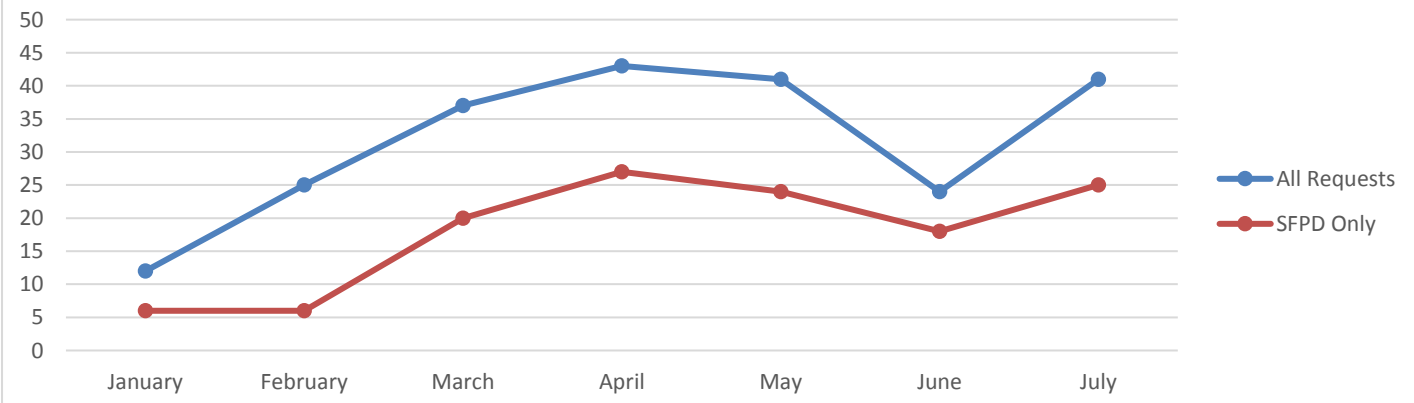


New Homeless in District



Security Camera Metrics for 2016

Month	Requests	Per SFPD	Other	Cameras requested	Cameras/Request		
January	13	6	50%	7	58%	68	6
February	25	6	24%	19	76%	92	4
March	37	20	54%	17	46%	338	9
April	43	27	63%	16	37%	150	3
May	41	24	59%	17	41%	223	5
June	24	18	75%	6	25%	257	11
July	41	25	61%	16	39%	523	14



Program Statistics

August 2015 through July 2016

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
DST Litter/Debris/Leaf (Brute Cans)-Number of Bags	'16	--	--	--	--	--	--	242	--	--	--	--	--	242
DST Syringes Removed	'16	--	--	--	--	--	--	162	--	--	--	--	--	162
Directions - Cleaning Ambassadors	'15	--	--	--	--	--	--	--	949	1284	1281	1080	982	5576
	'16	595	535	628	1261	813	905	892	--	--	--	--	--	5629
Directions - Hospitality Ambassadors	'15	--	--	--	--	--	--	--	5660	3526	3624	5791	4599	23200
	'16	4523	4661	4432	5905	4265	3688	2260	--	--	--	--	--	29734
Directions - Safety Ambassadors	'15	--	--	--	--	--	--	--	2927	1802	1903	1011	1226	8869
	'16	705	685	710	772	1306	1139	731	--	--	--	--	--	6048
Drunk and Disorderly	'15	--	--	--	--	--	--	--	214	146	117	51	22	550
	'16	47	22	35	48	106	61	129	--	--	--	--	--	448
Graffiti Removed - Total	'15	--	--	--	--	--	--	--	716	1046	973	1017	942	4694
	'16	1114	916	998	929	1431	1665	1340	--	--	--	--	--	8393
Hazardous Waste Clean-up (human)	'15	--	--	--	--	--	--	--	450	476	672	659	634	2891
	'16	587	495	505	518	673	842	926	--	--	--	--	--	4546
Illegal Vending - Observed	'15	--	--	--	--	--	--	--	35	52	27	10	71	195
	'16	11	11	3	15	18	10	24	--	--	--	--	--	92
Litter/Debris/Leaf (Brute Cans and Street Vac) - Number of Bags	'15	--	--	--	--	--	--	--	738	690	834	960	1105	4327
	'16	1088	865	903	951	1165	1222	1566	--	--	--	--	--	7760
Litter/Debris/Leaf (Brute Cans and Street Vac) - Weight in pounds	'15	--	--	--	--	--	--	--	18450	17250	20850	24000	27625	108175
	'16	27200	21625	22575	23775	29100	30475	39029	--	--	--	--	--	193779
Mentally Disturbed	'15	--	--	--	--	--	--	--	136	109	74	41	54	414
	'16	230	164	105	121	124	87	370	--	--	--	--	--	1201
Noise Complaints (Amplified Sound)	'15	--	--	--	--	--	--	--	118	63	48	22	30	281
	'16	19	8	10	27	41	22	40	--	--	--	--	--	167
Overflowing Trashcans Leveled	'15	--	--	--	--	--	--	--	330	363	375	377	472	1917
	'16	311	271	317	341.5	519	467	657	--	--	--	--	--	2883.5
Panhandling - Aggressive	'15	--	--	--	--	--	--	--	655	361	420	207	82	1725
	'16	224	108	98	112	76	10	164	--	--	--	--	--	792
Safety Escorts	'15	--	--	--	--	--	--	--	36	32	6	3	3	80
	'16	14	1	1	9	10	2	12	--	--	--	--	--	49
Safety Hazards - Needles	'15	--	--	--	--	--	--	--	163	39	109	18	1	330
	'16	38	25	27	140	537	216	224	--	--	--	--	--	1207
Scrub Requests	'15	--	--	--	--	--	--	--	143	233	234	261	277	1148
	'16	157	168	187	243	249	202	252	--	--	--	--	--	1458
Sit/Lie/Sleep Non-Comply, Police Notified	'16	--	--	181	189	221	81	162	--	--	--	--	--	834
Sit/Lie/Sleep; Comply	'16	--	--	1162	1283	1390	876	1723	--	--	--	--	--	6434
Sweep Requests	'15	--	--	--	--	--	--	--	146	209	151	123	101	730
	'16	97	88	83	84	180	157	220	--	--	--	--	--	909
Trespass/25 MPC	'16	--	--	147	136	379	35		--	--	--	--	--	1186

Highlights



Downtown Streets Team

The Downtown Streets Team has come to Union Square! This program, which provides work experience and case management to the street population, kicked off on July 7th. Two teams of four individuals will be providing supplemental cleaning Monday through Friday throughout the district. You'll recognize them by their bright red t-shirts. Please welcome the Downtown Streets Team!



Police Protests Continue

On July 15th, the National "Day of Rage" occurred throughout several locations in the United States. In San Francisco, a protest occurred here at the Cable Car Turnaround against the San Francisco Police Department and police violence. Approximately 50 protesters began at Market and Powell and then marched down Market St. towards the Ferry Building impeding eastbound traffic on a Friday afternoon. The protest was peaceful in nature and was monitored by SFPD.