

Operations Report

Union Square Business Improvement District

December 2017



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT



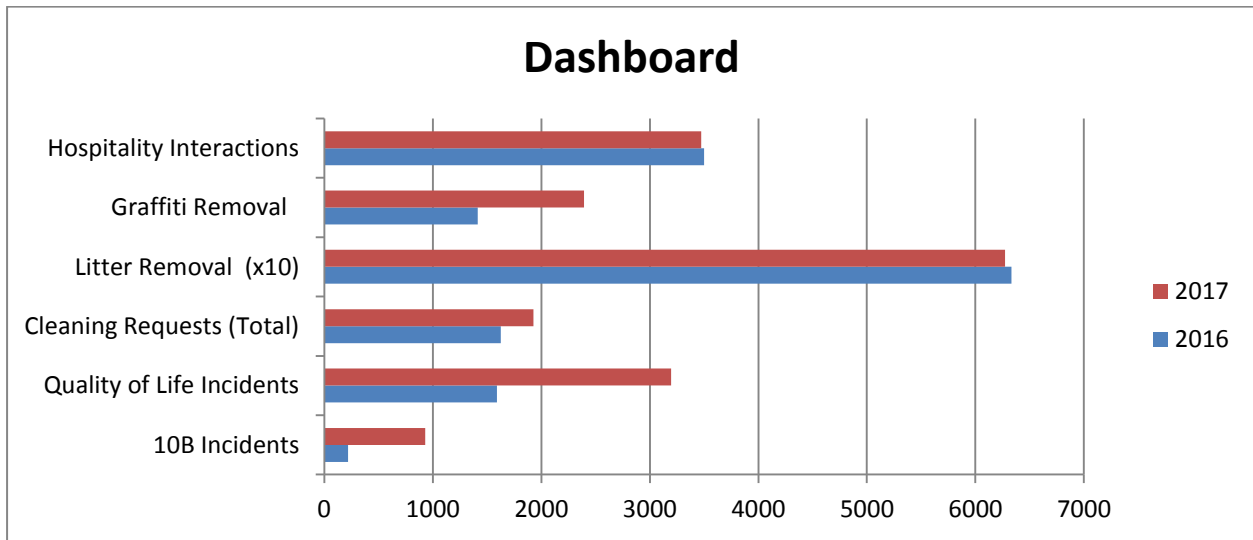
Overview

- Throughout the month of December, Ambassador Staff were on hand to assist with Winter Walk 2017. Cleaning ambassador's cleaned Winter Walk on Stockton Street from Geary to Ellis Street daily. Safety and Hospitality ambassadors patrolled while advising illegal vendors and sit/lie violators. Special Projects ambassadors were on hand to assist with setup including pressure washing and banner hanging.
- Throughout December, Hospitality and Safety Ambassadors distributed 5,000 Top 10 Holiday Happenings in Union Square. The handouts were provided to businesses, tourists, and locals to provide a list of what to see and do in Union Square during the holiday season.

December 7, the Union Square Foundation, in partnership with the Union Square Business Improvement District, hosted the Mingle & Jingle Annual Holiday Fundraiser. The fundraiser took place at the Golden Gate Tap Room. Attendees showed their support for the Union Square Cares program and the Union Square Downtown Streets Team. Everyone enjoyed drinks, heavily passed appetizersaffle, and live music.

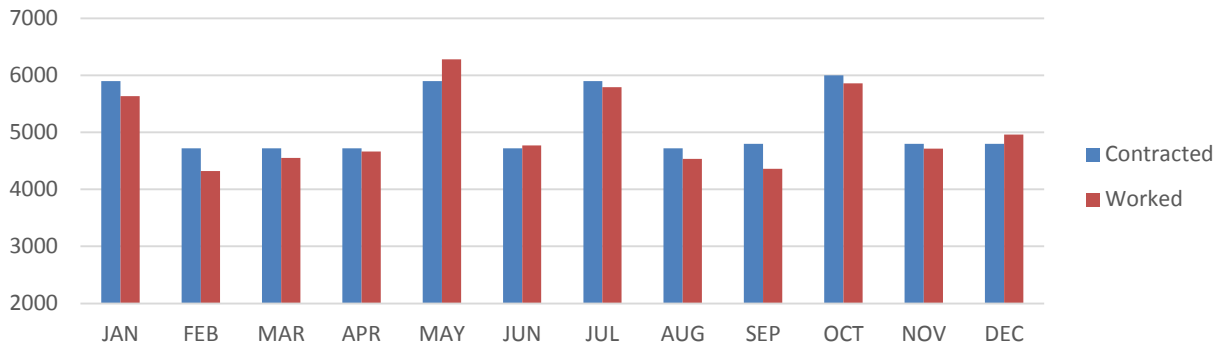
- In an effort to continue to increase recruiting for Union Square, Operations Manager Chris Boss met with Emory Wilson from the Department of Veterans Affairs. Mr. Wilson is the Veterans Community Employment Coordinator and is another resource Block By Block is now using to keep up with staffing needs for Union Square.
- On December 13th, Block by Block Ambassadors received training from Katrina Powell. This was a training to assist in social service outreach. Topics included: where to get food/shelter, medical services, hygiene services, and homeless veteran services. The training was well received by all attendees.
- Block by Block ambassadors closed out the year with a holiday party on December 20. Gift bags from the Union Square Business Improvement district were distributed, followed by a BBQ lunch for the entire team. Members of the BID and Block by Block delivered speeches and special thanks to the entire staff. It was a great time for the team to be together and share stories from past years.

Charted Statistics

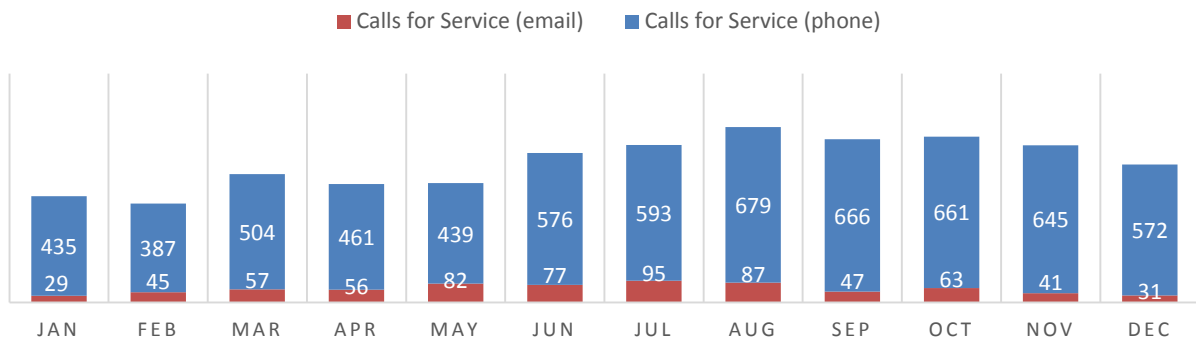


2016	2017	Narrative
3,524	3,472	Hospitality Interactions: Remained consistent with last year's numbers showing a slight 1.48% decrease. Ambassador staff has done a great job in greeting, providing information, and checking with businesses throughout the holiday season.
1,414	2,393	Graffiti Removal: Increased 69.24% during December. Ambassador staff has done a great job keeping up with the new graffiti and stickers throughout the district. Sticker removal more than doubled in December this year versus last year.
63,325	62,725	USBID Ambassador and DST Litter Removal Total (x10): There was a decrease in litter removal by 24 bags, totaling 600 pounds. Cleaning ambassador and Downtown Streets team continue to do a phenomenal job keeping Union Square clean.
1,627	1,957	Cleaning Requests: Increase by 20.28%. We received an increase in sweep request during December which was mostly hazardous waste clean-up.
1,596	3,196	Quality of Life Calls: Increased by 100.25% this year. The majority of the increases occurred with members of the street population committing sit/lie violations and trespassing. Hospitality and Safety ambassadors did a great job getting sit lie violators to comply with request to stand up.
219	930	10B Incidents: Increased by 711 incidents. In 2016 the 10B operated at 110 hours for the month due to Safe Shopper. In 2017, 10B operated at 280 hours along with the Safe Shopper program which provided more presence and support this year.

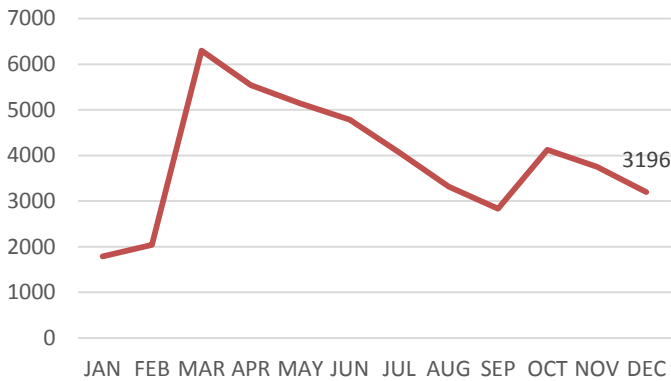
Worked vs. Contracted Hours



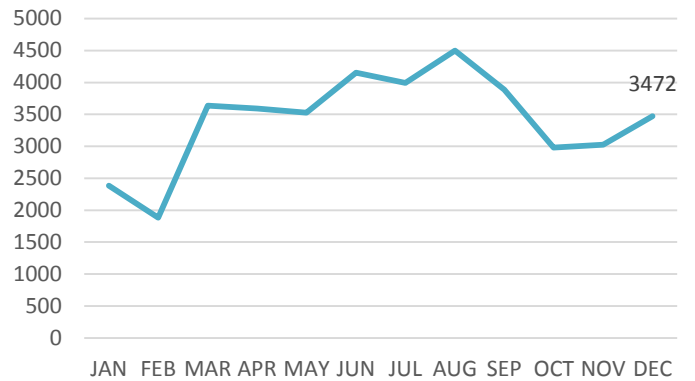
Calls for Service by type



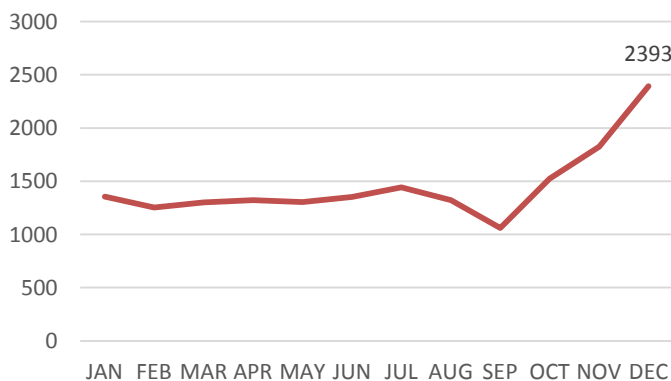
Quality of Life Incidents



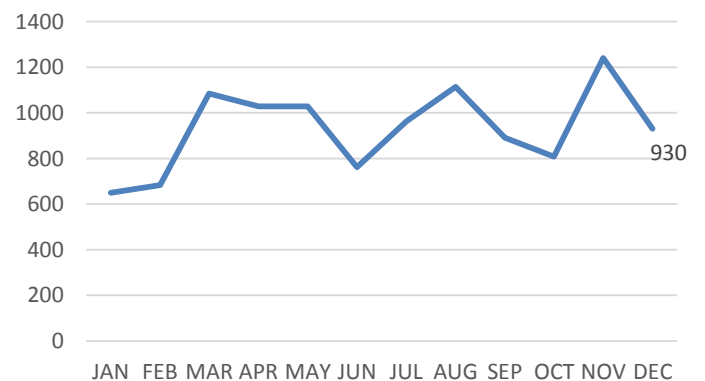
Directions Provided



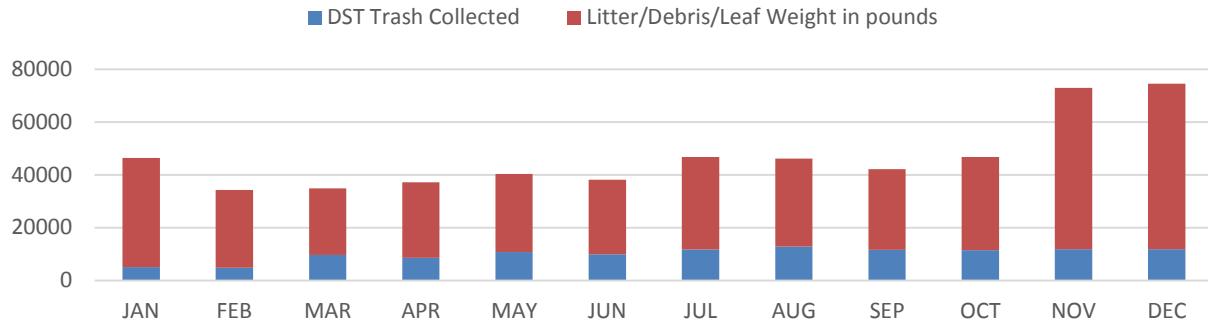
Graffiti Removed



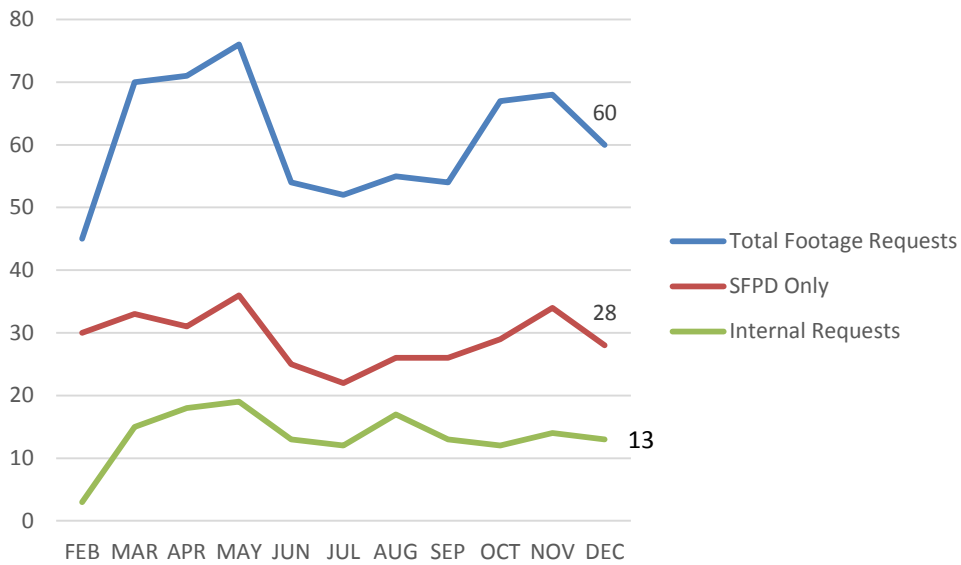
10B Incidents



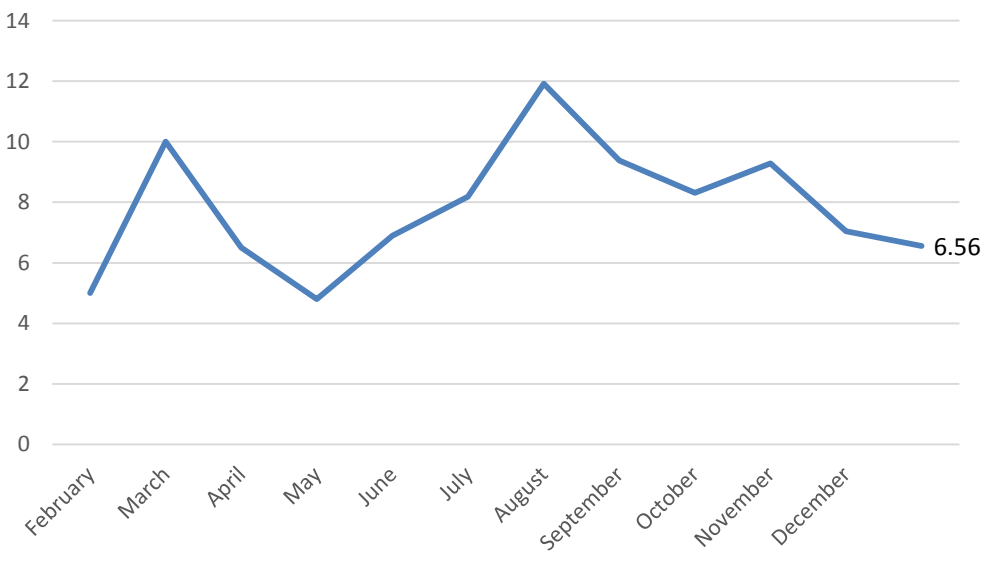
USBID and DST Litter Collection Total



Security Camera Metrics for 2017



Cameras per Request (Complexity)



Statistics and Data

Past 12 months	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
DST Litter Collected Number of Bags	203	192	386	343	432	394	467	514	466	458	475	476	4,806
DST Syringes Removed	83	97	118	170	196	244	261	644	333	299	245	154	2,844
Directions - Cleaning Ambassadors	832	527	613	791	893	860	996	988	914	1141	1255	1459	11,269
Directions - Hospitality Ambassadors	1287	1148	2432	2111	2073	2842	2658	3202	2749	1351	1302	1448	24,603
Directions - Safety Ambassadors	264	210	594	689	563	450	339	307	224	490	468	565	5,163
Drunk and Disorderly	132	132	815	612	680	559	93	341	240	633	577	448	5,262
Graffiti Removed - Total	1354	1254	1300	1323	1304	1351	1444	1323	1061	1524	1824	2393	17,455
Hazardous Waste Clean-up (human)	587	652	626	682	697	617	725	754	669	717	1046	991	8,763
Illegal Vending - Observed	30	68	132	68	72	68	80	51	79	69	59	84	860
Litter/Debris/Leaf Number of Bags	1653	1177	1009	1146	1182	1079	1405	1335	1221	1414	1969	2034	16,624
Litter/Debris/Leaf Weight in pounds	41325	29450	25225	28650	29550	28375	35125	33375	30525	35350	61100	62725	440,775
Mentally Disturbed	163	119	1193	1014	1052	1233	457	544	264	628	619	475	7,761
Noise Complaints (Amplified Sound)	16	16	41	32	25	21	15	25	19	27	14	13	264
Overflowing Trashcans Leveled	290	223	251	313	396	403	570	555	318	371	470	491	4,651
Panhandling - Aggressive	25	22	233	218	228	156	141	127	184	145	149	74	1,702
Safety Escorts	8	5	112	48	69	78	102	150	135	125	60	64	956
Safety Hazards - Needles	139	157	159	370	142	50	31	42	64	67	6	47	1,274
Scrub Requests	143	156	161	174	178	119	223	314	310	250	252	194	2,474
Sit/Lie/Sleep Non- Comply, Police Notified	132	132	250	227	191	268	178	183	188	267	188	228	2,432
Sit/Lie/Sleep; Comply	1003	1173	2449	2211	1957	1707	1504	1384	1250	1312	1194	1022	18,166
Sweep Requests	171	122	137	145	138	235	362	385	298	318	282	281	2,874
Trespass/25 MPC	287	377	1186	1156	938	771	1602	662	611	1042	954	852	10,438

Highlights

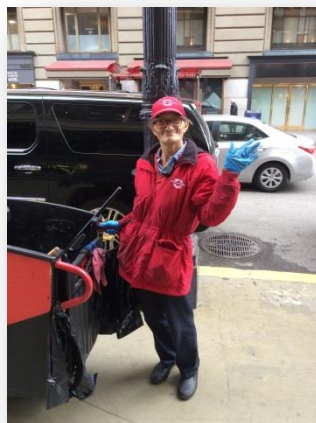
Keeaira Wells- Ambassador of the 4th Quarter

Keeaira Wells joined the Block by Block family on October 9, 2017. Keeaira was a former Downtown Streets Team member before joining the Union Square Business Improvement District cleaning ambassador team. From day one, Keeaira has never been late or missed a shift she has been scheduled for. That is not something that can be said for most. Keeaira is known for her attention to detail and excellent graffiti abatement. Keeaira can spot graffiti and stickers in almost any area! She has always asked management for constructive criticism to help improve herself as an ambassador. Keeaira has gone above and beyond to improve the team and program here in Union Square. If you see Keeaira cleaning, or more than likely removing graffiti, feel free to congratulate and thank her. Thank you Keeaira for everything you do to contribute to the improvement of Union Square.



Samantha Aldrich- Ambassador of the Year 2017

Samantha Aldrich was awarded the title of Ambassador of the Year for 2017. Samantha joined Block by Block on September 14th, 2016. She was a former Downtown Streets Team member before joining the Union Square BID. Samantha has always provided a welcoming smile and assistance to those she comes in contact with. She can always be seen sweeping and detailing sidewalks and curb lines throughout her shifts. Samantha has always been flexible with her scheduling and has always offered assistance to her coworkers when needed. She is the definition of a team player! When you see Samantha sweeping away in Union Square we hope you will offer her congratulations and thank you for all the hard work she has put into Union Square for 2017. Thank you Samantha!





December 2017 Report

Hours Contributed: 648 (648 monthly)

Debris Removed 11,900 lbs

Needles Removed: 154

Year to Date Hours: 3676 (7,680 yearly)

Year to Date Debris: 71,400 lbs

Year to Date Needles: 1936

Employed: 0

Year to Date Employed: 6

Narrative:

Although December was a short month for DST staff and Team Members, we kept very busy by cramming workshops and trainings into our schedules before the holidays; the Team was off for over a week on a much needed holiday break. But before the well-deserved time off, the Team took a watercolor art class hosted by our friends at Dolby Laboratories and taught by our very talented Team Member, Ethel. The Team painted greeting cards for their friends and family; considering many had never painted before, the cards looked amazing!

In addition to the art class, DST hosted a classroom outreach training to provide our Team Members with the knowledge for reaching out to our neighbors who are staying on the streets. The training instilled DST values of dignity and respect while being safe conducting outreach.

December was also a time for festivities as we joined our supporters at the Union Square Holiday Fundraiser, fundraising to support our Team in Union Square! It was a great time meeting business owners and vendors in Union Square and a wonderful event to end 2017 celebrating with the community.

We have huge plans for the New Year, including many more workshops for professional and personal development so our Team Members can surpass their goals. Until then we will see you in the New Year!

Notable Before and After Photos

Before



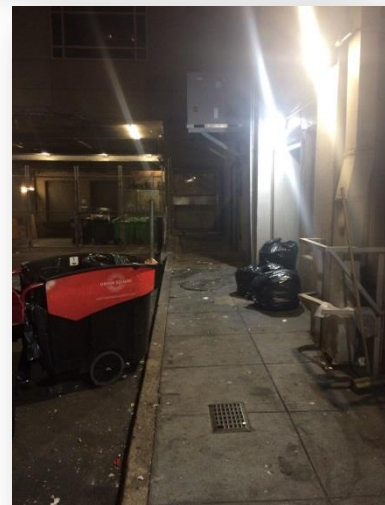
After



CAMPTON ALLEY



690 MARKET



SECURITY PACIFIC