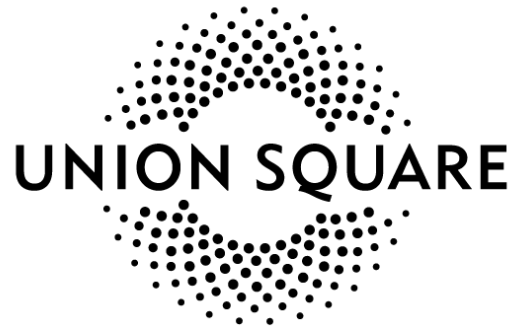


Operations Report

Union Square Business Improvement District

April 2021



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT



News & Updates

Ambassador Team Vaccinations

As we closed out the month of April, clean and safe management conducted a non-disclosive survey of the ambassador team. The results indicated that approximately 65% of the USBID ambassadors had received at least their first dose of the COVID-19 vaccine. A small portion of employees have received the single-dose COVID-19 vaccine. Block by Block provides up-to-date educational information and encourages all employees to participate in the vaccine process to achieve an acceptable level of immunity and peace of mind among all staff members and associates.

Expanding Social Activities

San Francisco city officials announced that starting April 15, in alignment with state guidelines, San Francisco will expand the number of individuals allowed to participate in indoor and outdoor social gatherings and loosen restrictions on other activities, including dining, outdoor bars, retail stores, and recreational areas. Though restrictions are gradually lifting, the clean and safe team continues to follow stringent face masks, disinfection, and social distancing protocols while providing clean and safe services to the Union Square Business Improvement District.

Program Restructuring

Recent decisions to undergo staff restructuring have proven beneficial. With the implementation of USBID ambassadors and Legion security officers joining our burgeoning overnight clean team, a need for an overnight operations supervisor became apparent. After several weeks of interviews and planning, our daytime operations supervisor has taken the reigns of overnight operations. He brings experience, knowledge, and tenure to the position. A daytime operations supervisor will begin training with the operations director in May. These are some key steps and decisions management believes will help our continued growth and success.

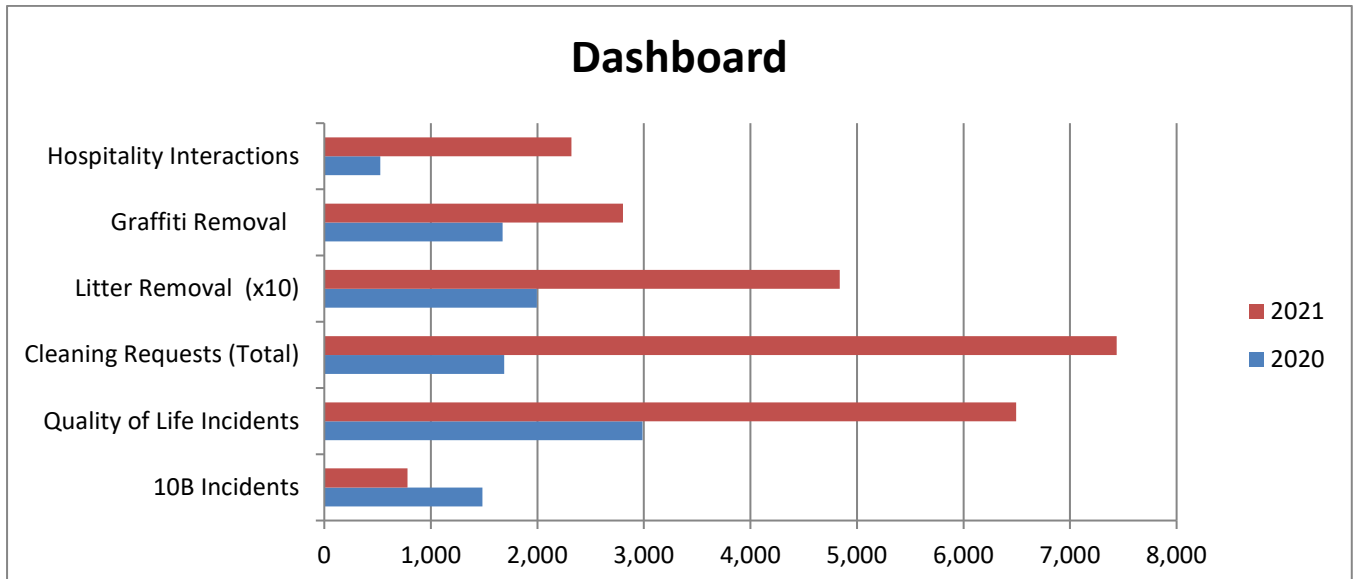
Ellis Slow Streets Returns

April 18th marked the return of Ellis Slow Streets entertainment with Smuin ballet performing for a crowd gathered around John's Grill outdoor dining area on Ellis Street. The final Smuin performance, Sunday, May 23rd, marks the first-ever Grill & Gala event, including a delicious meal & beverages, live performances, and a one-of-a-kind auction. The ambassador team conducted deodorization and pressure washing of the area near and around John's Grill, in addition to providing safety cones, barricades, and hospitality services throughout the event.

Union Square Park Cafes Re-Open

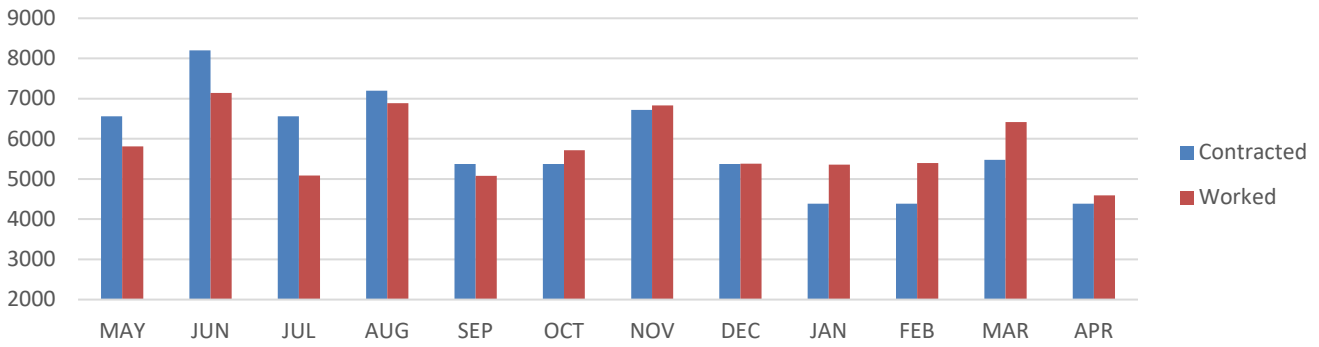
"Alma Café" and "Union Square Coffee" have recently opened in Union Square Park. McCall's Catering Company is now overseeing both cafes, with Union Square Coffee on Powell Street serving specialty coffees, breakfast, salads, and sandwiches. They offer dining on the patio or takeout meals to-go. Just off Stockton Street, Alma provides an ostentatious café experience, with open-faced sandwiches, salads, and a bevy of refreshments to choose from. Enjoy bistro-style seating at both locations while dining al fresco in Union Square Park.

Charted Statistics & Overview

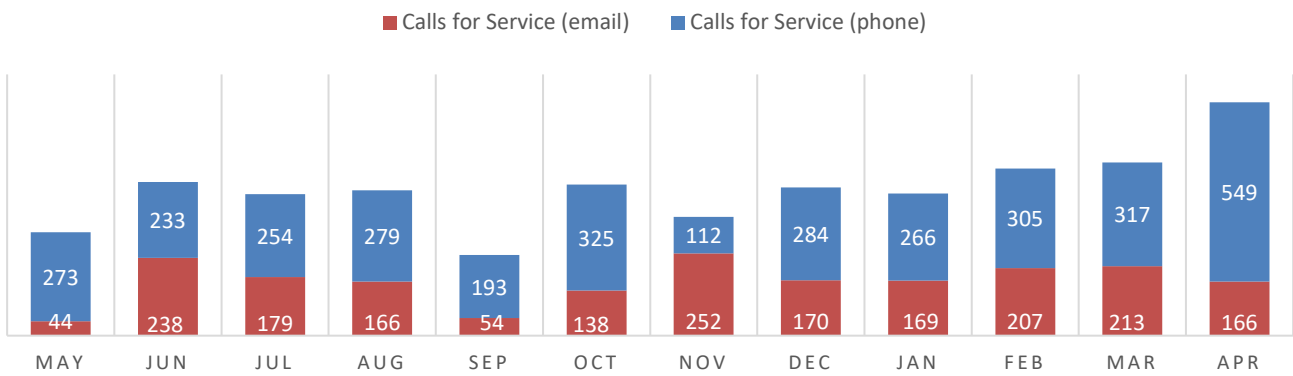


2020	2021	Overview
527	2,320	Hospitality Interactions: Increased by 340%. In addition to the orange tier advancement and city restrictions beginning to loosen, higher numbers of visitors were recorded frequenting the District. The variance in statistical data that was collected may have been attributed to early pandemic protocols during 2020.
1,673	2,803	Graffiti Removal: Increased by 68%. On average, the clean and safe team removes 60-100 graffiti a day while servicing 27 square blocks of the Union Square BID. Ambassadors are equipped with innovative tools such as airless paint sprayers to ensure time and effectiveness are considered during projects. The goal is to maintain the historical aesthetics of our downtown while providing a clean and safe District for all to enjoy.
19,950	48,375	USBID Ambassador Litter Removal Total (x10): Increased by 142%. We recorded a significant increase in the amount of litter collected this year versus last. Last year, we experienced fewer visitors due to the stay-at-home orders set forth by the city and state. This could have attributed to the increase.
1,688	5,688	Cleaning Requests: Increased by 237%. Accurate data tracking has been the big bush since moving over to our new data platform District 360. Both cleaning and hospitality ambassadors participate in documenting encounters as they occur in real-time throughout the District. Through a handheld device, ambassadors receive job requests based on location ensuring member requests are addressed in a timely manner.
2,986	6,493	Quality of Life Calls: Increased by 117% Data tracking and its effectiveness have proven vital in terms of decisions we make to improve our program. The value of these categories can determine how services are allocated to ensure departments within our organization are operating as effectively as possible. With the increase of quality of life encounters partially due to last year's early pandemic, ambassadors will continue to capture information to create a better District for tomorrow.
1,485	781	10B Incidents: Increased by 47%. We recorded a significant decrease in 10B Officer interactions due in part to the George Floyd trial. The USBID's private security vendor Legion supplemented 10B shifts. The Union Square Business Improvement District provided businesses and members with up-to-date information pertaining to looting or rioting during the court proceedings. The USBID provided properties with suggestions to proactively secure their building in light of such an event. The decrease of 10B staffing may have attributed to this month's decrease.

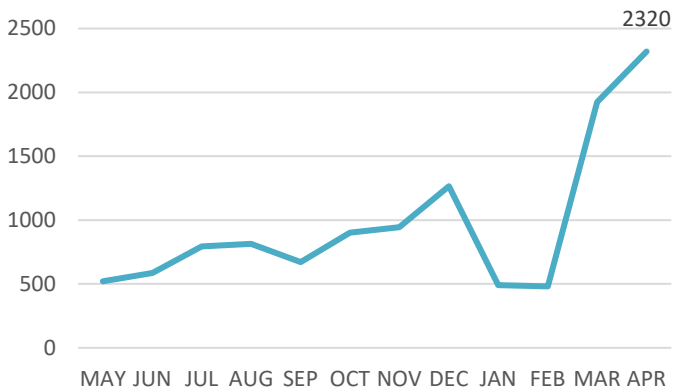
Worked vs. Contracted Hours



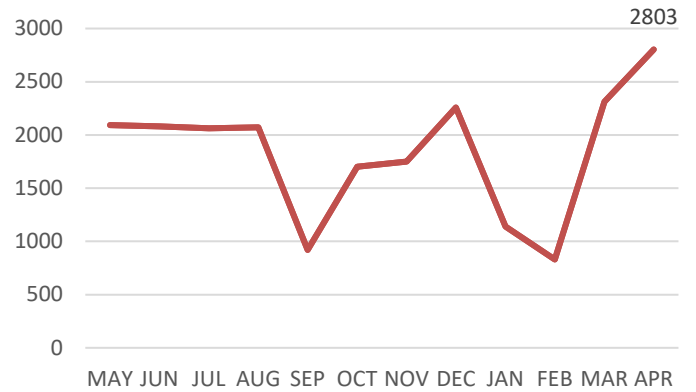
Calls for Service by type



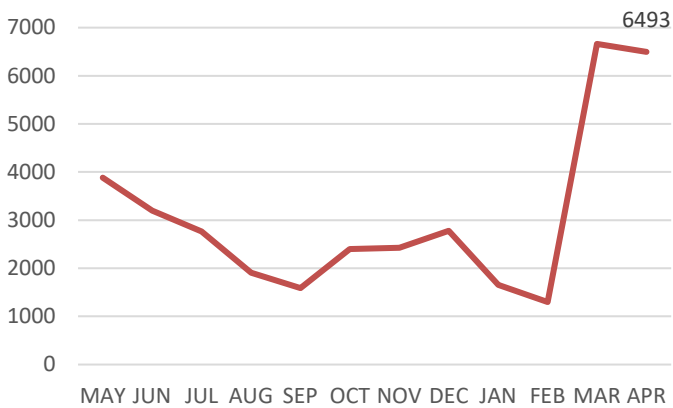
Directions Provided



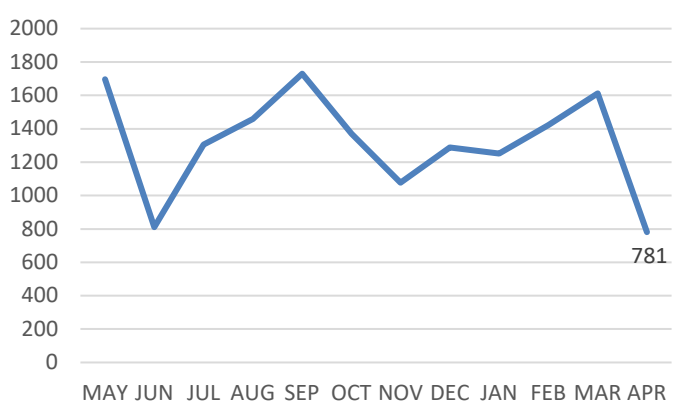
Graffiti Removed



Quality of Life Incidents

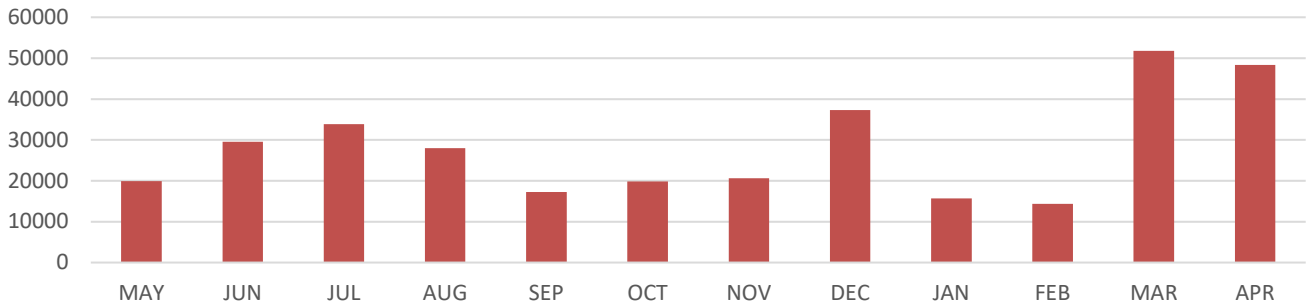


10B Incidents

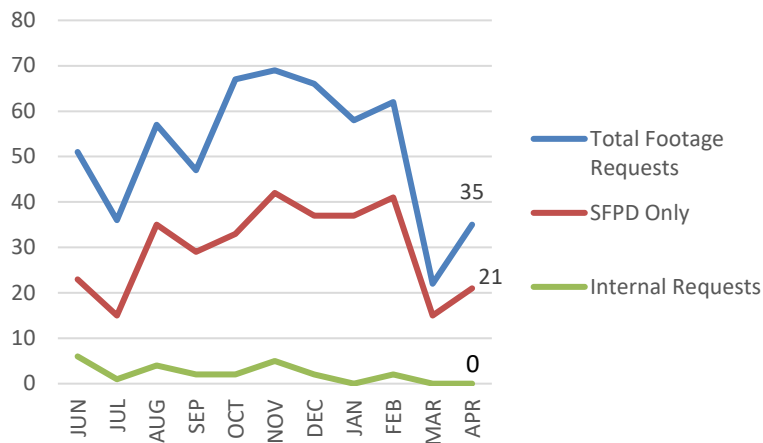


USBID Litter Collection Total

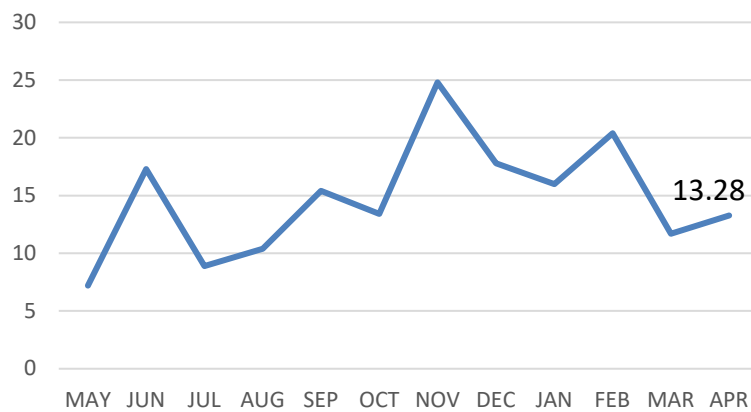
■ Litter/Debris/Leaf Weight in pounds



Security Camera Metrics for 2021



Cameras per Request (Complexity)



Statistics and Data

Past 12 months	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	Totals
Directions - Cleaning Ambassadors	303	360	531	469	384	347	402	564	150	249	773	1006	5,538
Directions - Hospitality Ambassadors	55	72	71	127	157	224	166	159	178	113	598	846	2,766
Directions - Safety Ambassadors	163	155	192	218	130	332	376	543	162	119	552	468	3,410
Drunk and Disorderly	328	373	148	117	139	145	68	177	12	13	739	1043	3,302
Graffiti Removed - Total	2093	2080	2062	2071	919	1702	1751	2259	1138	830	2313	2803	22,021
Hazardous Waste Clean-up (human)	880	932	1082	893	588	634	801	998	569	715	1237	1259	10,588
Illegal Vending - Observed	17	23	36	41	15	20	20	25	29	36	564	694	1,520
Litter/Debris/Leaf Number of Bags	798	1183	1353	1119	691	793	826	1492	628	574	2075	1935	13,467
Litter/Debris/Leaf Weight in pounds	19950	29575	33825	27975	17275	19825	20650	37300	15700	14350	51825	48375	336,625
Mentally Disturbed	631	612	379	227	148	423	465	301	37	28	1255	1313	5,819
Noise Complaints (Amplified Sound)	28	14	30	16	21	13	21	29	6	9	86	115	388
Overflowing Trashcans Leveled	193	295	379	364	222	352	331	557	174	141	890	1017	4,915
Panhandling - Aggressive	31	61	74	41	31	32	39	38	14	40	627	565	1,593
Safety Escorts	93	42	17	23	13	39	50	37	9	6	338	246	913
Safety Hazards - Needles	561	651	642	449	288	364	379	320	163	98	1044	1025	5,984
Scrub Requests	242	300	286	409	314	448	266	381	219	229	846	1089	5,029
Sit/Lie/Sleep Non-Comply, Police Notified	567	529	522	381	274	361	388	658	298	516	688	109	5,291
Sit/Lie/Sleep; Comply	1442	1030	1151	817	671	924	884	929	1203	614	1544	1444	12,653
Sweep Requests	322	340	437	458	274	276	355	642	957	893	2365	2323	9,642
Trespass/25 MPC	810	533	423	266	292	475	542	684	59	43	1159	1210	6,496

Highlights

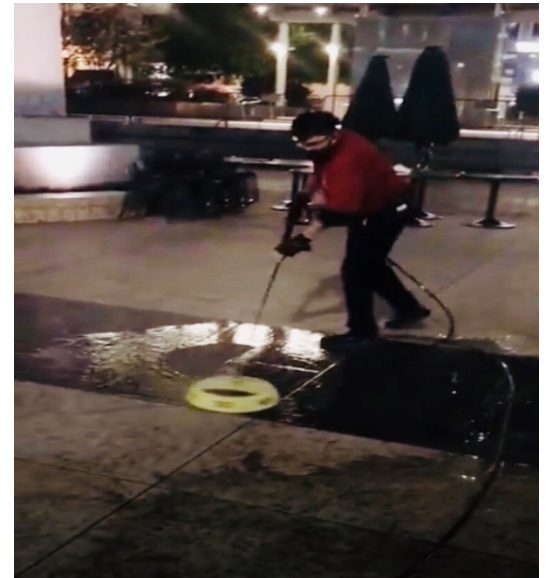
Ambassador of the Month

We are pleased to honor Kendall Toms as our ambassador of the month. Kendall came aboard as a dispatcher and part-time Hospitality ambassador in August of 2020. She excelled within both positions and has since been promoted to a backup evening team lead. Kendall has proven herself to be reliable and professional in any role she is asked to take on. The team looks up to Kendall for leadership and management has come to expect her consistency, clear vision, and dedication. We are fortunate to have such an exceptional team player to guide the team and help ensure our customer gets the very best service possible. Thank you for all you do Kendall. Congratulations!



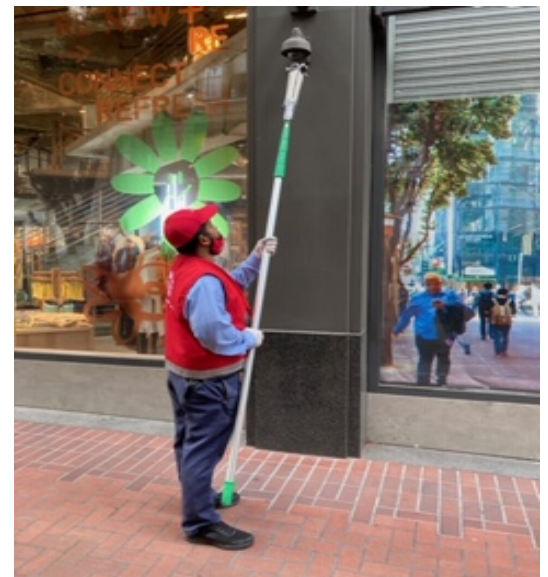
New Water Jet Surface Cleaners

The clean and safe management team is excited to have implemented dual jet surface cleaners into the Union Square park overnight Pressure wash protocol. These cleaners can remove dirt up to 15 times faster than standard pressure wash guns. The surface cleaners are more efficient in getting up embedded stains and grease, which provides a deeper, more consistent clean that isn't easy to achieve with traditional wands. The implementation of surface cleaners will cut park wash time down dramatically while yielding noticeably cleaner results. Our overnight PW team will be utilizing the surface cleaners at least twice a week for a deep, thorough clean. Traditional wands will be utilized for general upkeep, high maintenance areas, and hard-to-reach locations of the park throughout the week.



USBID Spring Camera Cleaning

The USBID camera system is an integral part of providing clear still shots and video footage to members and law enforcement seeking to identify alleged suspects and investigate crimes or events of interest. Camera globes and lenses can become obstructed and dirtiest during the winter months; dust, dirt, and other contaminants can impede staff from aiding SFPD and business owners in identifying issues. During April, the ambassador team coordinated with Union Square Member Services to identify obstructed camera views and clean approximately 50 cameras throughout the district.





Legion Corporation Overnight Security Patrol

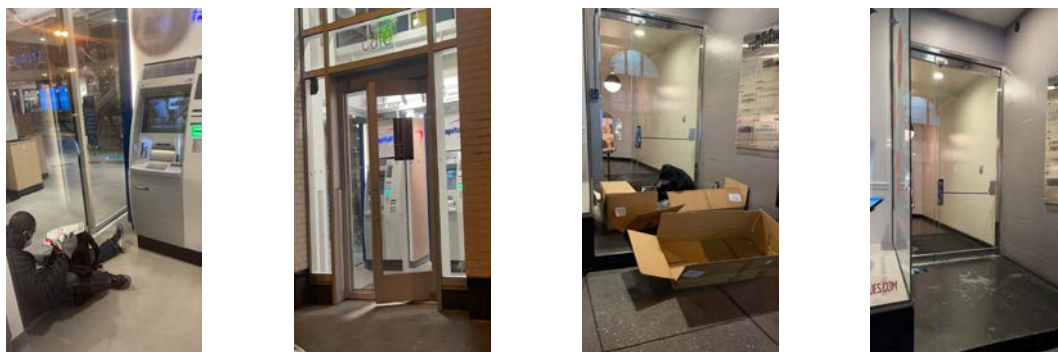
Narrative summary:

Legion continues to put forth effort to curb the quality-of-life issue facing the district, as well as prevent vandals and burglars alike. We remain focused to be a vigil, deterrent and continue to increase our security presence as much as possible during shifts. 25 MPC No Trespassing continues to be an issue as squatters and trespassers look for areas where they can hide out and remain undetected. Oftentimes subjects loitering in front of doorways and alleys are under the influence of narcotics or actively using as we approached to inform them. Once we make contact, we continue to provide them outreach services after we notify them of their violations.

Illegal dumping and preventing people from going through toters is also a main priority as vandals go through the district causing a big mess. These subjects are asked to leave the area when they conduct themselves in this manner. Once we identify illegal dumping, we notify the Ambassadors who respond promptly and assist with cleanup. When the sidewalk is free and clear of debris, we feel this helps prevent trespassers looking to loiter in front of storefronts. Going forward we will continue to work hard and do our part to make the USBID feel as safe and clean as possible as we move into the upcoming months ahead.

Monthly Highlight:

On 4/30 at approximately 11:30p, while on routine patrol of the 200 block of Geary, Security Officers Lucious and Acosta observed a garbage can on fire. No one appeared to be in the area that was responsible for the fire as they exited their security vehicle to look for possible suspects. SFFD was summoned to extinguish the fire. Engine 3 arrived and extinguished the fire, preventing any damage to the surrounding buildings. A case number was generated, and no further incident occurred regarding.



Trespassing Advisement Before & After



Legion Corporation Overnight Security Patrol

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Aggressive Panhandling	0	0	2	0									2
Assault	0	0	0	0									0
Burglary	8	5	4	4									21
DUI	0	0	0	0									0
Human Trafficking	0	6	0	1									7
Illegal Dumping	60	56	45	22									183
Indecent Exposure	27	25	33	18									103
Mentally Disturbed	16	52	53	37									158
Narcotic Use	51	73	39	23									186
Noise Violation / Disturbing the Peace	23	21	10	2									56
Open Container	4	11	7	5									27
Property Damage	9	7	2	8									26
Public Intoxication	17	26	22	3									68
Selling w/o Permit	0	0	0	0									0
Shop Lifting	0	0	0	0									0
Sit/Lie Violation	0	0	0	0									0
Theft	1	0	0	0									1
Threats	0	0	6	0									6
Traffic or Parking Violations	0	0	0	0									0
Trespassing	515	487	484	556									2042
Vandalism	20	19	5	5									49
Miscellaneous (Passing Calls)	1575	1168	1194	1490									5427
Totals:	2326	1956	1906	2174									8362

Notable Before and After Photos

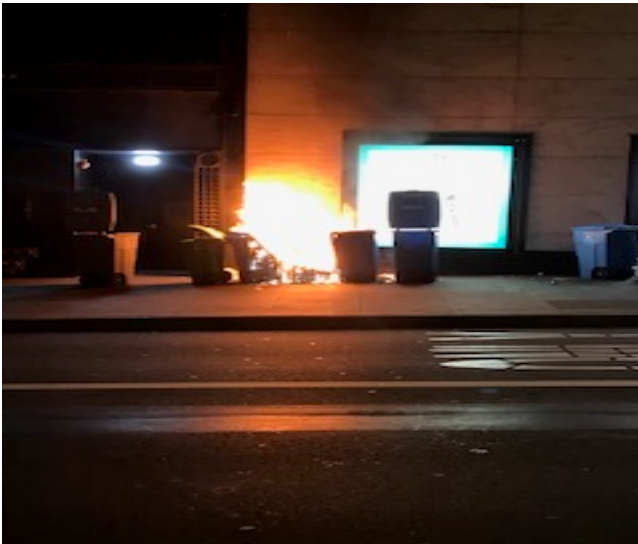
Before



After



STOCKTON STREET



GEARY STREET



POWELL STREET