



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

**Union Square Business Improvement District Renewal Memorandum**  
December, 2018

To: Chris Corgas, SF Office of Economic & Workforce Development  
From: Karin Flood, Executive Director  
Re: Renewal 2019 Member Survey Summary  
Attachments: Survey Results

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The Union Square Business Improvement District (USBID) conducted a member and stakeholder survey as part of its renewal process to gather data on overall importance of current programs and additional services members may be willing to pay more for. Surveys were mailed in March 2018 to all property owners and tenants within the USBID boundaries. Surveys were also emailed and made available online. The USBID conducted extensive follow-up to the top 40 property owners, which represent 56.18% of the assessed value of the current budget. The survey period ended in May 2018. 196 parcel and business surveys were received. Surveys received from parcel owners totaled 62.68% of the weighted assessments.

Parcel owners representing 57.46% of total assessments are supportive of renewing the Union Square Business Improvement District in 2019 (48.26% were *highly supportive*, 9.22% *supportive*). Only 1% of total assessments are not supportive of renewal and just shy of 4% are undecided. Owners making up over 50% of total assessments ranked all of the USBID's current services as important to continue after renewal except for Marketing & Events (38%) and Bigbelly (32%). Members also expressed a willingness to expand some services including Cleaning and Safety Ambassadors and the Security Camera Program. On average, owners accounting for less than 6% of total assessments are not supportive of a property assessment increase to fund additional member services. With this overwhelming positive feedback, the Union Square BID will continue the renewal process. All detailed results are attached and a copy of the surveys are available upon request.

Questions regarding the USBID renewal process and survey results should be directed to Deputy Director Ben Horne at [ben@unionsquarebid.com](mailto:ben@unionsquarebid.com) or 415-781-7880.

Sincerely,

A handwritten signature in blue ink that reads "Karin Flood".

Karin Flood  
Executive Director

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

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# USBID Member Renewal Survey Results Summary

## I. Section 1

1. Survey Respondents consisted of:
  - a. 34% Commercial property owners
  - b. 19% Hotel owners or operators
  - c. 19% Commercial building property managers
  - d. 6% Residential property owners
  - e. 19% Building tenants
  - f. 3% Unknown
2. Number of Years in Union Square
  - a. 25% 10-24 years
  - b. 24% 25-49 years
  - c. 22% 3-9 years
  - d. 19% 50 years or more
  - e. 6% Less than 2 years
  - f. 3% No response
3. Best way to be reached
  - a. 91% Email
  - b. 7% Mail
  - c. 2% E-Newsletter
  - d. 1% Phone

## II. Section 2 - Satisfaction of Current USBID Programs

1. 96% Cleaning Ambassadors
2. 92% Public Safety Ambassadors
3. 92% Public Safety – SFPD 10B Officers
4. 86% Advocacy and Public Affairs
5. 83% Security Camera Program
6. 79% Streetscapes & Public Realm
7. 72% Downtown Streets Team
8. 68% New Overnight Security Program
9. 62% Marketing & Events
10. 61% BigBelly

## III. Section 3 – Member Experience

1. 59% of respondents see Safety Ambassadors regularly
2. 58% feel safer with USBID Safety Ambassadors
3. 66% feel safe in Union Square compared to other commercial districts in San Francisco
4. 55% are satisfied or extremely satisfied with cleanliness
5. 61% feel Union Square is clean compared to other commercial districts in San Francisco

**IV. Section 4 – Services members expressed interest in paying additional assessments for**

1. Additional Safety Ambassadors
  - a. 26% Yes
  - b. 10% No
  - c. 45% Maybe
2. Additional Security Cameras
  - a. 33% Yes
  - b. 10% No
  - c. 34% Maybe
3. Overnight Security Camera Monitoring
  - a. 44% Yes
  - b. 10% No
  - c. 24% Maybe
4. Security in the late evening & night
  - a. 32% Yes
  - b. 12% No
  - c. 31% Maybe
5. Additional Cleaning Ambassadors
  - a. 44% Yes
  - b. 11% No
  - c. 26% Maybe
6. Additional BigBelly's
  - a. 15% Yes
  - b. 13% No
  - c. 38% Maybe
7. Additional Downtown Streets Team Support
  - a. 33% Yes
  - b. 23% No
  - c. 29% Maybe
8. More Streetscapes and Public Realm Improvements
  - a. 26% Yes
  - b. 14% No
  - c. 28% Maybe
9. New Marketing Programs
  - a. 21% Yes
  - b. 12% No
  - c. 39% Maybe
10. New Economic Development Services
  - a. 19% Yes
  - b. 17% No
  - c. 28% Maybe
- 11. Renewing the USBID**
  - a. 67% Highly Supportive
  - b. 19% Supportive
  - c. 9% Undecided
  - d. 1% Unsupportive
12. Renewal Term
  - a. 70% 10 years
  - b. 20% 15 year