Renewal Survey Results
March – May 2018
Owner Results – Section 2

The USBID provides the following core services for its members as outlined in our management plan. We had members read a short description of these services and then rank their experience as a USBID member on their importance.*

* Owner results are in % of assessed properties 62.68% of assessed parcel owners submitted survey
Owner Results - Section 2

Advocacy and Public Affairs
How important is it to you for us to continue our advocacy representation on your behalf?

Owners representing 55% of total assessments rank continuing advocacy representation as important or very important.

Streetscapes and Public Realm
How important is continuing this service to you?

Owners representing 50% total assessments rank continuing streetscape services and public realm activations as very important or important.
Owner Results - Section 2

Marketing and Events

How important are these services to you?

Marketing and Events services are important to owners representing 39% of total assessments.

Public Safety Ambassadors

How important is continuing this service to you?

Public safety services are important to owners representing 58% of total assessments.
Owner Results - Section 2

Public Safety - SFPD “10B Officers”
How important is continuing this service to you?

The pie chart shows that SFPD “10B officers” are important to owners (56% of total assessments). The chart further indicates that 4.78% of the assessments suggest that this service is not important at all.

Cleaning Ambassadors
How important is continuing this service to you?

Similarly, the pie chart for cleaning ambassadors shows that they are also very important to owners, with owners representing 53% of total assessments wanting to continue this service. The chart shows that 3.02% of assessments indicate that this service is not important.
Owner Results - Section 2

Cleaning – Downtown Streets Team

How important is continuing this service to you?

Downtown Streets Team cleaners are important to owners (55% of total assessments).

Bigbelly Trash Receptacles

How important is continuing this service to you?

Nearly 32% of total assessments rank Bigbelly trash receptacles as an important service to continue.
The security camera program is important to owners (51% of total assessments).

While many owners are supportive of an overnight security program, a lot also did not answer (possibly didn't understand program).
The USBID strives to continually improve the cleaning and safety services it provides in response to member needs and emerging quality-of-life issues facing Union Square. We had members select an option that best represented their experience.
Owner Results - Section 3

How often do you see USBID Safety Ambassadors in Union Square?

 Owners accounting for 39% of total assessments said that they saw safety ambassadors frequently or often.

Do you feel the USBID Safety Ambassadors help make the district feel safer?

Most owners believe that these ambassadors make the district feel safer, but many are unsure.
How do you feel about your personal safety in Union Square compared to other commercial districts in San Francisco?

Nearly half of total assessed owners either feel unsafe or are cautious in Union Square as opposed to other districts.

How satisfied are you with the overall cleanliness of Union Square’s sidewalks and gutters?

Owners of over 30% of total assessments are either satisfied or extremely satisfied with the cleanliness of sidewalks & gutters.
Owner Results- Section 3

How do you feel about Union Square’s cleanliness compared to other commercial districts in San Francisco?

Owners that make up 38% of total assessments are satisfied with the cleanliness of Union Square in comparison to other districts of San Francisco.
As mentioned previously, the USBID is conducting a renewal process to reauthorize the USBID to continue providing critical quality-of-life services for another 10-15 year term. This process includes exploring the possibility of further expanding its district, increasing service levels and/or adding new services, and implementing new zones of benefit to elevate the frequency and quality of service provided to out members.
Would you support a property owner assessment increase to hire additional USBID Safety Ambassadors to assist visitors, workers, and residents in the district?

The majority of owners are “not sure”, but about 19% say yes. Very few say “no”.

Would you support a property owner assessment increase to install additional security cameras to ensure a safer district with more security camera coverage?

The majority are unsure and about 20% say yes. Few blatantly say “no”.
Owner Results- Section 4

Would you support a property owner assessment increase to hire staff to provide a new services of overnight monitoring of the existing USBID security cameras to assist with deterring late-night and early morning property crimes and other criminal activity?

Would you support a property owner assessment increase to hire staff to provide a new services of private security?

Nearly 30% of owners said “yes” and few answered “no”.

The majority of owners answered “not sure” or “yes”.
Would you support a property owner assessment increase to hire additional USBID Cleaning Ambassadors to help sweep sidewalks and gutters above the existing levels?

Most owners are in favor. Many are unsure. Few do not support a property owner assessment increase.

Would you support a property owner assessment increase to add additional “Bigbelly” solar waste units in the district to prevent the illegal scavenging of recyclables and food scraps?

The majority of owners were unsure about an assessment increase to add additional Bigbelly receptacles.
The USBID currently works with the Downtown Streets Team (DST) to provide additional cleaning resources by working with homeless individuals who are making their way out of homelessness. Would you support a property owner assessment increase to hire more DST members to clean Union Square's sidewalks and gutters and help more individuals end homelessness through the dignity of work?

Would you support a property owner assessment increase to fund more streetscapes and public space improvements in Union Square, such as a new way-finding or decorative signage and better sidewalk lighting around the district?

Owners were about evenly split yes, no, and unsure.

Owners were roughly split between yes, no, and unsure.
Owner Results- Section 4

Would you support a property owner assessment increase for new marketing programs and more special events to bring positive attention to the district, highlight the special attributes of our members and local businesses, and give visitors new reason to visit Union Square?

Would you support a property owner assessment increase to develop business recruitment campaigns to attract new businesses to Union Square?

Only 11.69% of owners are definitely in support of new marketing programs while the grand majority remains unsure.

Only 12.85% of owners are definitely in support of developing business recruitment campaigns while the grand majority remains unsure.
In general, do you support renewing the USBID as an organization serving the community for another term?

The vast majority of owners are highly supportive of renewal, and many are also supportive. This means that owners of 57.46% of total assessments are supportive of renewal.

What term (number of years) do you think the USBID should be renewed for?

Most owners voted for a 10 year renewal term. Less than 3% of total assessed properties do not support renewal or are undecided.
Owner vs. Tenant Results - Section 1: How long have you been connected to the USBID?

**Owners**

- Total: 146
- Record Count: 23%
- 1%: Less than 2 years
- 3%: 3 - 9 years
- 4%: 10 - 24 years
- 24%: 25 - 49 years
- 24%: 50 or more years
- 20%: 26 - 49 years

**Tenants**

- Total: 47
- Record Count: 30%
- 4%: Less than 2 years
- 2%: 3 - 9 years
- 13%: 10 - 24 years
- 21%: 25 - 49 years
- 30%: 50 or more years

The USBID provides the following core services for its members as outlined in our management plan. We had members read a short description of these services and then rank their experience as a USBID member on their importance.
Advocacy and Public Affairs
How important is it to you for us to continue our advocacy representation on your behalf?

The grand majority of owners and tenants value continuing advocacy representation with only 1% of owners saying it is not important.
The majority of owners and tenants ranked continuing streetscapes and public realm services as important.
There was more variation among marketing with both owners and tenants, but still an overall strong support with both groups.
Public Safety Ambassadors
How important is continuing this service to you?

Owners

Tenants

Public safety ambassadors are very important to both the vast majority of owners and tenants.
Public Safety - SFPD “10B Officers”

How important is continuing this service to you?

The vast majority of owners (84%) and tenants (79%) ranked SFPD 10B Officers as very important to continue.
Cleaning Ambassadors
How important is continuing this service to you?

Both owners and tenants are strongly in favor in continuing the cleaning ambassadors service.
Cleaning - Downtown Streets Team (DST)

How important is continuing this service to you?

DST is very important to a large percentage of owners and tenants, with 91% of tenants and 75% of owners. No tenant was anything less than supportive and only 1% of owners are not supportive.
“Bigbelly” Solar-Powered, Compacting Trash Receptacles

How important is continuing this service to you?

Continuing the Bigbelly service is important or very important to roughly the same amount of owners (60%) and tenants (64%).
The security camera program is very important to 60% of owners and 72% of tenants.
Overnight Security Program

How important would this service be to you?

Over half of both groups believe an overnight security service would be very important to them and only 1% of tenants and 1% of owners believe it would not.
The USBID strives to continually improve the cleaning and safety services it provides in response to member needs and emerging quality-of-life issues facing Union Square. We had members select an option that best represented their experience.
Public Safety Ambassadors and USBID Ambassadors

The USBID’s current contract provides nine Public Safety Ambassadors (5:30am – 11:00pm/7 days a week) and three Member Dispatchers to address quality-of-life issues in the district, such as San Francisco’s “sit/lie” ordinance, homeless encampments, while also providing an additional physical presence to make our district a welcoming place for visitors, workers, and residents.
How often do you see USBID Safety Ambassadors in Union Square?

Only 2% of tenants and owners never see safety ambassadors, and most see them frequently.
Do you feel the USBID Safety Ambassadors help make district feel safer?

Over half of tenants and owners believe that the safety ambassadors help the district's safety with only 6% of tenants and 5% of owners answering "no".
How do you feel about your personal safety in Union Square compared to other commercial districts in San Francisco?

About half of owners and tenants are a “bit cautious” when it comes to their personal safety, and 14% of owners and 19% of tenants are “very uncomfortable” in Union Square.
How satisfied are you with the overall cleanliness of Union Square’s sidewalks and gutters?

 Owners

 Tenants

 Owners and tenants are in agreement about the cleanliness of Union Square’s gutters and sidewalks.
How do you feel about Union Square’s cleanliness to other commercial districts in San Francisco?

Very few tenants feel that the district is “dirty”, 43% believe it is “somewhat clean”, but 27% of owners believe it is “dirty”.
As mentioned previously, the USBID is conducting a renewal process to reauthorize the USBID to continue providing critical quality-of-life services for another 10-15 year term. This process includes exploring the possibility of further expanding its district, increasing service levels and/or adding new services, and implementing new zones of benefit to elevate the frequency and quality of service provided to out members.
Would you support a property owner assessment increase to hire additional USBID Safety Ambassadors to assist visitors, workers, and residents in the district?

The majority of both owners and tenants answered “not sure” and a quarter of owners answered “yes”.
Would you support a property owner assessment increase to install additional security cameras to ensure a safer district with more security camera coverage?

36% of both tenants and are “not sure” if they support a property assessment increase to install additional security cameras in the district. 29% of owners do support the property assessment increase.
Would you support *a property owner assessment increase* to hire staff to provide a new service of overnight monitoring of the existing USBID security cameras to assist with deterring late-night and early morning property crimes and other criminal activity?

Nearly half of owners support a property assessment increase to provide a new service of overnight monitoring of security cameras. Overall, both owners and tenants are majority in favor of overnight monitoring, but a large amount are also “not sure”.
Would you support *a property owner assessment increase* to hire private security guards in the late evening and early morning hours as an enhanced measure to prevent store break-ins and robberies?

Owners and tenants are both roughly split between unsure and supportive of a property assessment increase to hire private security guards.

The owners and tenants are both roughly split between unsure and supportive of a property assessment increase to hire private security guards.
Would you support a property owner assessment increase to hire additional USBID Cleaning Ambassadors to help sweep sidewalks and gutters above the existing levels?

Nearly 50% of both owners and tenants are in support of increasing property assessments to hire additional cleaning ambassadors. Under one-third of owners and tenants are unsure.
Would you support a property owner assessment increase to add additional “Bigbelly” solar waste in the district to prevent the illegal scavenging of recyclables and food scraps?

A similar percentage of owners and tenants were unsure about a property assessment increase to add more Bigbelly receptacles. 10% more tenants support adding Bigbellys than owners.
The USBID currently works with the Downtown Streets Team (DST) to provide additional cleaning resources by working with homeless individuals who are making their way out of homelessness. Would you support a property owner assessment increase to hire more DST members to clean Union Square’s sidewalks and gutters and help more individuals end homelessness through the dignity of work?

The majority of tenants support hiring more DST members. Property owners are more split between unsure and in favor.
Would you support a property owner assessment increase to fund more streetscapes and public space improvements in Union Square, such as a new way-finding or decorative signage and better sidewalk lighting around the district?

Owners and tenants share similar response to a property assessment increase for more streetscapes and public space improvements. Both groups are roughly split between “yes”, “no”, and “unsure”.

**Owners**
- Yes: 35%
- No: 28%
- Not Sure: 10%
- Blank: 27%
- Total: 146

**Tenants**
- Yes: 29%
- No: 26%
- Not Sure: 9%
- Blank: 40%
- Total: 47
Would you support a property owner assessment increase for new marketing programs and more special events to bring positive attention to the district, highlight the special attributes of our members and local businesses, and give visitors new reason to visit Union Square?

The most common answer for new marketing programs among both owners and tenants was “not sure”, however there was a large difference in “yes” responses with more than double the amount of owners in support than tenants.
Would you support *a property owner assessment increase* to develop business recruitment campaigns to attract new businesses to Union Square?

Many owners and tenants left their response blank. More tenants are unsure and in support of an assessment increase for this service than owners.
In general, do you support renewing the USBID as an organization serving the community for another term?

Both owners and tenants have strong support for renewal with 82% of owners and 87% tenants either “supportive” or “highly supportive”. 1% of owners and no tenants are undecided.
What term (number of years) do you think the USBID should be renewed for?

Owners and tenants both have positive, similar beliefs on the length of the renewal term, with a 6% difference for 10 years and a 3% difference for 15 years.