

# Operations Report

Union Square Alliance

July 2021



# News & Updates

## **Union Square Alliance Rebranding**

The Union Square Alliance rebranding initiative began pre-COVID-19 and is now underway. This month all 37 solar-powered Big Belly trash cans located within the District received the new branding. In addition, the Union Square Alliance will be replacing all the old burgundy style marketing banners set atop street poles within the district. Participating hotels throughout the District also welcomed the new branding while showing art on their windows and locations within Union Square Park. The new branding is fresh, current, and welcoming to all guests and residents to visit the downtown shopping and dining district.

## **Shine on SF**

On July 14, Mayor London Breed appeared in front of a large audience in Union Square Park to launch the “Shine on SF” initiative. The program is a coalition that is committed to creating a clean and cared-for San Francisco. Many BIDs, DIDs, and city partners have joined the initiative. The Union Square Ambassadors were on hand to help maintain order, clean, and provide sanitized furniture for the press conference and were proud to be mentioned and recognized as part of the clean and safe city initiative. Shine On SF is helping neighbors reconnect with their communities and the places they care about. Trees placed in colorful planters will be decorated with golden cards and showcased at pop-up activations in public spaces throughout SF’s diverse neighborhoods-including Union Square Park!

## **SF Wednesdays Union Square Park**

In coordination with the Union Square Alliance, the Clean and Safe Team is excited to participate in SF Wednesdays, a series of outdoor concert events taking place each week in Union Square Park. Ambassadors are scheduled to assist event promoters with security barricades, coordinating furniture set-ups, and regular cleaning and disinfection protocol throughout the park. These musical performances are free and open-to-the-public. The events are spread across 10 Wednesdays this summer, showcasing various artists and genres of music. The series begins Wednesday, July 14.

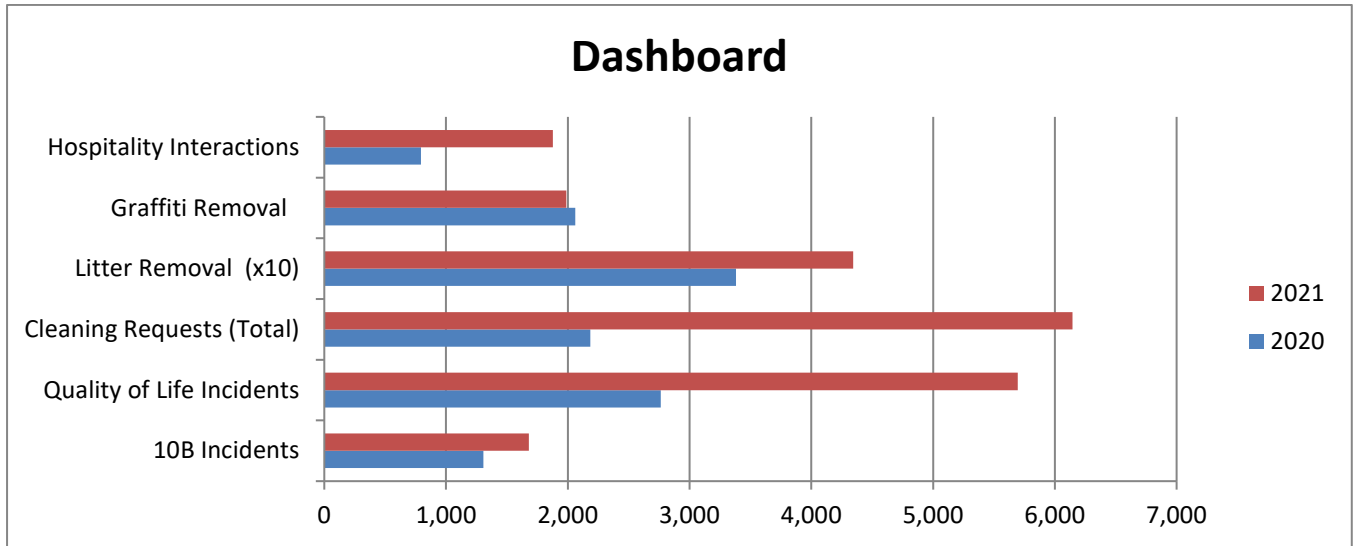
## **Ambassador Staff Vaccinations**

Block by Block’s focal priority has always been the safety and well-being of its ambassadors. Clean and safe management conducts daily temperature readings on employees at the start of shift and monitors staff for any symptomatic behavior identified by the coronavirus. Current records indicate an overall 80% ambassador vaccination ratio, up from 70% in June. Management encourages all staff to maintain good hygiene, wear PPE and get the COVID-19 vaccine to help protect themselves and co-workers from exposure. Currently, masks are required inside the building and Block by Block offices at all times.

## **Security Camera Maintenance**

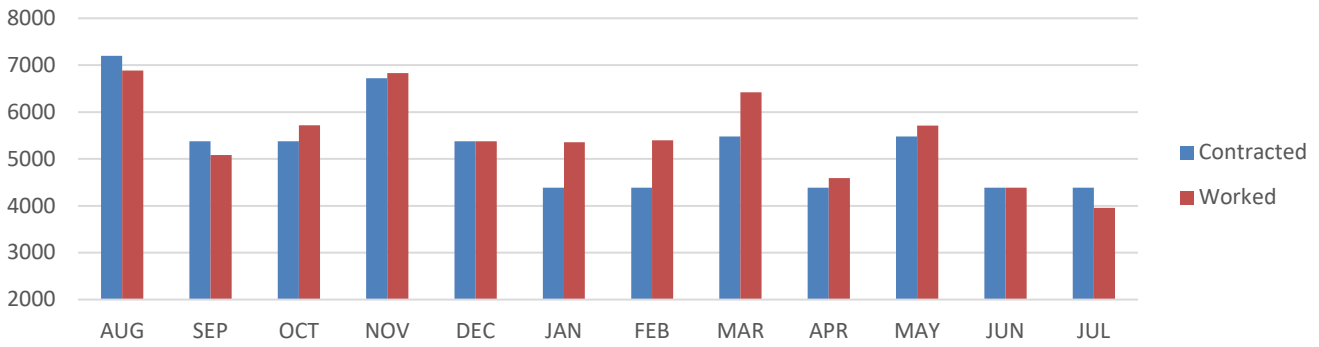
The ambassador team received multiple camera cleaning requests around the first of the month. With new equipment and cleaning supplies on hand, our evening team leads, in coordination with Member Services, have diligently worked to complete the numerous requests. Some of the domes had to be removed and replaced due to standing water. In total, twenty camera domes were cleaned throughout the District.

# Charted Statistics & Overview

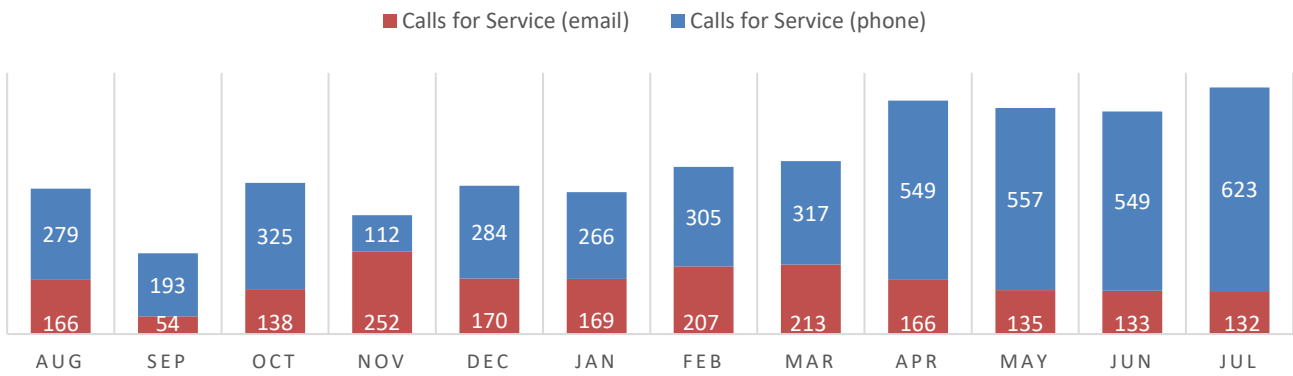


2020	2021	Overview
794	1,878	<b>Hospitality Interactions: Increased by 137%.</b> Higher numbers of guests and residents frequented the District following the recent lift of COVID-19 restrictions. Bars reopened to full capacity, and events throughout the District like concerts in Union Square Park have also increased.
2,062	1,983	<b>Graffiti Removal: Decreased by -4%.</b> Though we continue to remove substantial amounts of graffiti daily throughout our 27 square blocks of the Union Square BID, we do not see the large building tags, as most plywood has been removed from storefronts. Ambassadors are recording less sticker removal, likely due to most businesses closing early in the evening, causing less late-night foot traffic and opportunities for successful demonstration events.
33,825	43,425	<b>Union Square Alliance Ambassador Litter Removal Total (x10): Increased by 28%.</b> Ambassadors recorded a significant increase in turned-over trash totes as businesses opened again and placed them on the cardboard curbside. In addition to the vandalized trash bins, we also recorded nearly 20 illegal dumps just for the month. This likely contributed to the increase in litter removal.
2,184	6,144	<b>Cleaning Requests: Increased by 181%.</b> Ambassadors are becoming more proficient in navigating the District 360 app, and more accurate stats are being entered. In addition, we have recorded an increase in QOL issues throughout the district, resulting in numerous reoccurring homeless encampments and clean-ups around these shelters. Vandalized trash bins and reported urination in alcoves and doorways are also contributing factors to this increase.
2,763	5,696	<b>Quality of Life Calls: Increased by 106%</b> This number is pretty consistent with last year's stats. Several district Hotels are still sheltering indigent, homeless persons. As the weather warmed up and businesses reopened, we recorded a slight uptick in doorway, alley, and breezeway encampments. These factors may have contributed to the slight increase.
1,306	1,628	<b>10B Incidents: Increased by 25%.</b> This month's totals are similar to last. Sit/lie violations continue to absorb program resources that, if directed towards fighting crime and address matters unrelated to a dismissal crime, we may begin to see this tracked statistic and the financial impact it's having on our community. For those interested in joining our monthly retail theft prevention meetings, contact Member Services.

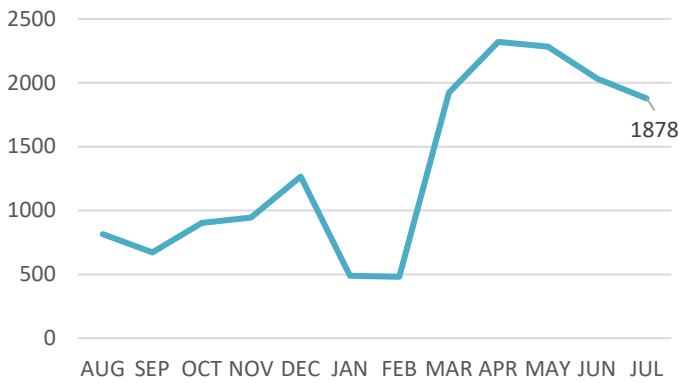
### Worked vs. Contracted Hours



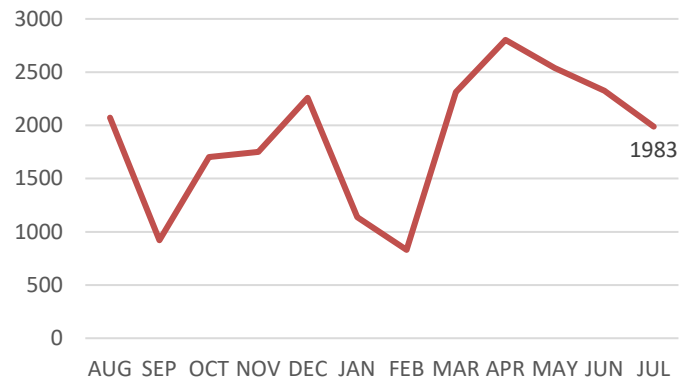
### Calls for Service by type



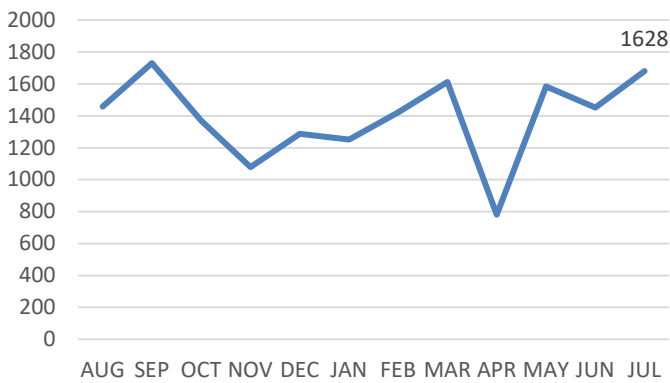
### Directions Provided



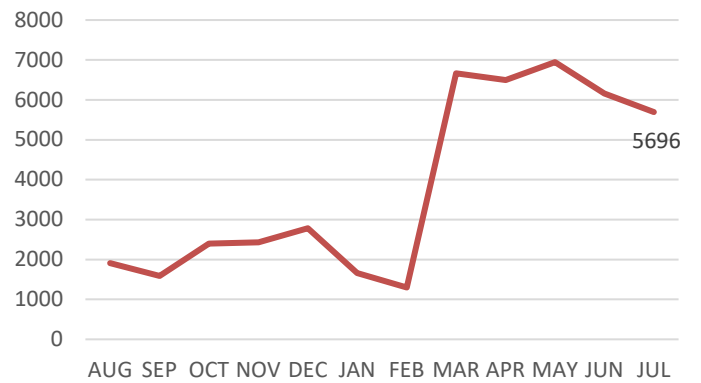
### Graffiti Removed



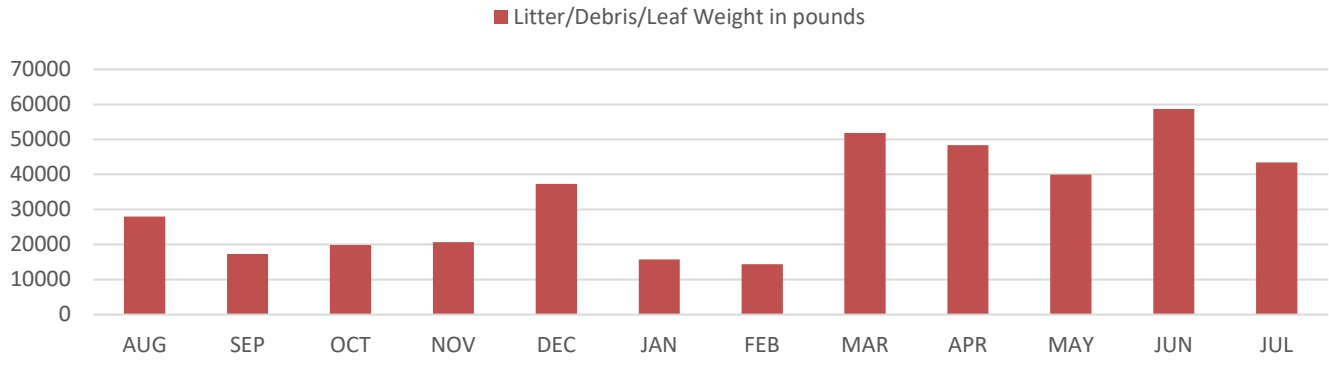
### 10B Incidents



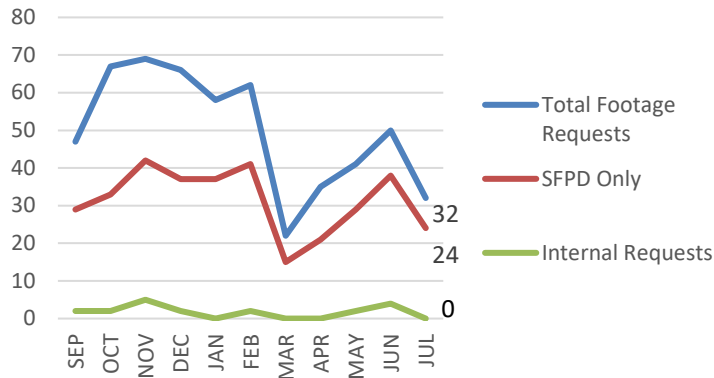
### Quality of Life Incidents



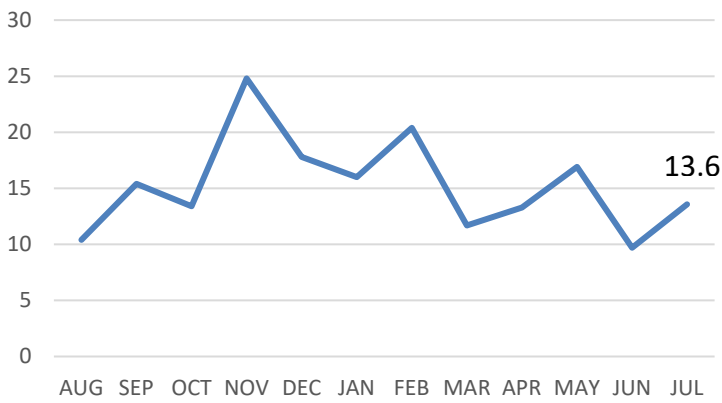
## Union Square Alliance Litter Collection Total



## Security Camera Metrics for 2021



## Cameras per Request (Complexity)



# Statistics and Data

Past 12 months	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	Totals
Directions - Cleaning Ambassadors	469	384	347	402	564	150	249	773	1006	1132	942	791	7,209
Directions - Hospitality Ambassadors	127	157	224	166	159	171	113	598	846	672	730	829	4,799
Directions - Safety Ambassadors	218	130	332	376	543	162	119	552	468	479	360	258	3,997
Drunk and Disorderly	117	139	145	68	177	12	13	739	1043	1006	907	857	5,223
Graffiti Removed - Total	2071	919	1702	1751	2259	1138	830	2313	2803	2537	2324	1983	22,630
Hazardous Waste Clean-up (human)	893	588	634	801	998	569	715	1237	1259	1628	1345	1270	11,937
Illegal Vending - Observed	41	15	20	20	25	29	36	564	694	846	640	511	3,441
Litter/Debris/Leaf Number of Bags	1119	691	793	826	1492	628	574	2075	1935	1599	2349	1737	15,818
Litter/Debris/Leaf Weight in pounds	27975	17275	19825	20650	37300	15700	14350	51825	48375	39975	58725	43425	395,400
Mentally Disturbed	227	148	423	465	301	37	28	1255	1313	1218	1019	919	7,353
Noise Complaints (Amplified Sound)	16	21	13	21	29	6	9	86	115	45	66	62	489
Overflowing Trashcans Leveled	364	222	352	331	557	174	141	890	1017	811	1105	833	6,797
Panhandling - Aggressive	41	31	32	39	38	14	40	627	565	811	806	753	3,797
Safety Escorts	23	13	39	50	37	9	6	338	246	210	228	189	1,388
Safety Hazards - Needles	449	288	364	379	320	163	98	1044	1025	1135	976	980	7,221
Scrub Requests	409	314	448	266	381	219	229	846	1089	1169	1056	950	7,376
Sit/Lie/Sleep Non-Comply, Police Notified	381	274	361	388	658	298	516	688	109	595	572	419	5,259
Sit/Lie/Sleep; Comply	817	671	924	884	929	1203	614	1544	1444	1395	1219	1290	12,934
Sweep Requests	458	274	276	355	642	957	893	2365	2323	2026	1849	3091	15,509
Trespass/25 MPC	266	292	475	542	684	59	43	1159	1210	1029	928	885	7,572

# Highlights

## Ambassador 5th Anniversary

We would like to congratulate Samantha Aldrich for her 5 years of incredible service to the Union Square Alliance. Samantha began working alongside the Union Square ambassador team as a member of the Downtown Streets Team early in 2016. Clean team management was so impressed with her work ethic and dedication that she was offered a position with Block by Block. Five years have passed and Samantha is still a valued member of our team. She will be receiving a decorative 5-year glass plaque during a celebratory gathering of her supervisors and peers. A big thanks to Samantha for all her hard work and commitment to the program.



## Ambassador of the Month

Congratulations to Andrew Armijo our ambassador of the month. Andrew joined the morning clean team in January of this year. Andrew has a great attitude towards work and his team members. His attendance record is spot on and he always puts in 100% effort, no matter what task he is on. Block by Block management awarded Andrew with a \$25 gift card as well as a certificate of appreciation for his hard work and dedication. Keep up the great job Andrew.



## Maiden Lane Upkeep

Last summer the clean and safe team coordinated with the Union Square Alliance to purchase 20 bags of decorative landscape gravel. The gravel was used to fill tree wells along the historic Maiden Lane. Clean team ambassadors recently reported several holes dug in and around the base of the trees. To close out the month of July our clean team supervisor revisited the Maiden Lane trees and utilized eight bags of gravel left over from last year's project to refill some of the disturbed tree wells in an effort to maintain a nice well-kempt look along the lane.





## Legion Corporation Overnight Security Patrol

### Narrative summary:

The trespassing count has averaged 400 reported incidents the last few months but overall, down approximately 900 from the inception of Legion providing security to the district. Less people in the district is violating city ordinances like illegal dumping and vandalism, but guards continue to monitor. With less trespassing advisement, this has allowed guards to spend time looking for suspicious persons wishing to partake in illegal activity such as graffiti, vandalism, and burglaries.

Working and communicating effectively with member services has also helped in making the district a safer, cleaner place. We look forward to working on preventing quality of life issues and addressing them accordingly when they arise. We will continue to do our best to provide quality security service to the Union Square Alliance.

### Monthly Highlight:

On Wednesday, July 28th at approximately 0530 on patrol of the 400 block of Bush Street, guards observed Police activity at Subway. They spoke with SFPD Officers who were at the scene who stated someone broke into the Subway. SFPD conducted a sweep of the building. Security Officers Lucios and Acosta maintained a safe perimeter of the building until the investigation was over, ensuring the crime scene was free and clear of any trespassers as well and being on the lookout for any suspects. The building manager was notified of the incident.



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	0	3	4						9
Assault	0	0	0	0	0	2	0						2
Burglary	8	5	4	4	1	1	2						25
DUI	0	0	0	0	0	0	0						0
Human Trafficking	0	6	0	1	0	0	0						7
Illegal Dumping	60	56	45	22	33	13	19						248
Indecent Exposure	27	25	33	18	25	27	19						174
Mentally Disturbed	16	52	53	37	48	60	55						321
Narcotic Use	51	73	39	23	56	44	33						319
Noise Violation / Disturbing the Peace	23	21	10	2	14	2	8						80
Open Container	4	11	7	5	13	13	11						64
Property Damage	9	7	2	8	4	3	2						35
Public Intoxication	17	26	22	3	13	26	19						126
Selling w/o Permit	0	0	0	0	0	0	0						0
Shop Lifting	0	0	0	0	0	0	0						0
Sit/Lie Violation	0	0	0	0	0	0	0						0
Theft	1	0	0	0	0	0	0						1
Threats	0	0	6	0	0	0	0						6
Traffic or Parking Violations	0	0	0	0	0	0	0						0
Trespassing	515	487	484	556	396	376	358						3172
Vandalism	20	19	5	5	4	4	4						61
Miscellaneous (Passing Calls)	1575	1168	1194	1490	1525	1328	1362						9642
<b>Totals:</b>	<b>2326</b>	<b>1956</b>	<b>1906</b>	<b>2174</b>	<b>2132</b>	<b>1902</b>	<b>1896</b>						<b>14292</b>

# Notable Before and After Photos

**Before**



**After**



**SUTTER STREET**



**CAMPTON PL**



**POST STREET**