

# Operations Report

## Union Square BID

April 2016



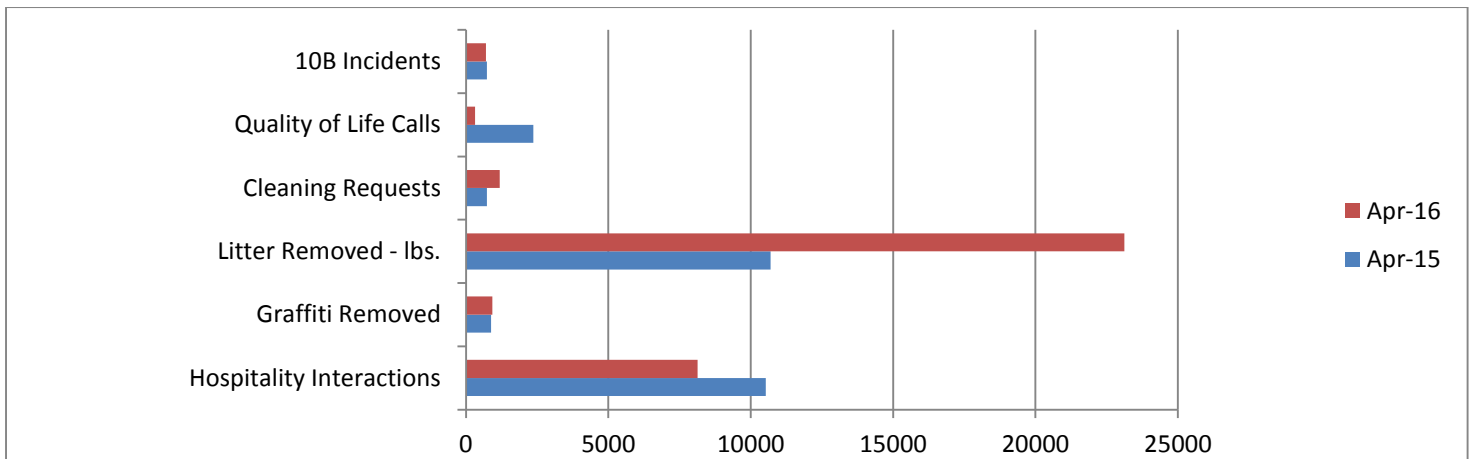
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# Overview

- With the improving weather, there was a noticeable increase in the number of people in the district. With this increase was an increase in the amount of trash seen throughout the district. The deployment was changed to address the increase in trash in the high traffic areas of Powell and Market.
- The Annual Union Square luncheon was held with Ambassadors on hand to assist the attendees.
- Several protests were also held during the month including protests by the SEIU and several anti-police groups, all of which were broadcast over TownSquared with urgent alerts and updates.
- Additional training was given to all staff members on interacting with the public.
- The cleaning program was also evaluated by the USBID staff and other members of the services committee, while the hospitality and safety program was evaluated by a third party "secret shopper" company.
- Additional cleaning and safety ambassadors were hired to fill vacancies. The program is currently at full staff with additional cleaners hired to assist with banked hours.
- As tourist season begins in the district, the ambassadors will be provided additional training on the SMART system as well as local events and attractions, to insure that they are ready for this coming summer.

## Yearly Comparative Analysis and Insights



**10B Incidents:** The number of reported 10B calls decreased minimally in April 2016 with a drop of 36 incidents.

**Quality of Life Calls:** Quality of life calls continue to vary dramatically from April 2015. We would expect this trend to continue as long as there is a Social Outreach worker working in the BID. We have developed a good rapport with many of the street population and have notice a much more cooperative demeanor with most of them.

**Cleaning Requests:** As with last month, there is a marked increase in the number of cleaning requests due to the additional metric of “Hazardous Human Waste” added to the current cleaning requests stat. These numbers should be more comparable being next month.

**Litter Removal:** Trash removal continues to increase compared to last year. This month there was over 100% increase in the amount of trash picked up here in the district. Illegal dumping continues to be an on-going issue and needs to be addressed. Additional staffing and better

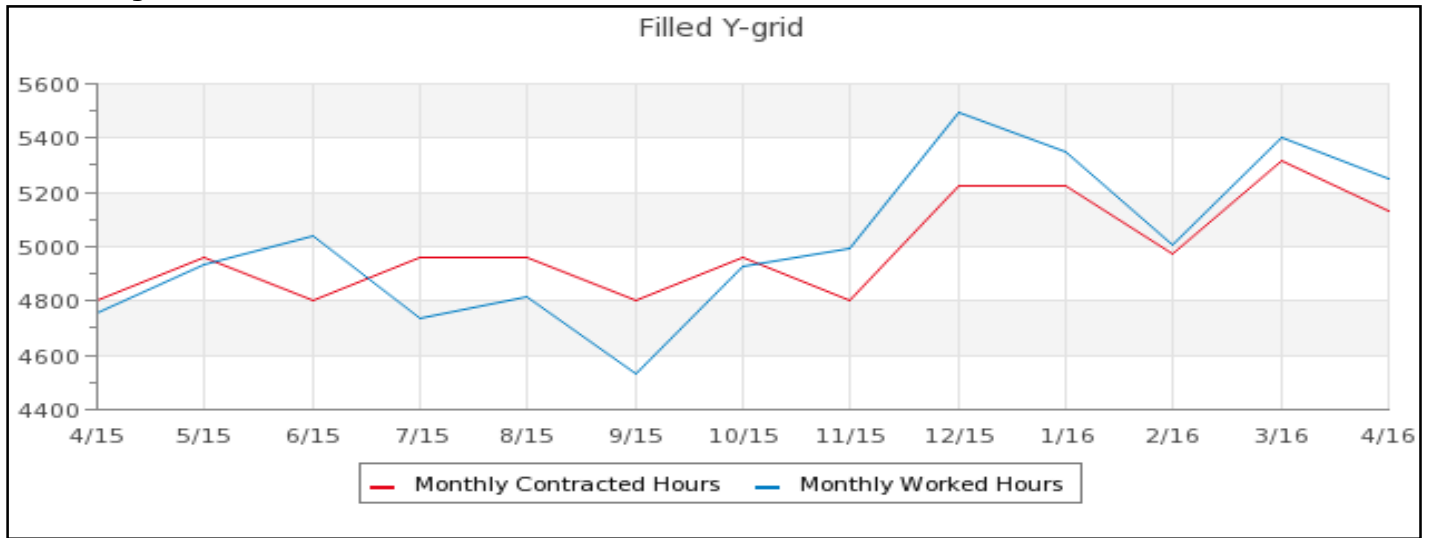
deployment strategies are also responsible for the increase.

**Graffiti Removal:** Slight increase in the amount of graffiti's removed in the district. This could be attributed to more staff as well as constant reminders to ambassadors to look and report all graffiti's on a more consistent basis.

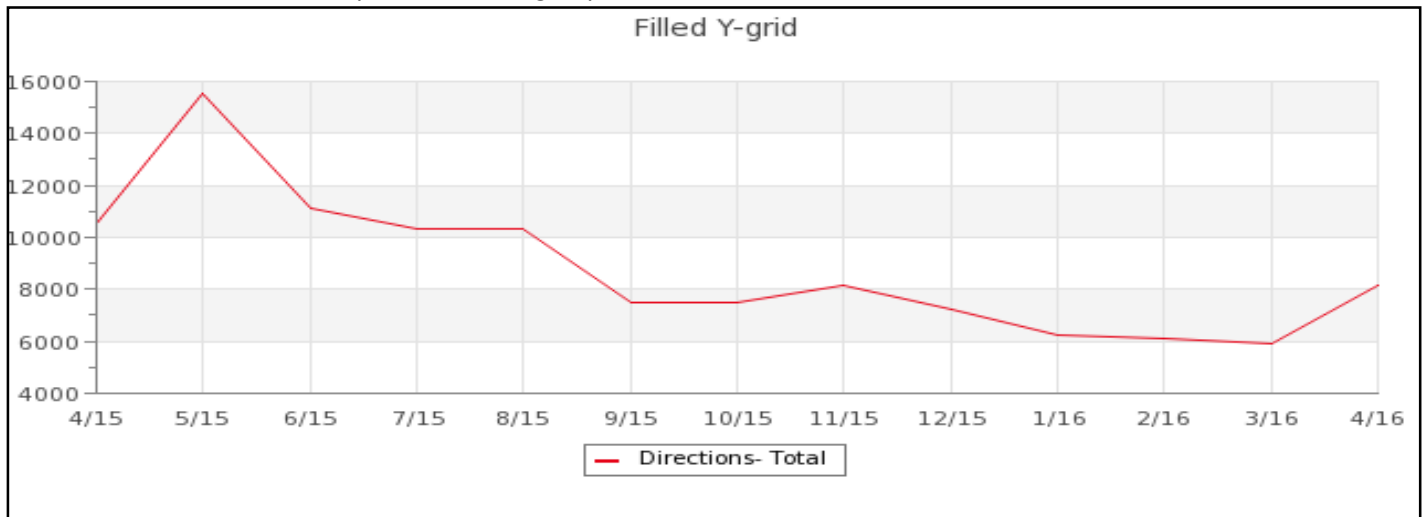
**Hospitality Interactions:** Directions were down 23% compared to April 2015, but were up by 38% from March 2016. With the better weather returning to San Francisco, there are more visitors here in the district. We would expect to continue this upward trend heading into summer.

# Statistics

## Monthly Worked Hours -- April 2015 through April 2016

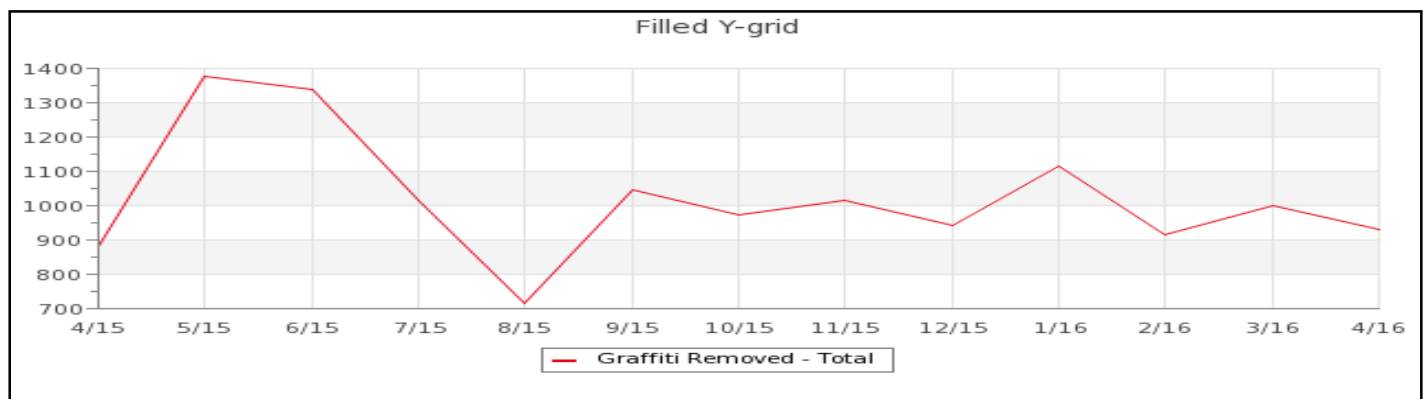


## Directions- Total -- April 2015 through April 2016



Hospitality Interactions April 2016 - 8131

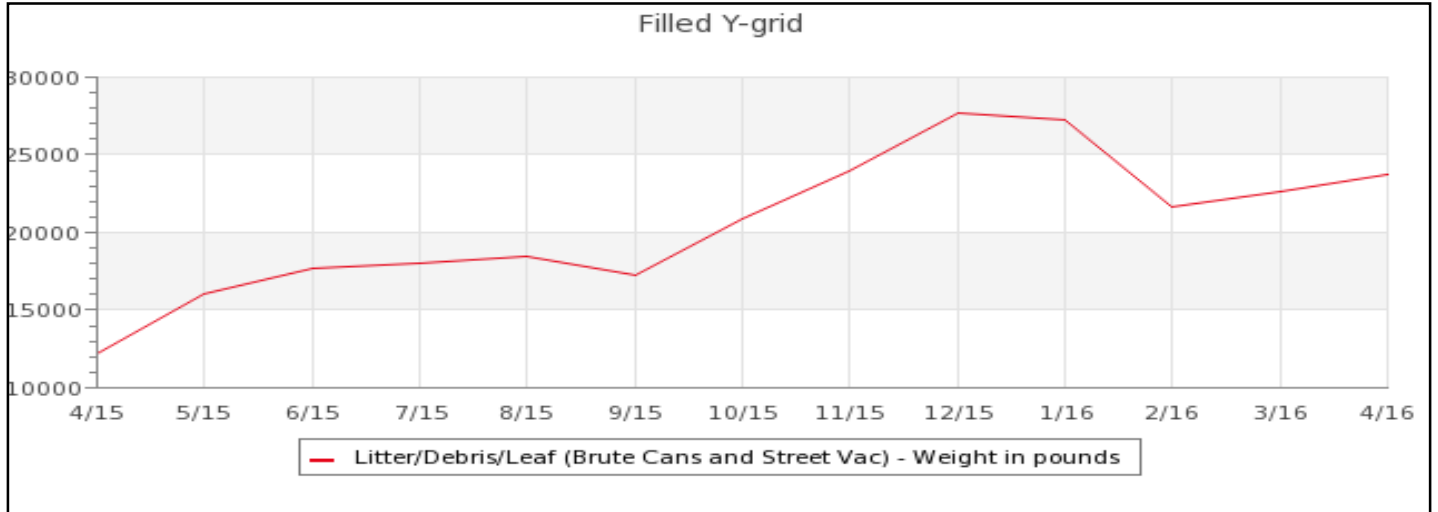
## Graffiti Removed - Total - April 2015 to April 2016



Graffiti's removed April 2016 - 929

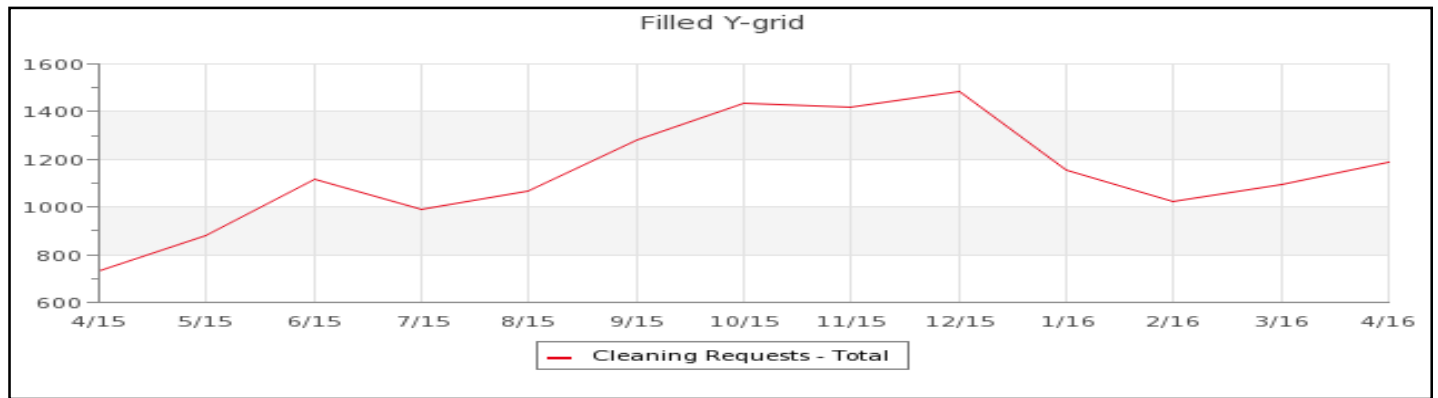


**Litter/Debris/Leaf (Brute Cans and Street Vac) - Weight in pounds -- April 2015 through April 2016**



Litter April 2016

**Cleaning Requests - Total -- April 2015 to April 2016**

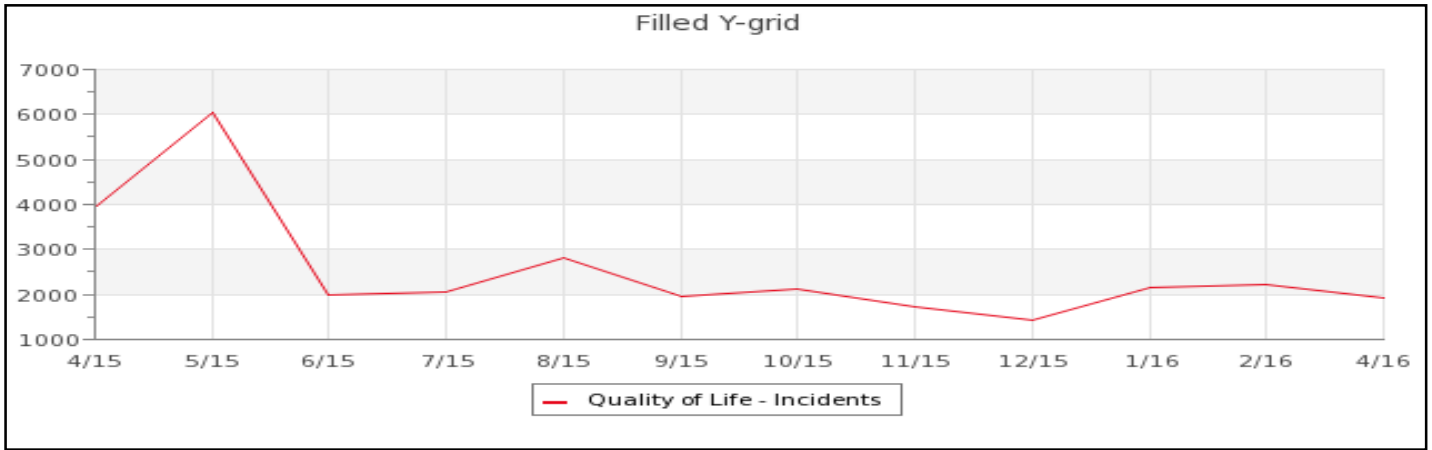


Clean Requests consist of Sweep Request, Scrub Requests, Hazardous Waste Pick Up and Garbage Can Top Off

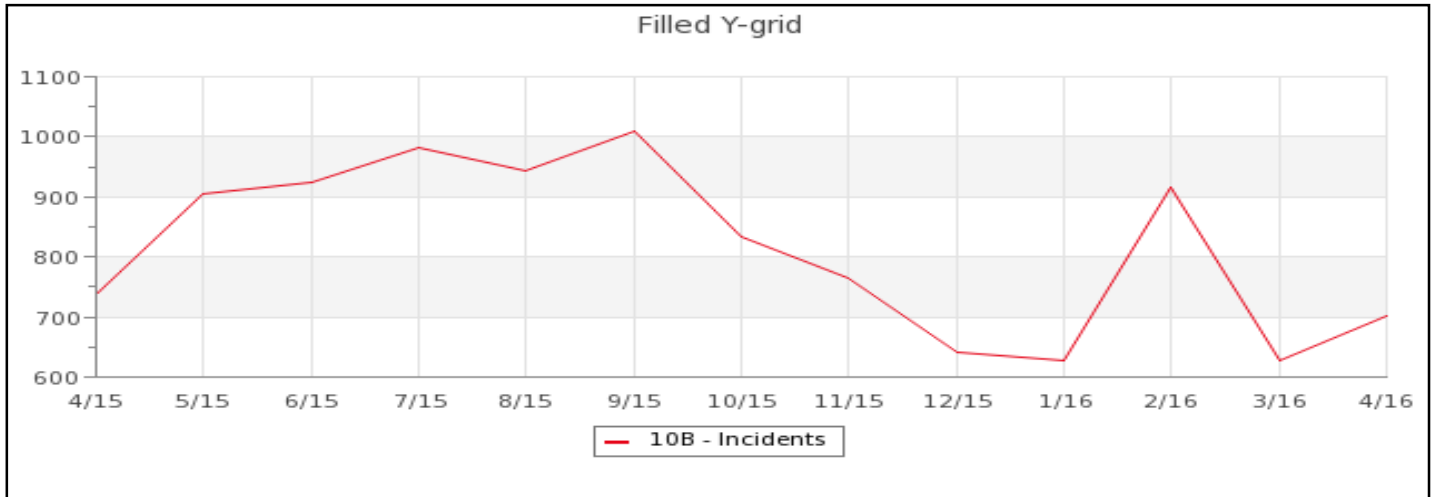
\*March 2015 and April 2015 did not include Hazardous Waste Pick Up

**Quality of Life - Incidents -- April 2015 through April 2016**

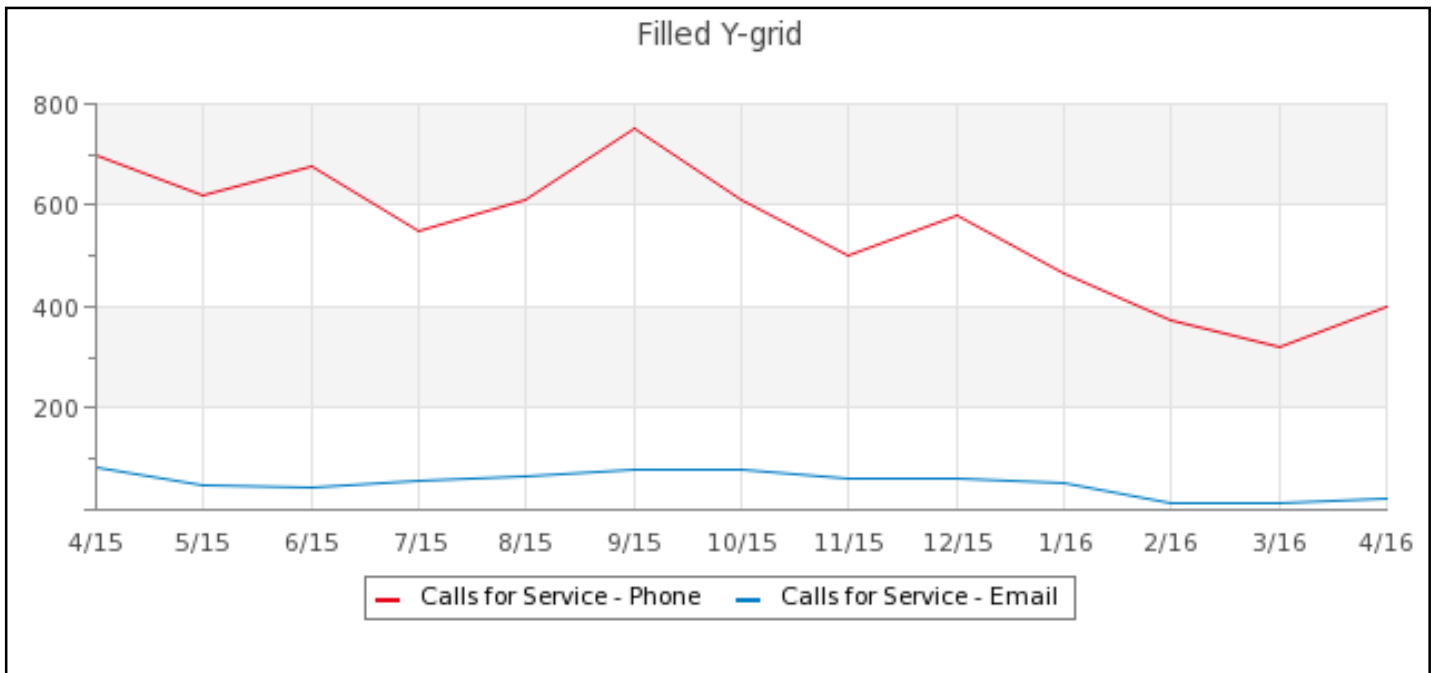




**10B - Incidents -- April 2015 through April 2016**



**Calls for Service - Phone and Email -- April 2015 through April 2016**



# Program Statistics

May 2015 through April 2016

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>Directions - Cleaning Ambassadors</b>	'15	--	--	--	--	1158	1307	1472	949	1284	1281	1080	982	9513
	'16	595	535	628	1261	--	--	--	--	--	--	--	--	3019
<b>Directions - Hospitality Ambassadors</b>	'15	--	--	--	--	9811	7839	6433	5660	3526	3624	5791	4599	47283
	'16	4523	4661	4432	5905	--	--	--	--	--	--	--	--	19521
<b>Directions - Safety Ambassadors</b>	'15	--	--	--	--	3162	729	1478	2927	1802	1903	1011	1226	14238
	'16	705	685	710	772	--	--	--	--	--	--	--	--	2872
<b>Drunk and Disorderly</b>	'15	--	--	--	--	371	88	133	214	146	117	51	22	1142
	'16	47	22	35	48	--	--	--	--	--	--	--	--	152
<b>Graffiti Removed - Total</b>	'15	--	--	--	--	1376	1338	1014	716	1046	973	1017	942	8422
	'16	1114	916	998	929	--	--	--	--	--	--	--	--	3957
<b>Hazardous Waste Clean-up (human)</b>	'15	--	--	--	--	187	489	478	450	476	672	659	634	4045
	'16	587	495	505	518	--	--	--	--	--	--	--	--	2105
<b>Illegal Vending - Observed</b>	'15	--	--	--	--	225	85	22	35	52	27	10	71	527
	'16	11	11	3	15	--	--	--	--	--	--	--	--	40
<b>Litter/Debris/Leaf (Brute Cans and Street Vac) - Number of Bags</b>	'15	--	--	--	--	643	708	721	738	690	834	960	1105	6399
	'16	1088	865	903	951	--	--	--	--	--	--	--	--	3807
<b>Litter/Debris/Leaf (Brute Cans and Street Vac) - Weight in pounds</b>	'15	--	--	--	--	16075	17700	18025	18450	17250	20850	24000	27625	159975
	'16	27200	21625	22575	23775	--	--	--	--	--	--	--	--	95175
<b>Mentally Disturbed</b>	'15	--	--	--	--	284	36	82	136	109	74	41	54	816
	'16	230	164	105	121	--	--	--	--	--	--	--	--	620
<b>Noise Complaints (Amplified Sound)</b>	'15	--	--	--	--	184	108	108	118	63	48	22	30	681
	'16	19	8	10	27	--	--	--	--	--	--	--	--	64
<b>Overflowing Trashcans Levelled</b>	'15	--	--	--	--	302	377	283	330	363	375	377	472	2879
	'16	311	271	317	341.5	--	--	--	--	--	--	--	--	1240.5
<b>Panhandling - Aggressive</b>	'15	--	--	--	--	1510	505	500	655	361	420	207	82	4240
	'16	224	108	98	112	--	--	--	--	--	--	--	--	542
<b>Safety Escorts</b>	'15	--	--	--	--	245	51	10	36	32	6	3	3	386
	'16	14	1	1	9	--	--	--	--	--	--	--	--	25
<b>Safety Hazards - Needles</b>	'15	--	--	--	--	22	3	35	163	39	109	18	1	390
	'16	38	25	27	140	--	--	--	--	--	--	--	--	230
<b>Scrub Requests</b>	'15	--	--	--	--	201	146	114	143	233	234	261	277	1609
	'16	157	168	187	243	--	--	--	--	--	--	--	--	755
<b>Sit/Lie/Camp/Sleep Violation; Comply</b>	'16	--	--	1162	1283	--	--	--	--	--	--	--	--	2445
<b>Sit/Lie/Camp/Sleep Violation; Non-Comply, Police Notified</b>	'16	--	--	181	189	--	--	--	--	--	--	--	--	370
<b>Sweep Requests</b>	'15	--	--	--	--	189	106	115	146	209	151	123	101	1140
	'16	97	88	83	84	--	--	--	--	--	--	--	--	352
<b>Trespass/25 MPC</b>	'16	--	--	147	136	--	--	--	--	--	--	--	--	283

# Highlights

During the month of April, several protests occurred within the boundaries of the district. The largest involving the SEIU has been occurring at Neiman Marcus on Geary at Stockton. These protests have been fairly peaceful but have been growing in number and frequency at this location. Generally occurring at the noon lunch hour, this protest has made it difficult to walk through an already congested area at Geary and Stockton. Also

**Protest takes place in the BID:**



**USBID Ambassador of the Year:**



Meet Alice Triplett, our 2015/2016 Ambassador of the Year for the Union Square BID. Alice has been with us since July 2015, and has set herself apart immediately as our “go-to” ambassador for the district. Her outgoing personality and constant smile has made her the epitome of what we strive for from our ambassadors here at the USBID. She thoroughly enjoys her job here in the district and can be seen saying hello to visitors and

## Highlights

Evaluations of Clean and Ambassador Program:

The Hospitality and Safety Ambassadors were evaluated in a “secret shoppers” program during the month of March. This was the second evaluation of the ambassadors in the past 14 months. The ambassadors were evaluated on four different metrics (Approachability, Attitude, Knowledge and Professionalism). The overall customer service rating was 2.5 out of 3.0. This was a drop from last November’s score of 2.8, primarily due to the scores of one Ambassador who is no longer with the program. We will continue to



#### New Staff in the District:

Raven Anderson and Jebel Yamakosi are our two newest Cleaning Ambassadors. Raven comes to us with a background in retail customer service as well as custodial work. Jebel comes to us after a 6 year career in maintenance at the Conard House in San Francisco. Both Raven and Jebel have immediately come into the program and

