

Operations Report

Union Square BID

March 2016



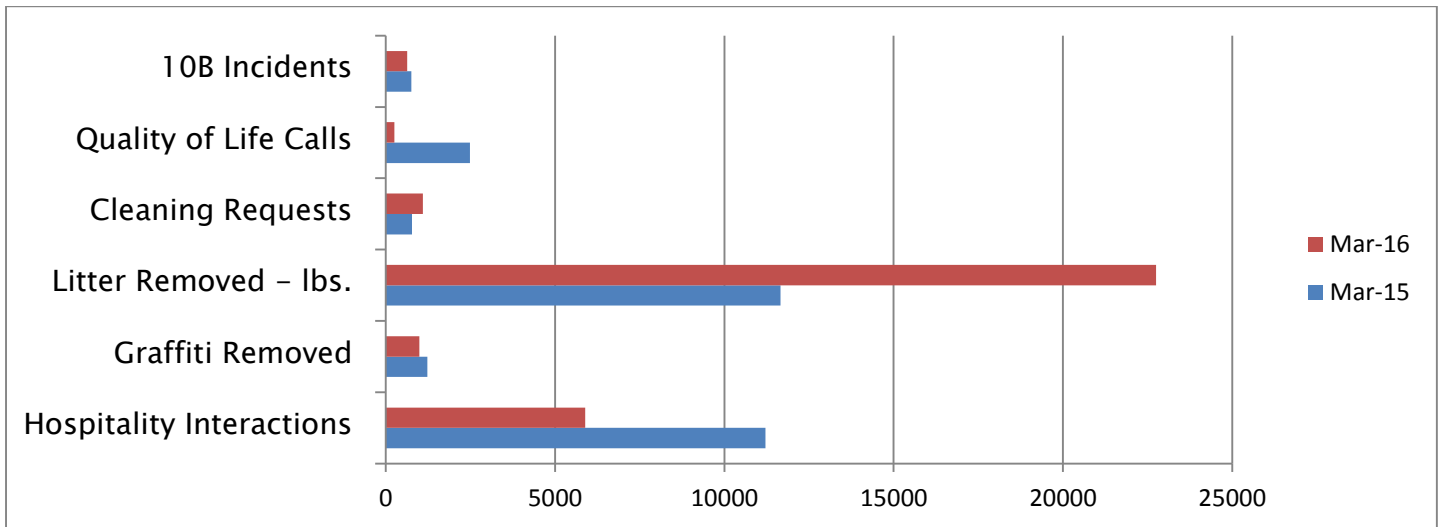
March 2016 – Operations Report

Overview:

We have now completed our first year here in the Union Square Business District and began the month of March with a very challenging project.

- The ambassadors began a district wide business contact blitz to update our SMART system database with contact information.
- Our management staff received additional training on the SMART system for several new features that will make our statistical data entry even easier.
- We also continued to modify our cleaning deployment and added another morning street vacuum to expedite our cleaning services even more.
- Additional cleaning and safety ambassadors were hired to fill vacancies, and we are now operating at full staffing.
- We continued to deal with inclement weather with 13 days of rain this month making trash pickup a more daunting task.
- The staff reached out to our City partners, Recology and DPW to gain valuable information on scheduling pick-ups for misplaced totes as well as expediting large item pick-ups throughout the district.
- Additional training on the DPW 311 app was also provided.
- The district hosted the annual St. Patrick's Day parade and the Irish Bank celebration, with ambassadors on hand to assist with cleaning and hospitality for the events.

Yearly Comparative Analysis and Insights



10B Incidents: The number of reported 10B calls decreased slightly in March 2016. This could be due to the inclement weather during the month and lack of street population throughout the district.

Quality of Life Calls: There was a dramatic decrease in the number of calls from March 2015 to March 2016. The substantial drop (from 2488 to 251), could be related to several sources. At the beginning of the program, our Team Leads were doing much more street population contacts and less direct supervision. We also had an additional Safety Ambassador in 2015. The major contributor to the disparity may be in March 2015, the BID hired our SF HOT outreach worker. This dramatically reduced our calls for service for street population events.

Cleaning Requests: The primary reason for the higher totals of cleaning requests in the district for March 2016 was due to the additional metric of “Hazardous Human Waste”. This metric was added to account for the high number of human waste calls for service throughout the district. It was added to the district stats in May 2015.

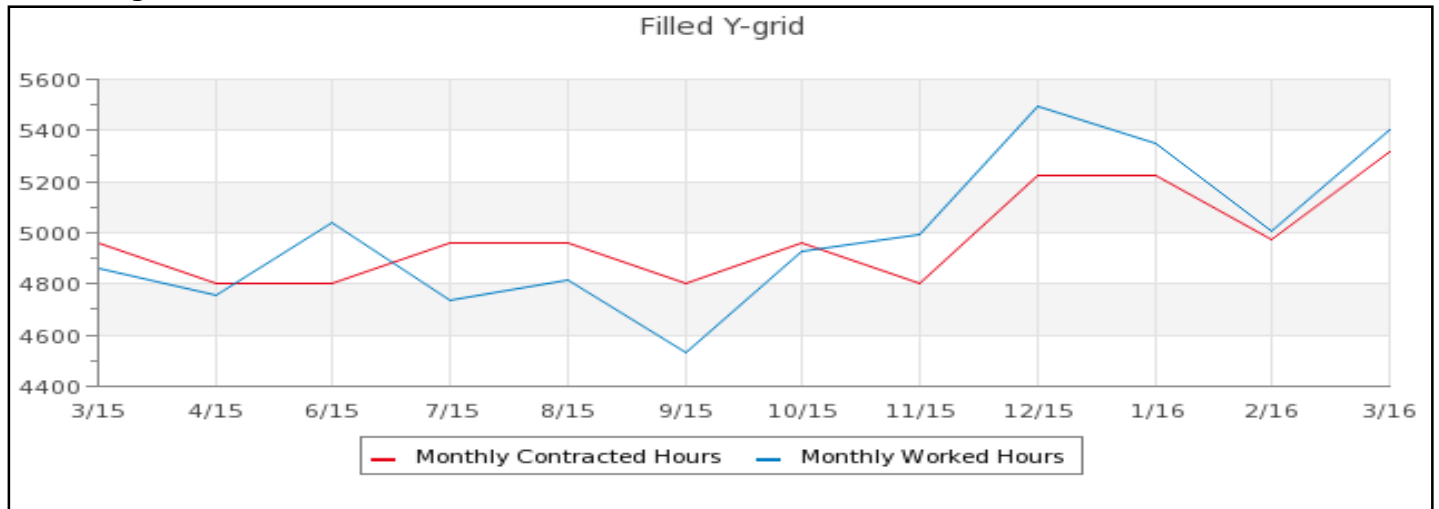
Litter Removal: Trash removal increased by almost 100% (11663 lbs. in March 2015 to 22751 lbs. in March 2016). This is due to a few factors. We have increased our cleaning staff by almost 60% since March 2015. Also we have a much more efficient cleaning deployment in place that allows us to clean more of the district multiple times during the day.

Graffiti Removal: Slightly less graffiti removed during March 2016 than in March 2015. This is because of the additional staffing, allows us to get to more of the graffiti's faster, and hopefully deter graffiti vandals from tagging in the area.

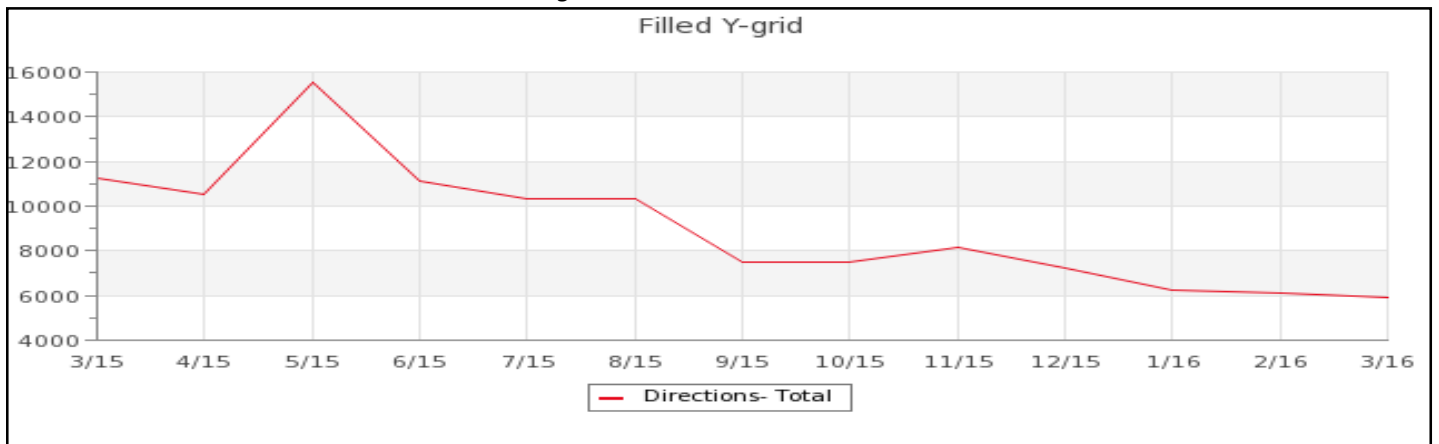
Hospitality Interactions: Directions were down dramatically from compared to March 2015, primarily due to the inclement weather. During the month of March 2016, there was rain 13 days in San Francisco, which would account for a lack of interactions.

Primary Statistical Graphs

Monthly Worked Hours -- March 2015 through March 2016

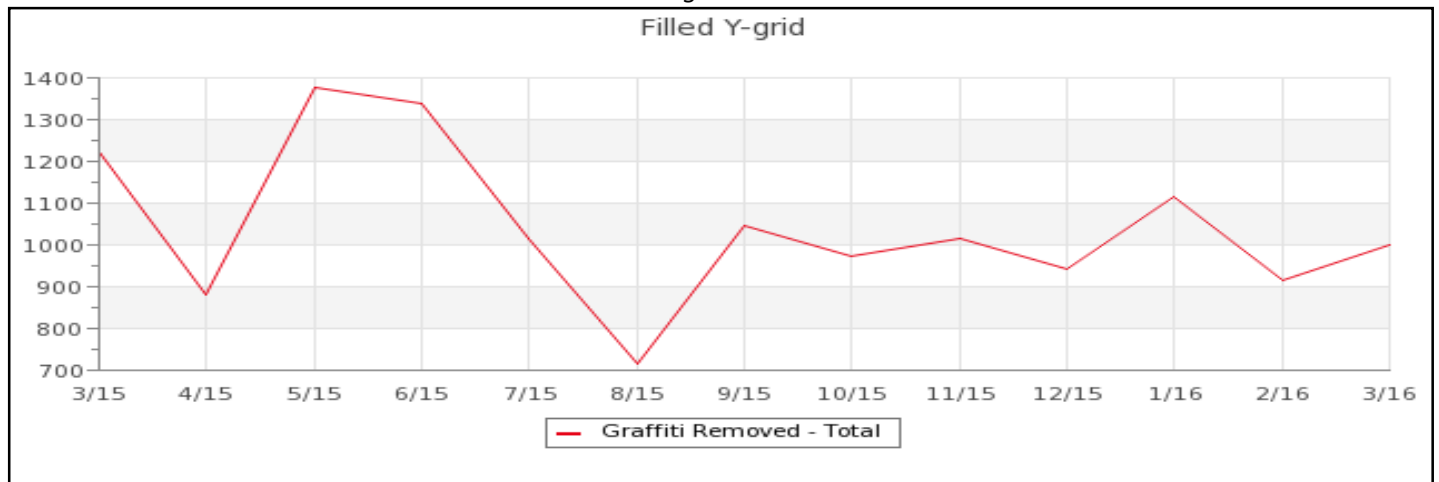


Directions- Total -- March 2015 through March 2016



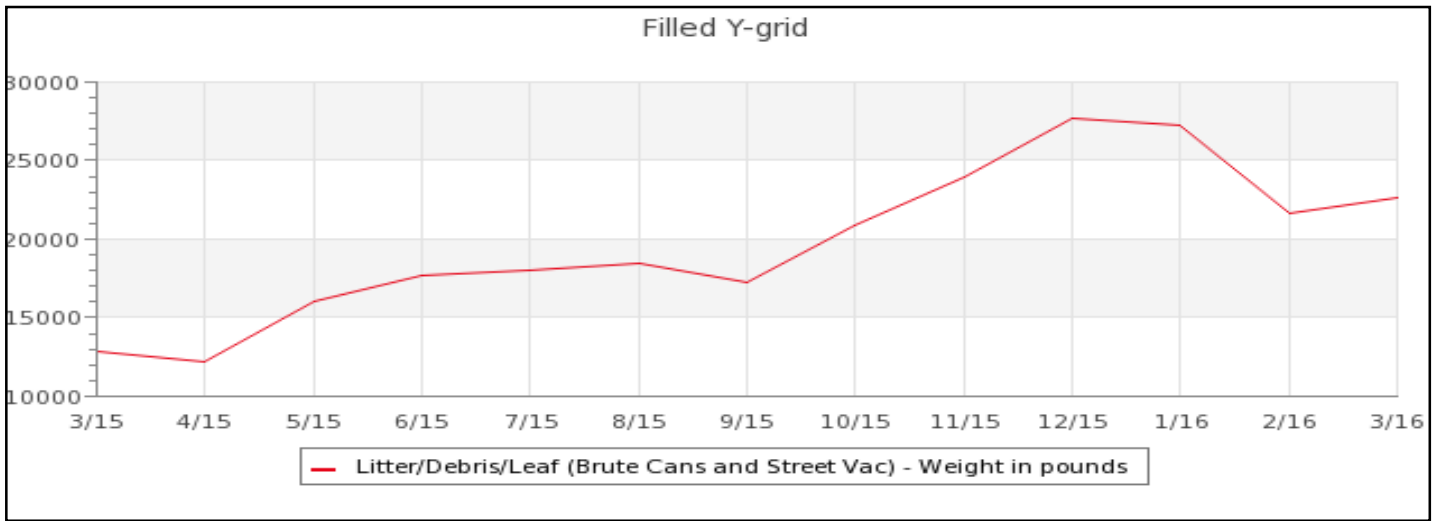
Hospitality Interactions March 2016 - 5770

Graffiti Removed - Total -- March 2015 through March 2016



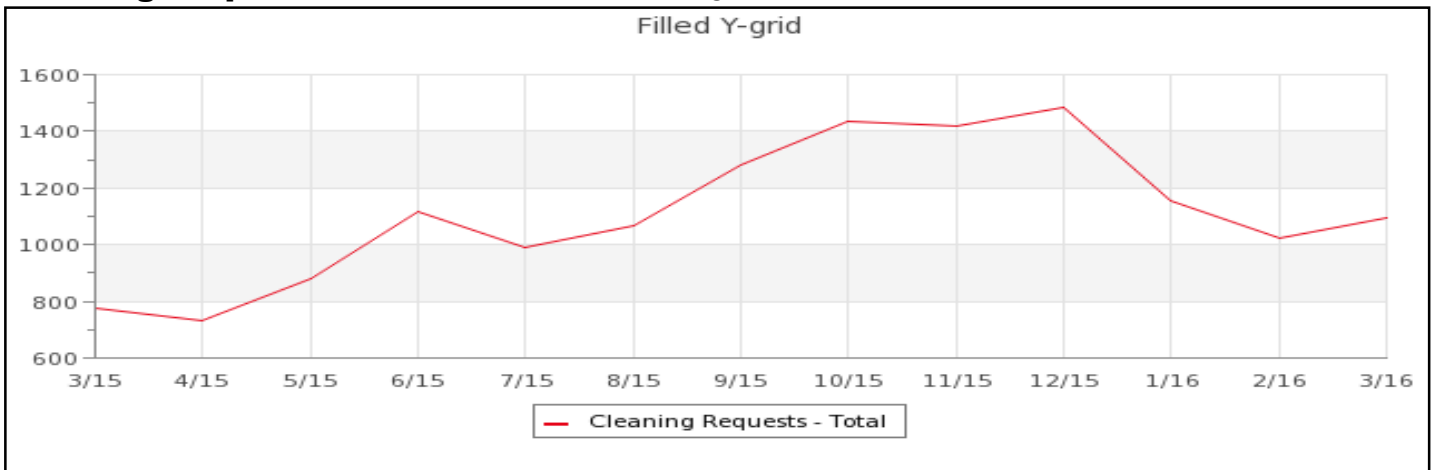
March 2016 Graffiti Removed - 998

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



Litter March 2016 – 22751 lbs.

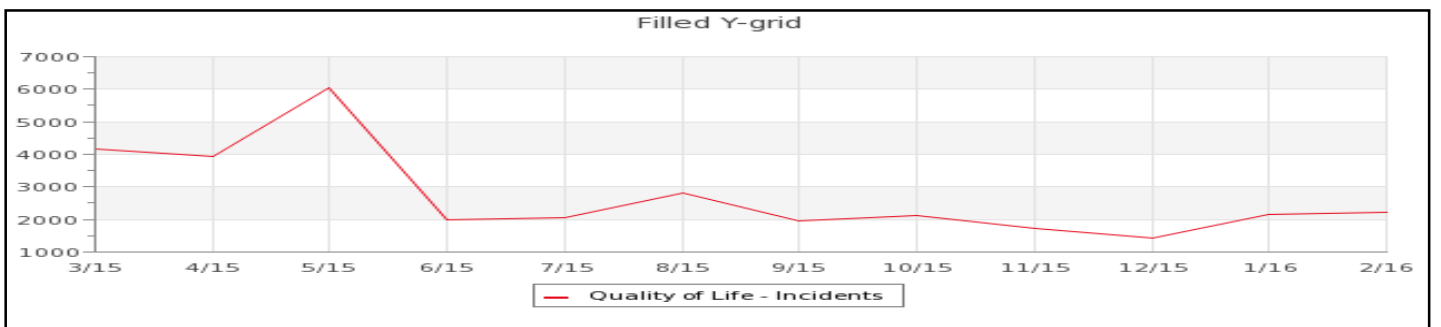
Cleaning Requests - Total -- March 2015 through March 2016



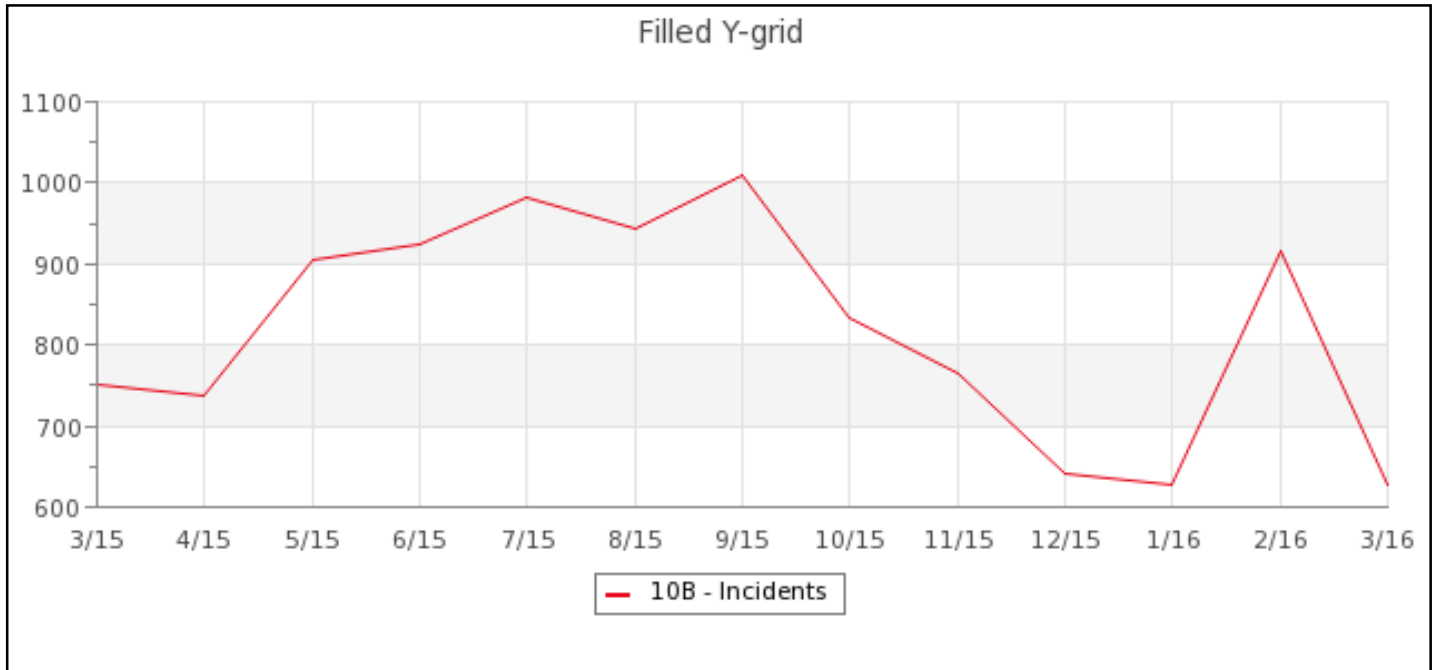
Clean Requests consist of Sweep Request, Scrub Requests, Hazardous Waste Pick Up and Garbage Can Top Off

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

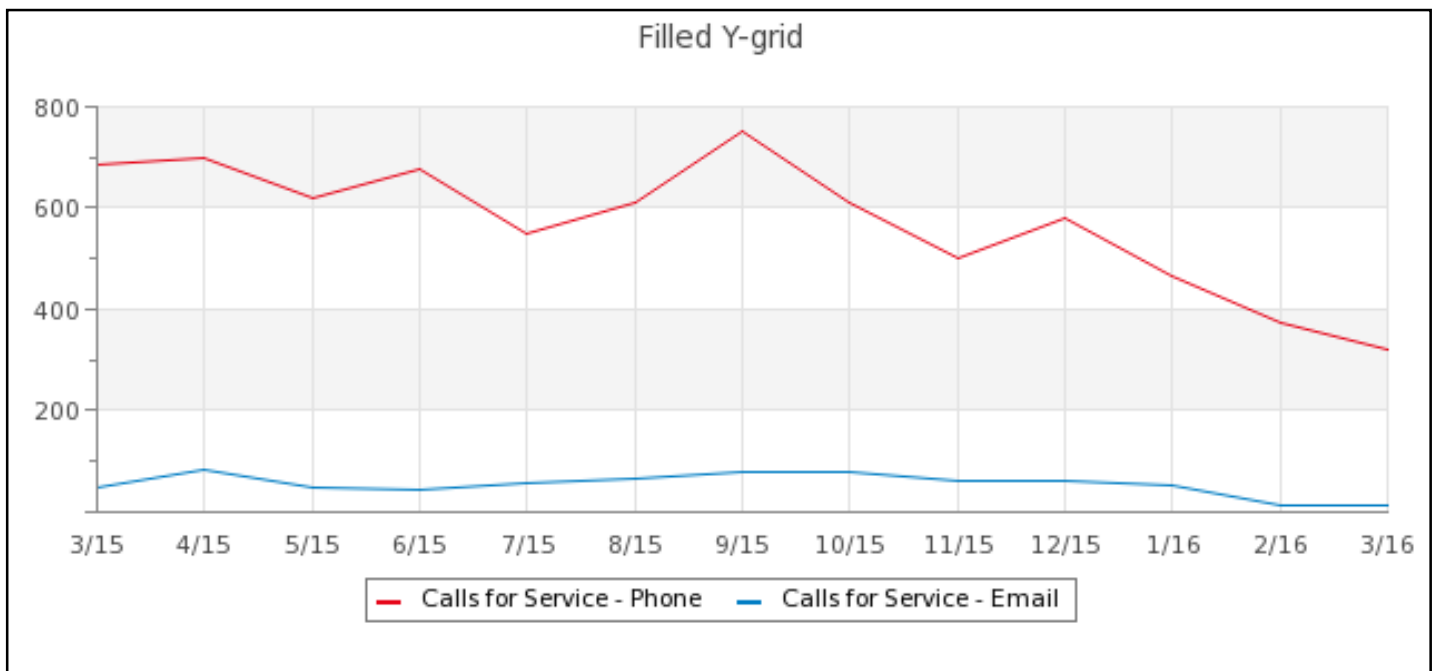
Quality of Life - Incidents -- March 2015 through March 2016



10B - Incidents - March 2015 through March 2016



Calls for Service - Email and Phone -- March 2015 through March 2016



Program Statistics

April 2015 through March 2016

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Directions - Cleaning Ambassadors	'15	--	--	--	798	1158	1307	1472	949	1284	1281	1080	982	10311
	'16	595	535	628	--	--	--	--	--	--	--	--	--	1758
Directions - Hospitality Ambassadors	'15	--	--	--	7132	9811	7839	6433	5660	3526	3624	5791	4599	54415
	'16	4523	4661	4432	--	--	--	--	--	--	--	--	--	13616
Directions - Safety Ambassadors	'15	--	--	--	2602	3162	729	1478	2927	1802	1903	1011	1226	16840
	'16	705	685	710	--	--	--	--	--	--	--	--	--	2100
Drunk and Disorderly	'15	--	--	--	365	371	88	133	214	146	117	51	22	1507
	'16	47	22	35	--	--	--	--	--	--	--	--	--	104
Graffiti Removed - Total	'15	--	--	--	880	1376	1338	1014	716	1046	973	1017	942	9302
	'16	1114	916	998	--	--	--	--	--	--	--	--	--	3028
Hazardous Waste Clean-up (human)	'15	--	--	--	--	187	489	478	450	476	672	659	634	4045
	'16	587	495	505	--	--	--	--	--	--	--	--	--	1587
Illegal Vending - Observed	'15	--	--	--	229	225	85	22	35	52	27	10	71	756
	'16	11	11	3	--	--	--	--	--	--	--	--	--	25
Litter/Debris/Leaf (Brute Cans and Street Vac) - Number of Bags	'15	--	--	--	490	643	708	721	738	690	834	960	1105	6889
	'16	1088	865	903	--	--	--	--	--	--	--	--	--	2856
Litter/Debris/Leaf (Brute Cans and Street Vac) - Weight in pounds	'15	--	--	--	12250	16075	17700	18025	18450	17250	20850	24000	27625	172225
	'16	27200	21625	22575	--	--	--	--	--	--	--	--	--	71400
Mentally Disturbed	'15	--	--	--	236	284	36	82	136	109	74	41	54	1052
	'16	230	164	105	--	--	--	--	--	--	--	--	--	499
Noise Complaints (Amplified Sound)	'15	--	--	--	161	184	108	108	118	63	48	22	30	842
	'16	19	8	10	--	--	--	--	--	--	--	--	--	37
Overflowing Trashcans Leveled	'15	--	--	--	245	302	377	283	330	363	375	377	472	3124
	'16	311	271	317	--	--	--	--	--	--	--	--	--	899
Panhandling - Aggressive	'15	--	--	--	1376	1510	505	500	655	361	420	207	82	5616
	'16	224	108	98	--	--	--	--	--	--	--	--	--	430
Safety Escorts	'15	--	--	--	207	245	51	10	36	32	6	3	3	593
	'16	14	1	1	--	--	--	--	--	--	--	--	--	16
Safety Hazards - Needles	'15	--	--	--	42	22	3	35	163	39	109	18	1	432
	'16	38	25	27	--	--	--	--	--	--	--	--	--	90
Scrub Requests	'15	--	--	--	241	201	146	114	143	233	234	261	277	1850
	'16	157	168	187	--	--	--	--	--	--	--	--	--	512
Sit/Lie/Camp/Sleep Violation; Comply	'16	--	--	1162	--	--	--	--	--	--	--	--	--	1162
Sit/Lie/Camp/Sleep Violation; Non- Comply, Police Notified	'16	--	--	181	--	--	--	--	--	--	--	--	--	181
Sweep Requests	'15	--	--	--	246	189	106	115	146	209	151	123	101	1386
	'16	97	88	83	--	--	--	--	--	--	--	--	--	268
Trespass/25 MPC	'16	--	--	147	--	--	--	--	--	--	--	--	--	147

Highlights

The Ambassadors took on a very challenging task this month by starting business contacts at all street level businesses throughout the district and distributing our new Union Square BID service cards as well as the Union Square BID Townsquared sign-up cards. The Ambassadors will be contacting over 650 businesses and office locations and will input the information into our SMART statistical system, which will allow us to funnel down the

Business Service Cards Distributed:



New SF HOT Outreach Member for the Union Square BID:



Meet Katrina Powell, our new full-time, social service outreach worker and an employee of SF Dept. of Public Health's Homeless Outreach Team. Katrina takes the place of Suzanne Taviansky, who served as our first outreach worker and whose efforts were greatly valued and respected. Katrina brings 15 years of experience working with populations with mental health and substance abuse issues and a focus on connecting persons