

# Operations Report

Union Square Business Improvement District

November 2018



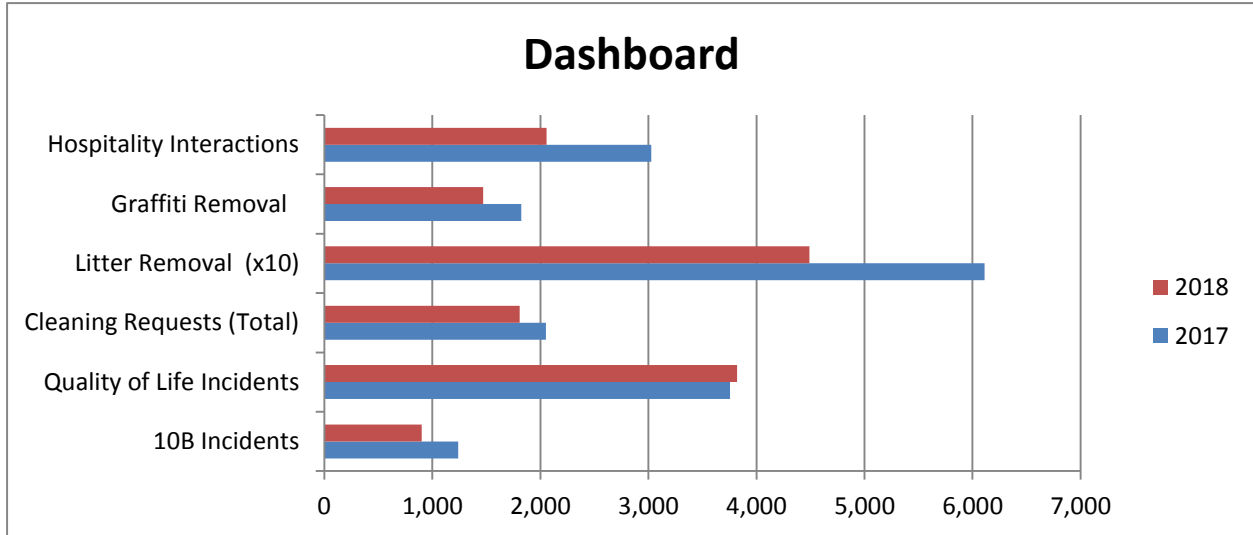
UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT



# Overview

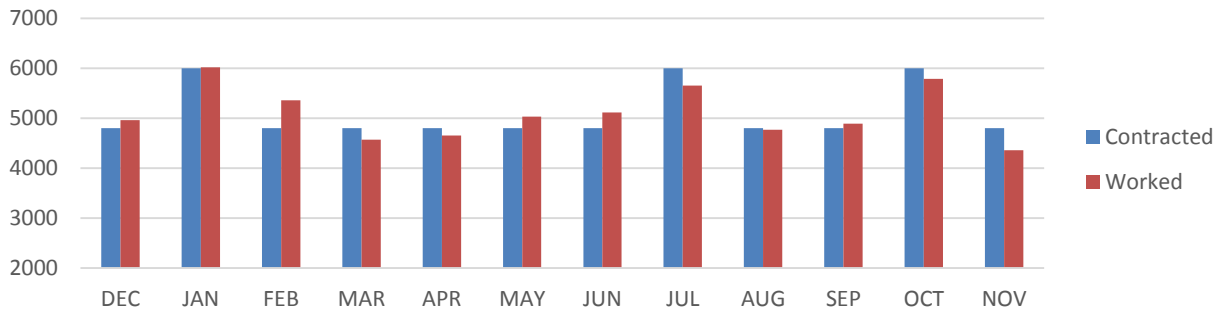
- Union Square Business Improvement District welcomed a new affiliate member Hotel Cornell de France this month. As of November 16, 715 Bush Street began receiving USBID services and has been greeted and welcomed my ambassadors and management staff.
- Block by Block implemented a new protocol for all management to audit the evening and weekend ambassador program. The goal is to ensure our evening, weekend, and overnight programs are given management attention as well. Although the Union Square location has an Operations Supervisor on the weekends, we tend to utilize team leads in the evening programs. Moving forward, management will be conducting onsite audits, in addition to the video camera audits, of evening programs to ensure we are providing excellent service during all shifts.
- November 6 John's Grill hosted an Election Day luncheon. Overnight Pressure Washers were able to provide an extra pressure wash to assist with cleanup for the event. Cleaning and Safety ambassadors were tasked with providing extra cleaning and safe services so that all of the guest could receive a clean and safe environment during this time frame.
- "Paparazzi Dogs" have arrived on the Powell Street Promenade located in front of 150 Powell Street. The public art created by Gillie and Marc provide a photo opportunity to visitors and locals. The artwork will be present through May 2019.
- November 8, Block by Block conducted the monthly Operations Manager Conference call. The monthly call gives Managers the opportunity to standardize, discuss best practices, and discuss any new changes coming to the company. This monthly focus was ensuring the company slogan Stop.Think.Act. was being utilized by all staff in all aspects of the job.

# Charted Statistics

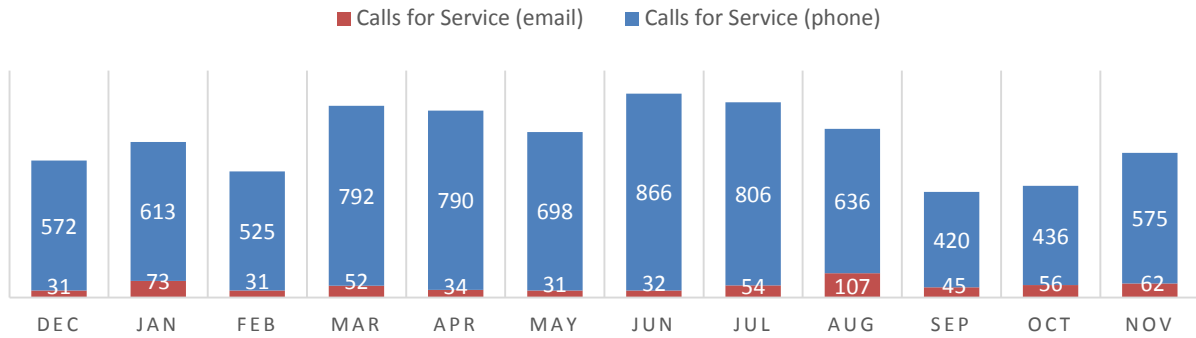


2017	2018	Narrative
<b>3,025</b>	<b>2,057</b>	<b>Hospitality Interactions:</b> Decreased 32%. In 2017, our contracted staffing levels were 2 Hospitality Ambassadors versus 1 for 2018 which would lead to fewer directions provided from our hospitality ambassador. In addition, we have been hiring and training new cleaning ambassadors on district knowledge and getting new hires familiar with Union Square.
<b>1,824</b>	<b>1,469</b>	<b>Graffiti Removal:</b> Decreased 19.46%. We continue to see a decrease in stickers throughout the district which could be due to the rain and cooler weather; while increases in paint outs were needed to cover up more graffiti tags this month.
<b>61,100</b>	<b>44,900</b>	<b>USBID Ambassador and DST Litter Removal Total (x10):</b> There was a decrease in litter removal by 648 bags. Due to the smoke from the Camp Fire and rain towards the end of the month, cleaning ambassadors and Downtown Streets Team collected less debris this year. Both teams continue to clean the district as quickly and efficiently as possible.
<b>2,050</b>	<b>1,808</b>	<b>Cleaning Requests:</b> Decreased 11.80%. We have seen a decrease in hazardous waste cleaning which could be contributed to the rain we received throughout the month.
<b>3,754</b>	<b>3,821</b>	<b>Quality of Life Calls:</b> Increased by 1.78%. Totals have remained consistent, although we did see an increase in the amount of sit lie violators who would not comply with ambassador request to stand up.
<b>1,240</b>	<b>902</b>	<b>10B Incidents:</b> Decreased 27.26%. Along with the rain's assistance, the USBID did receive Safe Shopper Officer Assistance throughout Union Square. The additional officer assistance could contribute to fewer calls for our 10B officers leading to a lower amount of incidents.

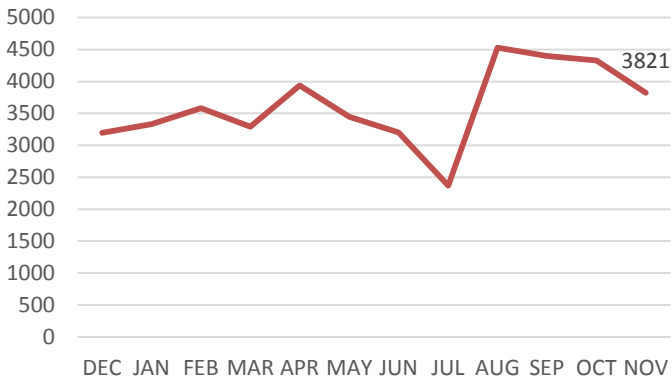
### Worked vs. Contracted Hours



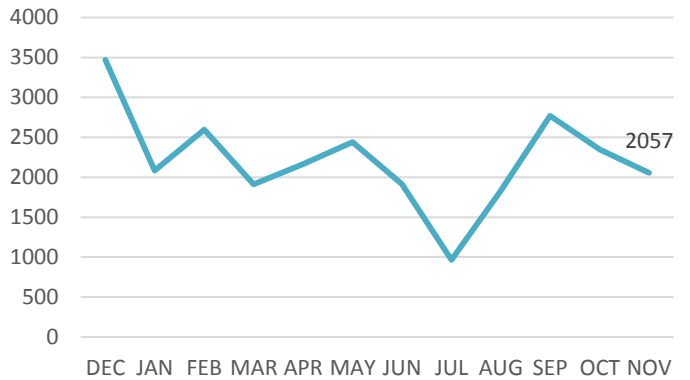
### Calls for Service by type



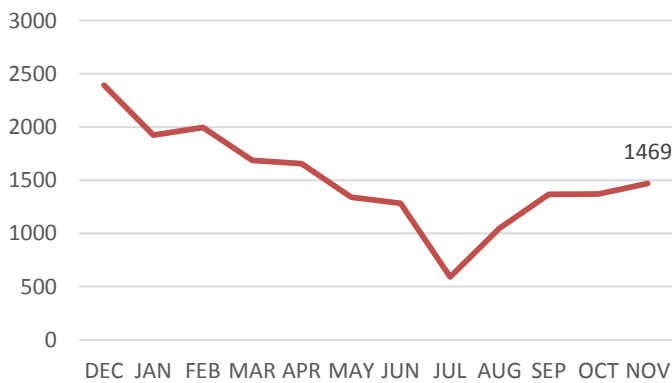
### Quality of Life Incidents



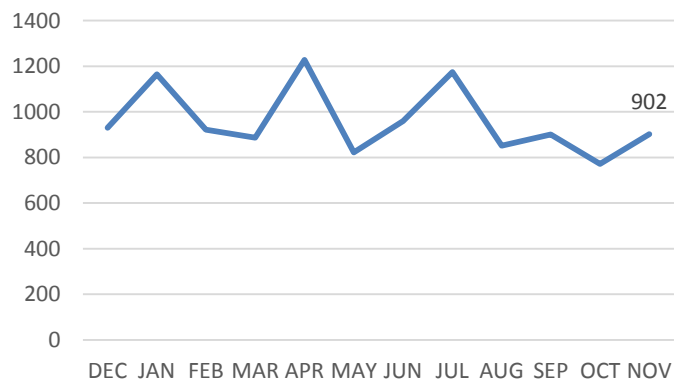
### Directions Provided



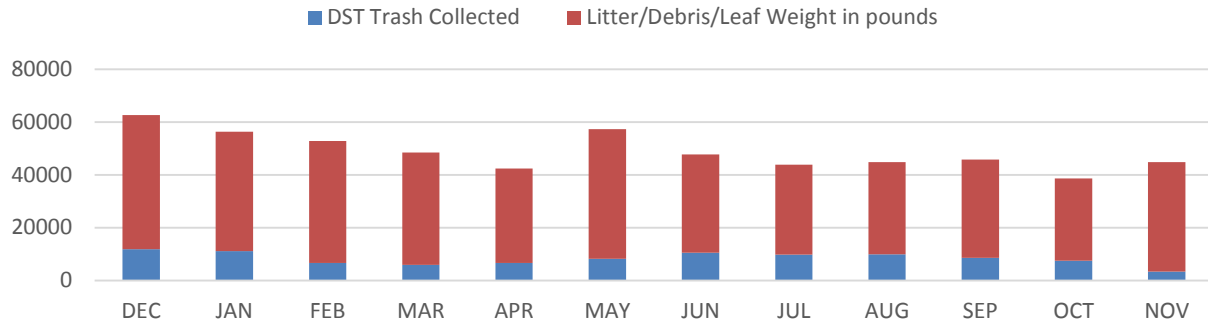
### Graffiti Removed



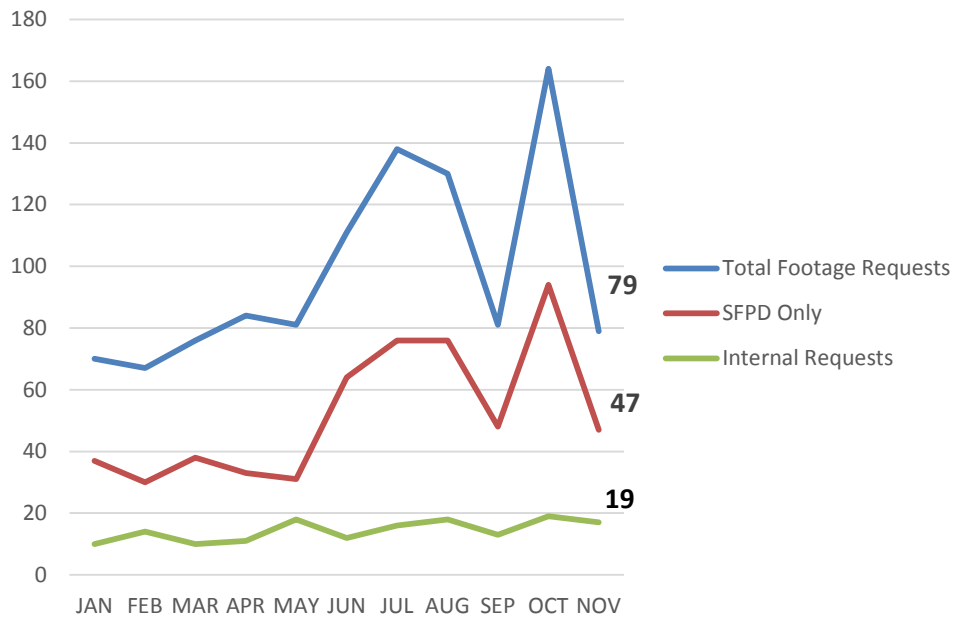
### 10B Incidents



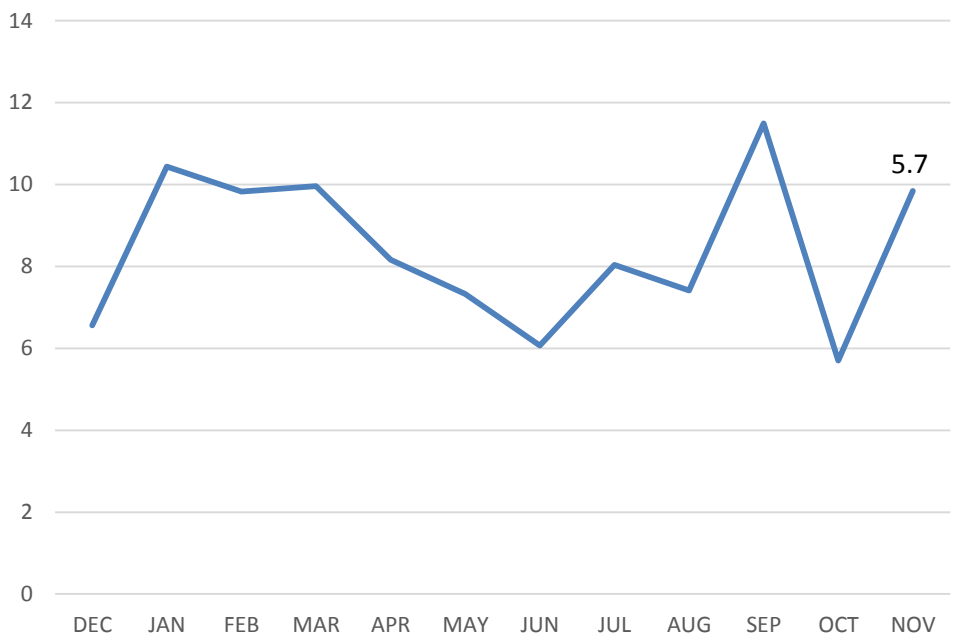
## USBID and DST Litter Collection Total



## Security Camera Metrics for 2017



## Cameras per Request (Complexity)



# Statistics and Data

Past 12 months	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	Totals
DST Litter Collected	476	445	266	235	267	330	419	392	394	345	297	134	4,000
Number of Bags													
DST Syringes Removed	154	190	229	263	207	396	392	453	341	287	252	122	3,286
Directions - Cleaning Ambassadors	1459	1040	1340	1027	1092	1193	1033	591	709	902	684	777	11,847
Directions - Hospitality Ambassadors	1448	793	929	607	790	627	409	0	0	1009	982	688	8,282
Directions - Safety Ambassadors	565	252	326	279	280	622	474	374	1124	860	683	592	6,431
Drunk and Disorderly	448	403	418	469	528	406	477	294	515	456	370	430	5,214
Graffiti Removed - Total	2393	1924	1997	1687	1655	1341	1283	591	1049	1366	1370	1469	18,125
Hazardous Waste Clean-up (human)	991	1205	1158	1087	1070	1083	969	611	749	948	845	753	11,469
Illegal Vending - Observed	84	39	57	24	22	43	28	9	2	7	8	34	357
Litter/Debris/Leaf Number of Bags	2034	1812	1850	1703	1428	1634	1491	1361	1401	1486	1249	1661	19,110
Litter/Debris/Leaf Weight in pounds	50825	45300	46250	42575	35700	49100	37275	34025	35025	37150	31225	41550	486,000
Mentally Disturbed	475	469	511	698	776	540	545	363	675	595	552	607	6,806
Noise Complaints (Amplified Sound)	13	8	10	3	11	16	18	13	19	23	37	36	207
Overflowing Trashcans Leveled	491	327	523	329	362	398	359	146	250	338	334	476	4,333
Panhandling - Aggressive	74	47	101	4	2	10	15	15	46	35	49	56	454
Safety Escorts	64	60	49	27	57	59	14	4	3	12	17	16	382
Safety Hazards - Needles	47	124	225	497	463	249	272	190	404	724	923	815	4,933
Scrub Requests	194	201	299	201	312	313	211	124	83	127	143	188	2,396
Sit/Lie/Sleep Non-Comply, Police Notified	228	274	299	272	242	265	239	242	477	542	486	412	3,978
Sit/Lie/Sleep; Comply	1022	1265	1355	1048	1332	1407	1222	947	2034	1780	1852	1319	16,583
Sweep Requests	281	251	281	256	258	260	202	108	135	228	218	391	2,869
Trespass/25 MPC	852	826	833	771	1024	761	659	486	1090	963	976	927	10,168

# Highlights

## Holiday Projects 2018

Historically, November/December are busy project months for the Union Square Business Improvement District and Block by Block. This year was no different as numerous hours were devoted to several projects. Ambassador staff was on hand assisting with Powell Street, Winter Walk, and Maiden Lane holiday decorations this year.

The Lower Powell Holiday lighting project was conducted in November. Operations Supervisor Karl Bijan along with laborers from People Ready strung 15 trees at Lower Powell with LED Cool White lights. In addition to the Lower Powell lighting, Bijan and People Ready hung the Wreaths on the historical light poles along Powell Street from Geary to Ellis Streets.

For Winter Walk, staff moved 15 benches, weighing 250 pounds each, from garage storage to Stockton Street. Temporary lighting has been placed at all benches every evening by our ambassadors. Ambassadors have also assisted in morning and evening wipe downs of the benches. Karl Bijan built a shed to house supplies and generators for Winter Walk. Generators were relocated from garage storage to the supply shed. Gasoline has been refueled for the generators by team leaders, supervisors, and manager. Caution tape was placed on the curbline/sidewalk on Stockton Street. Ambassadors were utilized to move barricades multiple days throughout the construction of Winter Walk.

A major issue we noticed on Maiden Lane in past years has been the utilization of electricity, for the tree holiday lighting, by members of the street population. These individuals have been disconnecting the lights, using power to charge cell phones and other electrical devices. Block by Block was able to obtain a boom lift and add 16 electrical timers at each tree, disconnecting the electricity for use from 11p-6a daily.

Thanks to all the ambassadors for their help this year and especially a special thank you to Karl, Raven, Demario, Danny, Malachi, Wayne, and Rita for all their individual contributions to this year's events.





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### November 2018

**Hours Contributed: 276**

**Debris Removed 3,350 lbs**

**Needles Removed: 122**

**Year to Date Hours: 1,020**

**Year to Date Debris: 18,075 lbs**

**Year to Date Needles: 827**

**Employed: 0**

**Year to Date Employed: 4**

**Housed: 0**

**Year to date Housed: 0**

#### **Narrative:**

Being part of the Union Square's Community Benefit District is always a joy for the Downtown Streets Team - Team Members. They are always prepared to work as hard as possible to make sure they are meeting the strongest standards of cleanliness in the area. Led by their Team Lead, Bobby Marques, this Team holds the best attendance of all the DST Teams in the San Francisco region. Each Team Member is proud of the work they do and also aim to meet their personal goals set with their Case Manager and Employment Specialist. Our office held a Leadership Workshop for any Team Member that wants to work for a promotion and serve as a future Team Lead. Most of the Union Square Team was in attendance showing their dedication and devotion to the program and wanting to lead the way. We are very excited to see this desire and passion!

DST faced the consequences of the poor air quality due to the Northern California fires. This put a pause in our beautification work since the Teams were not allowed to go out due to the health concerns. The devotion was clearly shown as they were itching to get back to work. The Teams are excitedly back at work and looking forward to keeping their communities strong and clean!

Additionally, the DST-San Francisco Branch increased its staff-size by four! We welcome our newest Case Manager, Kirpa Singh, who will work with our DST Team Members that are unhoused and have goals to getting out of homelessness. We are very excited to welcome her to the Team, and she is already making strides to planning goals and building community partnerships.



Union Square DST Team Member,  
Jarrod Taylor receiving his November 6<sup>th</sup>  
Election Poll assignment



# Notable Before and After Photos

**Before**



**After**



**CAMPTON ALLEY**



**KEARNY STREET**



**SECURITY PACIFIC ALLEY**