

# Operations Report

Union Square Business Improvement District

October 2020



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

## **Great Food Truck Race**

Food Network's "Great Food Truck Race" visited the Union Square Business Improvement District for program episode filming on Ellis Street, Oct 11, and a finale episode at the Union Square Park on Oct 12. The USBID clean and safe team were excited to assist and coordinate with the production team to help prepare Union Square Park for filming. Plywood and masonite were placed on the western portion of the Park to absorb any possible damage from the food trucks entering and exiting the Park Plaza. The ambassador team also conducted a thorough pressure washing of the Park at the end of filming.

## **Slow Streets Smuin Ballet Performance**

In conjunction with the USBID's Ellis Slow Streets program, John's Grill on Ellis Street recently sponsored the Smuin Contemporary Ballet. The clean and safe team assisted with setting up event art, barricades, safety cones, and COVID-19 precautionary signage along Ellis Street, between Powell and Stockton. Overnight pressure washing is provided to enhance deep cleaning to this section of Ellis Street each Saturday night preceding the weekly Slow Streets event. San Francisco Mayor London Breed and former Mayor Willie Brown attended the introductory Slow Streets ballet performance on October 11<sup>th</sup>.

## **USBID Complimentary KN-95 Masks**

Face masks are proven to reduce a person's chance of spreading COVID-19 by about 70 percent. Given the recent rise in COVID cases, it's critically important to make sure communities most impacted by COVID-19 have greater access to masks at no cost. In an effort to ensure the safety of our community and neighbors, the Union Square Business Improvement District provided KN-95 face masks to the clean and safe team to distribute to pedestrians who do not have a mask or those who may not afford one or have access to facial PPE. Ambassadors distributed over 350 masks during October.

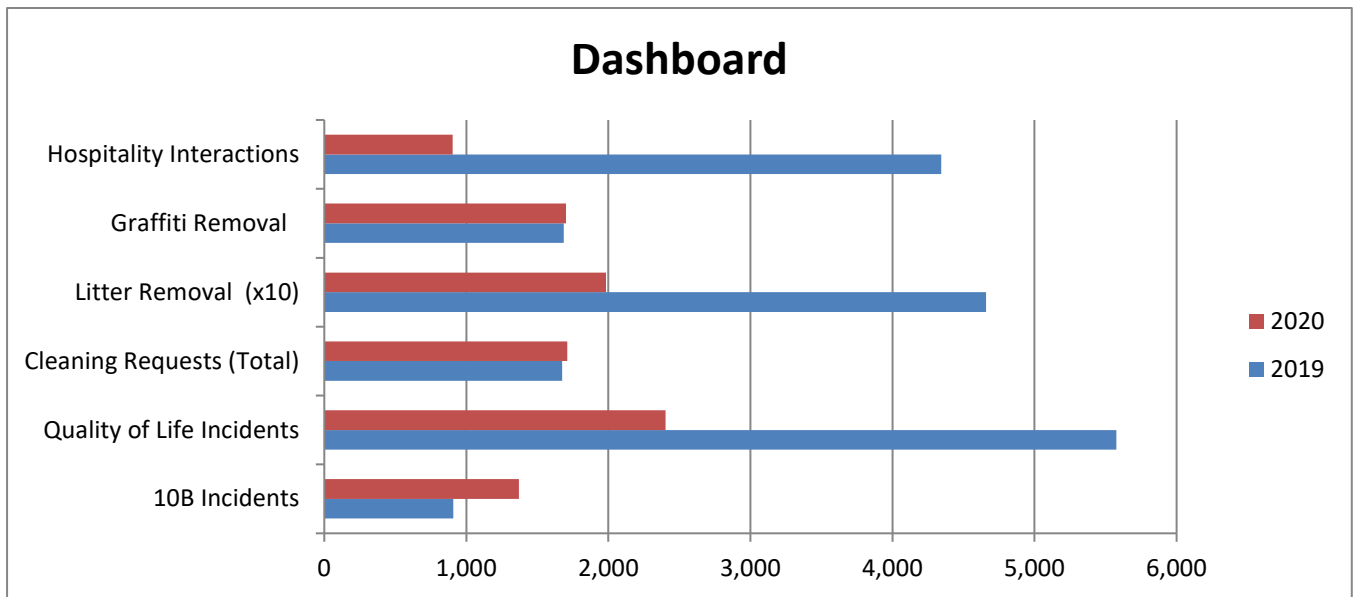
## **Union Square Park Activities**

The USBID clean and safe team hosted a September Union Square Park furniture pilot program to welcome pedestrians and guests to the District. The data reported indicated that Union Square visitors were eager to get out and safely enjoy shopping and Park amenities despite our social and economic situation. Due to increased visitor stats, the USBID expanded the Friday table and chair set-up to include Saturdays. Between the hours of 11:00 am and 4:00 pm, tables and chairs are set-up on the plaza and highly visible social distancing signage in seating areas where visitors will be reminded of COVID-19 safety mandates and precautions. Tables and chairs are disinfected after each use, and recorded guest stats are provided to the Union Square Business Improvement District each week. The Union Square Park furniture set-up is expected to continue daily as part of the setup in the plaza.

## **Abandoned Safety Cones and A-frames**

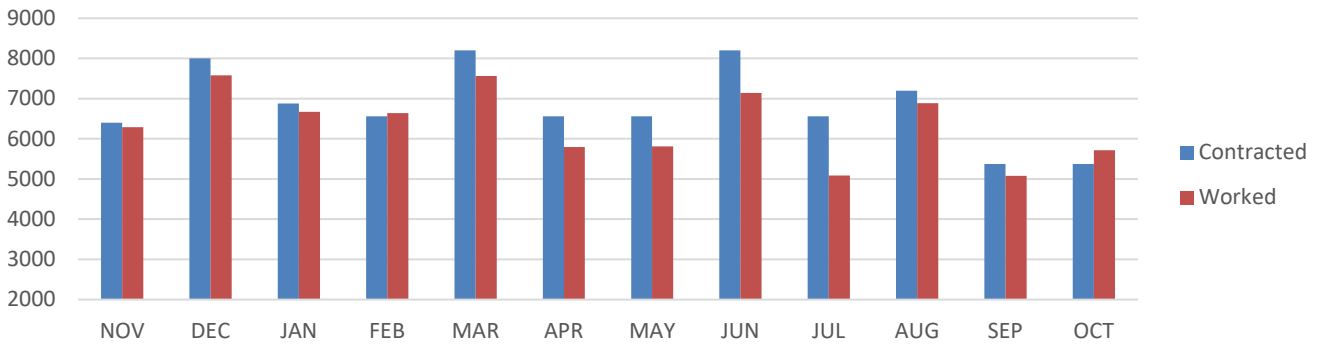
Clean and Safe team reported and collected numerous abandoned, outdated or broken construction A-frames and safety cones throughout the Union Square Business Improvement District during October. Ambassadors are tasked with removing these obstructions daily. The abandoned items are stored until enough have been collected for a pick-up by the Department of Public Works (DPW). A total of 35 safety cones and 42 abandon A-frames were removed from our District sidewalks in October.

# Charted Statistics & Overview

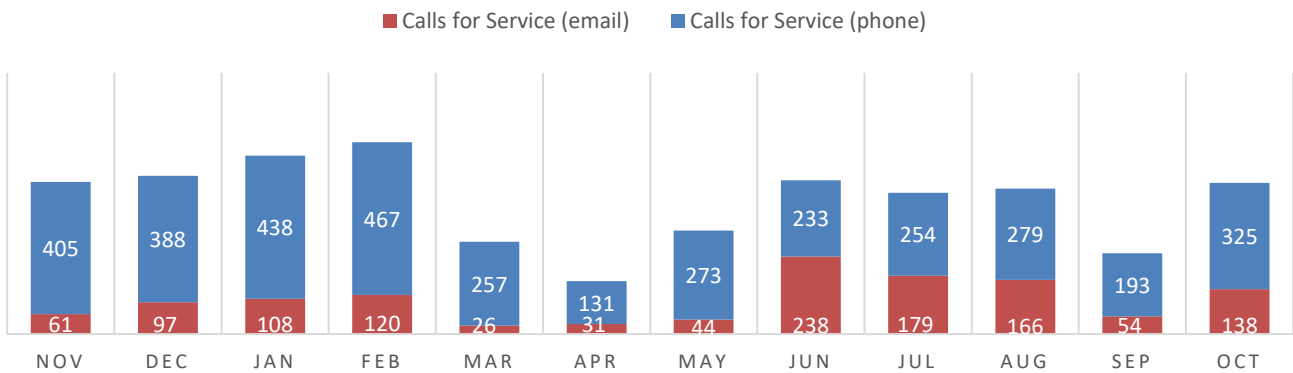


2019	2020	Overview
4,343	903	<b>Hospitality Interactions:</b> Decreased by <b>79%</b> . Hospitality interactions continue to trend down due in part to the pandemic and the number of visitors to the District. This could have contributed to this month's decrease. Totals are as follows: Cleaning directions <b>347</b> , Hospitality directions <b>224</b> , and Safety directions <b>332</b> .
1,685	1,702	<b>Graffiti Removal:</b> Increased by <b>17</b> incidents. Thank you to the Bureau of Street Environmental Services (BSES), a division of the Department of Public Works (DPW), for their ongoing support to supply the USBID ambassador team with graffiti abatement supplies giving us the advantage of keeping up with increased graffiti throughout the District. Graffiti totals are as follows: Sticker removals <b>820</b> and Paint-outs <b>882</b> .
46,575	19,825	<b>USBID Ambassador Litter Removal Total (x10):</b> There was a decrease in litter removal by <b>57%</b> . As we continue to record lower numbers in litter removal, we see more illegal dumping throughout the District. The USBID ambassador team provides educational material to businesses and neighbors on proper disposal practices to keep our District clean and safe.
1,674	1,710	<b>Cleaning Requests:</b> Increased by <b>39</b> incidents. Throughout the month, we observed cleanups at and around city trash can and Recology bins. Street population is taking advantage of bins not equipped with locking mechanisms, creating large cleanups during the overnight program. We are working with our overnight teams to identify illegal dumping or debris and have it cleared before morning business hours. This could have contributed to this month's increase. Cleaning requests totals are as follows: Scrub requests increased by <b>239</b> incidents, with <b>448</b> incidents addressed. Sweep requests increased by <b>14</b> incidents, with <b>276</b> incidents addressed. Overflowing trash cans increased by <b>12</b> incidents, with <b>352</b> incidents addressed.
5,575	2,402	<b>Quality of Life Calls:</b> Decreased by <b>57%</b> . Ambassador's recorded <b>1,285</b> Sit/Lie violations, with <b>924</b> of these interactions resulting in a compliance with an ambassador request. We continue to record decreases in all tracked stats in this category.
882	1,370	<b>10B Incidents:</b> Increased by <b>55%</b> . According to the 10B end of shift report, Sit/Lie violations increased by <b>318</b> incidents, with <b>639</b> incidents addressed. Mentally Disturbed increased by <b>37</b> incidents, with <b>94</b> incidents addressed. Public Intoxication increased by <b>41</b> incidents, with <b>51</b> incidents addressed.

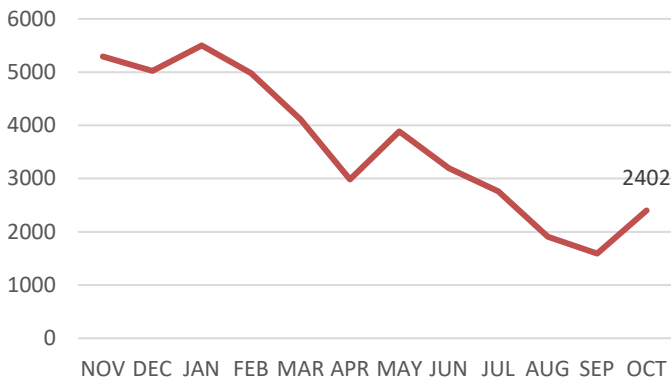
### Worked vs. Contracted Hours



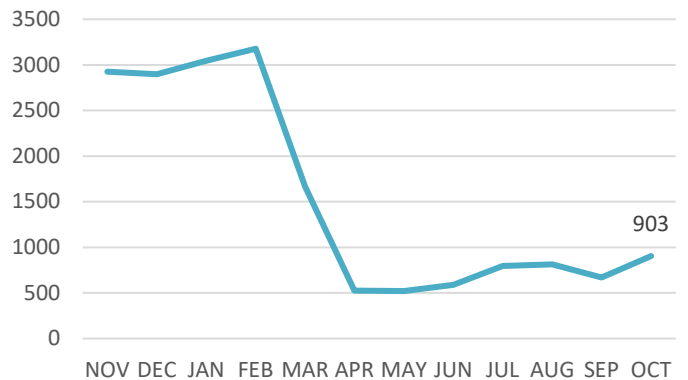
### Calls for Service by type



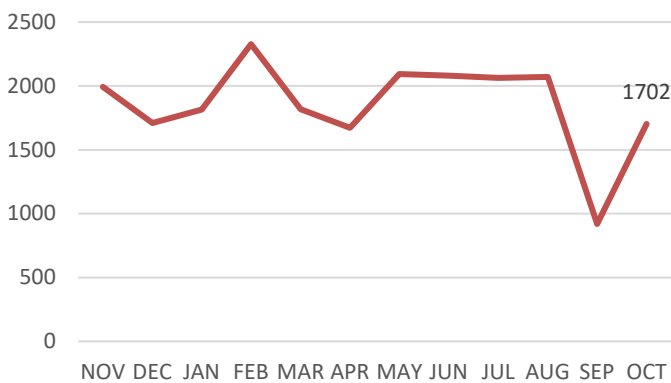
### Quality of Life Incidents



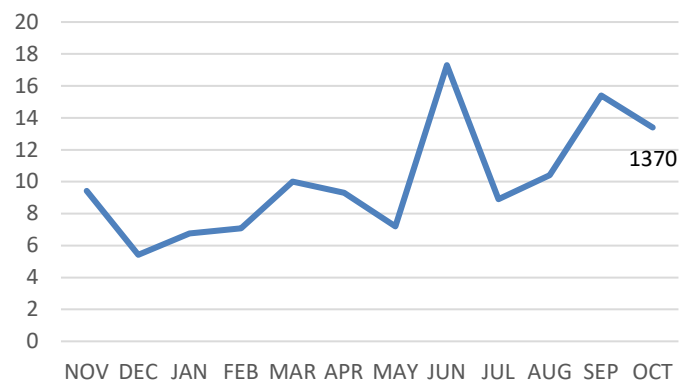
### Directions Provided



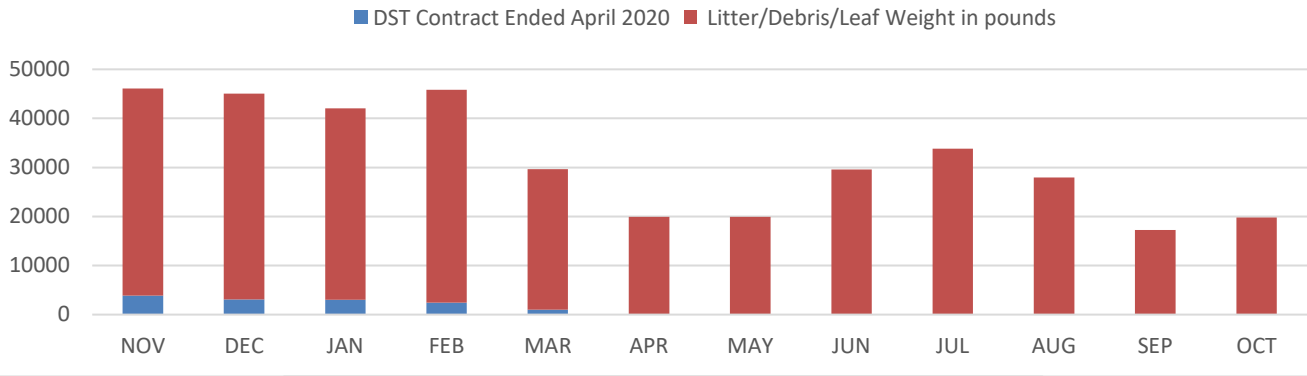
### Graffiti Removed



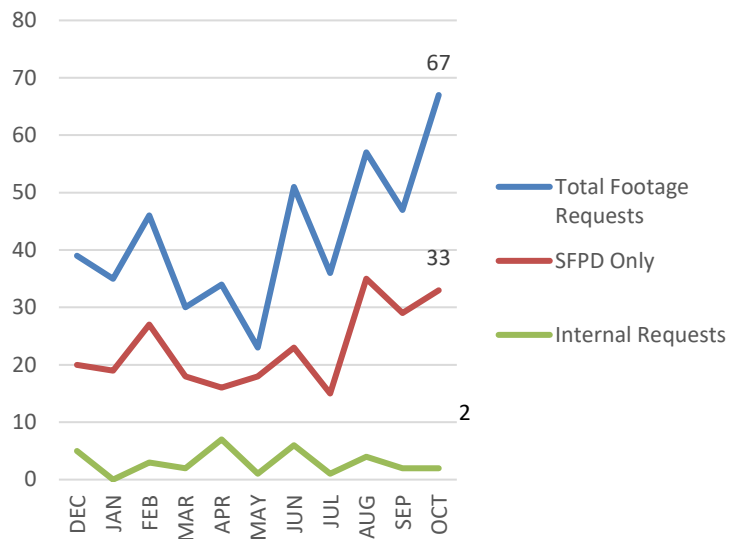
### Cameras per Request (Complexity)



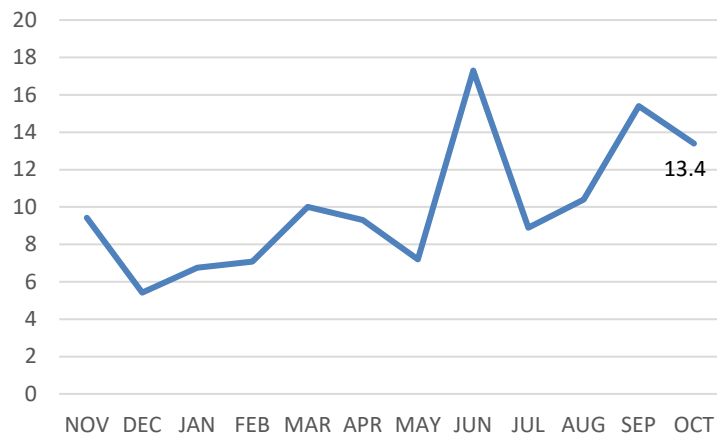
## USBID and DST Litter Collection Total



## Security Camera Metrics for 2020



## Cameras per Request (Complexity)



# Statistics and Data

Past 12 months	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	Totals
DST Litter Collected Number of Bags	155	124	120	97	39	0	0	0	0	0	0	0	535
DST Syringes Removed	56	24	30	33	12	0	0	0	0	0	0	0	155
Directions - Cleaning Ambassadors	1158	1172	1027	1218	857	308	303	360	531	469	384	347	8,134
Directions - Hospitality Ambassadors	685	553	405	372	227	72	55	72	71	127	157	224	3,020
Directions - Safety Ambassadors	1082	1173	1613	1587	583	147	163	155	192	218	130	332	7,375
Drunk and Disorderly	251	153	156	189	215	330	328	373	148	117	139	145	2,544
Graffiti Removed - Total	1993	1709	1815	2327	1818	1673	2093	2080	2062	2071	919	1702	22,262
Hazardous Waste Clean-up (human)	939	904	1049	1051	1186	995	880	932	1082	893	588	634	11,133
Illegal Vending - Observed	84	229	197	143	31	5	17	23	36	41	15	20	841
Litter/Debris/Leaf Number of Bags	1688	1679	1561	1736	1147	798	798	1183	1353	1119	691	793	14,546
Litter/Debris/Leaf Weight in pounds	42200	41975	39025	43400	28675	19950	19950	29575	33825	27975	17275	19825	363,650
Mentally Disturbed	795	613	667	838	637	338	631	612	379	227	148	423	6,308
Noise Complaints (Amplified Sound)	50	6	12	32	20	20	28	14	30	16	21	13	262
Overflowing Trashcans Leveled	467	478	471	673	372	183	193	295	379	364	222	352	4,449
Panhandling - Aggressive	175	267	398	160	83	52	31	61	74	41	31	32	1,405
Safety Escorts	40	41	66	205	53	41	93	42	17	23	13	39	673
Safety Hazards - Needles	1110	1117	1015	1158	896	664	561	651	642	449	288	364	8,915
Scrub Requests	381	316	312	321	351	220	242	300	286	409	314	448	3,900
Sit/Lie/Sleep Non-Comply, Police Notified	597	667	783	595	555	465	567	529	522	381	274	361	6,296
Sit/Lie/Sleep; Comply	2106	1909	2427	2059	1807	1205	1442	1030	1151	817	671	924	17,548
Sweep Requests	455	405	325	375	442	290	322	340	437	458	274	276	4,399
Trespass/25 MPC	1236	1181	861	963	762	571	810	533	423	266	292	475	8,373

# Highlights

## Ambassador of the Month

We would like to recognize Michael Cornns as the ambassador of the month. Michael began as a day shift cleaner and later moved to our evening shift. Due to his attention to detail and desire to learn and grow, he has become our go-to trainer for new evening shift employees. Michael has a positive attitude and approach to his job and is always thoughtful, caring, and looking for ways to assist his team no matter the challenge before him. We are grateful to have Michael as a part of our ambassador evening program.



## Maiden Lane Holiday Lighting

Season preparations kicked off with the annual holiday lighting of the Maiden Lane trees. The USBID clean and safe team coordinated the light project with Christmas Light Pros, the USBID event lighting provider, on Oct 14<sup>th</sup>. Maiden Lane between Stockton and Kearny Street will remain lit with holiday lights for all to enjoy through the first week of January 2021. The decorations complement our permanent Maiden Lane festival lights, which illuminate the lane throughout the year.



## Capital One Cafe Gift Bags

The team from Capital One Cafe located at 101 Post Street reached out to recognize and thank the USBID and the clean and safe team for their diligent services during the COVID-19 pandemic. Capital One Café provided the team with blue backpack style gift bags filled with Pete's coffee and other goodies. The USBID ambassadors have been essential throughout this crisis. Their continued dedication in providing essential clean and safe services to the community during COVID-19 has not gone unnoticed. Thank you Capital One Café and great job team!





## Legion Corporation Overnight Security Patrol

### Narrative summary:

Coming into the month of October, our team has continued to increase our security presence within the District. As businesses have slowly opened, we have seen an uptick in foot traffic throughout the night. The surrounding neighborhoods around Union Square have seen more encampments than in recent memory. We have put effort into making sure the USBID does not encounter the same problems. We have also been on the lookout for suspicious persons within the District while making it a point to do our part to try and prevent burglaries in the area as well as vandalism. We have continued to report to SFPD any crime observed and give assistance when needed. We have continued reporting trash and working with the Ambassadors to make sure they are aware of any issues we see that they can assist us with. Violators of 25 MPC continue to be high in numbers but overall have been down since the inception of Legion providing security service to the District. Oftentimes, the violators of 25 MPC are partaking in narcotic activity and leave behind quite the mess in front of storefronts when they leave. The communication between Legion and the Ambassadors has been great and goes a long way to improving the District on several fronts.

### Monthly Highlight:

On the morning of October 24th, Security Officer Rodriguez was patrolling the 400 block of Powell Street when he observed a broken window at a storefront. He immediately notified member services via radio and SFFD responded to secure the window of the building. A search of the property was conducted in the building along with the surrounding area and was free and clear of any suspects.



Trespassing Advisement Before & After





### Legion Corporation Overnight Security Patrol

2020	January	February	March	April	May	June	July	August	September	October
Aggressive Panhandling	31	32	0	14	0	0	10	0	0	0
Assault	0	3	3	6	0	0	0	0	0	0
Burglary	3	1	0	5	6	2	4	9	9	2
DUI	0	0	0	0	0	0	0	0	0	0
Human Trafficking	13	157	63	0	0	0	0	0	0	2
Illegal Dumping	201	241	90	47	51	47	69	40	40	82
Indecent Exposure	2	0	0	18	3	2	5	6	6	1
Mentally Disturbed	43	12	9	25	10	5	32	2	2	3
Narcotic Use	25	6	3	24	18	6	22	4	4	18
Noise Violation / Disturbing the Peace	7	0	0	1	0	0	7	0	0	7
Open Container	5	2	0	14	3	6	18	2	2	1
Property Damage	8	0	0	0	0	0	0	0	0	5
Public Intoxication	10	9	0	18	18	6	13	0	0	1
Selling w/o Permit	6	6	0	1	0	0	0	0	0	0
Shop Lifting	5	1	0	0	0	0	0	0	0	0
Sit/Lie Violation	30	0	108	40	12	12	12	0	0	0
Theft	3	0	0	0	3	1	1	1	1	0
Threats	0	5	1	8	1	1	8	2	2	1
Traffic or Parking Violations	0	0	0	0	0	0	0	0	0	0
Trespassing	933	712	304	589	729	510	530	582	582	648
Vandalism	10	25	25	72	61	38	30	13	13	23
Miscellaneous (Passing Calls)	0	0	0	0	1864	1744	1503	1783	1783	1649
<b>Totals:</b>	<b>1335</b>	<b>1212</b>	<b>606</b>	<b>882</b>	<b>2779</b>	<b>2380</b>	<b>2264</b>	<b>2444</b>	<b>2444</b>	<b>2443</b>

# Notable Before and After Photos

**Before**



**After**



**O'FARRELL STREET**



**MASON STREET**



**UNION SQUARE PARK**