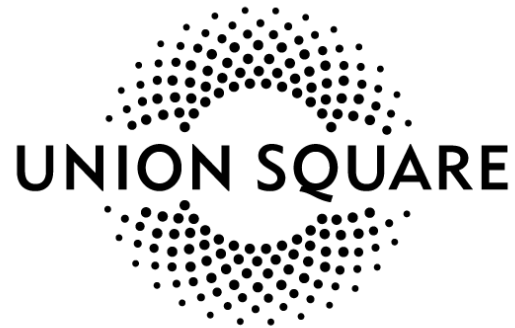


# Operations Report

Union Square Business Improvement District

December 2020



UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

# News & Updates

## **Management & Accountability**

In coordination with USBID directors and Block by Block, a new management and accountability plan was implemented to ensure the account's overall supervision. Recent social-economical changes have created a challenging work environment for all Block by Block accounts. The new plan will provide heightened accountability as well as training for managers and supervisors to improve their current program. Additional training will include quality assurance, supervisor training videos, followed by manager Q&A, management off-site monthly district audits, and a minimum of four ambassador in-field audits to be conducted daily by on-duty supervision. Biweekly and monthly management meetings will be held to ensure training is understood and utilized.

## **District 360 Beta Testing**

Beta testing of the new data platform, District 360 began in December. The new system will be replacing the current statistical data program SMART, which was utilized to track and compile information on contractual services provided within the Union Square Business Improvement District. Ambassadors participated in preliminary hands-on field training with the objective to uncover as many bugs as possible or usability issues prior to implementation. The testing allowed ambassadors an opportunity to practice navigating the new system in real time and allowed USBID staff particulars on efficacy and user issues within the new system. Testing ultimately provided information about the quality of the software and an objective analysis, pertaining to daily operational applications.

## **Statistics & New Hire Training**

In coordination with the newly implemented management plan and District 360, clean and safe management has initiated a more proactive approach to ambassador stat awareness and field training. The clean and safe program is based on statistical data, which is the foundation of our services and showcases the remarkable difference our clean and safe ambassadors make throughout the USBID. Historically, newly hired staff completed training videos and assignments before being paired with a tenured ambassador for position training. Moving forward, trainees will be working with upper management and supervision during their first week. This to ensure comprehension of operations, safety procedures, and expectations are understood.

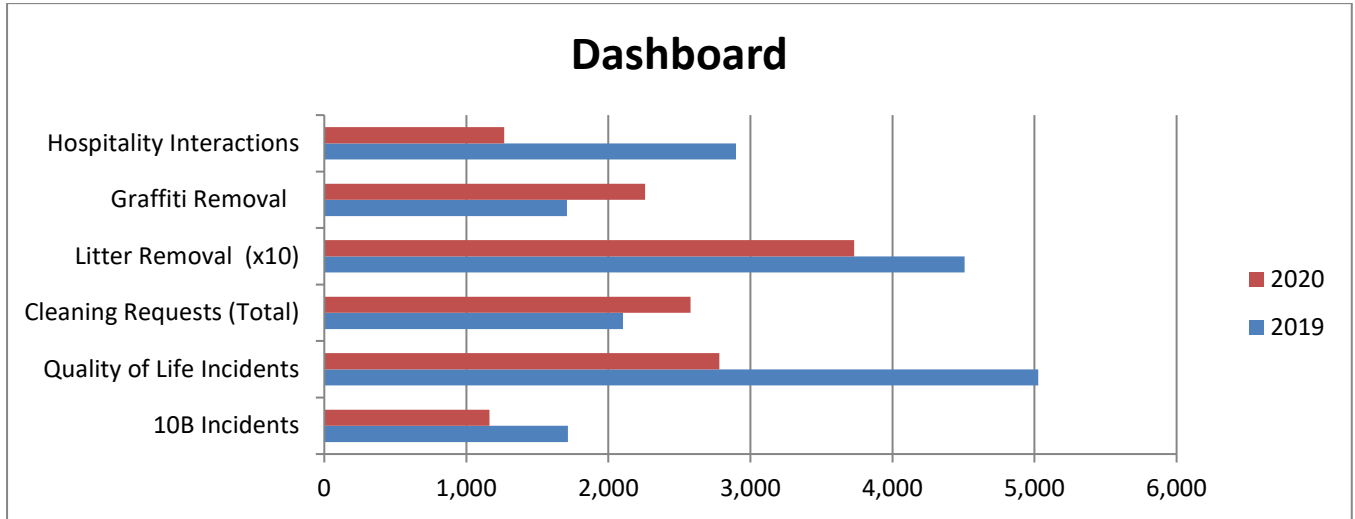
## **Union Square Park Mama Menorah Lighting**

On Dec. 16, 2020, the 45th annual lighting of the "Mama Menorah" took place in the heart of the USBID at Union Square Park. Clean and safe ambassadors were honored to be a part of this year's historic annual event. Union Square Park became part of the USBID service area earlier this year, allowing the team to correlate with permitted event promoters throughout the year. Ambassadors coordinated with the setup crew to provide clean and safe services, assist with barricades placement, and added overnight safety monitoring. Clean and safe management also ensured a tent and power supply to the Menorah decorative base lighting.

## **USBID Outdoor Furniture Suspended**

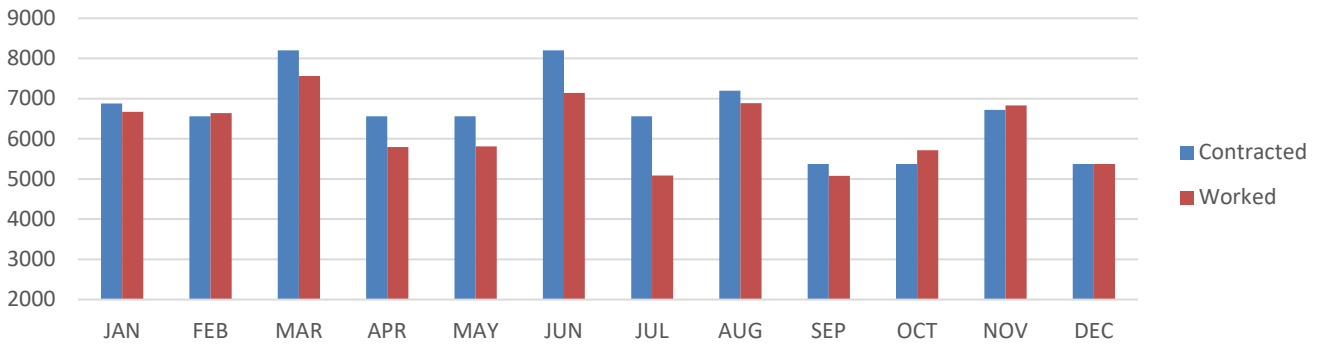
During December, as COVID-19 infection statistics continued to rise, state health officials announced the Bay Area would enter the most restrictive shut down since March, closing all inside and outdoor dining as of Sunday, December 6th. As a result of the shutdown and in coordination with USBID's ongoing commitment to keeping the Union Square Business Improvement District safe, the suspension of all outdoor furniture setups at Union Square Park and the daily placement of tables and chairs along historic Maiden Lane occurred. The postponement of guest furniture is designed to dissuade district guests from gathering in public locations during the COVID-19 shelter order. The placement of street furniture will resume once safe to resume.

# Charted Statistics & Overview

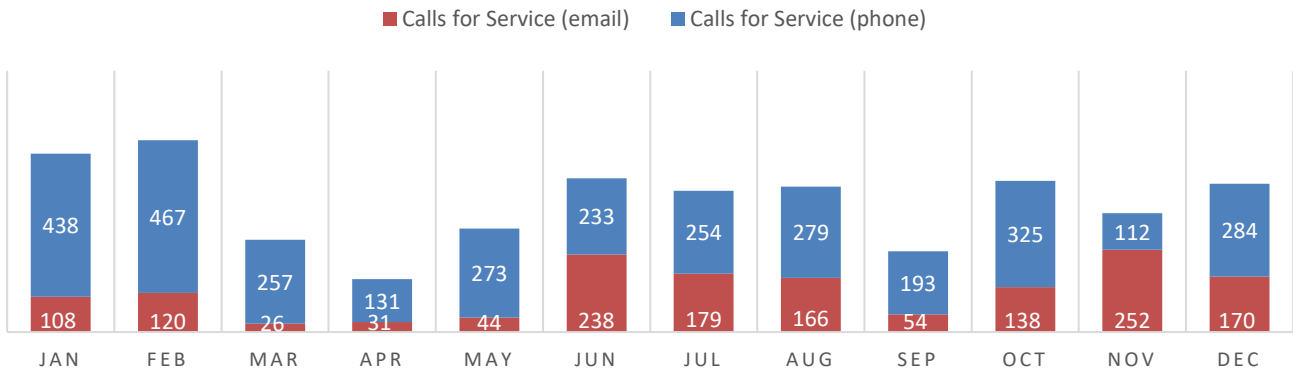


2019	2020	Overview
2,898	1,266	<b>Hospitality Interactions:</b> Decreased by <b>56%</b> . As we continue to record fewer numbers in hospitality interactions, additional training was provided to ambassadors identifying visitors or members of the community, possibly in need of directions or recommendations. Totals are as follows: Cleaning directions <b>564</b> , and Hospitality directions <b>702</b> .
1,709	2,259	<b>Graffiti Removal:</b> Increased by <b>32%</b> . According to this month's graffiti removal statistics, an average of <b>73</b> graffiti removals were conducted daily throughout the USBID. Paint-outs surpassed graffiti removals by <b>119</b> incidents. Graffiti totals are as follows: Sticker removals <b>1070</b> and Paint-outs <b>1189</b> .
45,075	37,300	<b>USBID Ambassador Litter Removal Total (x10):</b> There was a decrease in litter removal by <b>17%</b> . In light of the decrease in litter removal, we are seeing trash totals trending up.
2,103	2,578	<b>Cleaning Requests:</b> Increased by <b>23%</b> . We experienced increased cleaning in and around sheltering hotels near Geary. We also experienced an increase in illegal overnight dumping, contributing to this month's increase. Cleaning requests totals are as follows: Scrub requests increased by <b>65</b> incidents, with <b>642</b> incidents addressed. Sweep requests increased by <b>237</b> incidents, with <b>642</b> incidents addressed. Overflowing trash cans increased by <b>79</b> incidents, with <b>557</b> incidents addressed. Hazardous waste decreased by <b>94</b> incidents, with <b>998</b> incidents addressed.
5,025	2,781	<b>Quality of Life Calls:</b> Decreased by <b>54%</b> . Ambassador's recorded <b>1,587</b> Sit/Lie violations, with <b>929</b> of these interactions resulting in a compliance with an ambassador request. The team is recording fewer numbers in QOL calls throughout District. Overnight ambassadors and USBID private security vendor Legion are fundamental in addressing QOL calls, resulting in fewer incidents reported before the start of business. Increased incidents continue to be reported near sheltering locations on Geary.
1,788	1,288	<b>10B Incidents:</b> Decreased by <b>28%</b> . We continue to record fewer numbers in 10B incidents according to the 10B end of shift report. This could be attributed to the pandemic and fewer visitors frequenting the District. Last year's 10B interactions are based on one shift seven days a week, ten hours a day, vs. our current staffing levels of two shifts seven days a week, sixteen hours daily.

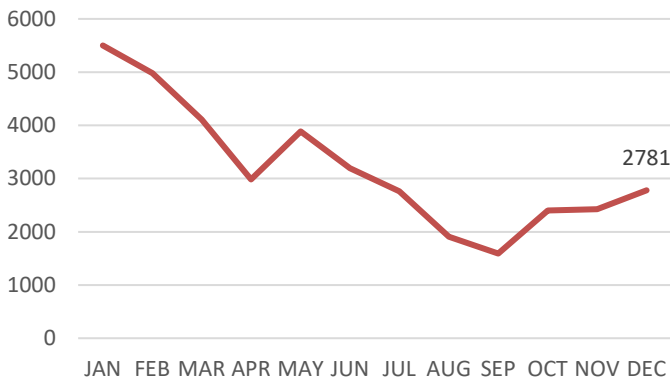
### Worked vs. Contracted Hours



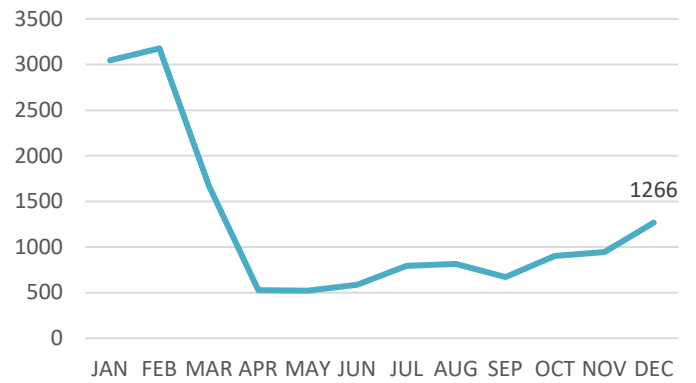
### Calls for Service by type



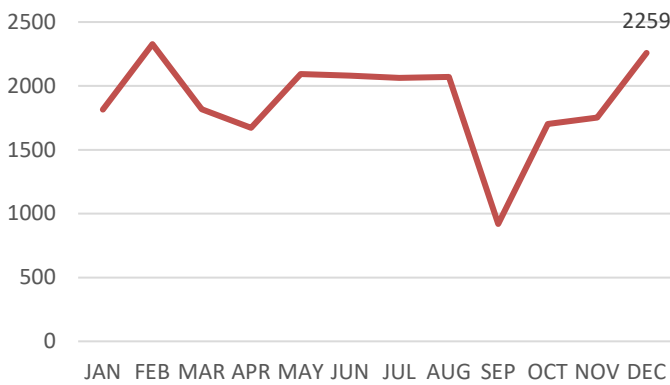
### Quality of Life Incidents



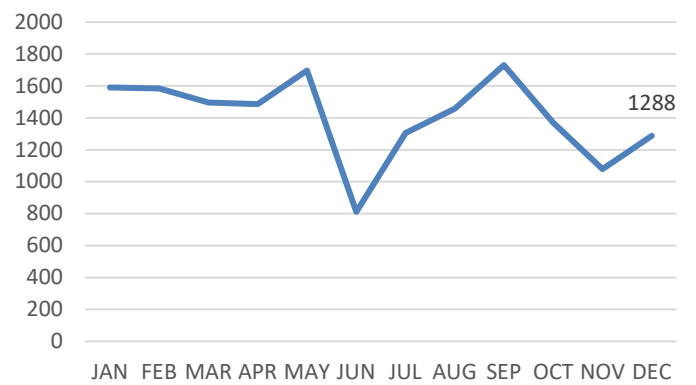
### Directions Provided



### Graffiti Removed

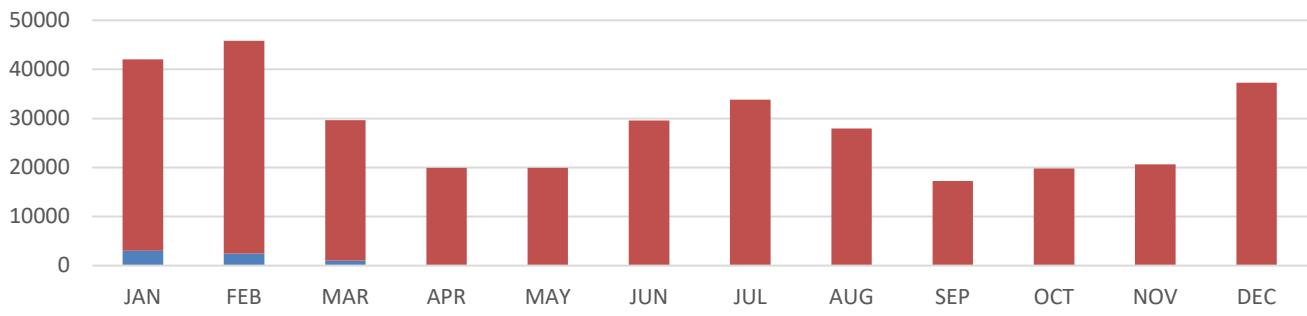


### 10B Incidents

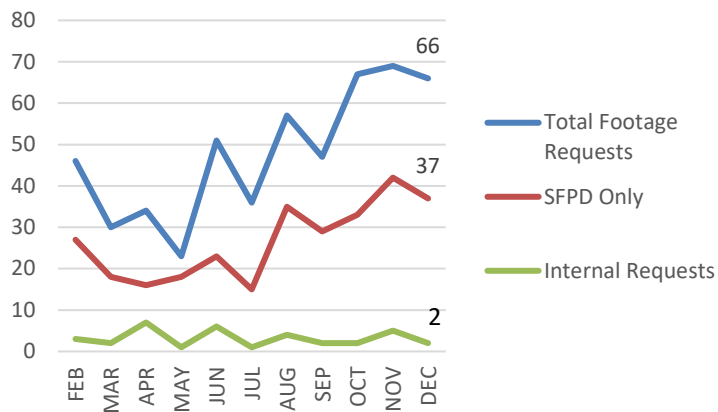


## USBID and DST Litter Collection Total

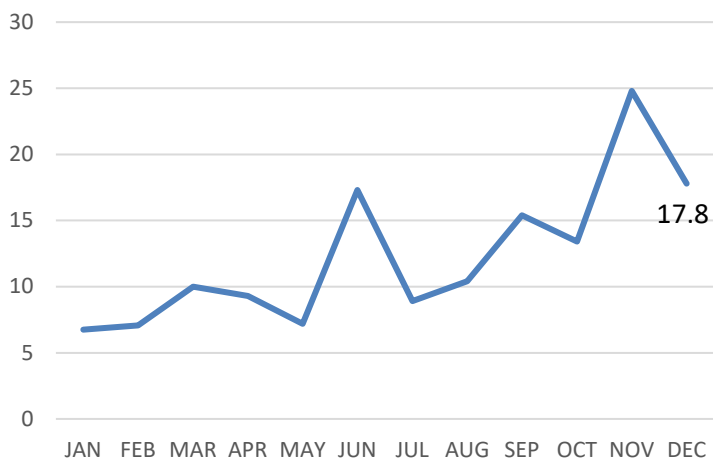
■ DST Contract Ended April 2020 ■ Litter/Debris/Leaf Weight in pounds



## Security Camera Metrics for 2020



## Cameras per Request (Complexity)



# Statistics and Data

Past 12 months	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
DST Litter Collected													
Number of Bags	120	97	39	0	0	0	0	0	0	0	0	0	256
DST Syringes Removed	30	33	12	0	0	0	0	0	0	0	0	0	75
Directions - Cleaning Ambassadors													
	1027	1218	857	308	303	360	531	469	384	347	402	564	6,770
Directions - Hospitality Ambassadors													
	405	372	227	72	55	72	71	127	157	224	166	159	2,107
Directions - Safety Ambassadors													
	1613	1587	583	147	163	155	192	218	130	332	376	543	6,039
Drunk and Disorderly													
	156	189	215	330	328	373	148	117	139	145	68	117	2,300
Graffiti Removed - Total													
	1815	2327	1818	1673	2093	2080	2062	2071	919	1702	1751	2259	22,570
Hazardous Waste Clean-up (human)													
	1049	1051	1186	995	880	932	1082	893	588	634	801	998	11,089
Illegal Vending - Observed													
	197	143	31	5	17	23	36	41	15	20	20	25	573
Litter/Debris/Leaf Number of Bags													
	1561	1736	1147	798	798	1183	1353	1119	691	793	826	1492	13,497
Litter/Debris/Leaf Weight in pounds													
	39025	43400	28675	19950	19950	29575	33825	27975	17275	19825	20650	37300	337,425
Mentally Disturbed													
	667	838	637	338	631	612	379	227	148	423	465	301	5,666
Noise Complaints (Amplified Sound)													
	12	32	20	20	28	14	30	16	21	13	21	29	256
Overflowing Trashcans Levelled													
	471	673	372	183	193	295	379	364	222	352	331	557	4,392
Panhandling - Aggressive													
	398	160	83	52	31	61	74	41	31	32	39	38	1,040
Safety Escorts													
	66	205	53	41	93	42	17	23	13	39	50	37	679
Safety Hazards - Needles													
	1015	1158	896	664	561	651	642	449	288	364	379	320	7,387
Scrub Requests													
	312	321	351	220	242	300	286	409	314	448	266	381	3,850
Sit/Lie/Sleep Non-Comply, Police Notified													
	783	595	555	465	567	529	522	381	274	361	388	658	6,078
Sit/Lie/Sleep; Comply													
	2427	2059	1807	1205	1442	1030	1151	817	671	924	884	929	15,346
Sweep Requests													
	325	375	442	290	322	340	437	458	274	276	355	642	4,536
Trespass/25 MPC													
	861	963	762	571	810	533	423	266	292	475	542	684	7,182

# Highlights

## Ambassador of the Year

Block by Block is pleased to present Team Lead Orlando Adams with the prestigious ambassador of the year award. Orlando received a certificate of appreciation signed by Block by Block president Blair McBride, and received a \$100 bonus on his check. Management considers attendance, production and service levels, adherence to program protocols, policies and safety, leadership skills, uniform and appearance, and other operational points. Orlando has shown us to be a highly reliable team player, and an overall fantastic team leader. We have high expectations for Orlando's future with Block by Block. Congratulations Orlando!



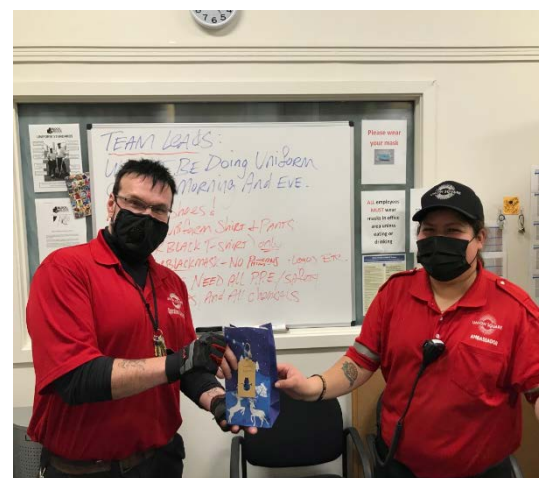
## Ambassador of the Month

We are pleased to announce Joshua Tonero as the ambassador of the month. Joshua came aboard in October of 2019 as a hospitality ambassador and soon became a part-time team lead during the implementation of our overnight ambassador program. Management quickly recognized Joshua's seemingly intrinsic supervision skills and the ability to toggle between different roles easily. Tonero's willingness to accept a variety of job duties in addition to his regular assignments has made him stand out. Joshua has been trained in operating ATLV and pressure washing equipment. He has become a viable member of the clean and safe team. Thank you, Joshua, and congratulations.



## USBID Holiday Gift Bags

Historically the Union Square Business Improvement District honors the ambassador team and their hard work by sponsoring a holiday luncheon for the entire team. This year, with the social distancing and shelter in place orders, the USBID was unable to coordinate the annual holiday luncheon with the team. USBID did provide festive holiday gift bags that included gift cards and a complimentary dining voucher at Tad's Steak House now located on Ellis Street. Thank you USBID!





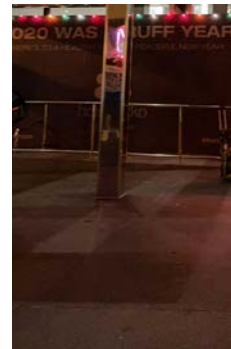
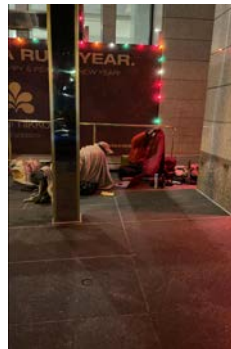
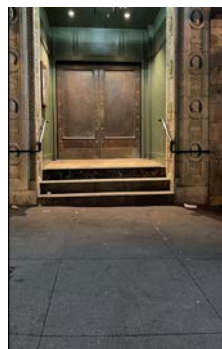
## Legion Corporation Overnight Security Patrol

### Narrative summary:

Legion has continued to focus on crime prevention and suspicious persons within the District wishing to do harm. We have seen vandalism and burglaries continue to plague the USBID but overall, the majority of quality-of-life issues have seen a steady downward trend as we close out the year. Due to the recent volume of burglaries we continue to come up with creative solutions to increase our security presence, while focusing on crime prevention as much as possible. Our team members are also dealing with and continuing to limit quality of life issues and prevention of encampments. Guards continue to report illegal rummaging through totes and report issues to the Ambassadors for prompt clean up. We feel when areas such as alleyways and storefronts are free and clear of trespassers and debris, the area looks and feels secure which leads to less crime overall.

### Monthly Highlight:

On Tuesday December 22, at approximately 0445 hours, it was reported by a member of Union Square Ambassadors over the radio that there were people trying to break into a retail store. Legion Security Officers responded to the area immediately. Upon arrival they observed a black sedan ramming the storefront curbside window with several individuals standing in front: one with a sledgehammer in hand. There also was a U Haul pickup parked in front associated with the subjects. The security Officer shined his flashlight in the vehicle alerting the subjects to their presence. Several subjects hopped in the U Haul and immediately drove off in a high rate of speed along with the black sedan. Our Officers reported the incident to SFPD who responded to the area and took over the investigations. It should be noted there were no items stolen from the store and the suspects were not able to break the store front.



Trespassing Advisement Before & After





### Legion Corporation Overnight Security Patrol

2020	January	February	March	April	May	June	July	August	September	October	November	December	YTD Total
Aggressive Panhandling	31	32	0	14	0	0	10	0	0	0	0	0	87
Assault	0	3	3	6	0	0	0	0	0	0	0	1	13
Burglary	3	1	0	5	6	2	4	9	9	2	3	5	49
DUI	0	0	0	0	0	0	0	0	0	0	0	0	0
Human Trafficking	13	157	63	0	0	0	0	0	0	2	0	0	235
Illegal Dumping	201	241	90	47	51	47	69	40	40	82	100	104	1112
Indecent Exposure	2	0	0	18	3	2	5	6	6	1	4	11	58
Mentally Disturbed	43	12	9	25	10	5	32	2	2	3	0	3	146
Narcotic Use	25	6	3	24	18	6	22	4	4	18	10	56	196
Noise Violation / Disturbing the Peace	7	0	0	1	0	0	7	0	0	7	17	20	59
Open Container	5	2	0	14	3	6	18	2	2	1	3	5	61
Property Damage	8	0	0	0	0	0	0	0	0	5	6	9	28
Public Intoxication	10	9	0	18	18	6	13	0	0	1	3	0	78
Selling w/o Permit	6	6	0	1	0	0	0	0	0	0	0	0	13
Shop Lifting	5	1	0	0	0	0	0	0	0	0	0	0	6
Sit/Lie Violation	30	0	108	40	12	12	12	0	0	0	0	0	214
Theft	3	0	0	0	3	1	1	1	1	0	2	1	13
Threats	0	5	1	8	1	1	8	2	2	1	1	0	30
Traffic or Parking Violations	0	0	0	0	0	0	0	0	0	0	1	0	1
Trespassing	933	712	304	589	729	510	530	582	582	648	487	504	7110
Vandalism	10	25	25	72	61	38	30	13	13	23	37	24	371
Miscellaneous (Passing Calls)	0	0	0	0	1864	1744	1503	1783	1783	1649	1376	1995	13697
<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>	<b>2050</b>	<b>2738</b>	<b>23577</b>

# Notable Before and After Photos

**Before**



**After**



**MAIDEN LANE**



**UNION SQUARE PARK**



**SECURITY PACIFIC PLACE**