



Services and Public Safety Committee Meeting

Tuesday, July 23, 2024

9:00am–10:30am

Hybrid Meeting via Zoom and In-Person at 291 Geary Street, Suite 200

Minutes

In attendance: Don Thomas (Club Donatello), Johnny Linares (Block by Block), Joe Garrity (SFPD), Lieutenant Dean Hall (SFPD), Joe Della Cella (Recology), Tammy Brock (Property Owner), Israel Ginez (Legion), Dimitri (AVS), Wes Tyler (Chancellor Hotel), Sgt. Jennifer Marino (SFPD), Danny Manning (TL SFPD), Elida Mena (CBRE), Don Lepana (Block by Block), Jordan Buckley (Frame Ventures), Brenna Carrick (Newmark Knight Frank), Michael Brown (Legion).

Staff: Ben Horne (Chief Financial Officer), Jason Cherniss (Director of Operations), and Melanie Medina (Executive Assistant).

1. Welcome, introductions, & brief announcements

2. Public Comment

Jason Cherniss called for public comment. Seeing none, he moved onto the next agenda item. [00]

3. **ACTION** to Approve Committee Meeting Minutes from May 2024

Action: The Services Committee minutes from May 2024 were unanimously approved by the committee as motioned by Tammy Brock and seconded by Lt. Dean Hall.

4. Committee Updates

a. Texting Member Services

Jason announced the rollout of the member services texting program, which allows users to report safety and cleaning issues via text. Users will receive an auto-response that opens a case in the Salesforce database and informs them when the case has been resolved. Jason encouraged the committee to test the program and provide feedback. The number is (415) 781-4456. Members were encouraged to report clean and safe items via text and provide the staff feedback on their experience using texting.

b. Legion updates

Jason introduced Michael Brown, Legion's new Operations Manager. Michael shared a bit about his background, highlighting his military experience and recent transition to Legion. He will be overseeing Legion's accounts in California. Michael also informed the group about Kenneth Stone, who is the new supervisor for the Union Square area.

c. Union Square Derby Alley working group update/DPW



A working group comprised of Don Thomas, Steven Suen, and Jason Cherniss has been actively addressing the challenges at Derby Alley. They've been collaborating with Dominique from DPW to tackle these issues. It was noted that the alley has become cleaner, with a reduction in illegal parking, however, trespassing, loitering and scavenging remain issues.

d. Upcoming events in Union Square Plaza

Ben updated the committee on upcoming events at Union Square Plaza, including the SF Live happy hour series. He also mentioned a potential art installation for 2025, R-evolution, which would be temporarily located where the Macy's Great Tree usually stands. A donor has been secured to fund the installation of the statue, and the Alliance is helping with the permitting process. Discussion took place regarding the impact the statue will have on foot traffic. Rec and Park have chosen an awardee for RFP 229 that will have consistent activation at the plaza in 2025. The organization has yet to be publicly announced.

e. Bigbelly Program and grant updates

Jason informed the committee that the current fleet of Bigbelly units has been reduced to 37 due to damages (10 have been removed from service or disposed of). A major concern with the Bigbellys has been issues with their locking mechanisms. The Bigbelly audit that Jason conducted is currently under review by the company. The committee also discussed the possibility of exploring alternative trashcan options. However, with the grant additional repairs will be made as well as replacements and the staff are reviewing options from Bigbelly.

5. May and June 2024 Operation Report

a. Lance Goree, Operations Manager, Block by Block

Johnny Linares gave an overview of the May and June operations report. He noted Block by Block supporting the events at USP such as the Taiwanese Festival and a Bloom event. The June report is still a draft and under review. Discussion took place regarding the significant decrease in the stats compared to the previous year.

b. Michael Brown, Managing Director, Legion Corporation

Michael informed the committee that he is still getting acquainted with the company, having just joined last month. Jason emphasized Legion's impressive low turnover rate.

c. Joe Garrity, SFPD Ambassador Program

Joe Garrity shared the operating hours for the SFPD Ambassador Program, which are 10 AM to 8 PM, Wednesday through Friday. During special events at Union Square Plaza, ambassadors are stationed at fixed posts to ensure safety. He also mentioned a slight increase in suspicious activity at the Ellis O'Farrell garage. The program is transitioning from using hard copy statistics to an app-based system. The committee also discussed safety concerns around the theaters during night shows.

6. Reports from SFPD – Captain Kim and Lt Hall (Central Station), Acting Captain Manning (Tenderloin)

Lieutenant Hall provided the committee with several updates. He alerted the group about an upcoming protest at Civic Center, which may spill over into Union Square, and advised everyone to remain



cautious. He also noted a rise in electric scooter-related crimes. He addressed the Grants Pass ruling concerning unhoused individuals, explaining the need for new enforcement measures to enable the police department to take appropriate action in supporting this population. He shared that the burglary unit is conducting targeted blitz operations in Union Square twice a month, which have shown positive results. Lastly, there was a discussion about the impact of appointment-only policies at high-end retailers on the overall public experience in the district.

Acting Captain Danny Manning with Tenderloin spoke on the challenges of street conditions at civic center. They have been focused on operations several times a week with DPW around 7th and Market and alleyways to address street conditions and behaviors at night.

7. Discussion, review, and **action** of Cube84 proposal/workplan for 24-25FY

Ben provided an overview of the Cube84 proposal and work plan for FY 24-25, outlining key goals and priorities. The main focuses include name capturing, geofencing, and tracking walk paths, which would improve the monitoring of ambassadors' service routes in Union Square, collect recurring data on individual members' requests, and enhance overall service delivery by identifying potential gaps. Currently, the Alliance is charged \$115/hour for 40 hours, with the new quote increasing to \$125/hour for the same duration. Ben is negotiating with the vendor to stay within budget.

Action: The committee unanimously approved the Cube84 proposal and work plan for recommendation to the Board as motioned by West Tyler and seconded by Don Thomas.

8. Security Camera program updates

- a. LPRs discussion and **action** to approve policy and for moving forward with Vigilant (Motorola) and approving AVS quote to enable.

Ben explained that the Alliance's current cameras can function as license plate readers (LPRs), although this feature has not yet been activated. Over the past year, SFPD has been deploying their own LPRs citywide as part of a state grant, but these systems are not fully operational in Union Square due to solar power limitations. The Alliance has been exploring ways to safely and in compliance with best practices to integrate the LPR functionality into its camera system to assist SFPD in monitoring the district. To do this, the Alliance would collaborate with Vigilant, (a product of Motorola that is compatible with security cameras), to ensure proper data transmission. As a pilot, the Alliance proposes activating the LPR function on three strategically chosen cameras to cover key blind spots in the district. Discussion took place among the committee about the City's role in this process to activate the LPRs and the storage limitations of the LPR data.

Action: The committee unanimously approved the policy and recommendation to the Board for approval with Vigilant (Motorola) and the quote from AVS to enable the system as motioned by Don Thomas and seconded by Dean Hall.

- b. Recent/Current Camera projects

The topic was discussed within the previous agenda item.

9. Upcoming Events and Meetings: [06]

- a. Board of Directors Annual Meeting- July 25, 2024, at 9am- Hotel Zelos
- b. SF Live Happy Hour, August 8, 2024, 5:30pm, Union Square Plaza
- c. Services and public Safety, September 24, 2024, 9am- Union Square Alliance Office/Zoom

10. Adjourned: 10:30am