

# FEBRUARY 2025

Operations Report for Union Square Business Improvement District Operations.



**UNION  
SQUARE**  
ALLIANCE





## WAYNE ALEXIS



10

Congratulations to Wayne Alexis on an incredible 10-year tenure as a Hospitality Ambassador with the Union Square Alliance! Over the past decade, Wayne has become a true cornerstone of the Union Square community, known not just for his unmatched knowledge of the area but for his warmth, kindness, and unwavering dedication to making every visitor feel welcomed. His friendly demeanor and passion for hospitality have made a lasting impact on countless locals and tourists alike. Wayne, your commitment and enthusiasm embody the very best of Union Square, and we are grateful for all that you do. Here's to many more years of your outstanding service and the smiles you bring to everyone you meet!





# MAKING A DIFFERENCE



# CLEANING STATISTICS

## District Trends:

In February, we observed a significant decline in overall stat tracking within D360. This was primarily due to system outages affecting cleaning ambassadors' phones following a system update. Additionally, we identified a misclassification issue, where certain statistics were being recorded as maintenance requests instead of cleaning-related data, leading to an artificial decrease in reported metrics. Staff turnover and leaves of absence (LOAs) also contributed to the lower statistical performance for the month.

To address these challenges, we have since implemented comprehensive retraining for staff to ensure accurate stat tracking. This included interactive field training sessions led by supervisors and team leads, as well as the introduction of a metric-based recognition program to reinforce best practices. Moving forward, the Cleaning statistics will provide a far more accurate reflection of our operational efforts.

Category	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
<b>Graffiti Abated</b>	1039	909	763	681	530	417	385	386	5,110
<b>Hazardous Waste Clean-Up</b>	336	681	491	379	276	290	353	360	3166
<b>Scrub Requests</b>	331	668	732	593	758	437	501	125	4,145
<b>Overflowing Trashcans</b>	202	243	203	126	80	77	61	25	1,017
<b>Needle Clean Up</b>	144	179	181	155	94	96	59	47	955
<b>Sweep Requests</b>	2317	2833	2584	2589	7937	5855	5045	2759	31,919
<b>Litter/Debris/Leaf Weight in Pounds</b>	14,125	14025	21725	20500	21075	23725	14625	8875	138,675

### Graffiti Abated

**Trend:** Gradual decline from 1039 (July) to 386 (February).

**Insight:** The reduction in graffiti incidents suggests improved deterrence efforts, possibly due to increased patrols and enforcement.

**Additional Factor:** Fewer protests in recent months may have contributed to the decline, as these often lead to spikes in graffiti cases.

**Change in Nature of Graffiti:** While the overall number of incidents has decreased, the cases reported tend to involve larger graffiti paint-outs rather than smaller tags.

### Hazardous Waste Clean-Up

**Trend:** Increased from 336 (July) to 360 (February), peaking at 681 in August.

**Insight:** The fluctuation suggests that clean-up efforts have been more intensive in certain months, potentially due to seasonal changes or targeted initiatives.

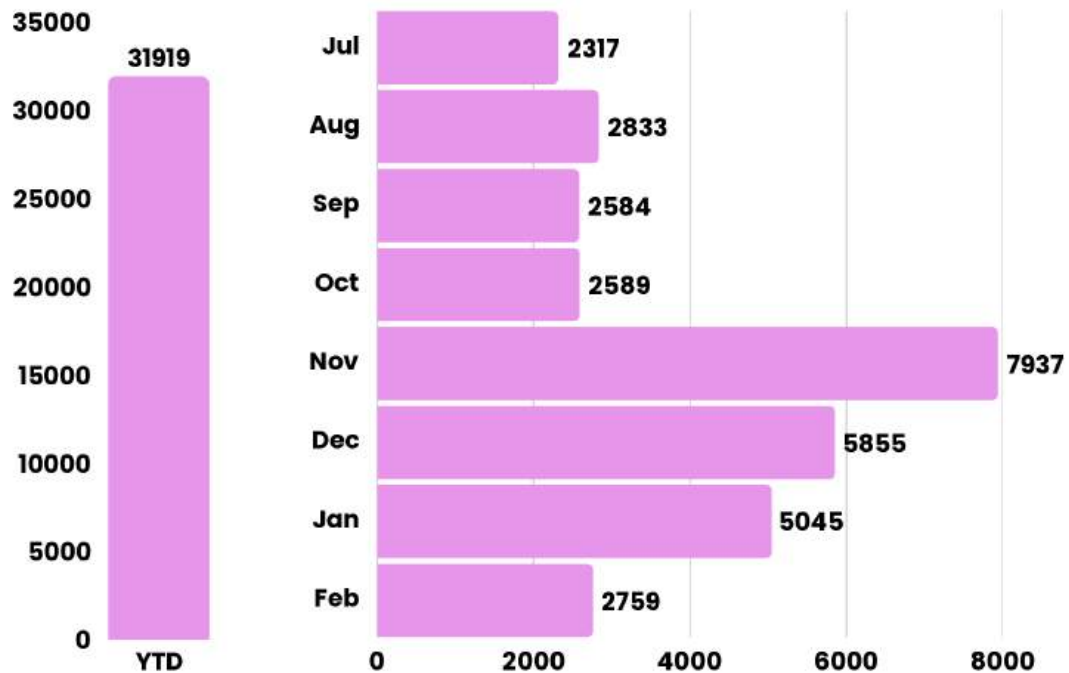
**Change in Nature of Waste:** More reports of biohazard waste (e.g., needles, human waste) have influenced resource allocation towards these types of clean-ups.

# QUALITY OF LIFE

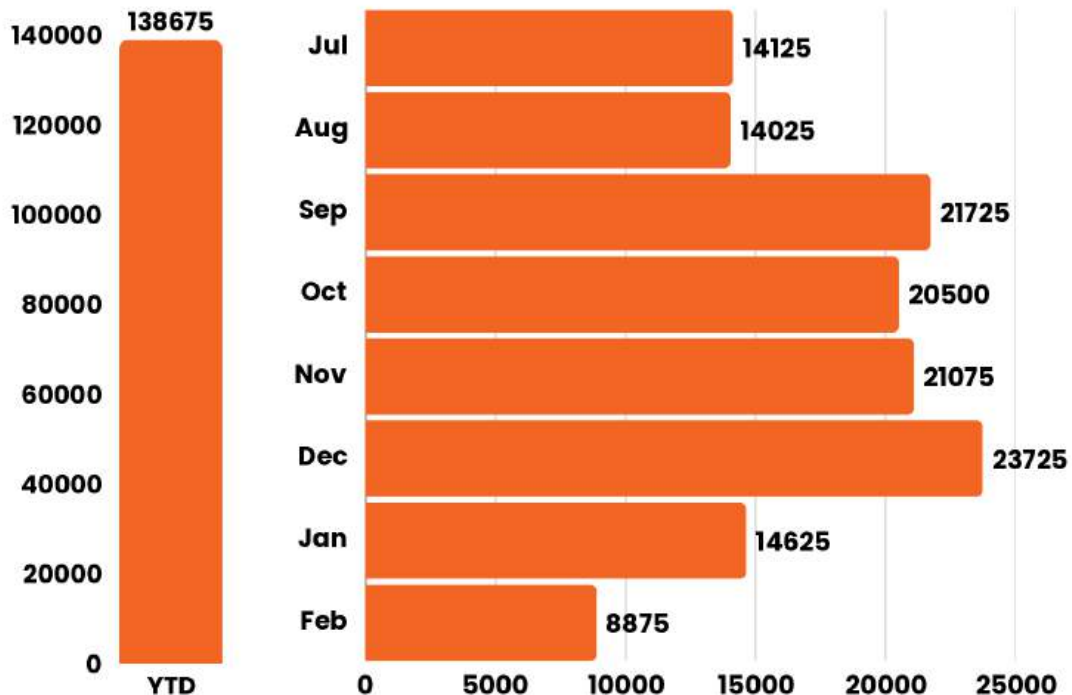
Category	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total
<b>Drunk &amp; Disorderly</b>	57	74	103	55	33	19	18	<b>5</b>	<b>364</b>
<b>Illegal vending - Observed</b>	13	7	18	3	4	0	0	<b>0</b>	<b>45</b>
<b>Mentally Disturbed</b>	77	56	140	75	28	56	44	<b>42</b>	<b>518</b>
<b>Noise Complaints</b>	34	21	53	9	4	4	2	<b>0</b>	<b>127</b>
<b>Panhandling - Aggressive</b>	62	66	78	9	0	1	2	<b>1</b>	<b>219</b>
<b>Safety Escorts</b>	9	28	22	24	9	17	5	<b>2</b>	<b>116</b>
<b>Sit/Lie/Sleep - Comply</b>	195	124	190	147	91	87	81	<b>60</b>	<b>975</b>
<b>Sit/Lie/Sleep - Non-Comply</b>	176	174	129	64	43	49	31	<b>47</b>	<b>713</b>
<b>Trespass/25 MPC</b>	234	190	122	80	57	34	49	<b>21</b>	<b>787</b>



## SWEEP REQUESTS



## LITTER/DEBRIS/LEAVES (LBS)



# STAFFING

## STAFFING

February 2025	Contracted Hours	Hours Worked
Pressure Washing	960	961
Cleaning	1664	1959
Team Lead	640	648
Member Services	384	412
Total	3712	4068

## VIDEO REQUEST

Category	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Footage Requests	32	20	44	21	28	23	16
SFPD Only	19	12	26	12	22	13	9
Time per request for MS Operator	6	8.9	6.1	4.95	6.9	9.8	3.4

## VIDEO REQUESTS





# ALL★STAR 2025

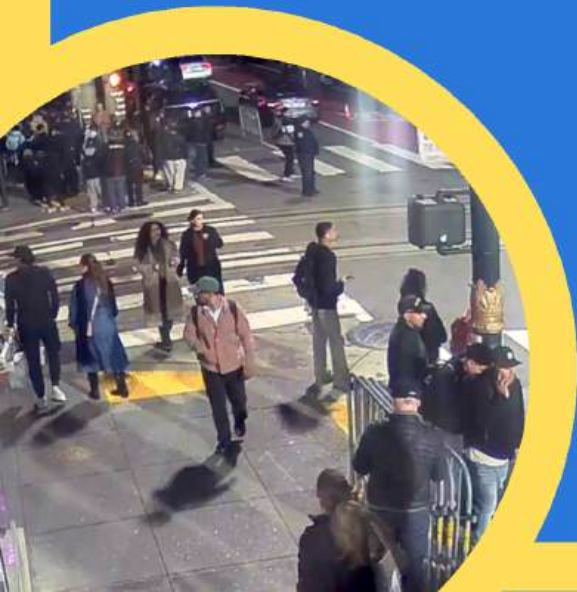
## SAN FRANCISCO BAY AREA

During the 2025 NBA All-Star Weekend, San Francisco became a hotspot for basketball fans, transforming Union Square into an electrifying hub of activity. With thousands of visitors flooding the area for pop-up events, player appearances, and interactive experiences, the Safety and Cleaning Ambassadors played a crucial role in maintaining a welcoming and well-organized environment.

Safety Ambassadors were strategically deployed throughout Union Square, ensuring smooth crowd flow, assisting visitors with directions, and quickly addressing any security concerns. Their visible presence helped deter potential disruptions while providing a reassuring presence for families and fans. Additionally, they worked closely with local law enforcement and event organizers to manage high-traffic zones, keeping pathways clear and ensuring emergency access remained unobstructed.

Cleaning Ambassadors worked tirelessly to uphold the cleanliness of Union Square amid the surge of foot traffic. With food vendors, merchandise stands, and pop-up activations attracting large crowds, waste accumulation was at an all-time high. The Cleaning Ambassadors increased their rotations, swiftly emptying trash bins, removing litter, and ensuring that high-touch areas were sanitized regularly. Their efforts not only kept Union Square pristine, but also enhanced the overall experience for fans and visitors.

Thanks to the dedication of the Safety and Cleaning Ambassadors, Union Square remained a vibrant, safe, and inviting space throughout the 2025 NBA All-Star Weekend. Their commitment ensured that fans could fully immerse themselves in the excitement of the event while enjoying a clean and secure environment in the heart of San Francisco.







## Celebrating Chinese New Year 2025 in Union Square

During the 2025 Chinese New Year celebrations, Union Square was packed with visitors enjoying lion dances, dragon parades, firecrackers, and cultural performances. With such a large crowd, the Safety and Cleaning Ambassadors played a key role in keeping everything running smoothly.

Safety Ambassadors helped direct foot traffic, prevent congestion, and assist visitors, making sure everyone could move safely through the busy streets.

After the celebrations, Cleaning Ambassadors jumped into action, clearing firecracker debris, food wrappers, and other trash. They worked quickly to restore Union Square to its clean and welcoming state, ensuring it was ready for the next wave of visitors.

Meanwhile, the Events Team set up and later removed over 250 barricades to help manage the crowd and create safe viewing areas for performances and parades. Their planning and hard work helped keep everything organized and flowing smoothly.

Thanks to the dedication of these teams, Union Square successfully hosted another exciting and well-managed Chinese New Year celebration, making it a memorable event for all.







# FEBRUARY 2025

SAFETY REPORT FOR RFP 230



**UNION  
SQUARE**  
ALLIANCE





## February Program Update

Following the continued progress of our expanded Safety Ambassador program, we are pleased to share the impact and key developments from February. This program, a collaboration between Block by Block, the Union Square Alliance, and the Office of Economic and Workforce Development, remains a critical initiative in strengthening safety measures and enhancing the overall experience within the district.

### Expanded Coverage & Team Performance

Throughout February, our team of X Safety Ambassadors—including X Safety Team Leads and X Foot Patrol Ambassadors—continued their commitment to providing 24/7 coverage across all shifts. Their proactive engagement has reinforced a safer and more welcoming environment for residents, businesses, and visitors. Each ambassador remains fully certified with a BSIS guard card, ensuring they are well-equipped to address various safety concerns with professionalism and efficiency.

### Impact & Key Metrics

In February, the Safety Ambassadors:

- Performed & logged over 22,000 total individual stats, covering interactions such as wayfinding assistance, welfare checks, and proactive patrols, and hotspot checks.
- Assisted with over 9000 public interactions, ensuring those in the district received the support they needed.
- Collaborated with local law enforcement and Legion Security to enhance response times and overall district safety.

These efforts have contributed to describe any notable safety improvements or trends, further strengthening community confidence in the security of Union Square.

### Program Enhancements

Building on the momentum from the past months, we are focusing on:

- Completed Training: In February, Safety Ambassadors successfully completed CPR, Electronic Defibrillator, and Outreach training, further strengthening their ability to respond to medical emergencies and engage with the community effectively.
- Community Engagement: Expanding partnerships with local businesses and organizations to ensure a unified approach to public safety.

**With these initiatives in place, we remain committed to further refining our safety strategies and delivering meaningful improvements that positively impact the district. We appreciate the ongoing support of all stakeholders as we work towards making Union Square a safer and more vibrant place for everyone.**





# TRAINING



The Union Square Safety Ambassadors recently participated in comprehensive community outreach training to deepen their understanding of the various programs available to the unhoused in San Francisco. This training equipped our team with valuable knowledge on local resources, shelters, mental health services, and assistance programs, ensuring they can provide informed guidance and meaningful support to those in need. By strengthening their expertise, our ambassadors are better prepared to serve the public and contribute to a safer, more compassionate community.

The Union Square Safety Ambassadors recently completed CPR and AED training, reinforcing their ability to respond effectively in emergency situations. This hands-on training provided our team with essential life-saving skills, ensuring they are prepared to assist the public in the event of a medical emergency. By enhancing their readiness and confidence, our ambassadors continue to play a crucial role in maintaining a safe and supportive environment for everyone in the community.







### **Mayor Laurie's address to the public at Union Square Park**

Mayor Laurie, Senator Scott Wiener, and other city leaders visited Union Square Park to celebrate the incredible vibrancy of San Francisco's iconic gathering space. Their visit highlighted the significance of Union Square as a hub for culture, commerce, and community, especially following the city's remarkable turnout for NBA All-Star Weekend and another successful Chinese New Year celebration. With thousands of visitors filling the district for these major events, Union Square once again proved to be a premier destination for both locals and tourists. The celebration underscored the city's ongoing commitment to revitalization, economic growth, and the preservation of San Francisco's rich traditions.

**A key part of this revitalization effort is the work of Union Square's Clean and Safety Ambassadors. These dedicated teams ensure the district remains welcoming and safe by maintaining cleanliness, assisting visitors, and providing a reassuring presence throughout the area. From keeping public spaces pristine to offering guidance and support to those in need, their contributions help uphold the vibrancy and reputation of Union Square as the heart of San Francisco.**





## AMBASSADOR OF THE MONTH



**Congratulations to Davonte Blackston, our February Ambassador of the Month! Davonte earned this recognition through both the quantity and quality of his interactions, consistently engaging with business owners, visitors, and the unhoused with respect and compassion.**

**Davonte ended the month with over 6,500 stats keyed in.**

**His outgoing personality and infectious positivity have made a significant impact in the field, uplifting not only those he serves but also his fellow ambassadors. His competitive spirit and dedication have helped foster a culture of excellence within the team.**

**Thank you, Davonte, for your hard work and leadership! Keep up the amazing work!**



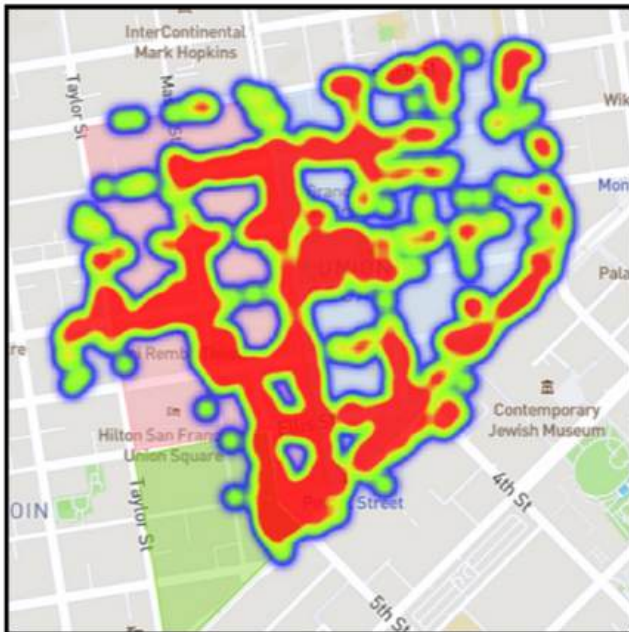


# SAFETY STATS

Union Square Safety Ambassador Stats	FEB	YTD
911 Emergency Call	16	24
311 Service	51	139
Hospitality Interaction	9178	9178
Business Contact - Safety Ambassador	50	50
Call for Service External	80	131
Directions Given	427	712
Litter Removal	60	18
Outreach Referral	9	9
PD Command Van	2	2
Legion Security Dispatch (Call for Backup)	35	69
Welfare Check - Comply	1557	2683
Welfare Check - NON Comply	87	99
Totals	22826	34678

# STAT MAPS

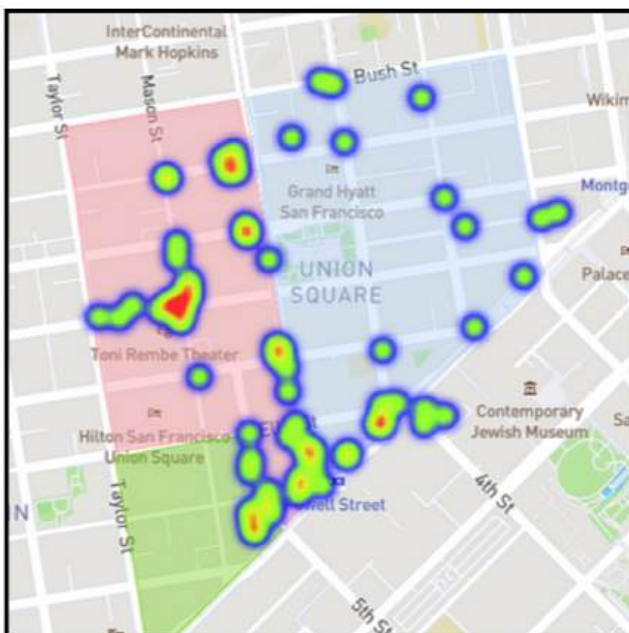
## WELFARE CHECK – COMPLY



## DIRECTIONS GIVEN



## WELFARE CHECK – NON COMPLY



## HOSPITALITY





# STAT DESCRIPTIONS

SA = Safety Ambassador		
Activity	Definition	Example
PD Command Van	Escalation – Safety issue beyond our scope of interaction.	SA notices a group of individuals engaged in a potentially violent confrontation. The SA determines the situation is beyond their control and contacts the PD Command Van for assistance.
SFPD Non-Emergency	Escalation – Safety issue beyond our scope of interaction	An SA observes a suspicious person loitering near a business after hours but there's no immediate threat. The SA escalates the issue to SFPD Non-Emergency since the PD Command Van is unavailable.
911 Emergency	Emergency PD	SA witnesses a physical altercation escalating with potential for serious injury. The SA calls 911 to request immediate police intervention.
Litter Removal (Small)	Trash Removal	SA picks up a beer can and disposes of it properly while on the path walk. (e.g., large paper, soda bottle, debris)
311 Service	Reporting issues to 311	SA reports a broken bus shelter on a dark corner via 311, ensuring the issue is logged into SMART for tracking.
Call for Service	Inbound Request & Dispatch assigns to SA.	Dispatch receives a call about a homeless individual sleeping in front of a business. The call is assigned to an SA, who documents their visit and outcome in SMART.
Directions Given	SA offers directions to the public.	A tourist asks an SA for directions to the nearest public restroom. The SA provides clear and friendly guidance.
Hotspot Checks	SA checks a pre-designated hotspot.	SA inspects a known hotspot for loitering and confirms that no unauthorized activity is occurring.
Business Contacts	When SA connects with a business/property owner on-site.	SA introduces themselves to the manager of a local café, shares their role, and asks if there are any concerns.
Welfare Check – Comply	SA Performs Successful Welfare Check.	SA approaches an individual sleeping in a doorway and politely asks them to move along. The individual complies with SA's request.
Welfare Check – Non-Comply	Subject does not comply with SA Welfare Check.	SA approaches the same individual, who refuses to leave and becomes verbally aggressive. The SA documents the encounter, escalates, and sets a time window to follow up.
Legion Security Dispatch	Escalation – Safety issue beyond our scope of interaction	SA encounters unauthorized access to a private property and calls Legion Security for immediate assistance.
Outreach Referral	SA refers someone to social services.	SA encounters a homeless individual asking for assistance. The SA refers them to a nearby shelter or outreach program and logs this in SMART.
Hospitality Contact	Friendly public interaction.	SA greets a shopper in the district with a warm smile and asks if they need any assistance or directions.

# STAFFING

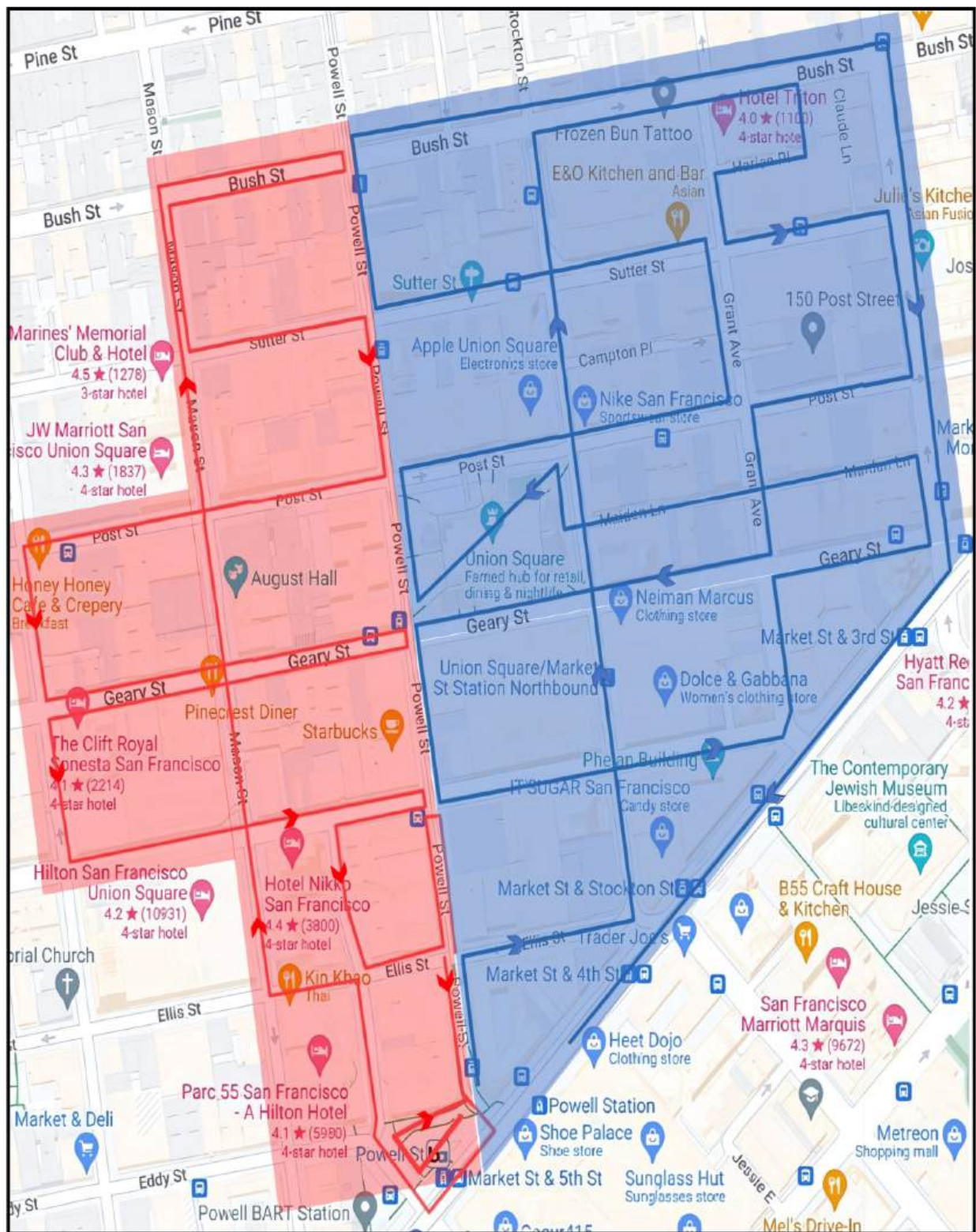
February 2025 Staffing	Contracted Hours February	Hours Worked February
Safety Ambassador	2336	2015
Safety Team Lead	512	447
Overnight Supervisor	160	160
Hospitality	160	160
Member Services	320	322
Total	3652	3,016

## DEPLOYMENT SCHEDULE

UNION SQUARE BID - RFP 230	WED	THUR	FRI	SAT	SUN	MON	TUE
AM SAFETY: 6:00 AM - 2:00 PM	3	3	3	3	3	3	2
PM SAFETY: 2:00 PM - 10:00 PM	4	3	4	4	4	3	3
ON SAFETY: 10:00 PM - 6:00 AM	6	6	7	5	7	7	7
SAFETY KIOSK: 9:00 AM - 5:00 PM	1	1	2	2	2	1	1
HOSPITALITY: 8:00 AM - 4:00 PM	1	1	1	1	1	0	0
Totals	15	14	17	15	17	14	13



# WALK PATH



# MEET THE MORNING TEAM



**ZAKIA BERDOUZ**

loves to travel and knows 5 different languages. Zakia is a newly promoted Safety Ambassador originally hired on the clean team. Zakia exemplifies friendliness and is an expert on all places of interest in the district.



**DAVONTE BLACKSTON**

is a natural athlete and competitor. When Davonte isn't in Union Square he enjoys playing basketball and football. Davonte also spends his time fishing and paintballing.



**BREANNA DEAGUERO**

is a proud mother to her 6 year old son. Breanna enjoys taking him on hikes and the beach. Breanna's favorite food is Mexican and aspires to own real estate in the near future.



**RAFAEL GUTIERREZ**

A proud native of San Francisco's Mission District, Rafael has a love for spaghetti and meatballs. In his free time, he enjoys catching action films at the movies, though his all-time favorite film is The Notebook.



**ROBERT HOOVER**

is a Bay Area Native with a wealth of leadership experience. When he's not Leading the safety team, Robert spends his time with his family and farm animals at home.



**MYRA RUTHERFORD**

a San Francisco native, is known for her bubbly and friendly personality. She prefers enjoying her home-cooked, culturally rich meals over dining out. Outside of work, she dedicates her time to her child and her education.







# Legion Ops Report

February 2025

SECURITY REPORT FOR  
UNION SQUARE





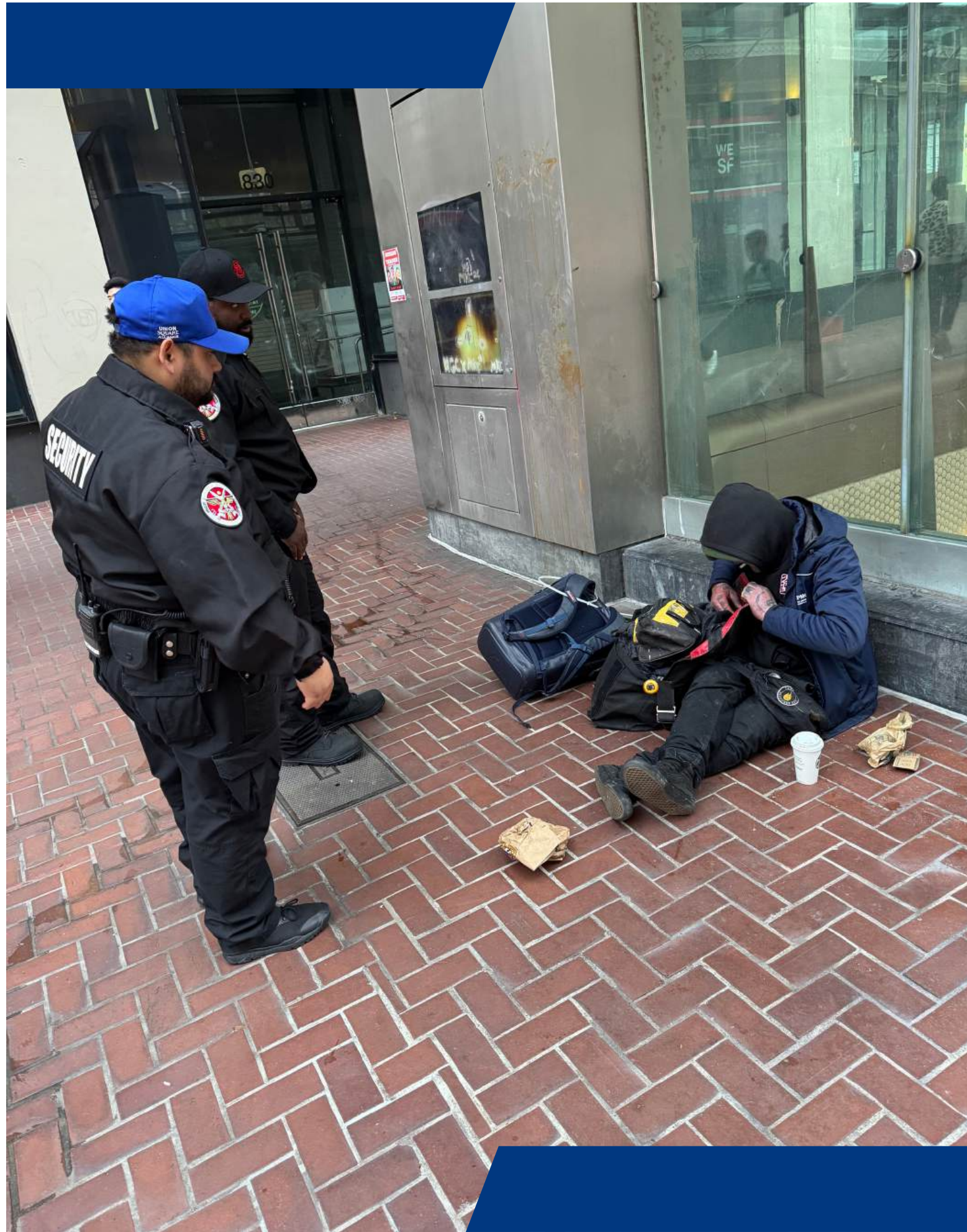
# Overview

## SECURITY AND SAFETY IN UNION SQUARE

- 01** February saw a decline in narcotic use and vandalism.
- 02** More officer interactions with individuals in need, focusing on de-escalation and crisis intervention.
- 03** **Challenges remain:** Increase in mental health-related incidents and indecent exposures.







## **Narcotic Use & Mental Health Trends**

### **KEY TRENDS IN PUBLIC SAFETY**

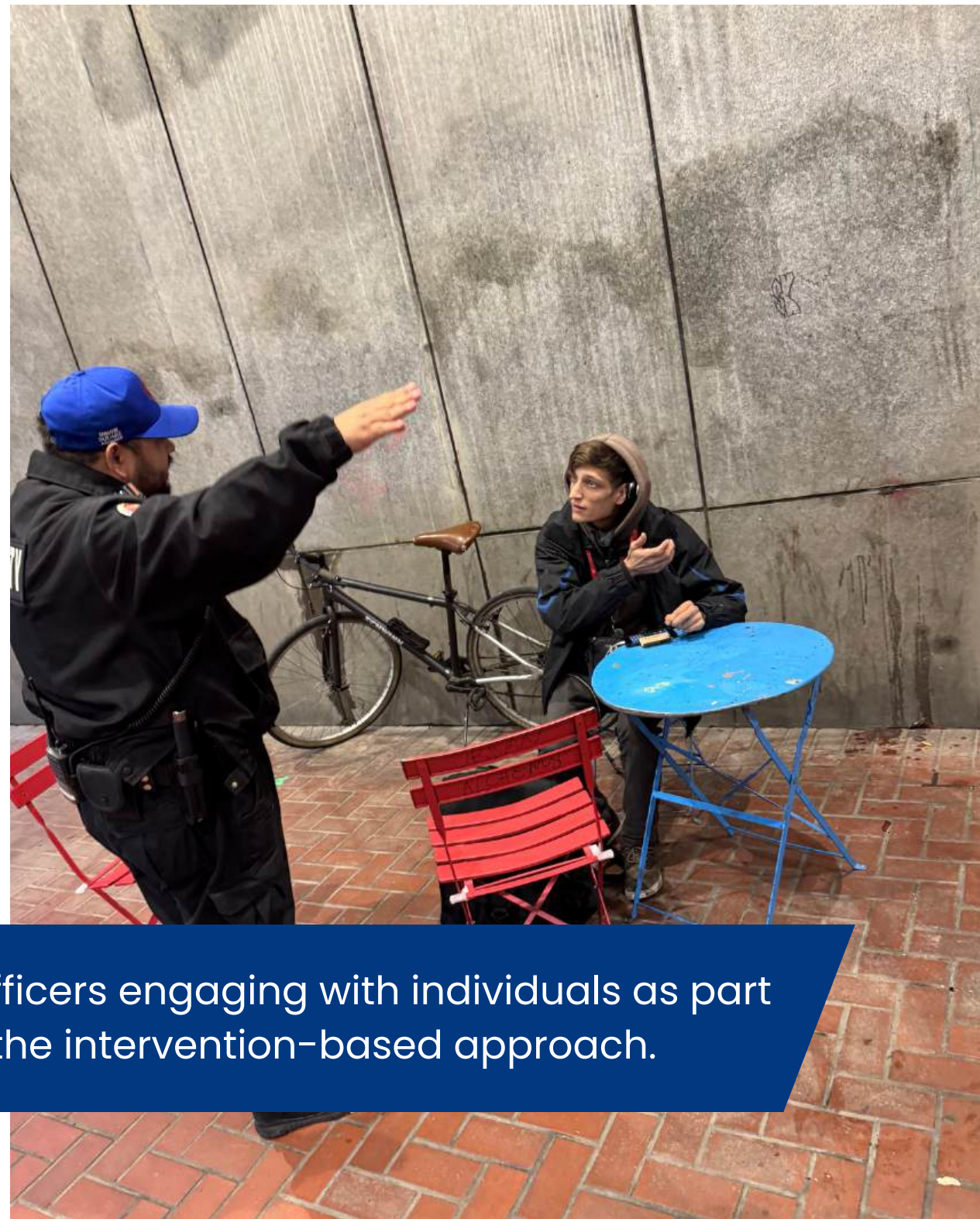
- **Narcotic use decreased by over 50% compared to January.**
- **Indecent exposures increased from 6 to 28 cases.**
- **Mental health incidents rose from 33 to 50 cases.**
- **Officers are shifting focus to intervention and support services.**
- **Visual: Side-by-side comparison chart of key statistics.**





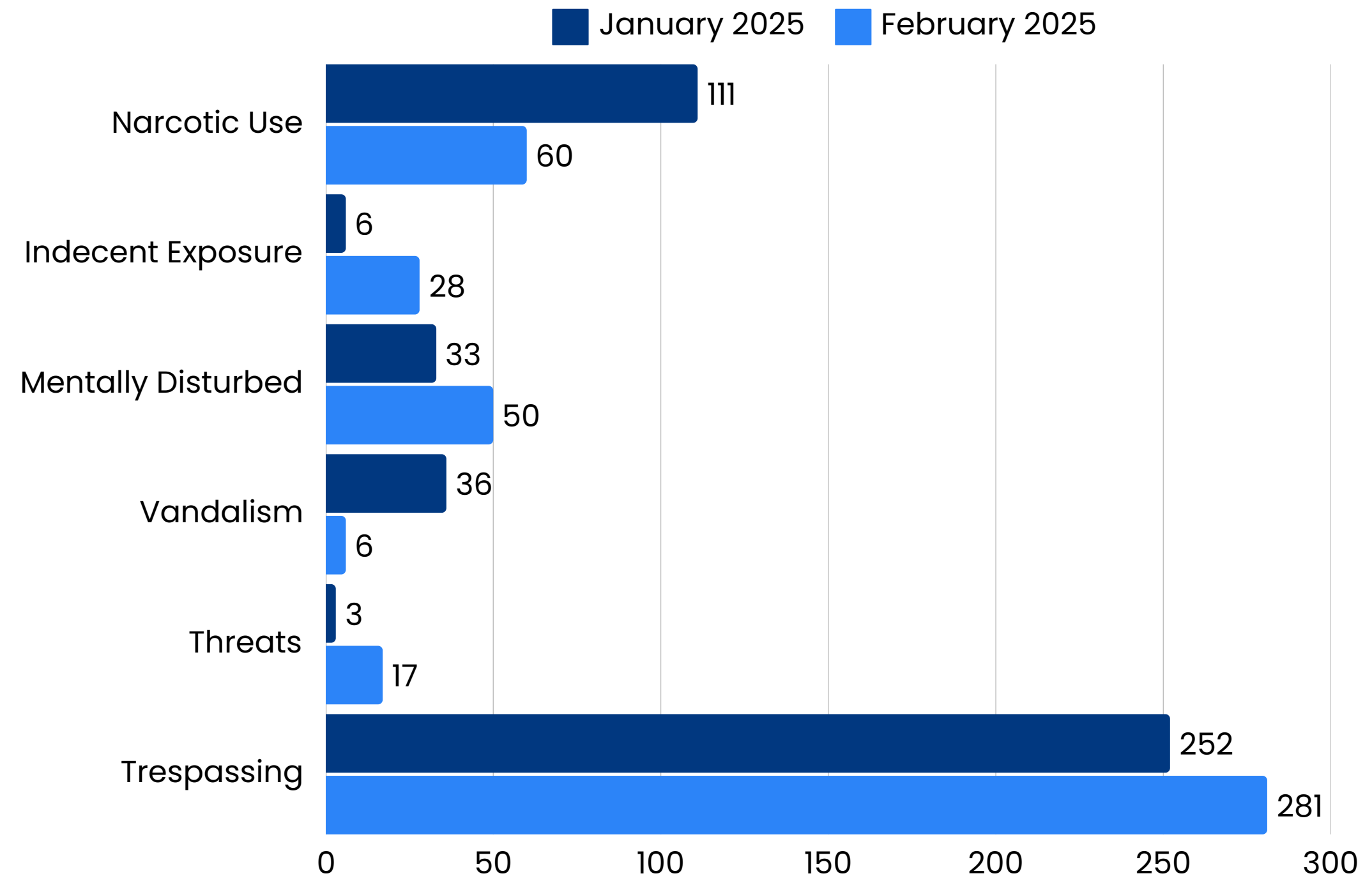
# Key Security Metrics

## SECURITY INCIDENT BREAKDOWN



Legion officers engaging with individuals as part of the intervention-based approach.

While narcotic use has dropped significantly, indecent exposure and mental health-related incidents have increased, requiring a stronger focus on intervention.





# Notable Incidents

## Significant Cases in February

### Case #1

February 5

#### Mental Health Crisis at Geary & Stockton

- Individual in distress declined medical assistance.
- Escalated into public indecency; police were called.

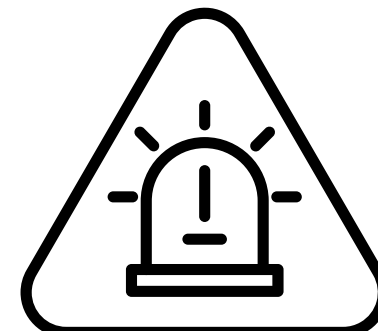


### Case #2

February 6

#### Aggressive Behavior at 38 Ellis St

- Individual attempting to grab customers' belongings.
- Officers called in SFPD for intervention, resulting in a psychiatric hold.



### Case #3

February 8

#### Opioid Overdose at 424 Powell St

- Officers administered CPR and called EMS.
- Individual regained consciousness but needed further medical care.



# Future Strategies & Recommendations

## Next Steps for Public Safety

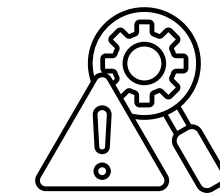
### KEY FOCUS AREAS:



**Expand crisis intervention training for officers.**



**Strengthen mental health partnerships with local organizations.**



**Enhance patrol strategies to address recurring incidents.**



**Increase visibility and proactive engagement in high-incident areas.**



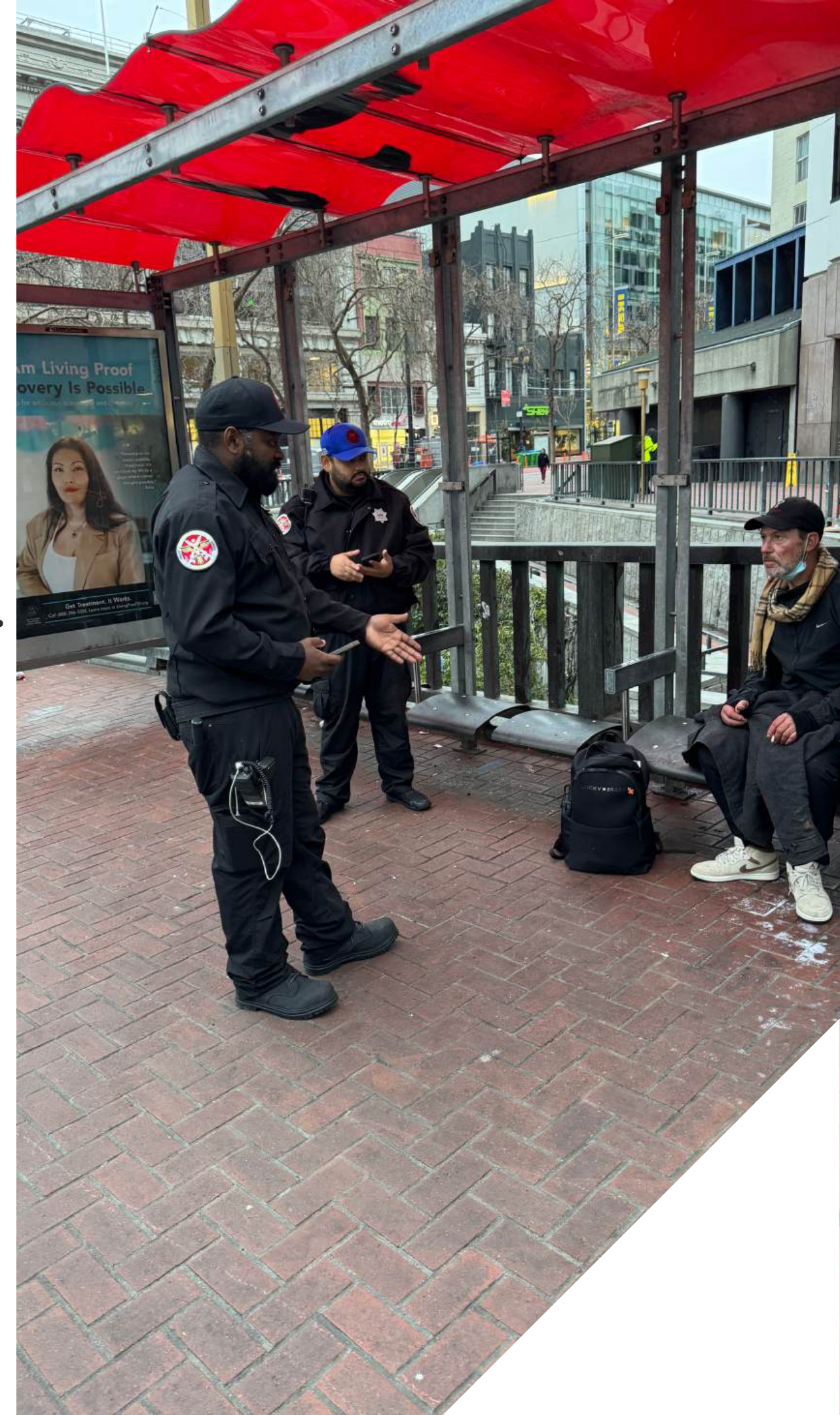


# Conclusion & Next Steps

## Commitment to a Safer Union Square

### KEY FOCUS AREAS:

- Public safety is improving, but more work is needed.
- Focus remains on intervention, de-escalation, and proactive security measures.
- Legion Corporation is committed to adapting strategies to meet evolving security challenges.







**LEGION**  
CORPORATION

# Thank You

