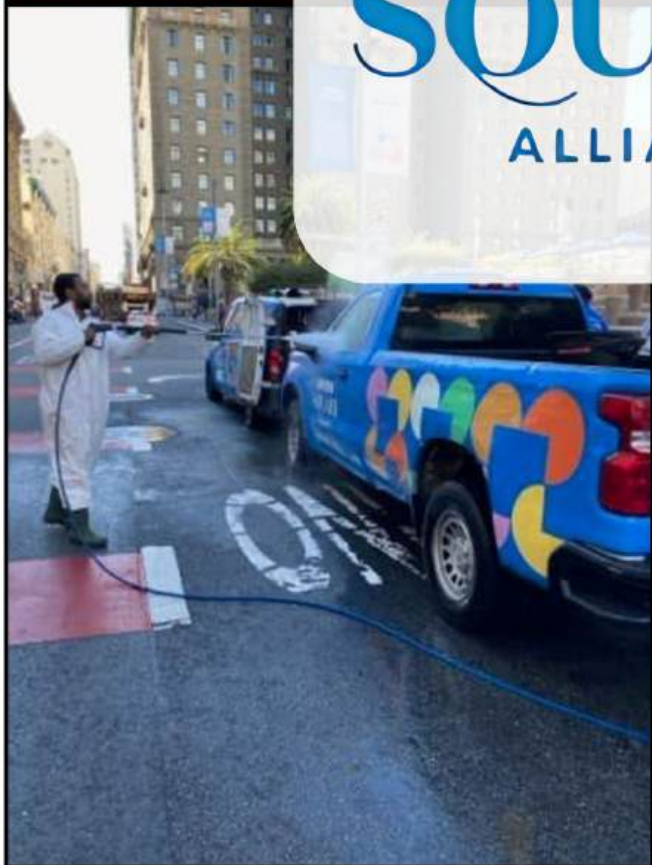




# UNION SQUARE ALLIANCE



**JANUARY 2025**

**Operations Report for Union Square  
Business Improvement District Operations.**



# AMBASSADORS PREP FOR NEW MAYOR'S VISITS



The Ambassador team was out in full force, eagerly preparing for the much-anticipated arrival of Mayor Daniel Lurie to Union Square following his inauguration on January 9th. The excitement was palpable as the team rallied, ensuring everything was perfectly set for this historic occasion.

As the incoming Mayor made his way up Powell Street in the iconic Cable Car, several members of the Ambassador team had the incredible opportunity to personally meet him, as he made his way toward Chinatown. The team couldn't have been more thrilled to be part of such a landmark event

# JP MORGAN MUSIC EVENT AT UNION SQUARE PARK



The J.P. Morgan Healthcare Conference began in San Francisco on Monday, January 13th, with unexpectedly pleasant weather for the Convention's Music event held in Union Square Park. The Alliance ambassador team played a key role in supporting the event by setting up 18 tables with umbrellas, several bistros set for extra seating, and two event tents. **This event brought in an extra 200,000 to the Union Square District during the week long event!**

Additionally, a Safety ambassador was stationed at an ambassador podium located at the Post Street entrance to the park, offering assistance, safety support, and information to event attendees. To ensure the event space remained clean and welcoming, the BBB Alliance team also provided two cleaning ambassadors to cover the first and second halves of the event day



# INTRODUCING OUR NEW OPERATIONS MANAGER



We are excited to welcome Jaffar Mendieta as our new Operations Manager! A dynamic leader with extensive experience, Jaffar brings a fresh perspective and a proven track record of success in business and management. His strategic mindset, commitment to excellence, and passion for growth make him the perfect fit to lead our team into the future.

Jaffar is dedicated to fostering innovation, collaboration, and employee development, ensuring our team thrives and reaches new heights. His leadership will drive sustainable growth, inspire creativity, and strengthen our mission. We look forward to the opportunities ahead and the impact he will make!

Jaffar's Goals for Union Square:

- Cultivating a Culture of Excellence – Setting high standards for performance, service, and teamwork.
- Enhancing Cleanliness & Safety – Ensuring a well-maintained, secure, and welcoming environment for employees and customers.
- Strengthening Communication – Promoting transparency, active listening, and clear expectations across all levels.
- Boosting Organizational Efficiency – Streamlining operations, optimizing workflows, and improving overall productivity.

Email: [Jmendieta@blockbyblock.com](mailto:Jmendieta@blockbyblock.com)

Phone: 415-622-7275

# CLEANING STATISTICS

## District Trends:

### **Graffiti Abated**

- Trend: Gradual decline from 909 (August) to 385 (January)
- Insight: The Safety Ambassador team's presence has contributed to fewer graffiti incidents.
- Additional Factor: Only one protest occurred in January, which correlates with lower graffiti reports, as protests tend to increase graffiti cases.
- Change in Nature of Graffiti: While overall reports are down, the graffiti being addressed is larger-scale paint-outs rather than small tags.

### **Hazardous Waste Clean-Up**

- Trend: Declined from 681 (August) to 276 (November), then a slight increase in December (290)
- Insight: The increase in hazardous waste is likely due to increased safety ambassador presence in the district, leading to more identification and reporting.

### **Litter/Debris/Leaf Weight (lbs)**

- Trend: Fluctuated, peaking in December (23,725 lbs), then dropping in January (14,625 lbs)
- Insight:
  - January's drop was due to high call-offs from illness and PTO, affecting cleaning staff.
  - "Smart Wind" was non-functional, leading to inefficiencies in debris collection vs previous months.
  - January had minimal inclement weather, unlike November and December, which saw more wind-related debris.

Category	Jul	Aug	Sep	Oct	Nov	Dec	Jan	YTD
Graffiti Abated	1039	909	763	681	530	417	385	4724
Hazardous Waste Clean-Up	336	681	491	379	276	290	353	2806
Scrub Requests	331	668	732	593	758	437	501	4020
Overflowing Trashcans	202	243	203	126	80	77	61	992
Needle Clean Up	144	179	181	155	94	96	59	908
Sweep Requests	2317	2833	2584	2589	7937	5855	5045	29160
Litter/Debris/Leaf Weight in Pounds	14,125	14025	21725	20500	21075	23725	14625	129800

# QUALITY OF LIFE STATISTICS

## District Trends:

### **Illegal Vending (Observed)**

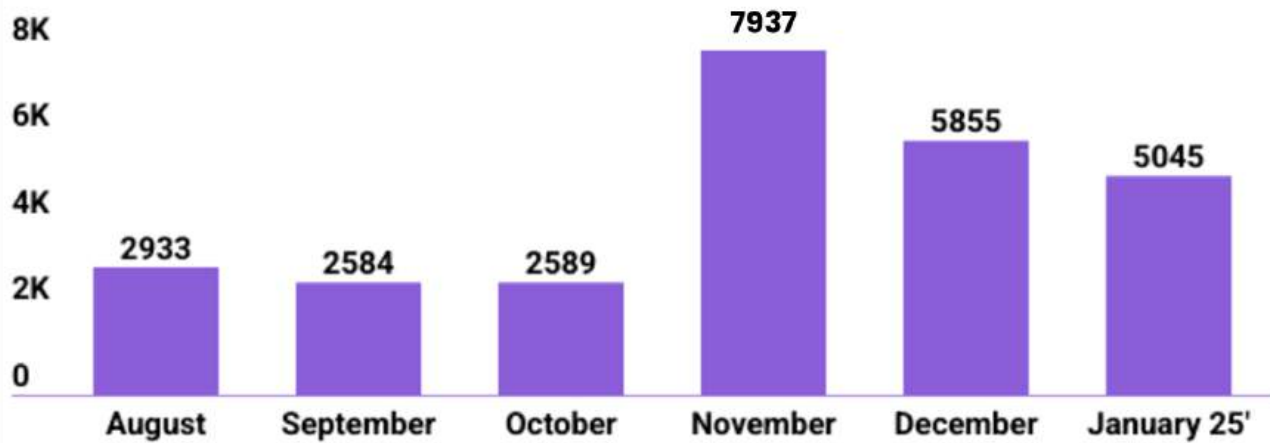
- Trend: Peaked in September (18) but disappeared in December and January (0 cases each)
- Insight:
  - Health Department shut down unpermitted hot dog carts, reducing illegal food vending.
  - City issued more vendor permits on Market Street to boost local businesses.
  - SFPD's increased permit enforcement for clothing and accessory vendors has also contributed to the decline.

### **Panhandling (Aggressive)**

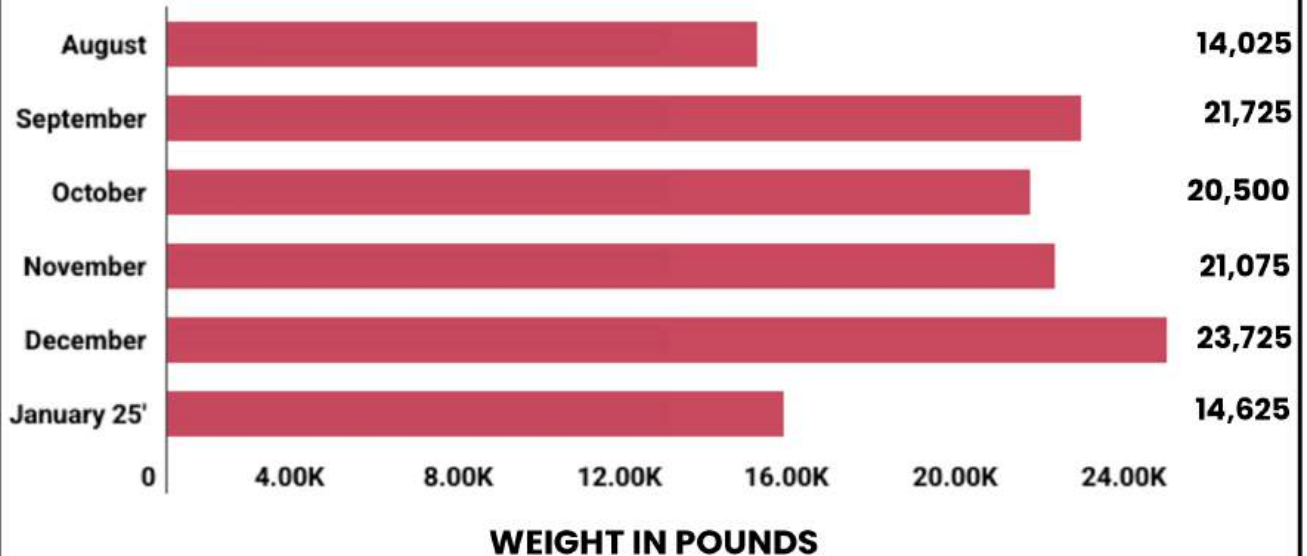
- Trend: Peaked in September (78) but declined drastically in January (2 cases)
- Insight:
  - Due to the implementation of Safety Grant RFP 320 the responsibilities of dealing with all Pan Handlers have shifted to the Safety Team.
  - All incidents of pan handling are now coded through the Welfare Check Comply or Non-Comply. Please see Page 5 of the January Safety Report.
  - Welfare Check - Non Comply is followed by the appropriate escalation to Legion Dispatch, SFPD Non Emergency, or 911 calls depending on the severity of the specific situations.

Category	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total
Drunk & Disorderly	57	74	103	55	33	19	18	359
Illegal vending - Observed	13	7	18	3	4	0	0	45
Mentally Disturbed	77	56	140	75	28	56	44	476
Noise Complaints	34	21	53	9	4	4	2	127
Panhandling - Aggressive	62	66	78	9	0	1	2	218
Safety Escorts	9	28	22	24	9	17	5	114
Sit/Lie/Sleep - Comply	195	124	190	147	91	87	81	915
Sit/Lie/Sleep - Non-Comply	176	174	129	64	43	49	31	666
Trespass/25 MPC	234	190	122	80	57	34	49	766

# SWEEP REQUESTS



# LITTER/DEBRIS/LEAVES



# STAFFING

January 2025	Contracted Hours	Hours Worked
Pressure Washing	960	1014.62
Cleaning	1664	1987.95
Team Lead	640	643.35
Member Services	384	421.37
Total	3712	4475.17

# VIDEO REQUEST

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



# BEFORE



# AFTER







# UNION SQUARE ALLIANCE



**JANUARY 2025**

**Safety Report for Grant RFP230**





Following the successful launch of our expanded Safety Ambassador program in December, we are pleased to share the progress and impact of our initiatives throughout January. This program, a collaboration between Block by Block, the Union Square Alliance, and the Office of Economic and Workforce Development, has continued to strengthen safety measures across the district.

### **Expanded Coverage & Team Performance**

As of January, our team of 20 Safety Ambassadors—including 4 experienced Safety Team Leads and 16 Foot Patrol Ambassadors—has been actively patrolling and providing support across all three shifts. Their presence has ensured 24/7 coverage, reinforcing a safer and more welcoming environment for residents, businesses, and visitors. Each team member remains fully certified with a BSIS guard card, equipping them with the necessary skills to handle various safety situations with professionalism and efficiency.

### **Impact & Key Metrics**

In January, the Safety Ambassadors have:

- Performed & logged over 11,000 total individual stats ranging from giving the public direction to performing designated “Hot Spot Checks” for overall public safety and cleanliness.
- Assisted with over 1400 public interactions, providing wayfinding support, welfare checks.
- Responded to 34 safety concerns reported by businesses and community members.
- Collaborated with local law enforcement and Legion Security to enhance coverage and response times for urgent incidents.

This continued commitment has contributed to a notable reduction in safety-related incidents and an increase in community engagement, as evidenced by feedback from stakeholders and pedestrians who have expressed greater confidence in the safety of the area.

### **Program Enhancements & Next Steps**

Building on the initial success of the program, we are focusing on:

- Ongoing Training: Continuous skill development, including CPR, de-escalation techniques and outreach programs, to ensure ambassadors are well-prepared for a variety of situations.

With a strong foundation in place, we remain dedicated to refining and enhancing our safety initiatives to better serve the community. As we move forward, we anticipate even greater improvements in district safety and overall public confidence.

Thank you for your continued support as we work together to create a safer Union Square for all.



# NEW SAFETY AMBASSADOR INFORMATION PODIUMS



Starting this January, the Union Square Alliance has set up new podium-style information kiosks to help visitors navigate the area more easily.

- Union Square Park Kiosk – This kiosk will be available during big events, like seasonal celebrations and special gatherings, to provide useful information to visitors.
- Powell & Market Kiosk – Located near the famous cable car turnaround and the Hallidie Plaza BART exit, this kiosk will be open every day from 11 AM to 6 PM to assist anyone exploring downtown San Francisco.

These kiosks are meant to make the area more welcoming and helpful for both tourists and locals. Plus, they can be moved if needed!

# AMBASSADOR OF THE MONTH



Big shoutout to Xavier Sheppard for being named Ambassador of the Month for January! 🎉

Xavier has been helping out in Union Square since October 2023, and his hard work, dedication, and "jump-in-whenever-needed" attitude make him stand out.

Why Xavier Deserves This:

- Worked non-stop in January to help with taking down the Union Square Christmas tree and Ice Rink.
- Stepped up as a Supervisor/Team Leader for the new overnight Safety program, making sure everything ran smoothly.
- Supported the overnight Pressure Washing team, a tough but important job!
- Handles multiple roles across Union Square, from forklift operator at events to general support for the team.

Xavier is based in San Francisco and loves the fast-paced nature of his job. He's always learning, mentoring others, and making Union Square a better place.

Thank you, Xavier, for your hard work! We appreciate everything you do!

# JANUARY STATISTICS

Union Square Safety Ambassador Stats - January 2025	
911 Emergency Call	6
311 Service	82
Call for Service External	49
Directions Given	275
Legion Security Dispatch	28
Welfare Check - Comply	1126
Welfare Check - NON Comply	12
Totals	1578



# JANUARY STATISTICS

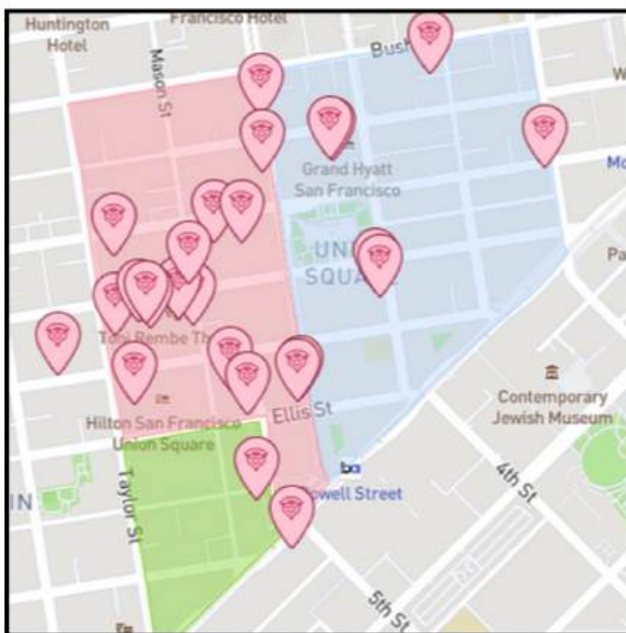
## WELFARE CHECKS



## DIRECTIONS GIVEN



## LEGION DISPATCHED



## 311 SERVICES



# SAFETY STAT DESCRIPTIONS

SA = Safety Ambassador

Activity	Definition	Example
<b>911 SFPD</b>	Emergency PD	SA witnesses a physical altercation escalating with potential for serious injury. The SA calls 911 to request immediate police intervention.
<b>311 Service</b>	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.
<b>Directions Given</b>	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.
<b>Hotspot Checks</b>	SA checks a pre-designated hotspot.	SA inspects a known hotspot for loitering and confirms that no unauthorized activity is occurring.
<b>Welfare Check - Comply</b>	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.
<b>Welfare Check - Non-Comply</b>	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.
<b>Legion Security Dispatch</b>	Escalation - Safety issue beyond our scope of interaction	SA encounters unauthorized access to a private property and calls Legion Security for immediate assistance.

# STAFFING

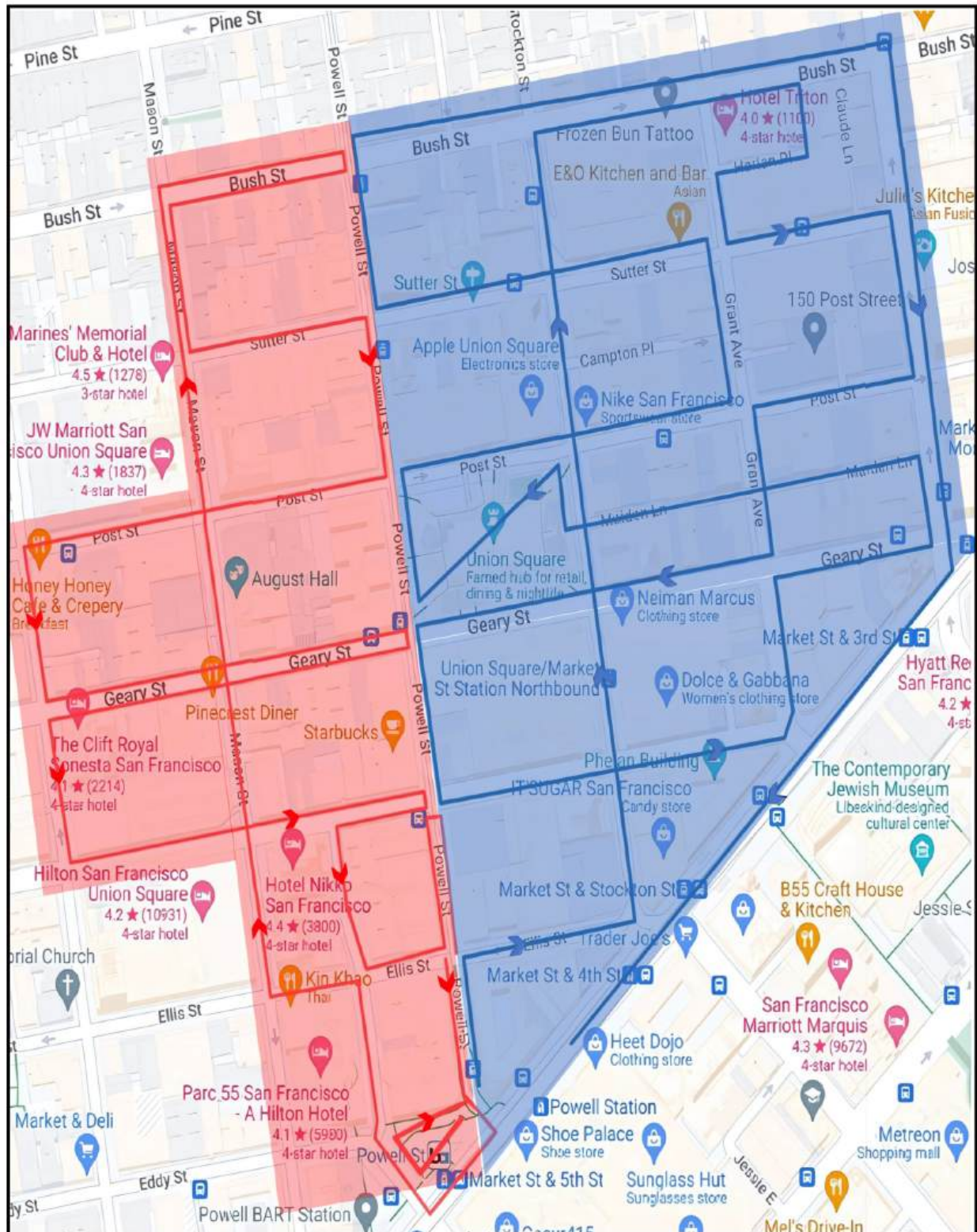
January 2025 Staffing	Contracted Hours January	Hours Worked January
Safety Ambassador	2336	2261
Safety Team Lead	512	450.40
Overnight Supervisor	160	160
Hospitality	160	143.98
Member Services	320	303.99
Total	3652.4	3342.04

# 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



# WALK PATH



# MEET THE TEAM



**ARMAN JENKINS**

loves video games and anime. His favorite anime is Bleach. Arman is learning Japanese and plans to visit Japan in the next year or so. Arman approaches everyone with respect, which results in better interactions with the public.



**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.



**BREANNA DEGUERO**

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.



**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.



**January 2025**  
**Security Report**

**Legion Corporation**



**UNION**  
**SQUARE**





**Legion is pleased to introduce Mr. Jackson Elcantra as the Union Square Manager for Union Square. He joins us with over 10 years in corporate security, risk management, and operational safety.**





In the first month following the doubling of security staff, our team successfully implemented enhanced coverage measures while navigating the added complexity of newly adjusted patrol routes. Changes to established routes initially presented hurdles; both in developing them and in execution. Ultimately the routes developed ensure the district is covered efficiently while maximizing effectiveness. The team struggled to learn new checkpoints and routes “on the fly”. That meant they were forced to follow on their phones and check their work as they went along. Aware of the optics of Officers on their phone we created small, laminated maps which they are now utilizing.

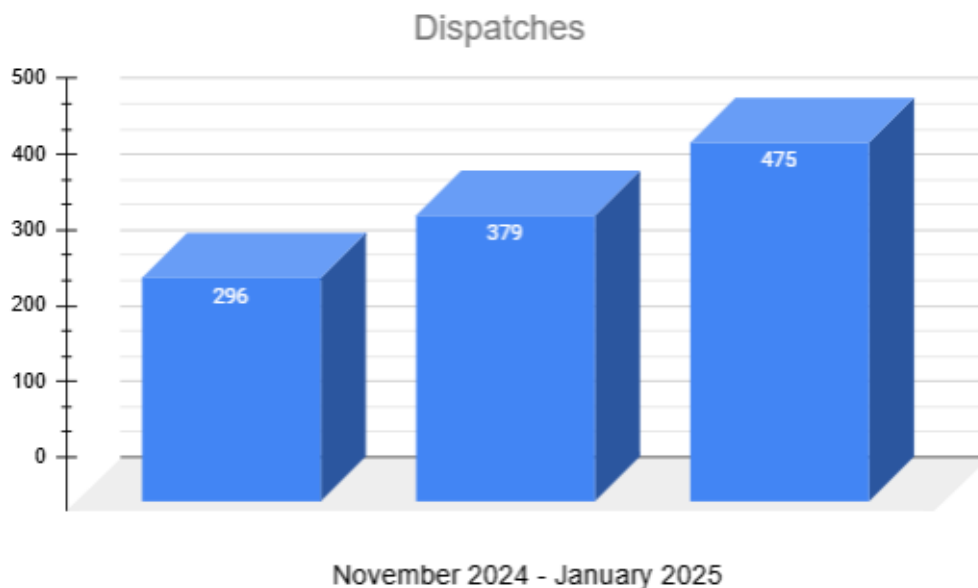
The expanded security presence has improved situational awareness and responsiveness, validating the effectiveness of the revised approach. Overall, these efforts yielded notable gains in both stability and safety, underscoring the success of the initiative’s first phase.





## Dispatches

In January, Legion officers experienced a significant increase in dispatches, as we had anticipated, confirming the decision to enhance staffing and expand patrol zones within the district. Over the past three months, we have observed a trend of increasing dispatches, and we are actively preparing our staff for this uptick to continue as the warm weather months are approaching.



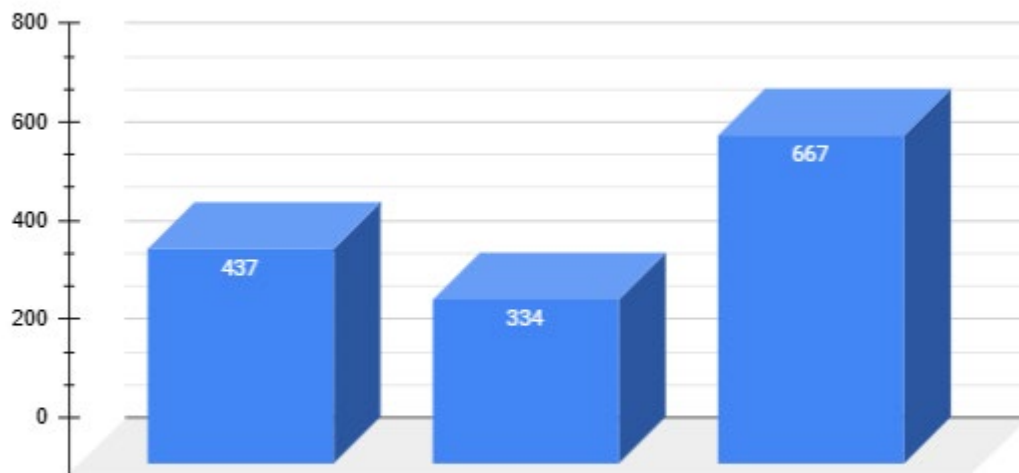
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## Sit/Lie Violations

Legion officers recorded a 99.7% increase in sit/lie violations, rising from 334 in December to 667 in January. This is reflective of the increased staffing and increase of nearly 100% as anticipated.



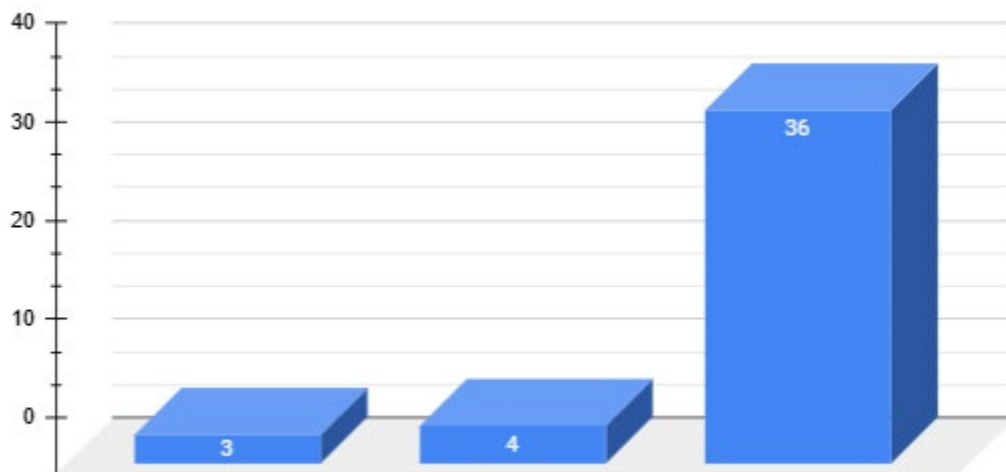
### Sit/Lie Violations



November 2024 - January 2025

Legion officers reported a significant rise in incidents of vandalism, in the month of January.

### Vandalism



November 2024 - January 2025





# Key Metrics

Event	December 2024	January 2025
Dispatches	379	475
S.I.A.'S	1,295	1,209
Aggressive Panhandling	27	40
Assault	3	3
Burglary	4	1
DUI	0	0
Human Trafficking	1	0
Illegal Dumping	5	7
Indecent Exposure	4	6
Mentally Disturbed	40	33
Narcotic Use	100	111
Noise Violation / Disturbing the Peace	56	25
Open Container	3	2
Property Damage	1	6
Public Intoxication	12	12
Selling w/o Permit	0	2
Shoplifting	0	2
Sit/Lie Violation	334	667
Theft	0	0
Threats	1	3
Traffic or Parking Violation	1	0
Trespassing	206	252
Vandalism	4	36



Event	December 2024	January 2025
Miscellaneous (Passing Calls)	3,024	2,507
Hospitality Encounters	174	398

## Notable Interactions

- On Thursday, January 2, Legion officers observed an individual actively using narcotics at 390 Sutter Street. Legion officers advised the individual to relocate and were met with hostility. Legion officers contacted emergency services for assistance. San Francisco Police Department officers arrived on-scene and relocated the individual without further incident.
- On Thursday, January 9, Legion officers observed an unhoused individual lying down at 845 Market Street. Legion officers conducted a welfare check and reported the individual was unresponsive and immediately contacted emergency services. While waiting for emergency services, Legion officers reported an ambassador administered Narcan Nasal Spray as the individual was possibly experiencing an opioid overdose. San Francisco Fire Department (SFFD) arrived on-scene and began to evaluate the individual. SFFD determined further medical assistance was required and transported the individual for treatment.
- On Friday, January 10, Legion officers were dispatched to 170 O'Farrell Street in response to an aggressive unhoused individual who was spitting at safety ambassadors. Upon arrival, Legion officers reported the individual began throwing items at them, which hit an officer in the face and neck area. The individual began attempting to physically attack tourists which prompted legion officers to detain the individual and contact emergency services. San Francisco Police Department officers (SFPD) arrived on-scene and took custody of the individual. SFPD subsequently transported the individual on a 48 hour psychiatric hold.



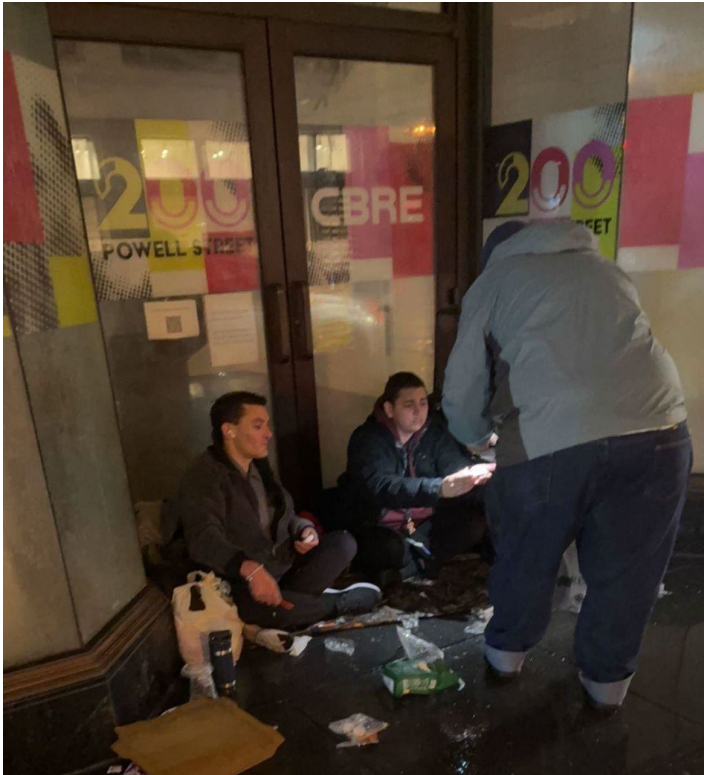


- On Monday, January 20, Legion officers observed an unhoused individual lying down at 401 Geary Street. Legion officers conducted a welfare check and reported the individual was unresponsive. Legion officers were preparing to contact emergency services and reported the individual stood up and lunged towards them in an attempt to strike. Legion officers created increased distance while brandishing pepper spray, and gave the individual verbal commands in an effort to de-escalate. Legion officers reported the individual ignored their commands and continued to approach, which led an officer to deploy pepper spray. Legion officers immediately contacted emergency services for assistance. The San Francisco Fire Department (SFFD) and San Francisco Police Department (SFPD) officers arrived on-scene and evaluated the individual. SFFD determined further medical assistance was required and transported the individual for treatment.
- On Friday, January 31 at 7:58am, Legion officers observed an individual who was lying down at Macy's, located at 170 O'farrell Street. Legion officers conducted a welfare check and reported the individual was unresponsive, showing symptoms of a possible opioid overdose. Legion officers immediately contacted emergency services, who directed staff members to begin chest compressions. At approximately 8:09am, Legion officers reported the San Francisco Fire Department (SFFD) arrived on-scene and began to evaluate the individual. SFFD determined further medical assistance was necessary and transported the individual for treatment.



## Before and After photos:

197 O'Farrell





## 5th and Market

