



MARCH 2025

Operations Report for Union Square Business Improvement District Operations.





JEROME HUNTER

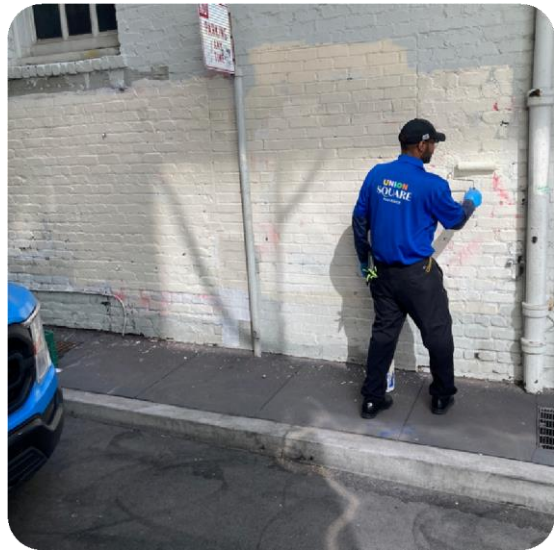
Congratulations to Jerome Hunter on being named our Ambassador of the Month for March! Jerome has truly set the standard for excellence on our team, consistently modeling every aspect of what it means to be an effective Cleaning Ambassador. His dedication, professionalism, and attention to detail are evident in everything he does, from keeping Union Square clean and inviting to stepping up as a leader during the morning shift.

This past month, Jerome went above and beyond by training our two newest Cleaning Ambassadors, ensuring they felt welcomed, supported, and fully prepared to succeed. His patience, expertise, and team-first attitude have made a lasting impression, and his leadership continues to strengthen our entire operation.

Jerome, your hard work and commitment do not go unnoticed. You embody the spirit of Union Square, and we are proud to recognize you for your outstanding contributions.

Thank you for everything you do!

MAKING A DIFFERENCE



CLEANING STATISTICS

District Trends:

In March, we observed a strong rebound in Cleaning statistics, showcasing the positive impact of the retraining efforts implemented in response to February's challenges. Nearly every category saw significant improvement, with notable increases in Hazardous Waste Clean-Up, Scrub Requests, Graffiti Abatement, and Litter/Debris weight removed—many reaching their highest levels in several months.

This performance surge directly reflects the effectiveness of the interactive field retraining sessions and the metric-based recognition program introduced in late February. The team has demonstrated improved accuracy in stat tracking, greater attention to detail, and renewed ownership of responsibilities in the field. These results validate that our strategic focus on training and accountability is paying off and will continue to drive performance moving forward.

Category	Jul	Aug	Sep	Oct	Nov	Dec	Total
Graffiti Abated	1039	909	763	681	530	417	4339
Hazardous Waste Clean-Up	336	681	491	379	276	290	2453
Scrub Requests	331	668	732	593	758	437	3519
Overflowing Trashcans	202	243	203	126	80	77	931
Needle Clean Up	144	179	181	155	94	96	849
Sweep Requests	2317	2833	2584	2589	7937	5855	24115
Litter/Debris/Leaf Weight in Pounds	14,125	14025	21725	20500	21075	23725	115175

Category	Jan	Feb	Mar	Apr	May	Jun	Total
Graffiti Abated	385	386	789	0	0	0	1560
Hazardous Waste Clean-Up	353	360	1,147	0	0	0	1860
Scrub Requests	501	125	847	0	0	0	1473
Overflowing Trashcans	61	25	119	0	0	0	205
Needle Clean Up	59	47	133	0	0	0	239
Sweep Requests	5045	2759	7132	0	0	0	14936
Litter/Debris/Leaf Weight in Pounds	14625	8875	34,800	0	0	0	58300

CLEANING STATISTICS

Graffiti Abatement

March Total: 789 (highest since August)

Analysis: After a steady decline in graffiti removal from July through February, March shows a dramatic rebound. This suggests that retraining likely included techniques for faster and more effective abatement, and it's working.

Hazardous Waste Clean-Up

March Total: 1,147 (highest in the 9-month period)

Analysis: This is the most significant jump, more than 3x the February total. Clearly, the team is more proactive and efficient in hazardous material identification and disposal. This is a direct success metric tied to safety and training.

Scrub Requests

March Total: 847 (highest since August)

Analysis: After a noticeable dip in February, March reflects an excellent recovery, surpassing all previous months except August. Retrained personnel are now likely more capable of handling detailed cleaning tasks, contributing to this result.

Overflowing Trashcans

March Total: 119 (up from February's 25, but still far below peak months)

Analysis: Although this is a rise from February, it's still a massive improvement over previous months (e.g., 202 in July). The team is now staying ahead of trash overflow issues, likely due to improved route management and monitoring.

Needle Clean-Up

March Total: 133 (highest since October)

Analysis: There's a clear resurgence in needle collection, signaling heightened awareness and diligence. The retraining may have stressed both safety and visibility in this category, resulting in better outcomes.

Sweep Requests

March Total: 7,132 (second only to November)

Analysis: A high number of sweep requests fulfilled reflects enhanced team responsiveness and efficiency. March outperformed both January and February by a wide margin.

Litter/Debris/Leaf Weight

March Total: 34,800 lbs (highest by far)

Analysis: This record-breaking number is more than double the previous month. It's a strong indicator of comprehensive ground-level work and improved equipment or coordination, all pointing to effective training implementation.

Category	March 2025	March 2024
Graffiti Abated	789	675
Hazardous Waste Clean-Up	1,147	416
Scrub Requests	847	274
Overflowing Trashcans	119	208
Needle Clean Up	133	129
Sweep Requests	7132	1031
Litter/Debris/Leaf Weight in Pounds	34,800	13000

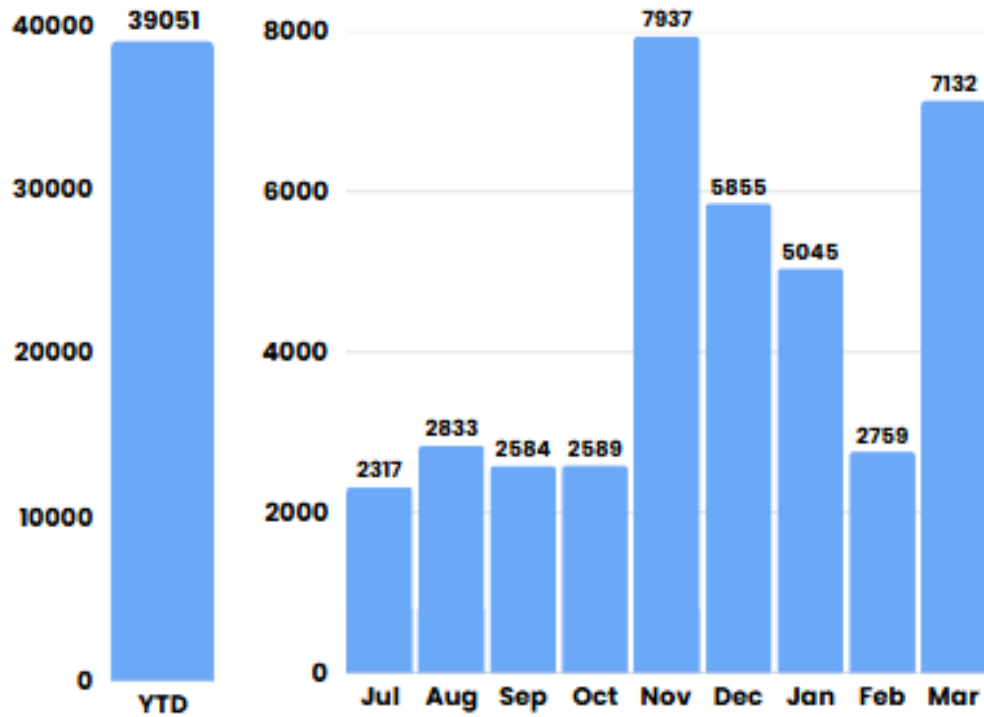
Category	March 2025	March 2024
Drunk & Disorderly	0	108
Illegal vending - Observed	0	17
Mentally Disturbed	48	143
Noise Complaints	0	53
Panhandling - Aggressive	5	0
Safety Escorts	1	15
Sit/Lie/Sleep - Comply	60	208
Sit/Lie/Sleep - Non-Comply	59	140
Trespass/25 MPC	29	145

QUALITY OF LIFE

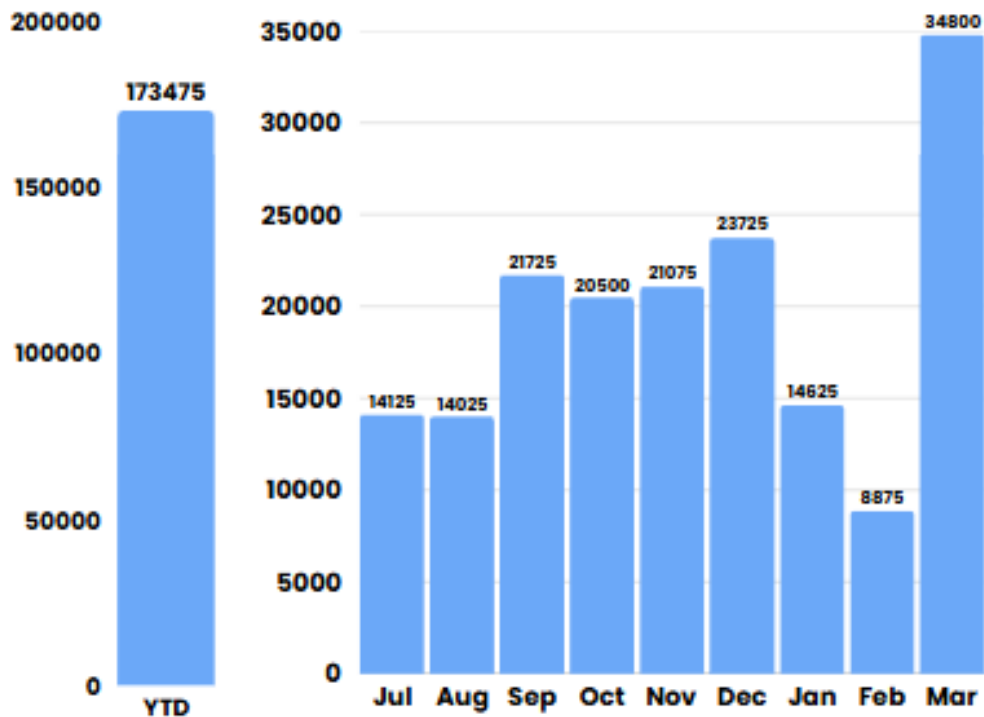
Category	Jul	Aug	Sep	Oct	Nov	Dec	Total
Drunk & Disorderly	57	74	103	55	33	19	341
Illegal vending - Observed	13	7	18	3	4	0	45
Mentally Disturbed	77	56	140	75	28	56	432
Noise Complaints	34	21	53	9	4	4	125
Panhandling - Aggressive	62	66	78	9	0	1	216
Safety Escorts	9	28	22	24	9	17	109
Sit/Lie/Sleep - Comply	195	124	190	147	91	87	834
Sit/Lie/Sleep - Non-Comply	176	174	129	64	43	49	635
Trespass/25 MPC	234	190	122	80	57	34	717

Category	Jan	Feb	Mar	Apr	May	Jun	Total
Drunk & Disorderly	18	5	0	0	0	0	364
Illegal vending - Observed	0	0	0	0	0	0	45
Mentally Disturbed	44	42	48	0	0	0	566
Noise Complaints	2	0	0	0	0	0	127
Panhandling - Aggressive	2	1	5	0	0	0	224
Safety Escorts	5	2	1	0	0	0	117
Sit/Lie/Sleep - Comply	81	60	60	0	0	0	1035
Sit/Lie/Sleep - Non-Comply	31	47	59	0	0	0	772
Trespass/25 MPC	49	21	29	0	0	0	816

SWEEP REQUESTS



LITTER/DEBRIS/LEAVES (LBS)



STAFFING

March 2025	Contracted Hours	Hours Worked
Pressure Washing	960	1220
Cleaning	1664	2005
Team Lead	640	757
Member Services	384	291
Total	3712	4273

VIDEO REQUEST

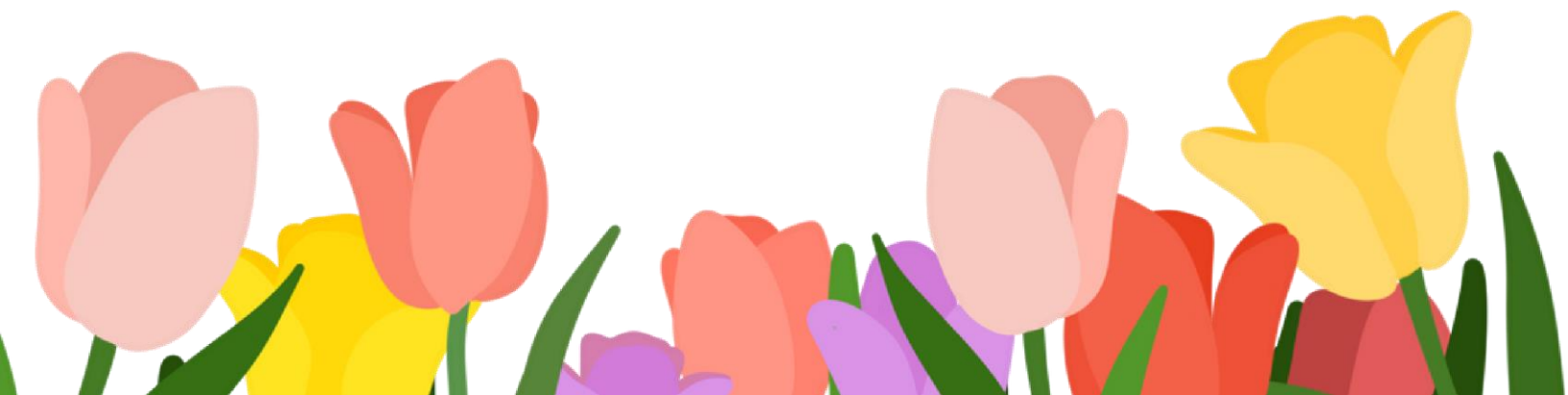
Category	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Footage Requests	32	20	44	21	28	23	16	18
SFPD Only	19	12	26	12	22	13	9	14
Time per request for MS Operator	6	8.9	6.1	4.95	6.9	9.8	3.4	9.4



2025

TULIP FESTIVAL

Our Safety and Cleaning Ambassadors played a key role in the success of Tulip Day in Union Square. Their efforts in crowd control, hospitality, line management, and continuous cleaning ensured a smooth and enjoyable experience for thousands of attendees. The team also supported event logistics by setting up over 800 barricades, helping to organize the flow of foot traffic and maintain a safe environment. Thanks to their dedication and coordination, the event was a tremendous success—with over 80,000 tulips distributed to the public in a clean, safe, and welcoming atmosphere.





MARCH 2025

SAFETY REPORT FOR RFP 230





March Program Update

As we continue to build on the progress of the expanded Safety Ambassador program, we're proud to share the key highlights and outcomes from March. In partnership with Block by Block, the Union Square Alliance, and the Office of Economic and Workforce Development, this program remains a vital force in promoting safety and improving the day-to-day experience for everyone in the district.

Expanded Coverage & Team Performance

Throughout March, our team of dedicated Safety Ambassadors—including Safety Team Leads and Foot Patrol Ambassadors—remained committed to delivering around-the-clock coverage. Their visible presence and proactive engagement continue to reinforce a secure, welcoming atmosphere for Union Square's businesses, residents, and visitors. Each team member holds an active BSIS guard card certification, underscoring their readiness to respond to a variety of safety needs with professionalism.

Impact & Key Metrics

In March, the Safety Ambassadors:

- Logged a total of 54,907 individual actions, highlighting a month of robust engagement and service delivery. Conducted over 36,000 hospitality interactions, further enhancing the district's welcoming environment.
- Completed 13,937 hotspot checks, maintaining vigilance in key areas across the district.
- Provided 1,571 directions, ensuring visitors and locals alike could navigate the area with ease.
- Responded to 2,172 welfare checks, with 2,034 resulting in compliance and 138 requiring further support.
- Collected 463 instances of litter pickup, contributing to a cleaner and more attractive public space. Coordinated with local law enforcement and Legion Security on a total of 31 critical calls, including 911 assistance and external service needs.
- These figures reflect not only the operational strength of the program but also a continued trend of high public engagement, responsiveness, and district-wide coverage.
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Program Enhancements

Key developments in March included:

- **Community Connection:** 179 business contacts were initiated by Safety Ambassadors, reinforcing lines of communication and support with local establishments.
- **Outreach Collaboration:** 145 individuals were connected to service providers through outreach referrals, demonstrating our team's role in compassionate, proactive engagement.
- **Emergency Coordination:** Seamless collaboration with 911 and local support services—including SFPD, EMT, Fire, and the PD Command Van—helped ensure effective response to incidents.

With continued collaboration, consistent presence, and a focus on proactive engagement, the Safety Ambassador program remains a cornerstone of Union Square's safety and revitalization efforts. We thank all our partners and stakeholders for their ongoing support as we work together to make Union Square a vibrant, safe, and inclusive destination.



AMBASSADOR OF THE MONTH

RAFAEL GUTIERREZ

Congratulations to Rafael Gutierrez on being recognized as our Safety Ambassador of the Month for March! With an impressive 8,903 stats to close out the month, Rafael's dedication and work ethic speak volumes. But it's not just the numbers that set him apart, it's the positivity, professionalism, and compassion he brings to every shift.

Whether he's assisting a tourist at the kiosk, guiding a lost traveler, or offering a listening ear and helpful resources to our unhoused neighbors, Rafael goes above and beyond to serve the Union Square community with empathy and grace. His upbeat demeanor and genuine care for people from all walks of life make him a trusted and respected presence in the district.

Rafael, your commitment to safety and service reflects the very best of what we stand for. Thank you for representing Union Square Alliance with such integrity and heart. We're proud to celebrate you and all the incredible work you do!

SAFETY STATS

Union Square Safety Ambassador Stats	FEB	MAR	YTD
911 Emergency Call	16	13	37
311 Service	51	33	172
Hospitality Interaction	9178	36345	44523
Business Contact - Safety Ambassador	50	179	229
Call for Safety Ambassador	80	26	157
Directions Given	427	1571	2283
Litter Removal	60	463	541
Outreach Referral	9	145	154
PD Command Van	2	1	3
Legion Security Dispatch (Call for Backup)	35	22	91
Welfare Check - Comply	1557	2034	4717
Welfare Check - NON Comply	87	138	237
Total (Proactive & Reactive)	22826	54907	89585

STAT MAPS

WELFARE CHECK - COMPLY 2,034



DIRECTIONS GIVEN - 1,571



WELFARE CHECK - NON COMPLY 135



HOSPITALITY - 36,455



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 Safety Ambassador	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.

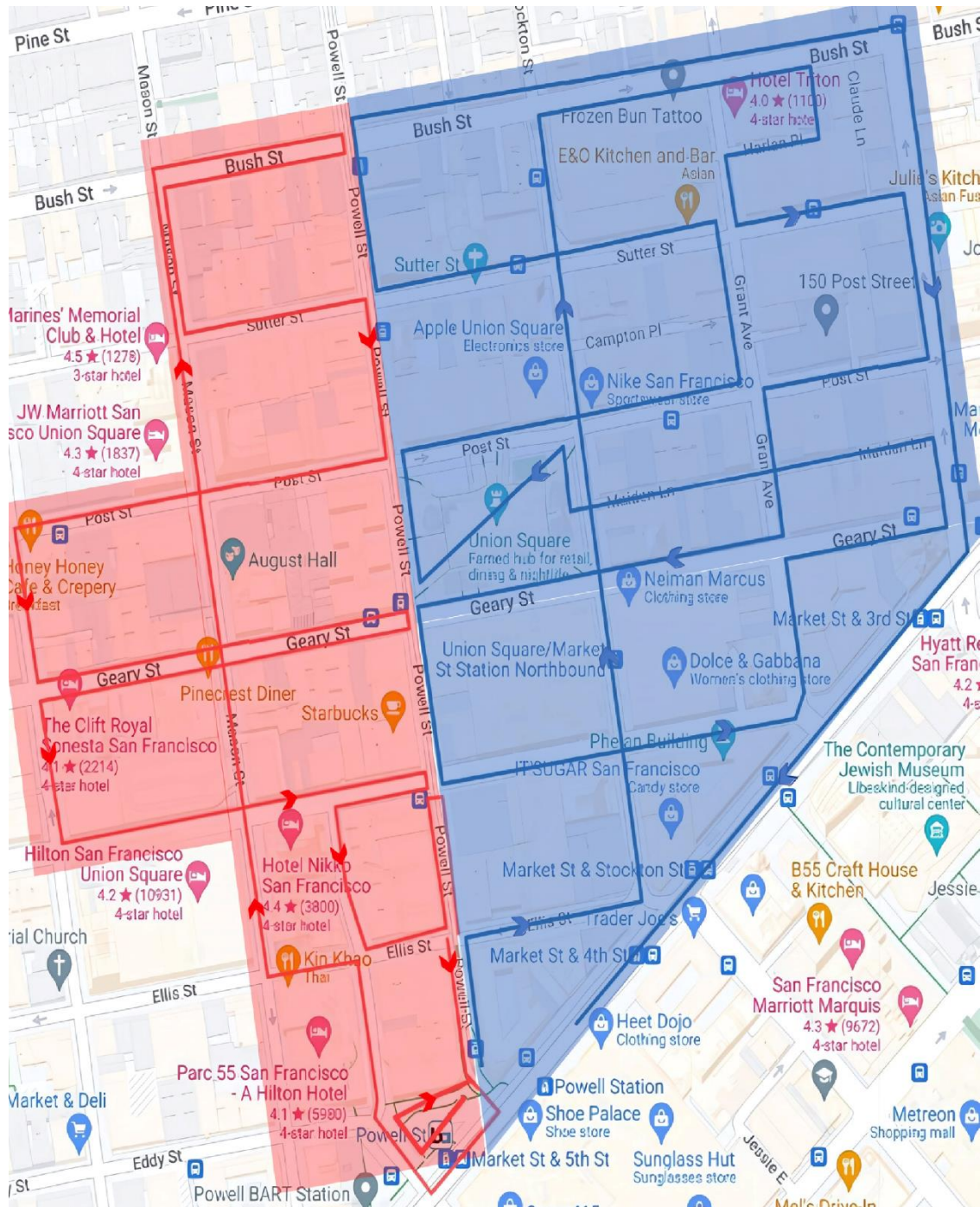
STAFFING

March 2025 Staffing	Contracted Hours	Hours Worked
Safety Ambassador	2338	2916
Safety Team Lead	488	550
Overnight Supervisor	160	160
Hospitality	160	158
Member Services	335	372
Total	3481	4156

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 EVENING TEAM



BENJAMIN BREWER

is our evening team lead. Benjamin has had a huge part in training the evening ambassadors which led to his promotion. When Benjamin is not at work he is a certified barber and grill master



RAJEE ORR

has been with us since the beginning of the program. Rajee has an extensive shoe collection. When he's not working you may find him in Nike Town or Shoe Palace.



ISSA WILLIAMS

is a new ambassador that joined the team. Issa is a huge fan of street food. Issa likes to spend his time his kids.



TANISHA SANTIGO

is a proud mother and likes spending her time cooking and participating in cultural events.

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.



**March 2025
Security Report**

Legion Corporation

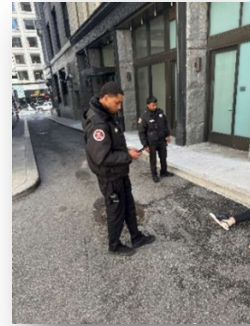


**UNION
SQUARE**

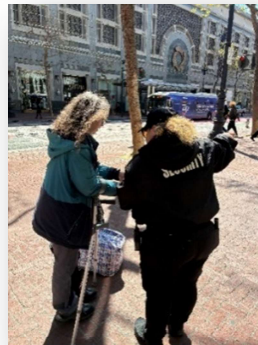
Monthly Report



1. In March 2025, Legion Corporation significantly expanded its high-visibility security operations throughout Union Square. Officer engagement and presence notably increased, with a clear shift toward more proactive patrols and service-based interactions. This was bolstered by operational upgrades like full deployment of body-worn cameras, stronger shift-based reporting, and tighter integration with Block by Block and their safety team.



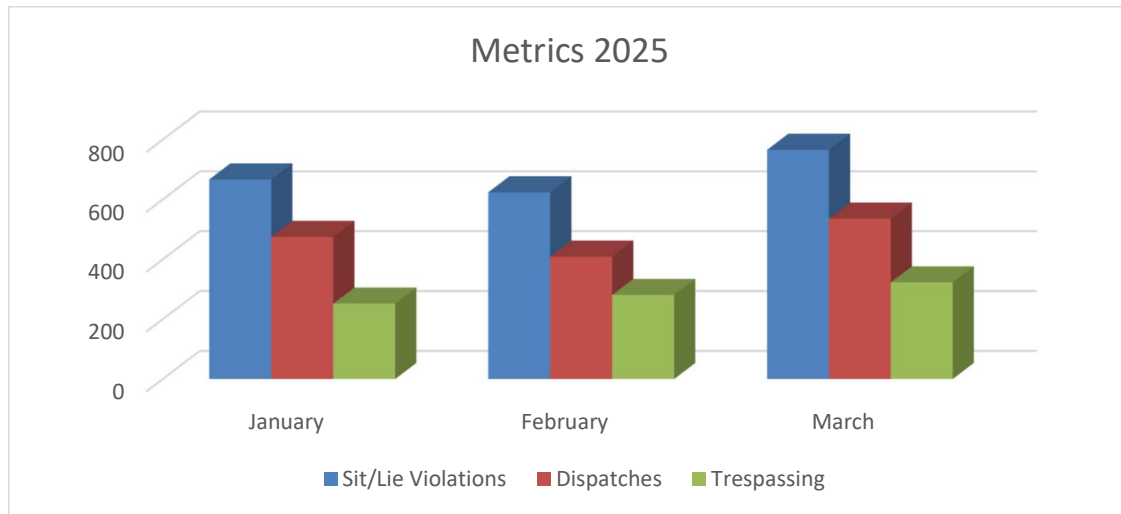
2. Key metrics saw sharp rises across categories tied to officer visibility and responsiveness—such as hospitality encounters, passing calls, and dispatches—indicating enhanced mobility and public engagement. While these gains reflect a strengthened presence, they were matched by notable increases in quality-of-life violations including trespassing, narcotics use, and public intoxication, reaffirming ongoing challenges in specific hotspots.



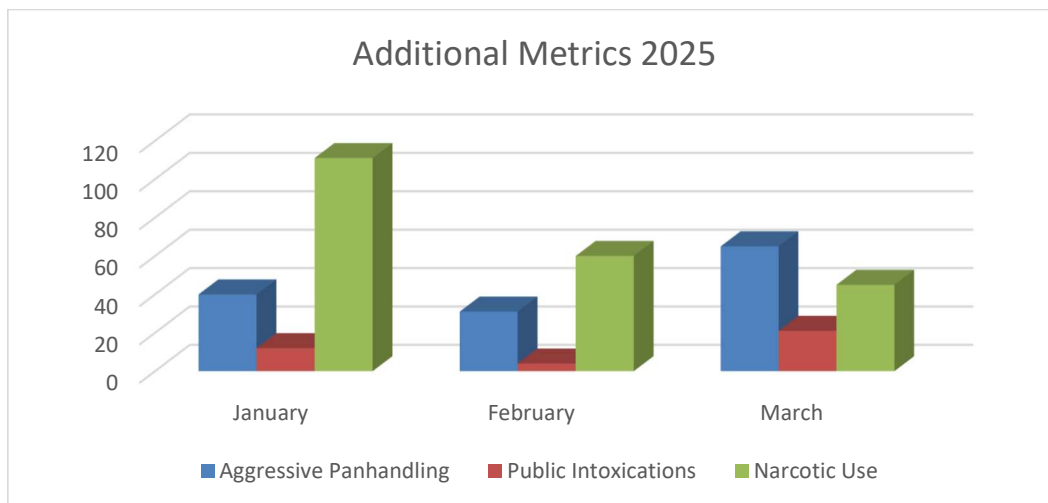
3. Highlighted incidents from the month included medical emergencies, non-compliant individuals, and behavioral health episodes, with each case showing strong officer response and procedural adherence. The launch of body-worn cameras was instrumental in providing visual accountability and post incident analysis, already impacting operational transparency.
4. Looking ahead, legion is committed to focusing on mental health coordination, reducing repeat offenses through hotspot interventions, and increasing presence along transit corridors. Body-worn cameras are set to become a cornerstone of daily operations, enhancing oversight and public trust.



5. March 2025 Metrics Breakdown – Bullet Summary



- **Sit/Lie Violations: 766** – Up 22.7%
- **Dispatches: 536 total** – up 31% from February (409)
- **Trespassing: 323 total** – up 15% (highest recorded category this month)



- **Aggressive Panhandling: 65 total** – more than **double** February's count (110%)
- **Public Intoxications: 21** – Up 425% from 4 incidents in February
- **Narcotic Use: 45** – down 25%, marketing second consecutive monthly decrease



Key Metrics

Event	January 2025	February 2025	March 2025	Year to Date
Dispatches	475	409	536	1420
S.I.A.'S	1,209	1,234	1240	3683
Aggressive Panhandling	40	31	65	136
Assault	3	1	2	6
Burglary	1	1	2	4
DUI	0	0	0	0
Human Trafficking	0	1	0	1
Illegal Dumping	7	0	1	8
Indecent Exposure	6	28	24	58
Mentally Disturbed	33	50	61	144
Narcotic Use	111	60	45	216
Noise Violation / Disturbing the Peace	25	24	40	89
Open Container	2	4	8	14
Property Damage	6	1	9	16
Public Intoxication	12	4	21	37
Selling w/o Permit	2	3	3	8
Shoplifting	2	1	2	5
Sit/Lie Violation	667	624	766	2057
Theft	0	1	1	2
Threats	3	17	11	31
Traffic or Parking Violation	0	1	3	4
Trespassing	252	281	323	856
Vandalism	36	6	17	59
Miscellaneous (Passing Calls)	2,507	2,068	2884	7459
Hospitality Encounters	398	612	827	1837



Notable Interactions

- **Incident Report 1**

Officer Kamal Singh

Date of Incident: March 30, 2025

Time: 9:48AM

Location: 838 Market Street (near BART property)

Reporting Officer: Officer K. Sing (#2453)

Partner Officer: J Osegueda (#2519)

Summary:

While on routine patrol near 4th and Market, Officers Singh and Osegueda observed an individual loitering against BART property adjacent to 838 Market Street. The officers made several requests for the individual to relocate due to his unauthorized presence. Despite repeated attempts over a 20-minute period, the individual remained non-compliant and displayed hostile behavior. The situation was reported to dispatch. The subject was ultimately classified as 10-48 at approximately 10:12AM

- **Incident Report 2**

Officer Rodney Griffith

Date of Incident: March 18, 2025

Time: 11:32pm

Location: 444 Stockton Street (Parking Garage Entrance)

Reporting Officer: Officer R. Griffith

Assisting Officer: Officer L Beltran & Officer Amuri

Summary:

At approximately 11:32PM Officer Griffith observed a male individual lying on the ground in front of the 444 Stockton parking garage. Officers Beltran and Amuri assisted in approaching the subject, a white male, approximately 35 years old, wearing a brown jacket, blue jeans, and white sneakers. The individual complained of severe stomach pain and requested medical assistance. Officer Beltran notified dispatch, and an ambulance was dispatched. At 11:52PM Ambulance #58 arrived on scene, evaluated the individual, and transported him for further medical treatment.



- **Incident Report 3**

Officer David Ramirez

Date of Incident: March 15, 2025

Time: 12:30AM **Location:** Near Staircase (exact location not specified)

Reporting Officer: Officer D Ramirez

Partner Officer: Officer J Anastas

Summary:

At approximately 12:30AM, Officers Ramirez and Anastas heard an individual shouting for help after his friend suffered a fall on the stairs. The officers responded immediately and found the victim unconscious with head trauma. Officer Ramirez contacted 911, and the dispatcher instructed him to begin CPR. The officers remained on scene, administering aid and maintaining presence until EMTs arrived. Body cameras were active throughout the response, Ambulance #80 arrived and transported the victim to a nearby hospital.

- **Incident Report 4**

Officer Luis Beltran

Date of Incident: March 3, 2025

Time: 4:40 AM

Location: 400 Post Street

Reporting Officer: Officer L. Beltran

Partner Officer: (Unnamed in the report)

Summary:

While patrolling the area near 400 Post Street at approximately 4:40AM, Officers Beltran and his partner encountered an individual exhibiting 914 behavior. The subject was described as a white male with blonde hair, wearing a brown jacket, white t-shirt, jeans, and black shoes. Upon being awakened, the individual became verbally aggressive. Due to escalating behavior, San Francisco Police Department was contacted. At approximately 5:04AM SFPD arrived on scene and assumed control of the situation. Officer Schrahta (#1183) provided the CAD number: 250620299