



APRIL 2025

Operations Report for Union Square Business Improvement District Operations.





CRISTOBAL HERNANDEZ DIAZ

Cristobal joined our team in March and has already made a strong impression with his work ethic, positive attitude, and consistent reliability. From day one, he has approached each assignment with speed, efficiency, and a genuine smile that lifts the energy of the entire crew.

Though new to the role, Cristobal has quickly demonstrated what it means to be a dependable and effective team member. Whether he's tackling his daily responsibilities or helping keep Union Square looking its best, his dedication and enthusiasm are truly appreciated.

Cristobal, thank you for bringing your best every day. We're proud to recognize your great start and the value you've already brought to our team. Keep up the amazing work!

MAKING A DIFFERENCE



MAKING A DIFFERENCE



CLEANING STATISTICS

Graffiti Abatement Update:

- **February: 386**
- **March: 789 (104.4% from February)**
- **April: 935 (18.5% from March)**

Since February, we've seen a significant increase in graffiti abatement actions, with a 142% overall rise in just two months. This upward trend is largely due to the strategic cross-training of our Cleaning Ambassadors, allowing them to support graffiti removal efforts directly within their assigned zones. Previously, we relied primarily on two Special Projects Ambassadors for this work. Our current approach enables faster response times to requests and improves proactive identification and resolution of graffiti-related issues across the district.

Scrub Requests Update:

- **February: 125**
- **March: 847 (577.6% from February)**
- **April: 1,267 (49.5% from March)**

Since February, we've seen a dramatic increase in recorded scrub requests, with a 913.6% total increase over two months. This spike is not due to a surge in actual requests but rather a shift in operational accountability. Under previous leadership, our overnight Power Wash team was not required to document each block face that was serviced. Now, with stricter tracking protocols in place, we're capturing the full scope of work performed by the team—both day and night. This enhanced reporting more accurately reflects the consistent effort and coverage being delivered by our pressure wash crew across the district.

Sweep Requests Update:

- **February: 2,759**
- **March: 7,132 (158.5% from February)**
- **April: 8,846 (24.0% from March)**

Sweep Requests have increased significantly over the past two months, with a 220.7% total increase since February. This growth reflects improved operational tracking and clearer expectations around data entry. A sweep request is now consistently recorded for each block face swept by a zone-assigned Cleaning Ambassador, as well as for service calls involving illegally dumped items or debris left behind by unhouse individuals.

Previously, many of these actions went unrecorded. Thanks to recent efforts to reinforce stat reporting standards, our team is now doing a much better job of capturing and giving themselves credit for the full scope of their work.

Litter Debris Update:

- **February: 8,875**
- **March: 34,800 (292% from February)**
- **April: 46,725 (34.3% from March)**

Litter debris stats have surged over the past 90 days, with a 426.5% total increase since February. This spike aligns with the rise in sweep requests and can be attributed to several key factors:

- **Increased Illegal Dumping:** We observed a notable uptick in illegal dumping throughout the district, generating a higher volume of debris for our teams to remove.
- **Improved Tracking:** Cleaner-generated trash bags were often unrecorded in the past. Previously, only Team Leads documented disposals tied to truck pickups. We've since standardized stat recording expectations across all Cleaning Ambassadors and Leads, resulting in more comprehensive data.
- **Major Events:** April's RSO Convention brought over 40,000 additional visitors to Union Square, contributing significantly to elevated litter volumes.

Category	Jan	Feb	Mar	Apr	May	Jun	Total
Graffiti Abated	385	386	789	935	0	0	2495
Hazardous Waste Clean-Up	353	360	1,147	1432	0	0	3292
Scrub Requests	501	125	847	1267	0	0	2740
Overflowing Trashcans	61	25	119	199	0	0	404
Needle Clean Up	59	47	133	124	0	0	363
Sweep Requests	5045	2759	7132	8846	0	0	23782
Litter/Debris/Leaf Weight in Pounds	14625	8875	34,800	46725	0	0	105025

QUALITY OF LIFE STATISTICS

**Submitted by the district clean team.*

Due to the addition of our Safety Ambassador Team, many of these stats are zero or significantly lower because the responsibilities have shifted from the cleaning team to the safety team.

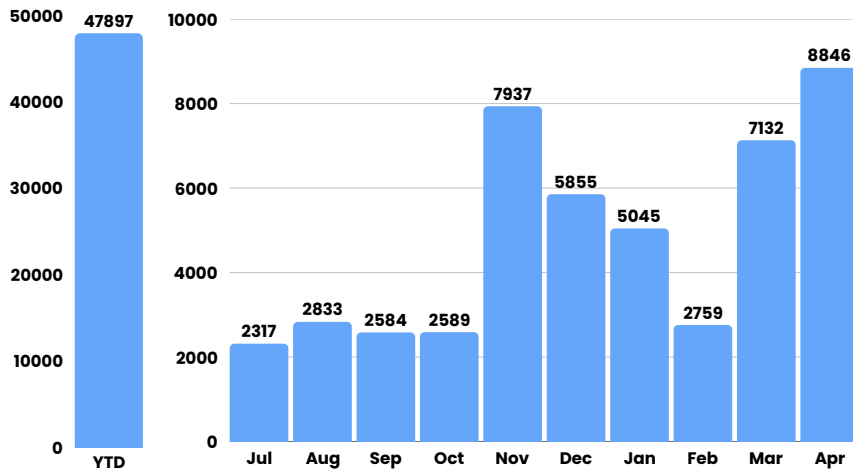
Category	Jan	Feb	Mar	Apr	May	Jun	Total
Drunk & Disorderly	18	5	0	0	0	0	23
Illegal vending - Observed	0	0	0	0	0	0	0
Mentally Disturbed	44	42	48	41	0	0	175
Noise Complaints	2	0	0	0	0	0	2
Panhandling - Aggressive	2	1	5	0	0	0	8
Safety Escorts	5	2	1	1	0	0	9
Sit/Lie/Sleep - Comply	81	60	60	58	0	0	259
Sit/Lie/Sleep - Non-Comply	31	47	59	62	0	0	199

YEAR OVER YEAR COMPARISON

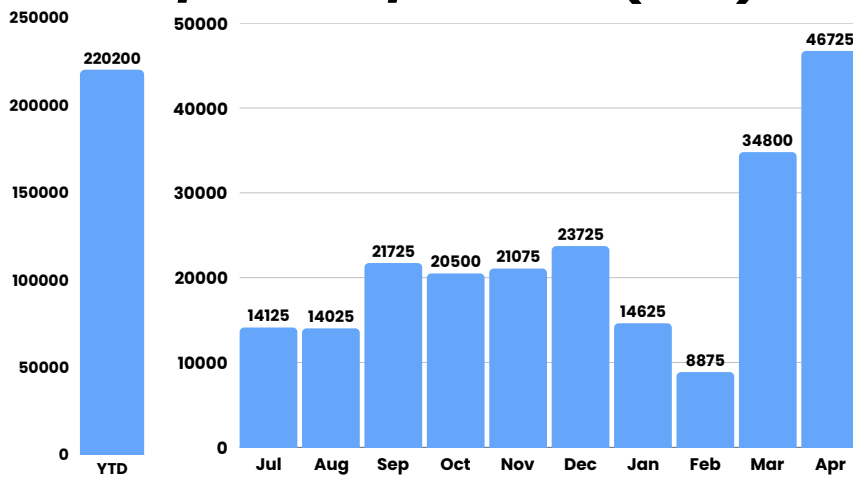
Category	April 2025	April 2024
Graffiti Abated	935	809
Hazardous Waste Clean-Up	1342	501
Scrub Requests	1267	376
Overflowing Trashcans	199	286
Needle Clean Up	124	239
Sweep Requests	8846	1882
Litter/Debris/Leaf Weight in Pounds	46725	18325

Category	April 2025	April 2024
Drunk & Disorderly	0	66
Illegal vending - Observed	0	19
Mentally Disturbed	41	144
Noise Complaints	0	57
Panhandling - Aggressive	0	78
Safety Escorts	1	4
Sit/Lie/Sleep - Comply	58	136
Sit/Lie/Sleep - Non-Comply	62	175

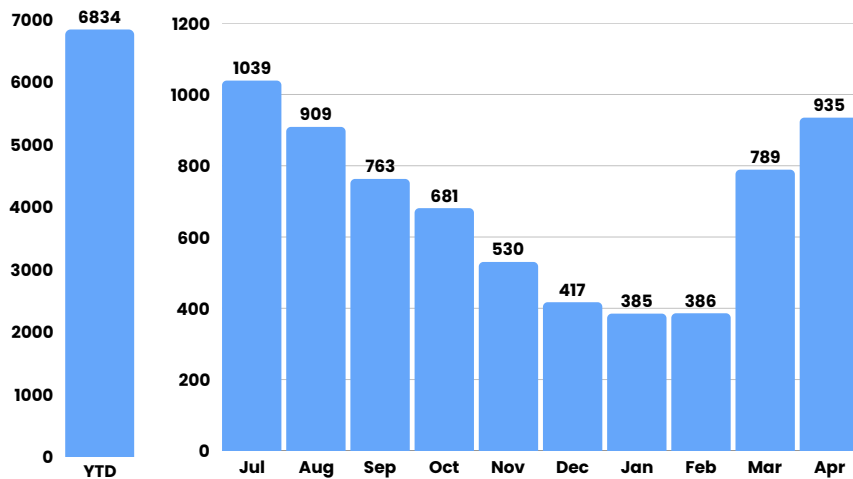
SWEEP REQUESTS



LITTER/DEBRIS/LEAVES (LBS)



GRAFFITI REMOVAL



STAFFING

April 2025	Contracted Hours	Hours Worked
Pressure Washing	960	963
Cleaning	1664	1965
Team Lead	640	654
Member Services	384	428
Total	3712	4010

VIDEO REQUEST

Category	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Footage Requests	32	20	44	21	28	23	16	18	21
SFPD Only	19	12	26	12	22	13	9	14	17
Time per request for MS Operator	6	8.9	6.1	4.95	6.9	9.8	3.4	9.4	13.16



APRIL 2025

SAFETY REPORT FOR RFP 230



APRIL PROGRAM UPDATE

As we continue to build on the momentum of the expanded Safety Ambassador program, we're pleased to share the latest updates and key outcomes from April. In partnership with Block by Block, the Union Square Alliance, and the Office of Economic and Workforce Development, the Safety Ambassador program remains a central pillar in creating a secure, clean, and welcoming Union Square for all.



Expanded Coverage & Team Performance

Throughout April, our team of Safety Ambassadors—including Safety Team Leads and Foot Patrol Ambassadors—remained a visible and reassuring presence across the district. Each team member continues to hold an active BSIS guard card, ensuring consistent professionalism and readiness. Their around-the-clock efforts reinforce a safe and vibrant atmosphere for businesses, residents, and visitors alike.



Impact & Key Metrics

In April, the Safety Ambassadors:

- Provided 2,394 instances of directions, helping tourists and residents navigate Union Square with confidence.
- Performed 1,450 welfare checks, including 1,387 compliant and 63 non-compliant responses, showcasing compassionate and proactive outreach.
- Collected 252 instances of litter pickup, supporting efforts to beautify public spaces.
- Coordinated on 911-related incidents (including Emergency Calls, EMT, SFPD), totaling 11 critical engagements.
- Responded to 12 external calls for service and 15 Legion Security dispatches, enhancing inter-agency coordination.



Program Enhancements

Key developments in April included:

- Community Engagement: 164 direct business contacts were made by Safety Ambassadors, fostering stronger relationships and mutual support between the team and local establishments.
- Outreach and Recovery: 240 individuals were referred to outreach partners for additional services, continuing our commitment to compassionate care and support for our unhoused neighbors.
- Emergency Response & Preparedness: 1 instance of Narcan administration led to a life saved, reflecting the critical training and preparedness of our team. Support from the PD Command Van was also deployed during a high-level incident, ensuring public safety remained a priority.
- Body Cams: All Safety Ambassadors are being deployed with a body cam to further elevate our presence in the field.



With a continued focus on proactive engagement, real-time responsiveness, and inclusive district-wide collaboration, the Safety Ambassador program is setting the tone for Union Square's revitalization and long-term safety. We remain deeply thankful for the trust and collaboration of our partners, and look forward to building upon this progress in the months ahead.



ROBERT HOOVER

On April 30th, Robert made a life-saving impact by administering Narcan during a critical overdose situation in the newly designated Zone 3. His calm, quick response and decisive action helped save a life — a powerful reminder of the importance of readiness, training, and compassion in our roles.

Robert's heroism is just one example of the consistency, leadership, and excellence he brings to the morning shift. He continues to set the tone for his team through strong performance, accountability, and a focus on safety and care for everyone in the Union Square community.

Robert, your actions speak louder than words. Thank you for your courage, dedication, and leadership. You embody the spirit of Union Square, and we're honored to recognize you for all that you do!

SAFETY STATS

Union Square Safety Ambassador Stats	FEB	MAR	APR	YTD
911 Emergency Call	16	13	11	48
311 Service	51	33	9	181
Business Contact - Safety Ambassador	50	179	164	393
Call for Safety Ambassador	80	26	12	169
Directions Given	427	1571	2394	4677
Litter Removal	60	463	252	793
Outreach Referral	9	145	240	394
PD Command Van	2	1	1	4
Legion Security Dispatch (Call for Backup)	35	22	15	106
Welfare Check - Comply	1557	2034	1387	6104
Welfare Check - NON Comply	87	138	63	300

STAT MAPS

WELFARE CHECK - COMPLY 1,387



DIRECTIONS GIVEN - 2,394



WELFARE CHECK - NON COMPLY 63



OUTREACH REFERRALS - 240



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.
Request 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

April 2025 Staffing	Contracted Hours	Hours Worked
Safety Ambassador	2336	2319
Safety Team Lead	512	467
Overnight Supervisor	160	159
Hospitality	160	152
Member Services	320	314
Total	3652	3411

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

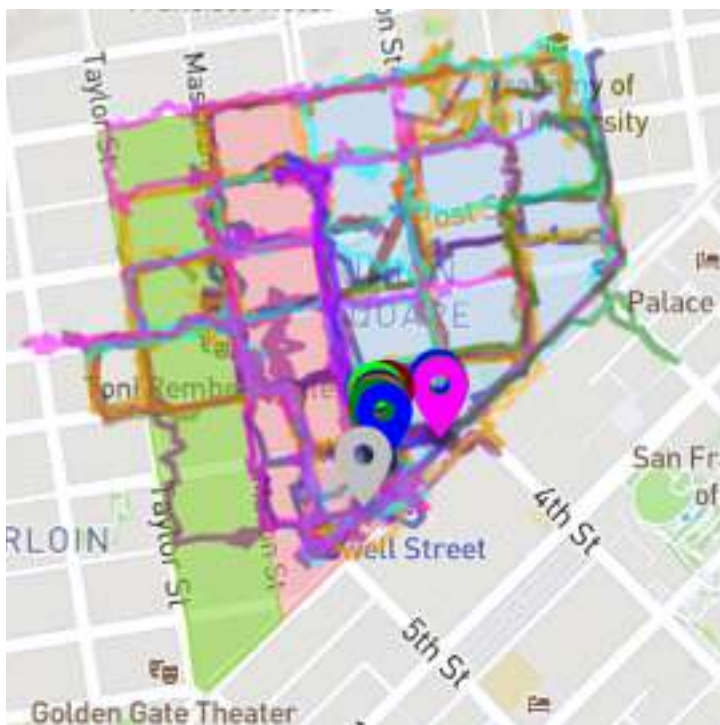
DEPLOYMENT MAP

Effective 5/1/25



WALK PATH

FROM 4/5/25



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.



DAMONTAE SCOTT

is a proud father to a spirited 3-year-old daughter. Born and raised in Oakland, he's an avid hiker and sports enthusiast. He enjoys steak and classic comfort foods, and when he's not at Union Square, he's continuing his education in school.



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.



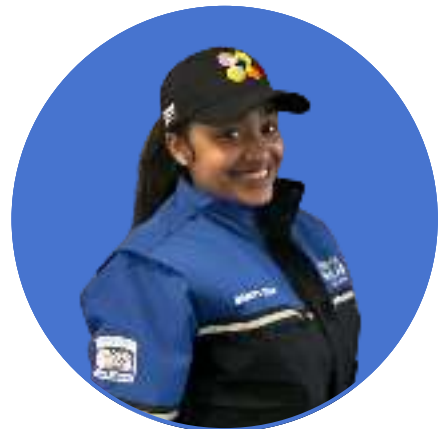
RAFAEL GUTIERREZ

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.

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 with his kids.



TANISHA SANTIGO

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



**April 2025
Security Report**

Legion Corporation

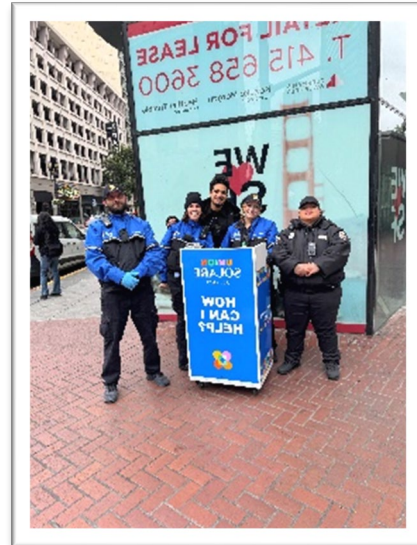
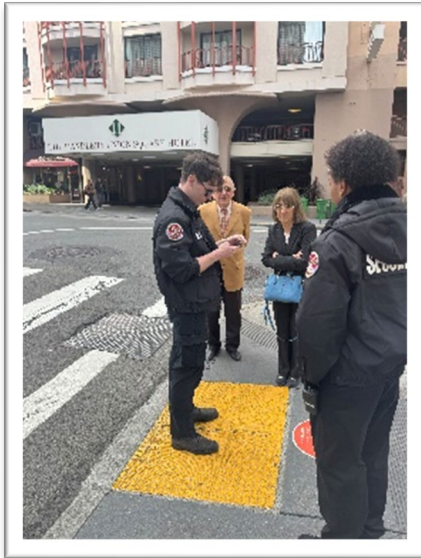


**UNION
SQUARE**

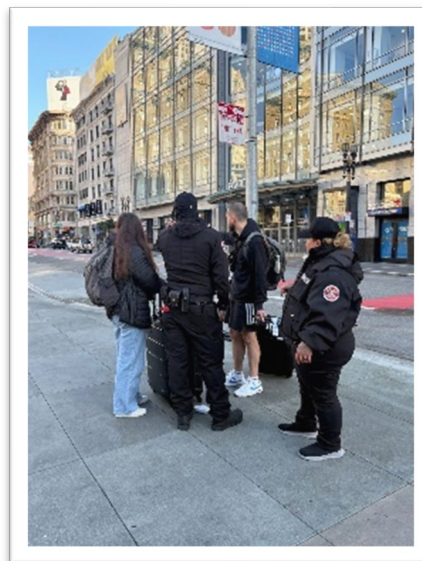
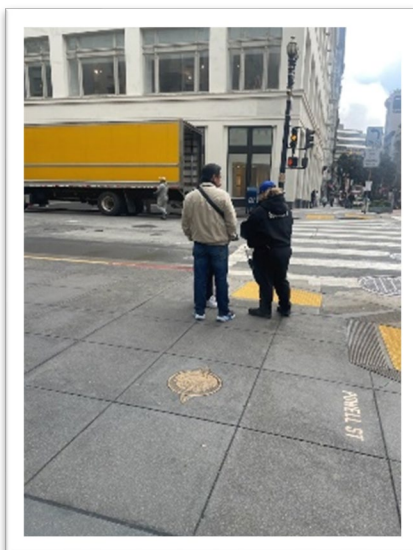
Monthly Report



In April, the Legion Corporation maintained strong operational momentum in Union Square, with security teams continuing to deliver high-visibility patrols and service-based interactions. Our officers remained consistently engaged across the district, supported by body-worn cameras, defined post orders, and structured patrol routes.



A total of 2,915 passing calls were completed across key areas of concern, representing sustained visibility and deterrence efforts. This reflects a modest increase from 2,884 in March, ensuring continued coverage of priority zones. Additionally, 1,050 hospitality encounters were recorded up from 827 in March, reinforcing the team's growing commitment to positive public interaction and community reassurance.





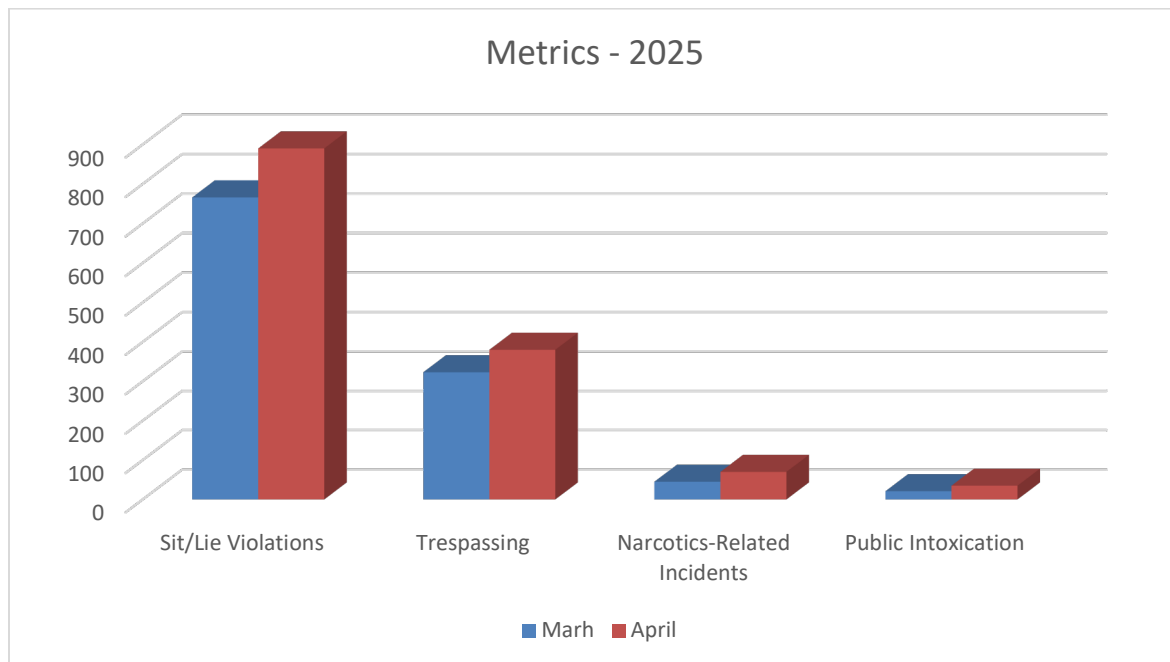
Key Metrics

Event	January 2025	February 2025	March 2025	April 2025	Year to Date
Dispatches	475	409	536	600	2020
S.I.A.'S	1,209	1,234	1240	1287	4970
Aggressive Panhandling	40	31	65	50	186
Assault	3	1	2	8	14
Burglary	1	1	2	6	10
DUI	0	0	0	0	0
Human Trafficking	0	1	0	0	1
Illegal Dumping	7	0	1	5	13
Indecent Exposure	6	28	24	30	88
Mentally Disturbed	33	50	61	65	209
Narcotic Use	111	60	45	70	286
Noise Violation / Disturbing the Peace	25	24	40	50	139
Open Container	2	4	8	8	22
Property Damage	6	1	9	11	27
Public Intoxication	12	4	21	35	72
Selling w/o Permit	2	3	3	10	18
Shoplifting	2	1	2	2	7
Sit/Lie Violation	667	624	766	890	2947
Theft	0	1	1	2	4
Threats	3	17	11	20	51
Traffic or Parking Violation	0	1	3	2	6
Trespassing	252	281	323	380	1236
Vandalism	36	6	17	11	70
Miscellaneous (Passing Calls)	2,507	2,068	2884	2915	10374
Hospitality Encounters	398	612	827	1050	2887



Security enforcement activity remained focused on quality-of-life issues and public safety challenges:

- There were 890 sit/lie violations addressed across the district, reflecting a slight increase from 766 in March. This upward trend is attributed to improved weather conditions and the seasonal shift into summer.
- 380 trespassing incidents were responded to, up from 323, reflecting increased foot traffic in hotspot corridors.
- 70 narcotics-related incidents were managed, rising from 45 in March and prompting renewed attention to prominently low foot traffic areas on the outskirts of the district.
- 35 public intoxication cases were resolved through direct engagement and were directed to move outside of the district —up from 21 last month.

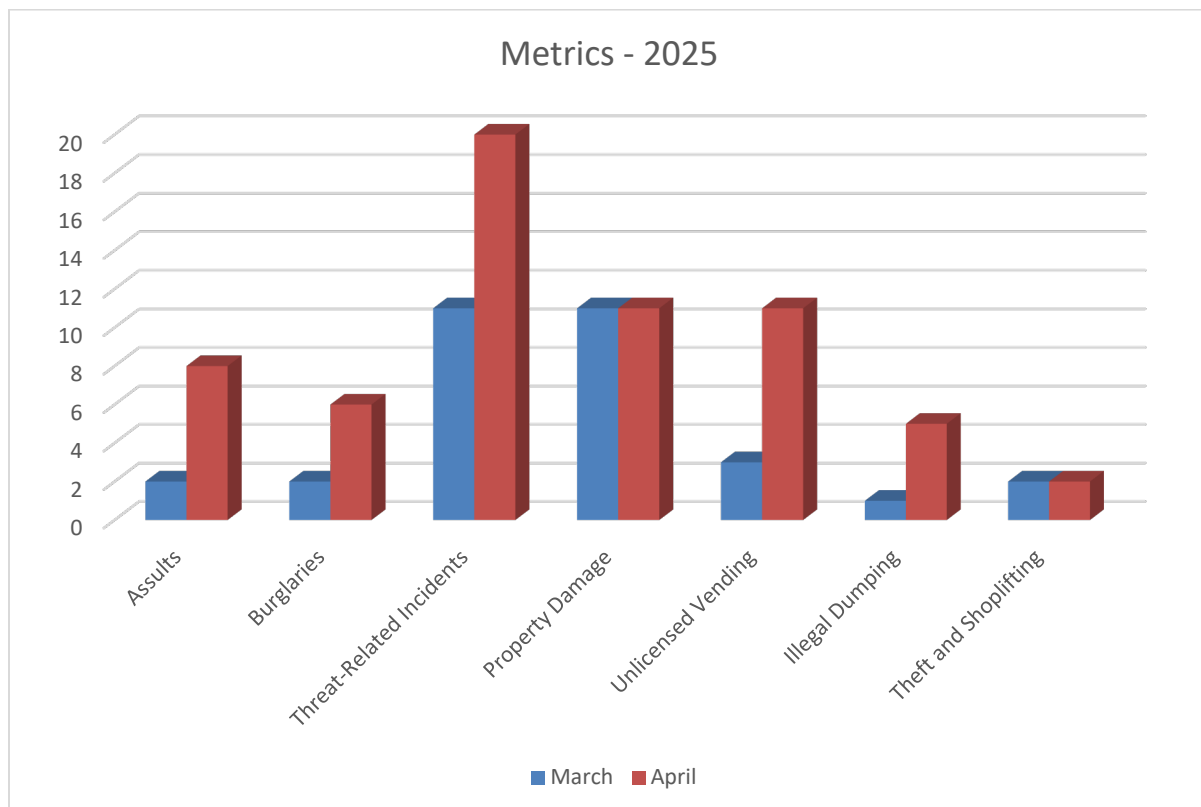




Behavioral and mental health-related incidents remained a priority, with 65 mentally disturbed individuals assisted and redirected and handed information on assistant services as needed, maintaining parity with March's figures. Officers also responded to 600 dispatches from headquarters, a steady increase from 536, indicating continued field activity and rapid response capacity. Officers were directed to ensure that all vendors have the proper documentation causing an increase in instances in April.

Key criminal incidents addressed included:

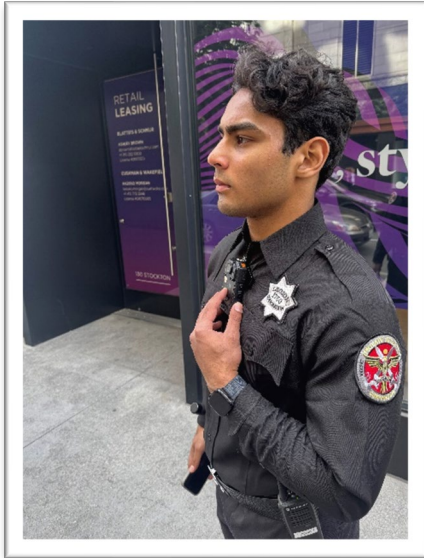
- 8 assaults, up significantly from 2 in March
- 6 burglaries, compared to 2 the previous month.
- 20 threat-related incidents, up from 11
- 11 property damage cases and 11 vandalism incidents, holding steady with prior months.
- 10 instances of unlicensed vending, an increase from 3 in March
- 5 illegal dumping reports, compared to 1 last month.
- 2 cases each of theft and shoplifting, mirroring March totals



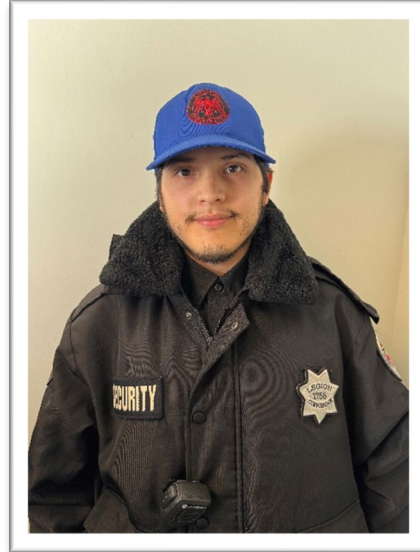
Overall, April reflected operational consistency, strategic coverage, and a continued push against repeat offenses. Legion Corporation remains committed to a proactive patrol presence, real-time responsiveness, and a community-first approach to safety in Union Square.



Employee Introductions



Officer Ayan Razzak



Officer Luis Beltran

Officer A. Razzak

Officer Razzak has joined us as the new weekend team lead. A strong and dedicated leader, he brings a deep connection to the community, having been born and raised here. Outside of work, he is passionate about fitness and enjoys riding motorcycles. We're excited to welcome him to the team and look forward to the positive impact he'll make.

Officer L. Beltran

Officer Beltran is our longest-serving team member at Union Square, bringing five years of valuable experience. He has built strong relationships with his fellow officers and works well with the entire team. Outside of work, he enjoys attending church and spending quality time with his children. His commitment and steady presence continue to be a great asset to our team.



Union Square - Notable Incident Summaries

1. **Date & Time:** April 20, 2025 | 15:25
Reporting Officers: Ayan R. and Arif M.
Location: 438 Geary
Type of Incident: Trespassing

Summary:

On April 20, 2025, at approximately 3:25 PM, Officers Ayan R. and Arif M. conducting patrol duties when they observed a Black male adult, in his mid-40s, sleeping in front of 438 Geary Street. The officers made multiple verbal requests for the individual to vacate the area; however, the subject responded with hostility and refused to comply. At 3:36 PM, officers contacted dispatch to request further assistance (Code 1048). No arrests were made in connection with this incident.

2. **Date & Time:** April 24, 2025 | 22:30
Reporting Officer: Rodney Griffith
Location: 71 Ellis Street
Type of Incident: Assault

Summary:

On April 24, 2025, at approximately 10:30 PM, Officers Griffith and Officer Binomen responded to a call for assistance at 71 Ellis Street. Upon arrival, they encountered Greg Garcia, a Power Wash employee, who had been involved in a verbal altercation with an unidentified suspect. During the incident, the suspect retrieved a pickaxe from his backpack and attempted to assault Mr. Garcia. The suspect then fled the scene on a bicycle heading down Ellis Street. Officers later located and apprehended the suspect in front of Peet's Coffee. Mr. Garcia declined to cooperate with the San Francisco Police Department. The suspect was found to have an outstanding warrant and was taken into custody. Case number 250229909 was filed and submitted to dispatch.

3. **Date & Time:** April 6, 2025 | 1304 hrs.
Reporting Officers: Garcia M., Singh K.
Location: 349 Mason St
Type of Incident: Assault / Indecent Exposure

Summary:

Officers encountered an unstable male subject engaging in self-harm and erratic behavior. The suspect exposed himself to pedestrians, threw a food item at a female bystander, and later brandished a razor blade. He was monitored and followed until contact was made with SFPD at 400 Geary St, where officers escorted him out of the district. CAD: 250961566.