

Community Benefit District Annual Report

FY2020-2021

- Union Square

Legislative Overview

Community Benefit Districts (CBDs) / Business Improvement Districts (BIDs) are governed by:

- State law
 - “1994 Act”
- Local law
 - “Article 15”

Review Process

- OEWD ensures that all CBDs/BIDs are meeting their management plans.
- OEWD staff conducts an annual review of the Annual Reports and CPA Financial Reviews.
- OEWD provides the Board of Supervisors with a summary memo.

Basic Information

CBD Name	Type	Management Plan Assessment Budget	FY20-21 Assessment Roll Submission	Year(s) Formed and Renewed	Expires
Union Square Alliance	Property-based	\$6,036,111.00	\$6,019,719.24	1999, 2004, 2019	2029

Benchmarks

OEWD's staff reviewed the following budget related benchmarks for each CBD/BID:

- **Benchmark 1** – Whether the variance between the budget amounts for each service category was within 10 percentage points from the management plan.
- **Benchmark 2** – Whether the CBD met its non-assessment revenue source requirement.
- **Benchmark 3** - Whether the variance between the budget amounts for each service category was within 10 percentage points from the fiscal actuals.
- **Benchmark 4** - Whether CBD is indicating the amount of funds carried over from the current fiscal year and designating projects to be spent in the upcoming fiscal year.

Union Square Alliance - Benchmarks

Benchmark	Question	Was This Met in FY2021?
Benchmark 1	Variance between management plan budget and fiscal year budget is $X < 10\%$?	Yes
Benchmark 2	Non-assessment revenue is $X \geq 8.00\%$	Yes
Benchmark 3	Variance between fiscal year budget and fiscal year actuals is $X < 10\%$	Yes
Benchmark 4	Were carryforward fund indicated from on fiscal year to the next fiscal and were projects designated to be spent on?	Yes

Union Square - Findings and Recommendations

- Continued to identify needs and solutions to bring both local and international visitors to the area to support local businesses such as forming an Economic Recovery Taskforce
- Partnered with community and city stakeholders to activate and improve public spaces including its streets/alleys, parks and plazas
 - Activated Union Square Park with a regular music series and collaborated with Paint the Void to bring murals to Union Square
 - Activated Hallidie Plaza with new mural installation, café tables and seating, signage, wayfinding banners, planters and other landscaping features
- No reported violations of Brown Act within reporting period
- Complied with OEWD's memo regarding surveillance technology reporting requirements
- Active board and committee members
- Well positioned to carry on its mission



San Francisco Government Audit & Oversight Committee (GAO)

Union Square Alliance Fiscal Year 2020 – 2021
February 2, 2023

Marisa Rodriguez, Union Square Alliance

Introduction

Mission

The Union Square Alliance (formerly known as the Union Square Business Improvement District) serves members and creates a high visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success.

The Alliance oversees a 27-block area surrounding Union Square Park in the heart of San Francisco. It is generally boarded on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west by Taylor Street.

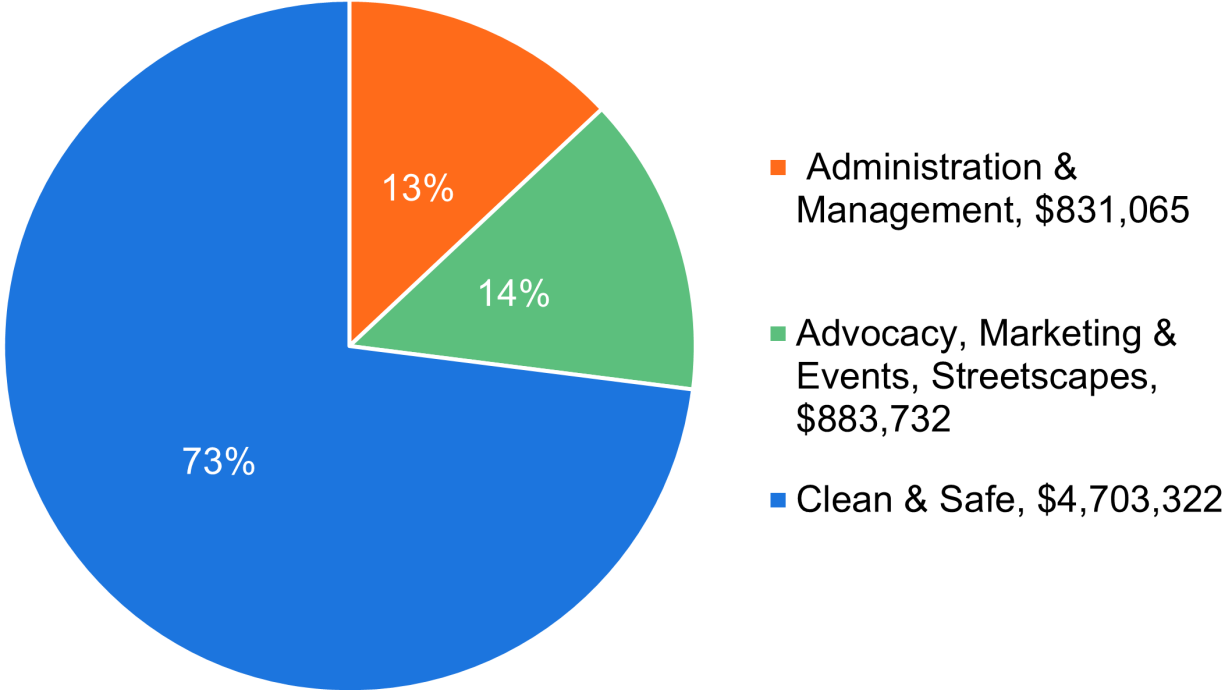


Assessment Methodology 20-21

Assessments based on the following variables

- Linear (sidewalk) frontage
- Lot square footage
- Building square footage
- Type of land use
- Zone
- Total Assessments in 20-21 FY
\$6.020mil

20-21 Assessment Expenses

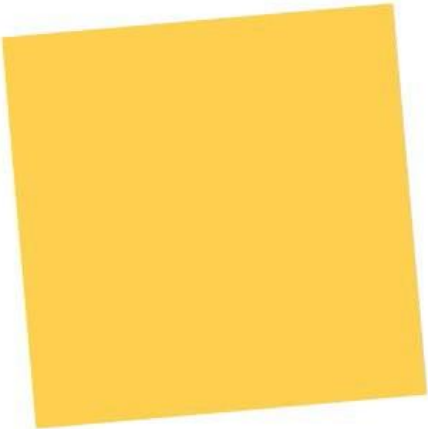


Cleaning & Safety Services

Clean and Safe services include a 24/7 staffed dispatch hotline, round the clock cleaning staff, ambassadors and overnight security

New services programs:

- 24/7 Member Services
- Union Square Plaza Services
- Additional Security Cameras
- Legion Security and Patrol Vehicle
- SFPD Community Ambassador Program
- Additional Safety and Security Staffing



Cleaning²

by the Numbers

385,850

Pounds of trash
removed from street

18,634

Hazardous Waste
Removed

22,709

Graffiti Tags
Removed

5,673

Cleaning Requests
Received

925,700

Feet of Block Fronts
Pressure Washed

6,343

Overflowing
Cans Leveled

Safety

by the Numbers

43,075

Quality of Life
Incidents Addressed

16,329

Incidents Addressed
by 10B Officers

610

Video Footage
Requests

299

Public Safety
Request Received

8,345

Incidents Addressed
by Private Security

38

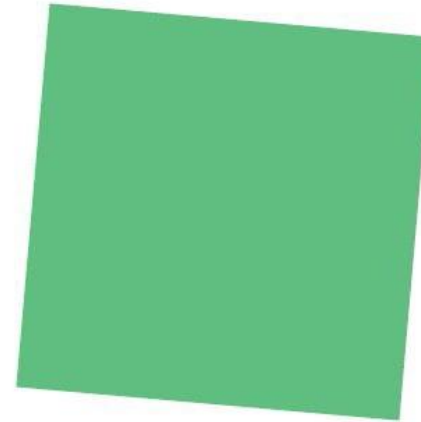
Additional
Cameras Installed

District Marketing

We educate the community about the Alliance and promote Union Square as a world class destination

- District Rebranding
- Saturday Music Series in Union Square Plaza
- Ellis Shared Streets Event Programming
- Social Media Strategy

Accounts are @UnionSquareSF on Facebook, Instagram, Twitter and LinkedIn



Public Realm & Streetscapes

We create an active and attractive public realm by activating public spaces with food, art, entertainment

- Mural Project and Art Walk
- Flower Baskets and Landscaping on Powell Street Promenade
- Branding Refresh including Physical Realm Elements and Signage
- Maiden Lane Gate Repair and New Furniture
- Holiday Lighting
- Hallidie Plaza Refresh



Advocacy

We advocate for clean, safe, attractive, and vibrant Union Square to City officials and stakeholders

- Covid-19 Efforts and Economic Recovery
- Cable Car Return
- Launch of the SFPD Ambassador Program
- Hallidie Plaza Revitalization
- Economic Recovery Task Force



Marisa Rodriguez
named the new
Executive Director,
Union Square Alliance
October 2021





Thank You