

190561



UNION SQUARE

UNION SQUARE  
BUSINESS IMPROVEMENT  
DISTRICT

RENEWAL (2019-2029)

City and County of San Francisco  
Board of Supervisors  
JULY 9





# Union Square BID Renewal

- New 10- year term (July 1, 2019 – June 30, 2029)
- Minimal changes to current boundaries
- Enhancements to the following services based on 18 months of community outreach and comprehensive survey:
  - 20% Increase of Clean & Safe Team Wages
  - 24/7/365 Member Services
  - Expanded Cleaning
  - Expanded Safety
  - Security Camera Program
  - Public Realm & Beautification
- Proposed Assessment: \$6mil (up from \$3.7mil)



*50.37% of assessed properties (weighted) submitted favorable petitions! Only 30% was needed to trigger the ballot.*











## Proposed Boundaries & Zones

- Minimal changes to boundaries
  - (Bush Street and west side of Kearny)
- 2 zones of cleaning and safety services
  - Decided based on community outreach and feedback from property owners
  - Other BIDs/CBDs have zones
- **Zone 1** will receive 2x level of current services
- **Zone 2** will receive 1.5x level of current services





# Services

SERVICES	ZONE 1	ZONE 2
 Cleaning Team	4 Cleanings/Day	3 Cleanings/Day
 Pressure Washing	Every week	Every 2 weeks
 Safety and Hospitality Ambassadors	Min. 4 Visits/Day	Min. 2 Visits/Day
 2 10B Officers/ Private Security	12.5 Hours of Patrol	7.5 Hours of Patrol
 Member Services/Dispatch	24/7/365 Operation	
 Sidewalk Vacuum	Overnight Operation	
 Security Camera Program	Security Camera Program to expand from 60% of the district covered to 100% over the next decade term.	
 Overnight Camera Monitoring	10PM-6AM	
 Overnight Security	Patrol Team (10PM-6AM)	
 Other USBID Services	Marketing and Events	
	Public Realm and Activations	
	Advocacy	

# Assessment Methodology Based on Benefit Point System

- Similar benefit point system as Yerba Buena CBD and other BIDs
- Fair and equitable (residents and public properties lower rates)
- Decided based on community outreach and feedback from property owners

Factor	Weight
Lot	15%
Building	15%
Frontage	70%

Land Use Type	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Land Use Benefit Points
Non-Residential Property	1.00	1.00	2.00	4.00
Apartment Property	1.00	1.00	1.00	3.00
Condominium Property	1.00	1.00	0.00	2.00
Public Property	1.00	1.00	0.00	2.00

Table 6.1a: Benefit Point Table

Clean Activities	Safe Activities	Marketing Activities
Improved Aesthetics	Increased Safety	Increased Economic Activity
Increased Economic Activity		

# Renewal Budget

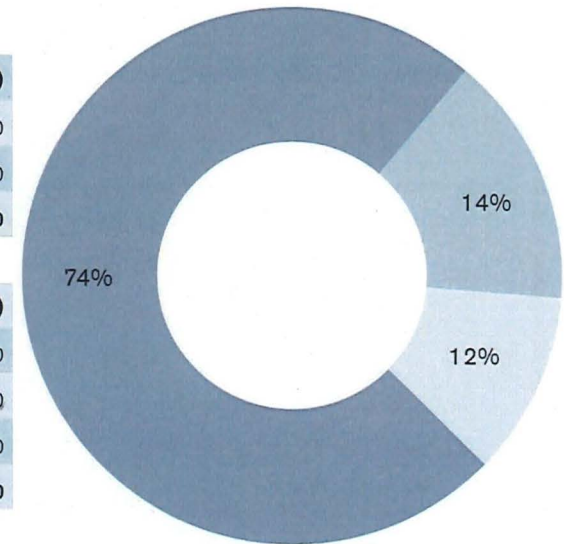
## BUDGET CHARTS & TABLES

	Amount	Revenue (%)
Assessments	\$ 6,036,111	92%
Other (General Benefit)	\$ 524,879	8%
<b>Total Revenue</b>	<b>\$ 6,560,990</b>	<b>100%</b>

### Budget Revenue

	Amount	Assessment Exp. (%)
Clean & Safe	\$ 4,868,481	74%
Public Realm, Marketing Events, & Advocacy	\$ 754,601	12%
Management & Admin.	\$ 937,908	14%
<b>Total Expenses</b>	<b>\$ 6,560,990</b>	<b>100%</b>

### Budget Expenses



Budget Expenses Pie Chart





# Cleaning

- Current cleaning services continued and adding:
- **24/7/365 Member Services! PLUS**
- Pressure Washing Weekly Zone 1
- Overnight Sidewalk Vacuum
- Afternoon/Evening Cleaning Shifts

415-781-4456

[CleanAndSafe@UnionSquareBID.com](mailto:CleanAndSafe@UnionSquareBID.com)



Removed **9,319** Needles

Collected  
**572,375 lbs.**  
Of Trash & Debris

Removed  
**17,182**  
Graffiti Tags & Stickers

2018 Operations Report

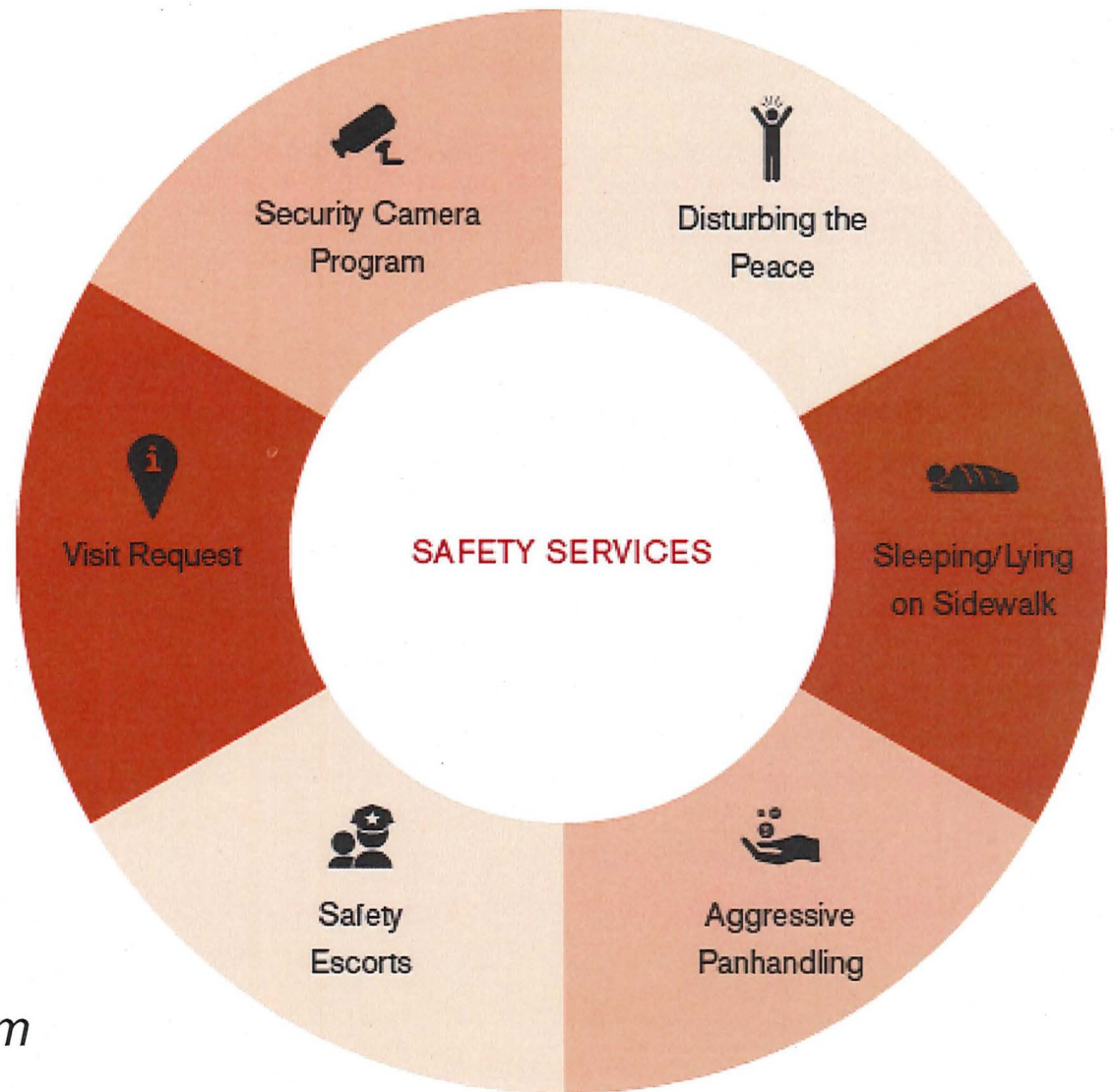


# Safety

- Current safety services continued and adding:
- **24/7/365 Member Services! PLUS**
- Maintaining & Expanding Security Camera Program
- 10b Officers – 20 hours daily
- Overnight Security Patrol
- Afternoon/Evening Ambassador Shifts

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[CleanAndSafe@UnionSquareBID.com](mailto:CleanAndSafe@UnionSquareBID.com)





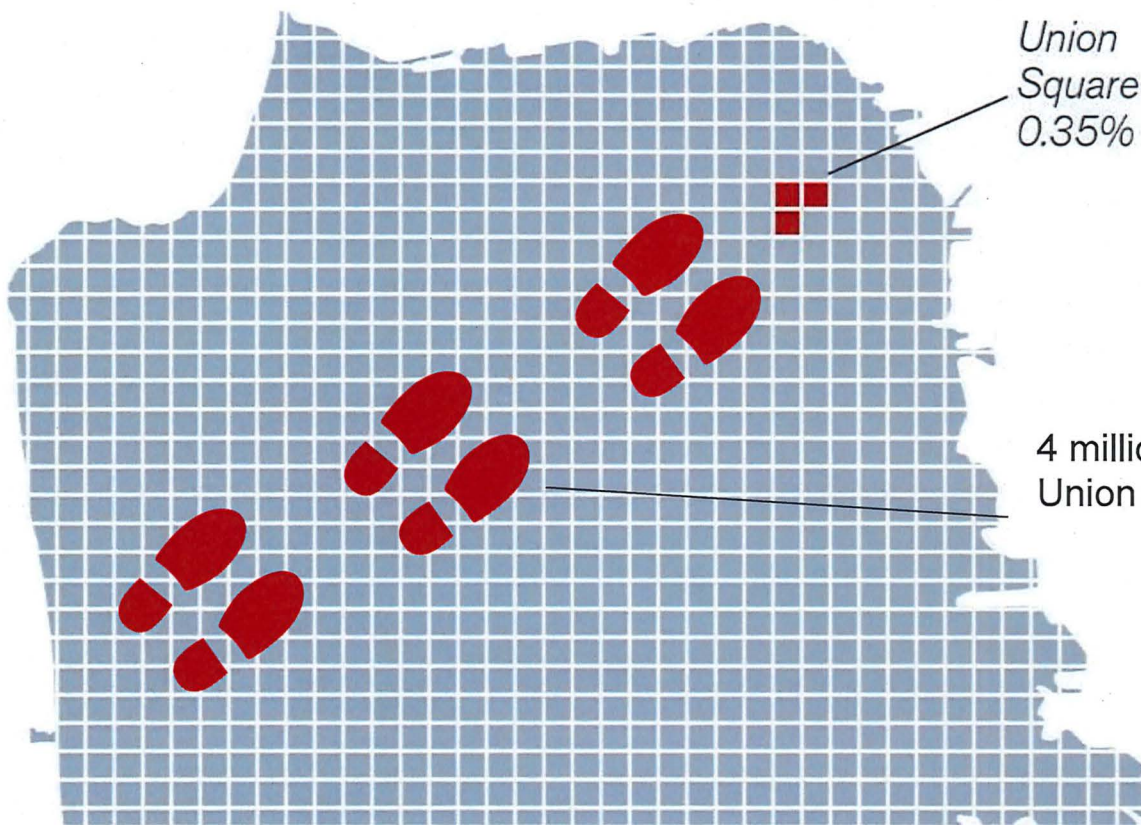


Over  
**25,000**  
Directions Given

Addressed  
**44,783**  
Quality of Life Issues



# Economic Impact



Union Square  
0.35%

4 million visitors to  
Union Square per month.



34% of the City's generated  
general consumer goods



27% of the City's transient  
occupancy (hotel) tax



38,000 workers

*\$6,200,000,000 in  
assessed property value*

# Above & Beyond

- Launched the Union Square Foundation, a 501(C)3 charitable organization to raise funds for public realm improvements and homeless services



- Workforce Development
- Pathway to Housing
- Peer-to-Peer Outreach



- Connects individuals with long lost family and friends.
- Peer-to-Peer Outreach

A screenshot of a CNN news article. The top of the page shows the CNN logo and navigation links for US, Crime + Justice, Energy + Environment, Extreme Weather, and Space + Science. The article title is "This nonprofit helps homeless people record video messages and reunites them with long-lost loved ones". The byline is "By Ryan Prior, CNN" and the update time is "Updated 12:09 PM ET, Mon March 18, 2019". The main image shows four people (three men and one woman) standing outdoors in front of a city street. To the right of the main image is a "More from CNN" section with two smaller articles: "A prequel to 'The Hunger Games' will arrive May" and "Magician's body found failed river escape stu". At the bottom right is a "Consumer Cellular" advertisement featuring a red suitcase.





**Placemaking**



**Public Art**





**Destination Marketing**

**Winter Walk  
brought 2.2 million  
visitors in 2018!**





**Thank you!**