



Castro/Upper Market Community Benefit District 2016 Survey Results

Executive Summary

Surveys were distributed to two distinct groups and were kept separate for purposes of analysis. Surveys were distributed by mail to every property owner and merchant in the Castro CBD district, through the CBD's e-newsletter, and social media.

- Property owner and Merchant/Commercial Tenant Group
- Resident and Visitor Group (generally those not in the footprint and not being assessed)

Survey was open from October 2 – November 7, 2016.

199 surveys in total were completed.

Cleaning Services

- Respondents reported generally very happy with CBD cleaning services:
 - 84% property owners/merchants satisfied or very satisfied
 - 94% residents/visitors satisfied or very satisfied

Several comments referred to the difficulty of keeping the Castro clean given the large number of people living on the street. Respondents at the far eastern end of the district also expressed the need for more cleaning services. The more familiar people were with the CBD cleaning services and dispatch number, the higher they scored the CBD's services.

More steam cleaning, spot cleaning and distribution of the cleaning dispatch number is needed. The CBD's dispatch number is 415-471-7536 call or text a cleaning related problem/graffiti in the CBD's footprint.

Public Safety Services

- All groups reported (93% property owners/merchants, 97% residents/visitors) that the addition of Patrol Special Police on patrol in the evening hours was important and many comments supported having more Patrol Special Police.

It was not clear through this survey if respondents all understood how the Patrol Special Police are funded, their role and who they actually work for. What was clear was that **the respondents felt barraged by crime and don't feel safe**. Most all comments in this section called for more uniformed officers all day long walking a

foot patrol. Respondents at the eastern edge of the district seemed to believe they were left out of the Patrol Special services. This also indicates a misunderstanding of the funding structure for Patrol Special Police.

Public Space Management/Activation

- A high favorability rating for Live! In The Castro was reported with 79% resident/visitor and 60% for property owner/merchant In The Castro favorably with a 3 or 4 out of a scale of 1-4.

Both groups wanted more bistro tables and chairs, wanted them out more often and wanted to be able to sit and enjoy the performances rather than only be able to stand and pass through. A common thread for both groups was their limited knowledge/awareness of events and called for more and better promotion of the schedule. Both groups also called for limiting the ability of the homeless to take over Jane Warner Plaza and keeping it cleaner.

Beautification Initiatives

The Rainbow Crosswalks were the most well liked beautification initiative of the Castro/Upper Market Community Benefit District for both groups with hanging flower baskets and the celebratory LED lights close behind. Respondents in the eastern end of the district wanted to see beautification initiatives in their end of the district.

Website/Annual Report/Facebook/Twitter

More promotion of these outreach strategies is needed. Those who visited the website generally found it informative, but several did comment that the navigation was difficult. More property owners/merchants reported visiting the website than residents/visitors which is to be expected; 55% of the property owner/merchant group remember having received the annual report in May 2015.

Challenges & Recommendations

- 1) While there is overall a very good level of knowledge about the CBD and a good impression of the services provided, very few property owners and merchants/commercial tenants completed the survey.
Recommendation: More extensive effort be made to get these key stakeholders to help us improve our services to them.
- 2) Though people are generally satisfied, it is mostly those property owners/merchants who have the most problems that know of our services best and have the most contact with us. The more people use our services, the more satisfied they are. Many were unaware of the cleaning dispatch number.
Recommendation: More outreach needed about the cleaning dispatch number, how to use it and expectations.

- 3) Both groups wanted more steam cleaning, better spot cleaning and many comments from both groups feel like the Castro is still very dirty in general. **Challenge:** Since the survey we have increased our steam cleaning to 3 days a week, but this is only possible because we have 42 hours a week of grant funded clean team workers to do general cleaning (sweeping/graffiti removal, spot cleaning, responding to dispatch calls). When these grants end, June 2018, we will once again be struggling with steam cleaning only 2 days a week. The CBD's mandate is to steam clean every parcel at least quarterly, we just about can get this done with steam cleaning 2 days/week. **Recommendation:** If CBD can't meet the need of merchants for steam cleaning, can we get a group rate for extra steam cleaning for them? Can merchants play a stronger role in keeping their storefront clean? Campaign for all to download 311 app and CBD dispatch #.
- 4) Dog poop and human feces were cited repeatedly as a problem. **Recommendation:** Conduct a marketing campaign, including signage, that encourages people to leash and pick up after their dogs. Talk with clean team about most problem spots. Advocate for DPW to fund a second Pit Stop at the public restroom on Market by Safeway and to fund both Pit Stops for 24 hours or at least until 1 a.m.
- 5) Safety is a huge issue for the responders. Comments clearly showed that people do not feel safe. Comments were about crime and also about homeless individuals. Many comments mentioned homeless individuals as a reason for not coming to the Castro any longer and for the filth in the Castro. Respondents generally called for increased uniformed officers. **Recommendation:** Organize the community to advocate at city hall for increases in the number of trained officers, and increase in the number of officers trained in Crisis Intervention (CIT), on the police force. Meet with Mission Station on regular basis, enforcing our priorities. If SFPD can't increase their numbers of officers, advocate for city to fund CBD for increased Patrol Special patrols. Organize nighttime activities that don't involve only drinking. Activities that will bring people out: night market, wine/art walk, etc.
- 6) Both groups were supportive of the CBD's efforts to activate Jane Warner Plaza with bistro tables and chairs and also with activities such as Live! In the Castro, many were unaware of the schedule for Live! In The Castro, wanted more seating and wanted the plaza to be kept cleaner and for CBD/city to be able to limit the ability of the homeless to take over the space. **Recommendation:** Take advantage of all free opportunities to consistently promote Live! In the Castro on social media and other platforms. Investigate Clear Channel donating advertising space for Live! In The Castro at the F-line stop in Jane Warner Plaza. Budget marketing dollars to pay for advertising of Live! In The Castro, explore banner in JWP. Purchase additional tables and chairs. Ensure that Jane Warner Plaza is kept clean through assigning several

pass through's a day. Re-focus Castro Cares, work with the city to better address the needs and issues of those who are living on the street.

- 7) Beautification initiatives were generally viewed as positive for the district. Some comments included that they would prefer that all funds be directed towards cleaning. Comments from the eastern end of the district wanted to see beautification initiatives closer to them.

Recommendation: Develop a cohesive plan to bring beautification initiatives down Market St.

- 8) Website and other marketing strategies were not visited very often or followed through social media.

Recommendation: Need more promotion and website should be reexamined with fresh eyes for improvements.

Detailed Findings

Property Owner/Merchant Survey Group

90% of the property owner/merchant group reported either Familiar or Very Familiar with the Castro/Upper Market Community Benefit District. Overall 87% of the respondents in this group reported being either satisfied or very satisfied with the services provided by the Castro/Upper Market Community Benefit District.

- Cleaning
Over 94% of those who answered the question knew about the daily cleaning services offered by the CBD. Overall 68% of the respondents were either satisfied or very satisfied with the CBD's cleaning services (sidewalk sweeping, steam cleaning, graffiti removal, spot cleaning) with steam cleaning scoring the lowest at 57% either satisfied or very satisfied. About half of the respondents had never called the CBD cleaning dispatch number and several commented that they weren't aware of the service or they had an old telephone number. 80% of those who have used the phone were either satisfied or very satisfied.
- Safety
93% thought that having Patrol Special Police Officers on patrol in the evenings in the district was important. 24% of the commercial tenants responded that they do contribute on their own to fund Patrol Special, 46% do not and 30% responded that they did not know.
- Live! In The Castro
60% responded that they were familiar with Live! In The Castro, and 60% gave Live! In the Castro a positive rating with either a three (3) or four (4) on a scale of one – four (1-4).
- Beautification Initiatives

The Rainbow Crosswalks at 18th & Castro Street scored the highest favorability rating out of all the CBD's beautification initiatives with 54% rating this initiative with a four (4) on a scale of one to four (1-4). Hanging flower baskets and the celebratory LED lights tied for second with 43% of the respondents giving these strategies a four (4).

Residents/Visitors Survey Group

83% of the property owner/merchant group were either Familiar or Very Familiar with the Castro/Upper Market Community Benefit District.

Overall 94% of the respondents in this group reported being either satisfied or very satisfied with the services provided by the Castro/Upper Market Community Benefit District.

- Cleaning
83% of those who answered the question knew about the daily cleaning services offered by the CBD. Overall 72% of the respondents were either satisfied or very satisfied with the CBD's cleaning services (sidewalk sweeping, steam cleaning, graffiti removal, spot cleaning) with spot cleaning scoring the lowest at 73% either satisfied or very satisfied. 86% of the respondents had never called the CBD cleaning dispatch number and several commented that they weren't aware of the service or they had an old telephone number. 82% of who have used the phone were either satisfied or very satisfied.
- Safety
97% thought that having Patrol Special Police Officers on patrol in the evenings in the district was important.
- Live! In The Castro
82% responded that they were familiar with Live! In The Castro, and 79% gave Live! In the Castro a positive rating with either a three (3) or four (4) on a scale of one – four (1-4).
- Beautification Initiatives
The Rainbow Crosswalks at 18th & Castro Street scored the highest favorability rating out of all the CBD's beautification initiatives with 59% rating this initiative with a four (4) on a scale of one to four (1-4). Hanging flower baskets scored second with 52% of the respondents giving this initiative a four (4).