



**Castro/ Upper Market Community Benefit District
Community Guides and MAC Workers Program
Report for May, 2010**

Presented by MJM Management Group

June 8th, 2010

Castro May 2010 Report



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DATE: June 8th, 2010

TO: Andrea Aiello, Castro/Upper Market Community Benefit District

FROM: Bryan McCue, MJM Management Group

RE: Castro/Upper Market Report for April 2010

Below is a summary of the Castro/Upper Market Community Benefit District

Project for May, 2010.

Summary - Sprucing Up the Castro CBD



We are pleased to report the 17th St. Plaza is continuing streetscape improvements; new additions such as new planters and new ground surface create a more pleasant experience for locals and tourists to commune, sit down, and relax. MJM Management Group has done considerable repainting of light poles, trash receptacles, and other objects to assist in the visual improvements of this area.

The Harvey Milk Plaza also received landscaping improvements to the existing PODs along Market St. at Castro St. with new plantings. San Francisco Supervisor Harvey Milk was celebrated with the unveiling of a plaque at his original storefront site on the 500 block of Castro St. There was also a re-dedication for the plaza and a variety of events for Harvey Milk Day on May 22 as well- the first official celebration of the new State of California recognized day.

We began the first round of quarterly steam-cleaning on May 1st. This will continue into mid-June. The 2nd round begins in mid-July.

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Teamwork with DPW



MJM and the Castro CBD have continued to work together to implement improvements. DPW installed new planters at the 17th St. plaza and the CBD maintenance crew sealed the planters with a graffiti block product supplied by DPW. The two entities will also work together to maintain the new ground cover installed by DPW, and Castro CBD crew cleaned the PODs at Harvey Milk Plaza.

Highlights

May 4, 2010:

Bryan, maintenance supervisor for CBD crew, met with Andrea for their monthly walkthrough. The upgrades to the plazas were discussed. The maintenance crew was there, removing stickers, graffiti, and illegal posters on 17th St. MJM workers will continue to assist in the unlocking of the plaza's new tables and chairs each day.

May 6, 2010:

An unfortunate loss in the community:



(A shrine honoring the Fallen)

Jane Warner, Special Patrol for Castro for many years, as well as longtime community icon, passed away after a battle with cancer. A memorial service was planned and the directors of Merchants of Upper Castro (MUMC) issued a tribute statement to her. They arranged for the rainbow flag at Harvey Milk Plaza to be flown at half mast in her honor in conjunction with the memorial. To quote Steve Adams of the MUMC board, " Our community has lost another very

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active member, and one who many of us came to know and respect personally, as well. May memories of her and her legacy be strong and long.”

May 11, 2010:

Greening and landscape maintenance continues with the weeding of tree wells found along our MAC routes. As the end of the rainy season approached, the weeds proliferated. With constant attention from the MAC workers, we hope to have a continued clean and weed free neighborhood as we enter the dry summer and fall months.



(At 20 Hartford St.)

May 12, 2010:

Painting:

The CBD maintenance crew repainted poles, cans, etc around the 17th St. plaza area. MAC workers worked diligently to keep ahead of the graffiti and stickering of the street furniture. Sadly, illegal posters were being applied before paint was even dry. MAC workers will make sure to keep up with their efforts, and keep ahead of the problem.

May 18, 2010:

Workers applied sealer to plaza walls, as requested by Andrea, using graffiti block from DPW. This should help keep graffiti at a minimum on these new planters, further enhancing the neighborhood.



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May 21, 2010:

Mac workers were on hand to provide 17th St. plaza maintenance for the Harvey Milk celebration. Painting, graffiti removal, sticker and poster removal were all accomplished ahead of the celebration, as evidenced by the photos below.



May 25, 2010:

Lost and Found

MAC workers found a phone in the district, and, with assistance from Dispatch, were able to locate the owner and return the device.



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Notable Incidents

May 10, 2010:

Our new MAC worker in the main Castro corridor was attacked by a homeless man. After the MAC worker did a welfare check on the individual, the man took the broom off the MAC worker's cart and started swinging and hitting the MAC worker. The MAC worker immediately contacted both Castro Dispatch and SFPD. Fortunately, the MAC worker didn't suffer serious injury, but was advised to seek medical attention at Kaiser Hospital. The MAC worker did have the presence of mind to keep an eye on his attacker when the man fled, and was able to identify him to SFPD. Full reports were filed and the man was arrested. Note: As pictured below, the same man was found sleeping on 18th St. soon after, and was reported to Castro Dispatch. Both the Castro Guide and the MAC team will keep alert, noting this person's presence and reporting any problems to Dispatch and the Police.



May 11, 2010:

The transient population has increased recently with many doorways filled with campers. Both the Community Guide and the MAC workers track and report these issues. If possible, MAC workers help the guide advise the campers of the trespassing issue, and ask for compliance in moving along. MAC workers also spend considerable time cleaning up the debris left behind when campers are sleeping on the streets.



(Example: 2399 Market St.)

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May 13, 2010:

The Diesel store at 410 Castro was tagged with hate graffiti on the walls and windows. The CBD maintenance crew immediately began removing the window tags and painting over the wall graffiti as soon as they saw it.



May 15, 2010:

Illegal dumping continues to be a huge issue in daily maintenance. MAC workers continue to move this debris to the nearest City trash can, and notify DPW of the need for a pick-up of the illegally dumped items. Dispatchers track the ticket number of all items called into DPW so that they can follow through if the items aren't picked up in the time window specified by DPW.



(456 Castro St.)

May 18, 2010:

The Community Guide and MAC workers continue to find and dispose of used syringes left behind by drug using transients. Workers are trained in the safe disposal of these needles using SHARPS containers. The removal of these items greatly enhances the safety of all who live and work in the Castro neighborhood.



(Example: 464 Castro St.)

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May 18, 2010:

Community Guides witnessed bold and wild transients fooling around at the intersection of 18th & Castro Streets by the Walgreen's Drug Store. Police Non-Emergency was called, both for the protection of the individuals, and to keep both pedestrian and vehicle traffic moving safely.



May 19, 2010:

The locks for 281 Noe St. garage door has been constantly vandalized. MJM Field Supervisors have been keeping the area secure with replacement locks. As the shop will soon need to move, we will take into account the potential for vandalism and theft in securing a new location.



Trainings

MJM continued training activities for staff in May. These trainings add to the ability of each guide, dispatcher or clean team member to assist the public when providing services.

Customer Service Training Customer Service Training continued with Trainer Rafael Santiago for all Community Guides in all projects. In addition to classroom time, the trainer spent many hours of field time with the guides to give feedback on the implementation of skills learned in the classroom. For the guides, skills of de-escalating tense situations, using appropriate communication, and being sensitive to the client base were all stressed as important in the success of the guides' work.

Management Sexual Harassment Training As required by law (AB 1825) all MJM management attended a training conducted by an attorney to review both sexual harassment, and our company's duties to respond to any incidents that might arise with our employees. This session was very helpful to keep management fully versed in our responsibilities to the staff and the community.