APPROVED MINUTES

TLCBD CLEAN Committee Meeting
November 21, 2019 11:00am-12:00pm
Location: 512 Ellis, San Francisco, CA

ATTENDANCE
Christy S., Board Member, Chair
Regina G., Board Member
Fernando P., TLCBD Staff
Shayna Y., TLCBD Staff
Morris O., Guest, TLCBD Clean Team ops manager

Agenda

1. CALL TO ORDER
   Christy S. called the meeting to order at 11:02am.

2. PUBLIC COMMENT ON AGENDA ITEMS
   None

3. APPROVE MINUTES
   Motion: Christy S.
   Second: Regina G.
   Regina, abstained,
   Approved

4. STORYTELLING/COMMUNICATIONS
   -Committee discussed two channels of communication/storytelling with regards to Clean Program: Internal and External.
   Internal Storytelling: The purpose of internal communications is in keeping team members engaged and personally motivated.
   Recent trip to Tenderloin Museum has proven to be a good experience. Team members were readily engaged, and have regularly mentioned the experience since.

   External Storytelling: Overall purpose of this type of storytelling would be to elevate the work of team members while changing the curve/trend toward a cleaner neighborhood and addressing root issues.

   Vital we create connections to stakeholders including residents, merchants, and property owners. Committee members and guests discussed potential opportunities to make introductions to cleaners on their routes.

512 Ellis Street San Francisco 94109 • 415.292.4812
To Lead the Evolution of the Tenderloin into a Vibrant Community for ALL.
Follow up: Committee discussed the benefit to working with and producing a video similar to previous features on SP. Video and/or B-roll could be used for both internal/external purposes and include snippets from community members thanking the team or saying what the team means to them. The video could be a tool to message externally about the root issues affecting cleanliness in Tenderloin while inspiring pride of place.

Christy S. will check in with a videographer friend to see if there is an opportunity to collaborate pro bono.

Connection of the SIDEWALK -what unites everyone

Upcoming:

Fernando to reach out to people on the street to let them know when pressure washing is scheduled. It’s a two-fold mission to include them and build awareness of the cleaning efforts that are taking place

5. METRICS/THEORY OF CHANGE  19 minutes
Committee has agreed to work at honing the following areas for metrics:
• staff/equipment daily tracking
• How are the street conditions / how well are we doing? Quality of work
• Vendor Satisfaction (partnership with BBB)
  o Still working out metrics here but could incl. Incidents, turnover

Results-based accountability will be the critical framework of our work this year in partnership with Facente consulting group.

Committee discussed potential indicators of success:
• Hotline calls (increase should come before a decrease).

• Experience of the sidewalks (1 to 5 scale, best to worst)
  Need to look at the accuracy and consistency of metrics
  Could use Safe Passage
  Need consistent points - ex: time of day, day of the week

6. PROGRAM UPDATES  3 minutes
Staff working to resolve issue with bag pickups during DPW swing shift, nightly rummaging.
Staff provided update to contract extension with BBB. Invoicing settled, program within budget.
TLCBD to add empty bed truck service in January; will look to new protocols for bag pick up to address root issue.

For holidays, committee members looking for potential gifts for Clean Team: bags, water bottles, etc
7. COMMITTEE MEMBER EXPANSION 1 minute
   The committee agrees we need to at look at root cause/bigger picture and look at partners vs trying to tackle on our own as a CBD.

8. TIME PERMITTING Q&A WITH OPS MANAGER 10 minutes
   Morris underscored the need for access to many more restrooms. He described a typical day, and where he divides time in the field between himself and team lead. He has a desire to bring more resources to the program. Would like to continue attending the meeting.

9. NEXT MEETING DATE/AGENDA ITEMS 1 minute
   Next meeting third Thurs - Dec 19 11am 512 Ellis Street

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