



August 2020



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Summary: Clean Team Highlights, August 2020

Accomplishments

During the month of August, Downtown Chattanooga Alliance Ambassadors achieved the following special project and cleaning accomplishments:

1. Powerwashed stains, smells, and deep cleaned sidewalks for 19 hours;
2. Removed 753 graffiti tags and stickers observed around the district;
3. Cleaned-up 74 incidents of Biohazard and disinfected the immediate surrounding area;
4. Performed 365 hours of special projects which mainly involved mulching of the tree beds around the district;
5. Collected 153 bags of trash;
6. And performed weed abatement on 25 block-faces.



Ambassador Ashland power washing Broad Street at Aquarium Way.



Ambassador Jacob paints a trash can on Broad Street at Aquarium Way.

Executive Summary: Hospitality Team Highlights, August 2020

Accomplishments

During the month of August, the Downtown Chattanooga Alliance Ambassador Hospitality Team did the following:

1. Provided 1,361 directions and recommendations;
2. And conducted 57 business checks throughout the district.

Business Checks - Ambassador enters a business, introduces themselves, speaks about the services we offer, and ask if we can be of assistance. A phone number for our office is then provided, should the business need any assistance in the future.

While our priority in our first month of operation centered on cleaning and special projects, we look forward to building a robust hospitaity program as our ambassadors continue with their training.



Ambassador Ryan provides information for a visitor who just arrived in Chattanooga.

Who Are The Ambassadors

DCA Ambassador Team

Ambassadors are Chattanoogaans and a Georgian who were hired during the pandemic (July to August 2020)

- 46% Hired COVID related (lost their previous job or had hours reduced due to COVID-19)
- 92% Chattanoogaans
- 13% Re-entry
- 13% Veteran
- 20% Single parents
- 66% Black
- 34% White
- 66% Ambassador position paid more money
- 20% opportunity for job growth

\$13.00 per hour - starting pay Ambassador position (11 total positions)

\$15.00 per hour- starting pay for Team Lead position (2 positions)

All full time Ambassadors are eligible for benefits after 90 days.



Ambassador Kyle pulls weeds at Broad Street and 4th Street.



Ambassador Jemarow paints over graffiti at 7th Street and Georgia Avenue.

Where We Recruited

Ambassadors

DCA added specific language to our contract for the vendor, Block by Block, to adhere to in hiring. See the language below.

SECOND CHANCE COMMUNITY OUTREACH PROGRAMS: Block by Block shall make a reasonable effort to ensure that at least twenty percent (20%) of the Ambassadors are individuals who come from second chance community outreach programs, including but not limited to, those organizations listed on Exhibit G attached hereto and incorporated herein, including those individuals who have overcome challenges with substance abuse or incarceration, and/or whose current income falls below 100% of the poverty line in Chattanooga, Tennessee. Block by Block will provide to CUSTOMER the number of Ambassadors hired, interviewed, and from what agencies the candidates applied on a monthly basis.

Also, we shared the job openings with the following organizations and leaders:

St. Paul's, Second Presbyterian, YMCA, United Way

Greg Harwood - City of Chattanooga Office of Workforce Development

Troy Rogers - Mayor's Office of Public Safety

Wendy Winters - Executive Director - Chattanooga Regional Homeless Coalition

Jackie Clay - Executive Director - Family Promise

Ryan Lloyd - ERU Leader - AIMS Center

Councilman Oglesby - who shared it with the rest of City Council

Finally, please see the organizations listed in exhibit G in our contract for the vendor to work with:

Local Second Chance Community Outreach Programs

Chattanooga Community Kitchen: Community Kitchen, Homeless Services

Chattanooga Regional Homeless Coalition: Homeless Services

Chattanooga Room in the Inn, Inc: Transitional housing program for homeless women and children

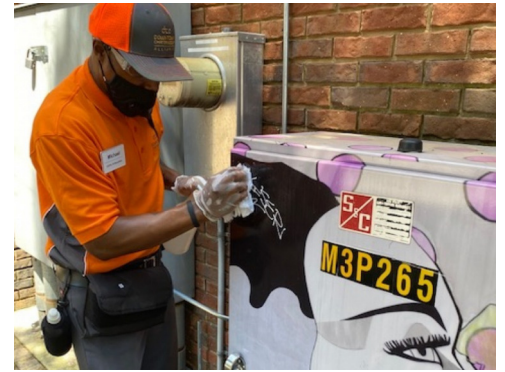
Family Promise of Greater Chattanooga: Homeless Services for Families with Children

The Chattanooga Rescue Mission: Homeless Services, Drug Rehabilitation, Shelter

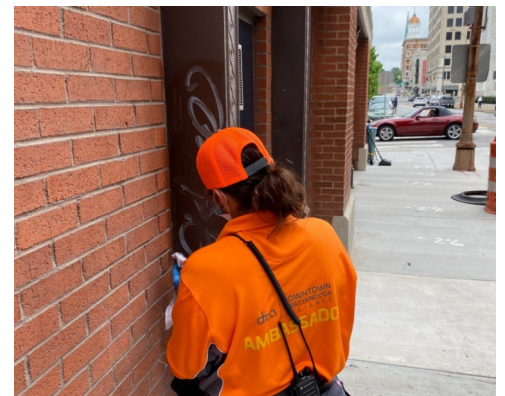
The Partnership for Families, Children and Adults: Domestic Violence/Sexual Assault Services, Elder and Disability Services

National Health Care for the Homeless Council, Coalition to end Homelessness, Homeless Services

MacLellan Shelter for Families



Ambassador Mike wipes graffiti off the electrical box on Chestnut St.



Ambassador Megan removes graffiti off a building on Georgia Avenue.

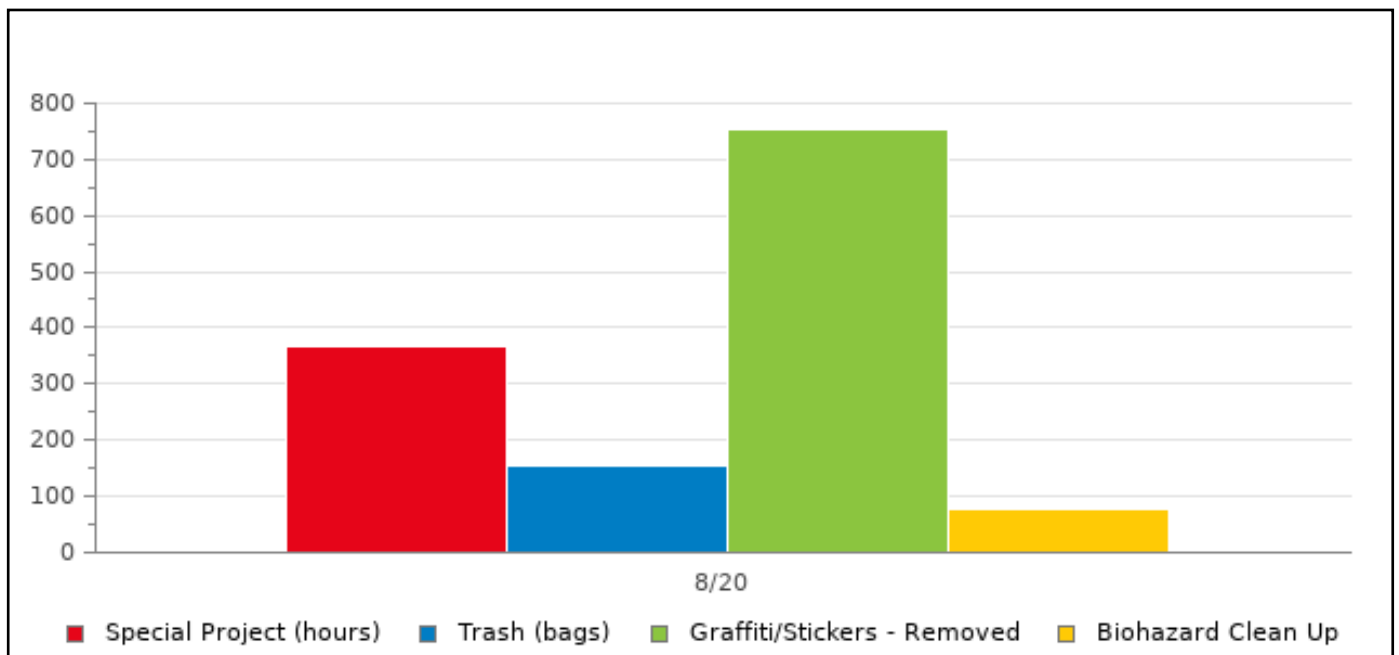
Cleaning Statistics

August 2020 through August 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	--	--	--	--	77
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	--	--	--	--	753
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	--	--	--	--	19
Special Project (hours)	'20	--	--	--	--	--	--	--	366	--	--	--	--	366
Trash (bags)	'20	--	--	--	--	--	--	--	154	--	--	--	--	154
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	--	--	--	--	25

Stats are based on Block by Block's SMART tracking app.

August 2020 through August 2020



Stats are based on Block by Block's SMART tracking app.

X-Axis - represents the task completed.

Red - number of special project hours performed by the Ambassador team in August.

Blue - number of trash bags filled by Ambassadors while sweeping the streets in August.

Green - number of graffiti tags and stickers removed by Ambassadors in August.

Yellow - number of times Ambassadors cleaned up biohazards in August.

Y-Axis - represents the total number of stats for each task completed by the Ambassador team.

Cleaning Highlights

Field Observations

Ambassadors hit the streets of downtown on August 1, 2020. The initial focus was to mulch tree wells, scrape gum from trash can lids, remove stickers and handbills, deep clean the curb lines and power wash stains and smells. It took a good three weeks to complete the mulching project, but we believe that project showed a noticeable difference throughout the district.

Removal of handbills and graffiti allows us to prep for painting projects which the ambassadors will work on through September and into the fall. A fresh coat of paint always brightens up the area and shows the visible difference we are looking for as we move into the holiday season.

We've learned a lot over the course of the month. We continue to alter our deployment so we can best meet the needs of the district. Public Works has been extremely supportive of our efforts and a great partner. Without Public Works, we would not be off to the great start that we are.



Ambassador Robert wipes down a trash can at 8th Street and Market Street.



Parking meter painted on 6th street.

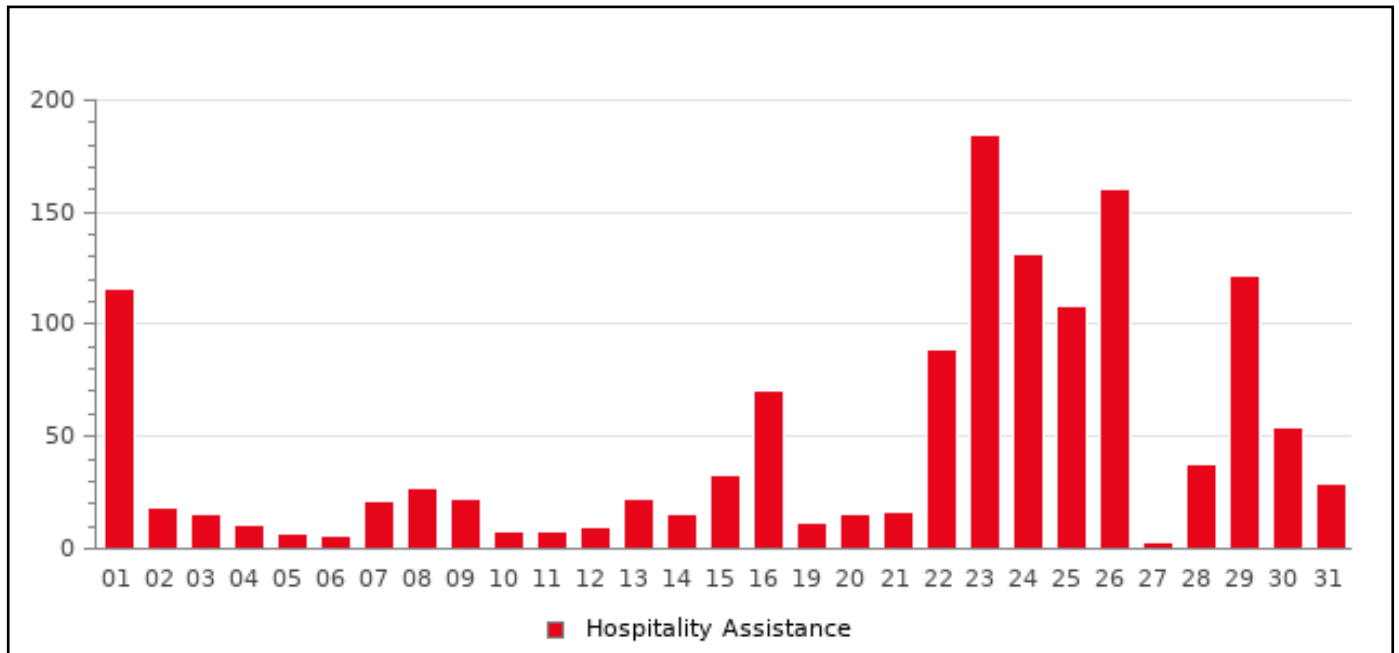
Hospitality Statistics

August 2020 through August 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	--	--	--	--	57
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	--	--	--	--	1370

Stats are based on Block by Block's SMART tracking app.

Hospitality Assistance -- Aug 01, 2020 through Aug 31, 2020



Stats are based on Block by Block's SMART tracking app.

X-Axis - represents each day in the month of August.

Y-Axis - represents the number of people assisted each day in the month of August.

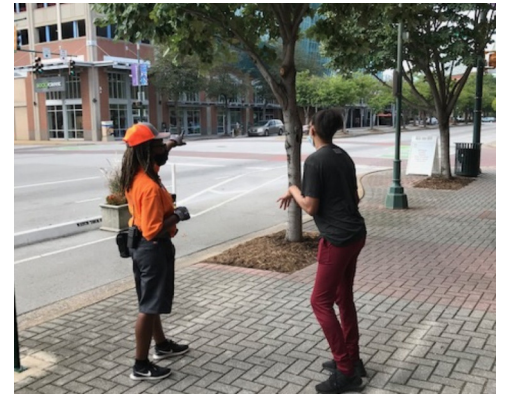
Hospitality Highlights

Field Observations

As I mentioned earlier, we've spent most of our time focused on cleaning and special projects. However, we've noticed a need for Hospitality Services starting Friday evening and lasting through Sunday. We deploy Hospitality Ambassadors in key locations to maximize visibility but to also help visitors with directions and information. Hospitality Ambassadors spend most of their time answering questions about local attractions, places to eat, and how to use the parking meters. Visitors have been receptive to help and appreciate directions from humans as their phones sometimes lead them in the wrong direction.

As we move forward, we will continue to adjust our deployment to meet the needs of the district and the folks enjoying downtown.

Finally we plan to schedule hospitality training with the Chattanooga Tourism Company, visit the district attractions, receive training on the shared bike program, participate in ACES (adverse childhood experiences) and have the ambassadors become NARCAN certified.



Ambassador Tiera provides information to a downtown worker. She explained the services we provide and highlighted our Safety Escort program.

Work with City of Chattanooga and Other Groups

Initiatives

EPB

Reported 15 requests for repair, either leaning acorn light or missing electrical cover;

Found and returned a meter for a wifi pole on Chestnut St.

CDOT

Participated in August CDOT team meeting;

Communication on road closures and repair work;

Restriped 420 Broad Street "No Parking" area;

Replaced trip hazards/orange box with electrical cabinets;

Provided green paint for light poles.

Public Works Department

Daily trash pick-up @ 11pm;

Vacuum truck cleaned out debris in pass through;

Performed sidewalk repair work on 8th street as well as Market St;

Provided mulch for tree planters;

Performed tree trimming around the district.

CPD

Strong communication with Captain Fulgham and Lieutenant Montgomery in regards to areas of concern, property damage, questions property owners and residents have and how we can support each other with deployment.

Ambassadors and Downtown CPD Bike Officers met during new hire orientation;

Bike Unit support to areas of concern.

Social Services

Have partnered and joined the city outreach team three times to perform outreach downtown for our folks experiencing homelessness

Attend monthly Homeless Coalition meeting;

Housed 1 person with his sister in Ohio.



Ambassador noticed leaning light fixture and reported to EPB.

Photos



Ambassadors Jemarow and Mike spread mulch on Pine Street.



Ambassador Katrina removes graffiti off a door on 8th Street.



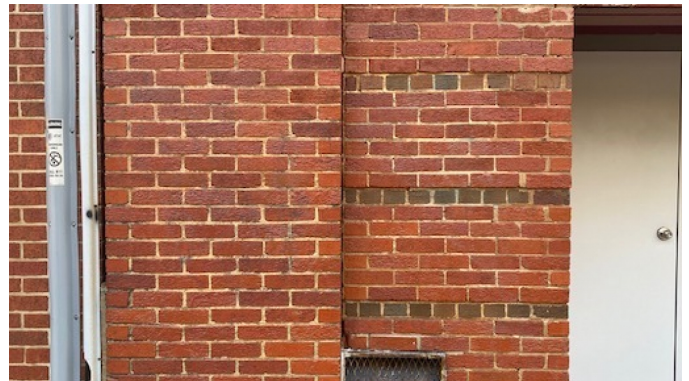
Ambassador Ashland trims weeds behind Patten Parkway.



Ambassador Mike paints a traffic pole on Broad Street.



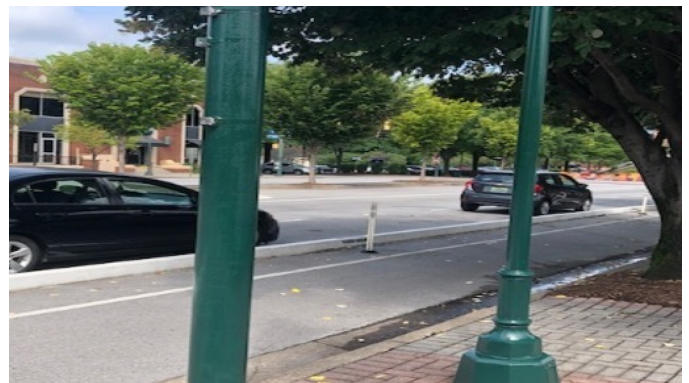
Before photo of graffiti on Chestnut Street.



After photo of graffiti removed on Chestnut Street.



Before photo of light pole painted on Broad Street.



After photo of light pole painted on Broad Street.

Positive Feedback

Accomplishments

Steve,

I can't begin to tell you how happy I am with the new employees cleaning up the streets. I met Meghan this morning who did an amazing job cleaning around the benches in front of the SunTrust Building. As you can see the pictures on top I took at 7:30am this morning and after she cleaned the street, the pictures below were taken at 8:45am this morning. HUGE difference!!

Keep up the good work!!!

Laura

Mr. Brookes,

My name is Tiffany Barats and I am the Front of House Manager at Mellow Mushroom downtown. I am writing to let you know how thankful I am for the people you have working for you! I was outside the morning of 9/1/20 scrubbing crayon off our brick and stone on the patio . The gentlemen working offered to help with the removal. They let me know they have graffiti removal that would take it right off. They cleaned the area I was working on and it looks amazing!! Then Randi came in and introduced herself, and offered to help anytime we need them! They all went above and beyond!

Sincerely,

Tiffany

Steve,

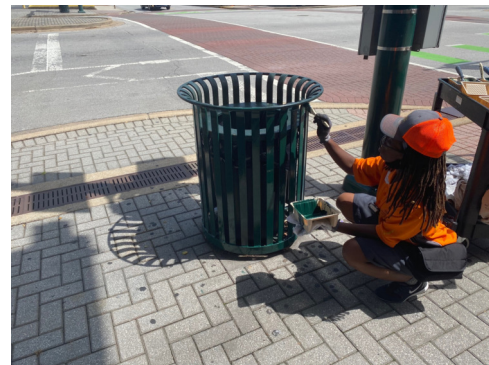
I drove down Broad Street about an hour ago and saw the orange shirts in action! One orange shirt talking with homeless man camped out in front of Steamboat with police officer observing. As I drove north, I saw 2 orange shirts painting light poles. Great to see!

Chris

Hooray. They got the dead limbs. Our part of Downtown thanks you, Steve. Well done!

Sincerely,

June



Ambassador Tiera paints a trash can "Chattanooga Green" at 3rd and Broad.



Ambassador Ashland cleans the curb lines on Broad St using the ATLV.

DCA Ambassador Program Summary

Accomplishments

The DCA ambassadors have been working for just over a month in the district. The primary focus has been mulching tree wells, removal of graffiti and stickers, shoveling curb lines, cleaning trash can lids and pulling weeds. On the weekends, we have placed more of an emphasis on hospitality services.

As the mulching project wraps up, we will work on implementing a more formalized deployment of hospitality/safety team, zone cleaning, deploying our engine equipment daily, continue with special projects and deep clean block faces.

Our work has also lead us to positive interactions with individuals who are experiencing homelessness. Mainly answering questions about jobs and explaining what documents they would need to be eligible to be an ambassador.

We have helped two individuals with a new pair of shoes. Dr. Tuner at Community Kitchen provided the shoes. We've had a couple of requests to help with ID's and are working our way through that process. As the ambassadors become more skilled and efficient in their cleaning and hospitality services, we look forward to increasing and expanding our role working with individuals experiencing homelessness along with the key social service agencies in town who already serve this population.

We look forward to our continued partnership with the City, Police, and Social Service and Community based organizations. Our team has received a warm Chattanooga welcome. It takes everyone's effort to make downtown a clean, safe, and welcoming place. We appreciate the support from the City of Chattanooga.



A young man experiencing homelessness works alongside the ambassadors.