



September 2020

DCA Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Summary: Clean Team Highlights, September 2020

Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 71 hours, an increase of 273% from August 2020;
2. Removed 183 graffiti tags and stickers observed around the district, a decrease of 75% from August 2020;
3. Cleaned 62 incidents of Biohazard and disinfected the immediate surrounding area, a decrease 16% from August 2020;
4. Performed 300 hours of special projects which mainly involved painting, running the ATLV (All-Terrain Litter Vac), Backpack blowing and utilizing the Billy Goat, a decrease of 18% from August 2020;
5. Collected 236 bags of trash, an increase of 54% from August 2020;
6. And performed weed abatement on 209 block-faces, an increase of 736% from August 2020.



Ambassador Tony power washes the sidewalk on Broad Street.



Ambassador Jemarow removing a tag from a USPS mailbox.

Executive Summary: Hospitality Team Highlights, September 2020

Accomplishments

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

1. Provided 2,691 directions and recommendations, an increase of 97% from August 2020;
2. Conducted 42 business checks throughout the district, a decrease of 26% from August 2020.



Ambassador Sincere helps a visitor with directions on Broad Street.

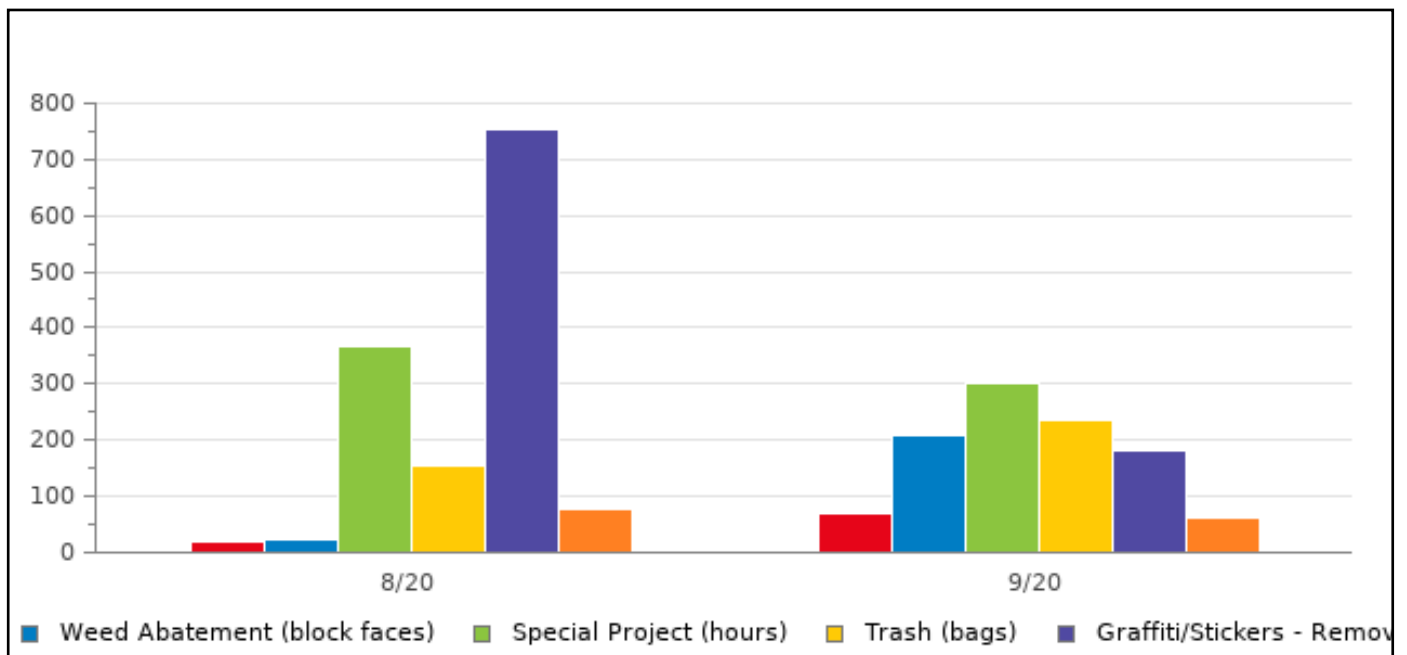
Cleaning Statistics

August 2020 through September 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	62	--	--	--	139
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	--	--	--	936
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	--	--	--	90
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	--	--	--	666
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	--	--	--	390
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	--	--	--	234

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

August 2020 through September 2020



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

Cleaning Highlights

Field Observations

Ambassadors continue to focus on the clean side of operations. During the month of September, the DCA Ambassadors focused on power washing, painting, leaf clean up, weed removal, and assisting properties with their requests.

As you can see in the statistics report, power washing hours were increased by 273% from August 2020. Properties and businesses have complimented the Ambassadors on clean sidewalks. We will continue to deploy our power washer throughout the fall months.

It is always great to see a decrease with graffiti and stickers removed, but to be expected at the launch of an Ambassador program. Although some still exist in the district, we had reduction of 75% in September 2020 when compared to August 2020. We will continue to remove stickers and tags as they go up and assign special projects to remove the remaining tags and stickers in the district.

The last statistic that stands out is the number of block faces the Ambassador performed weed removal on in the month of September. 209 block faces had weeds pulled from cracks and crevices. It shows the attention to detail the Ambassadors have for the district.

As we move into the fall months, Clean Team Ambassadors will continue to focus on PPL (power washing, painting, and leaves).



Ambassador Emanuel removes graffiti off Market Street bridge.



Ambassador Ryan uses the surface scrubber to clean the sidewalk on Chestnut Street.

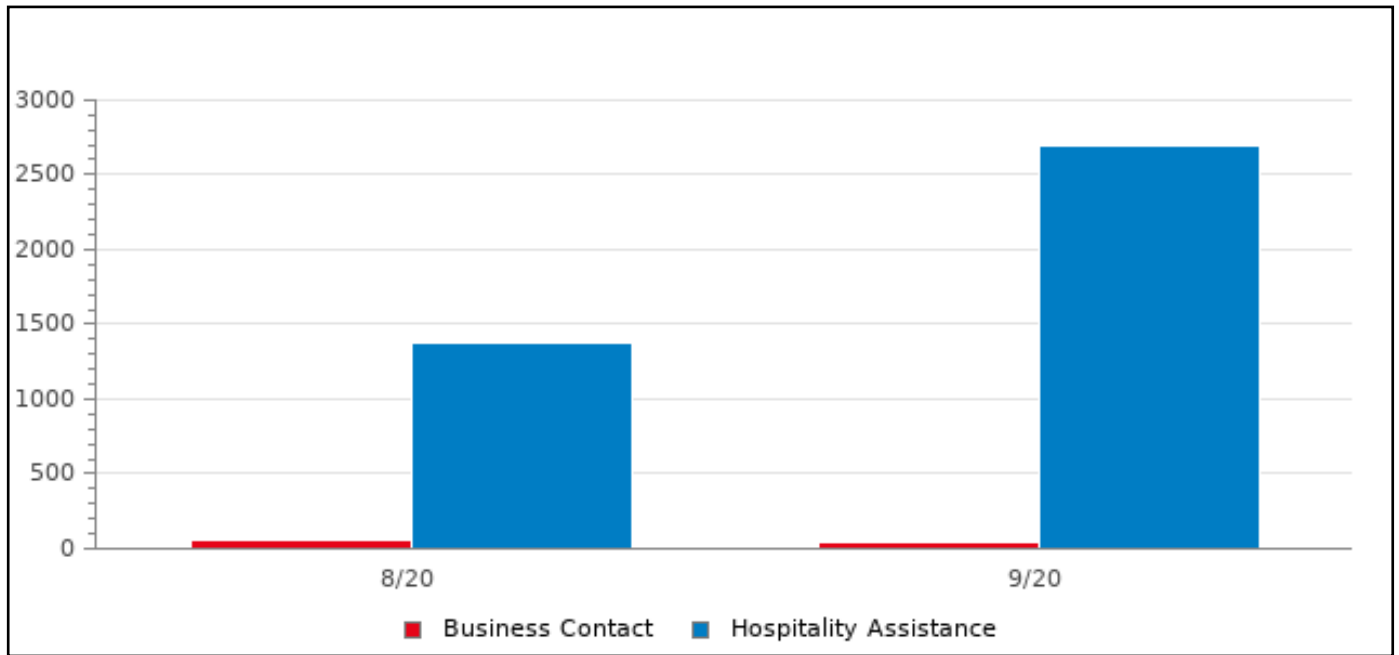
Hospitality Statistics

August 2020 through September 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	42	--	--	--	99
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	--	--	--	4061
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	--	--	--	73

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

August 2020 through September 2020



X-Axis - represents the task we track.

Y-Axis - represents the number of people during the month.

Hospitality Highlights

Field Observations

Weekends continue to be the best opportunity to assist the public with directions, information, and recommendations. During the month of September, DCA Hospitality Ambassadors assisted 2,691 visitors. This was an increase of 97% when compared to the number of visitors assisted in August 2020.

Labor Day weekend was a big weekend to help the public, but also the street closure that occurred every weekend on Broad Street allowed the Ambassadors an opportunity to engage and speak with folks enjoying the district. It was a natural draw to the public that had them stop and ask the Ambassadors what was going on.

We look forward to October and fall break for schools. We anticipate the break will bring even more families to the district. Hospitality Ambassadors will be ready to greet everyone with a warm and welcoming smile.



Ambassadors Mike, Jemarow and Tiera spend time helping a person experiencing homelessness.

Homeless Outreach

Initiatives

During the month of September, we identified 4 Ambassadors who have demonstrated the compassion and desire to work with individuals experiencing homelessness in the district. The 4 ambassadors have spent time each week working with the street population, building relationships. We have provided the ambassadors with a few tools to help them break the ice when they encounter a person in need.

The ambassadors can offer food, water, and socks if they interact with a person who needs those items. They also carry “5 place you can go for free services cards” and give those out as well. The goal is to connect those in need to services the City and County provide. We will continue to train and provide the Ambassadors with the resources they need to engage the folks on the street.

On my end, I am looking to start a Homeless Task Force meeting just focusing on the DCA district. I would meet monthly with City Homeless Services Division and the Chattanooga Police Department. The goal would be to identify 3-5 individuals experiencing homelessness in the district who are in the most need of services. We work on a specific plan for each individual and put it into action. We will need the Social Service community to help, but those organizations would be identified when we decide on a plan for each individual we are concern about.

Also, during the month of September I had a chance to connect with the CEO of Step Up, Tod Lipka. Step Up is an organization that helps people who are chronically homeless with supportive housing. He then introduced me to Dr Sam Tsemberis who is the leader of Pathways to Housing First. I spoke with both of them to gain their input on the best way the DCA could approach homelessness and met the needs of our members.



Ambassador Tiera engages a person experiencing homelessness on Market Street.

Photos



Ambassador Emanuel set to shovel up debris in Cooper's Alley.



Ambassador Jacob power washes on Broad Street.



Ambassador Mike paints a pole on Patten Parkway.



Ambassador Sincere pressure washes on Market Street.



Ambassador Jemarow removes graffiti on Walnut Street.



Ambassador Emanuel cleans windows on Broad Street.

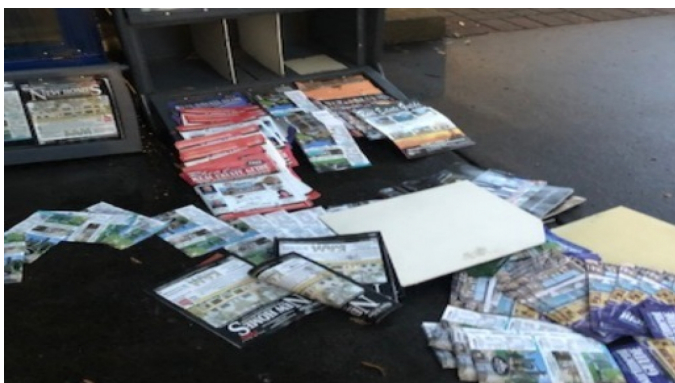


Ambassador Emanuel removes graffiti at Market Street bridge.

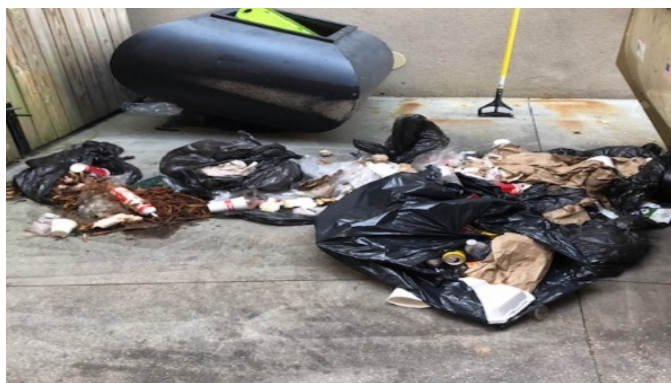


Ambassador Jemarow removes graffiti off a sign.

Photos



Ambassadors get ready to clean up the magazines.



Ambassadors get ready to clean up on 5th street.



Fallen parking sign on Broad Street.



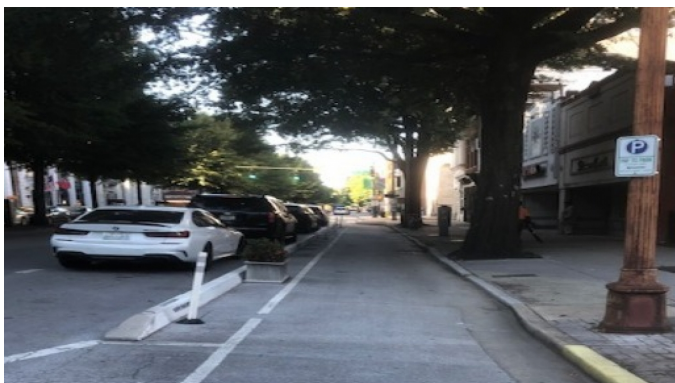
Parking sign re-set by Ambassadors.



After photo of graffiti removed on Chestnut Street.



Before photos of graffiti on Chestnut Street.



After photo of curb line after Ambassadors clean up Broad Street.



Before photos of curb line on Broad Street.

Did You Know?

Field Observations

During the month of September, the Downtown Chattanooga Alliance Ambassadors did the following additional tasks and projects to highlight:

1. Found 2 lost wallets, made contact via social media in attempt to return the wallets to owner;
2. Pushed a broken-down car to the side of the road;
3. Cleaned up spilled grain;
4. Removed debris off a roof top;
5. Reported a broken door and people sleeping inside to the property owner so they could secure the building;
6. Assisted a property owner and business with quality of life concerns by placing ambassadors in strategic locations;
7. Helped removed utility marks off sidewalk on 6th in advance of opening of a new hotel;
8. Cleaned out and reset storm water drain rock bed on Pine Street;
9. Received training from Bike Chattanooga;
10. Degreased oil spill on Chestnut Street;
11. Helped with setup and break down of SPROUTS program on Broad Street;
12. Worked with city services on behalf of property owner requests to have trees maintained;
13. And performed a deep clean of Patten Parkway alley.



Grain spill on Market Street which Ambassadors cleaned.



Ambassadors Ryan and Carson push a disabled car out of traffic.

Ambassador of the Month: September 2020

Get to know your Ambassador of the Month

Favorite Place to Eat Downtown:

Buffalo Wild Wings

Favorite Thing to Do in Chattanooga:

Work

Favorite Song:

Still Blazin, Wiz Khalifa

Favorite Season:

Summer

Favorite Food:

Hot Wings

Favorite Movie:

Friday

Favorite Book:

Art of War



Ambassador Emanuel shows off his certificate after receiving the Ambassador of the Month award.