



# November 2020

## DCA Report



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Summary: Clean Team Highlights, November 2020

## Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 44 hours, a decrease of 53% from October 2020;
2. Removed 148 graffiti tags and stickers observed around the district, an increase of 21% from October 2020;
3. Cleaned 32 incidents of biohazard and disinfected the immediate surrounding area, a decrease of 15% from October 2020;
4. Performed 233 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 16% from October 2020;
5. Collected 284 bags of trash, a decrease 8% from October 2020;
6. And performed weed abatement on 23 block-faces, a decrease of 48% from October 2020.



Ambassador Tiera picks trash out of a planter.



Ambassador Tony paints a pole on Georgia and 7th St.

# Executive Summary: Hospitality Team Highlights, November 2020

## Accomplishments

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

1. Provided 1,125 directions and recommendations, a decrease of -17% when compared from October 2020;
2. Conducted 93 business checks throughout the district an increase of 50% when compared from October 2020;
3. And passed out 21 rain ponchos to visitors who got caught in the rain.



Ambassador Tiera holds open a door for a visitor at Five Guys.

# Executive Summary: Outreach Highlights, November 2020

## Accomplishments

During the month of November, Downtown Chattanooga Alliance Ambassadors achieved the following Outreach accomplishments:

1. Conducted 34 individual in-depth engagements (each lasting 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 49 referrals for shelter and food;
3. Helped one individual gain access to detox;
4. Helped one individual gain access to Volunteer Behavioral Health;
5. Passed out 20 reusable face masks;
6. And provided articles of clothing to 4 different individuals in need.



Block by Block Outreach Specialist, Chico Lockhart, provides additional training to the Ambassador team.

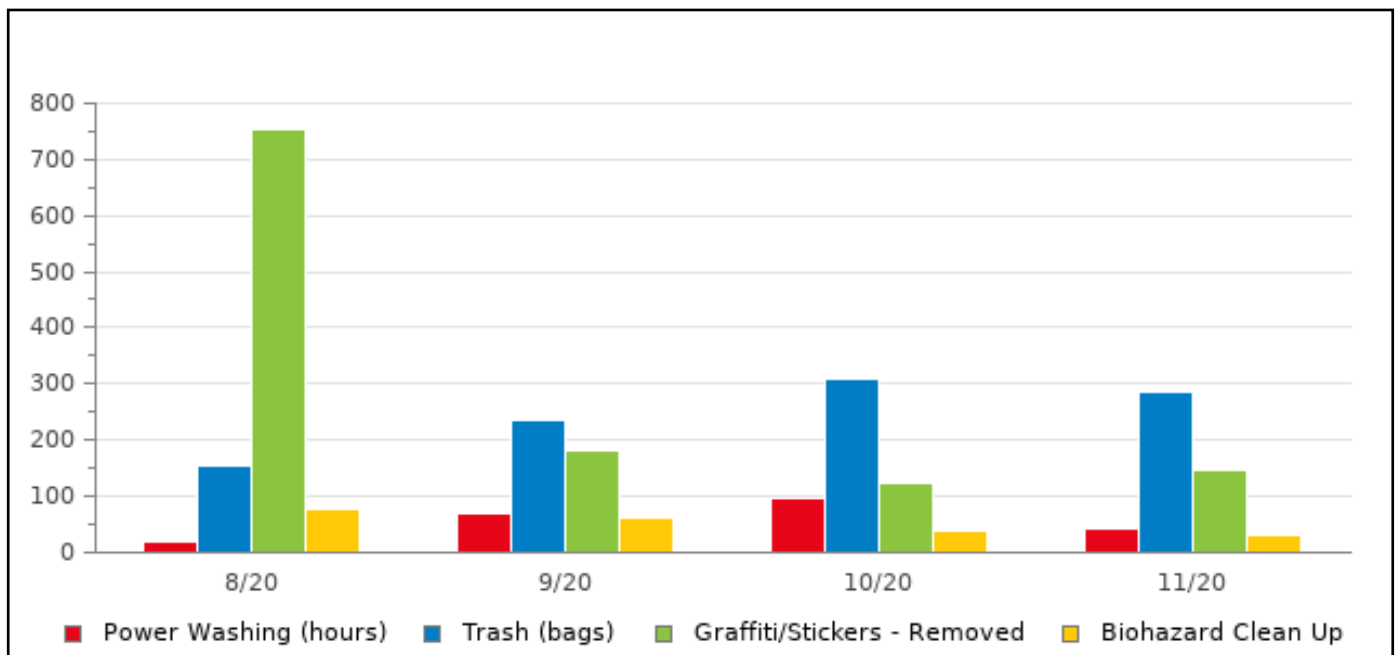
# Cleaning Statistics

August 2020 through November 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	62	38	32	--	209
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	--	1206
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	--	229
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	--	1179
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	--	984
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	--	302

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

August 2020 through November 2020



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

# Cleaning Highlights

## Initiatives

During the month of November, the Ambassador team was proudly able to assist with the Porch Project at Patten Towers. They assisted with cleaning, and light pressure washing prior to the painting of the sidewalks. The team has helped maintain the area, post painting, by leaf blowing sidewalks several times per week, detailing curb lines weekly, and watering the plants till established. Its been a great partnership with the Chattanooga Design Studio and the residents at Patten Tower.

Our clean and special projects teams continue to work hard to clean up the leaves that are falling within the BID. The team has partnered with the City of Chattanooga's Public Works team to ensure the most effective routes for leaf collection and disposal. Leaf collection has been our biggest effort thus far in November and our efforts will roll into December. Thank you to the City for their partnership and ongoing efforts.

We did have an increase in graffiti and stickers that were put up throughout the district. However, the Ambassador team was up to the challenge and had most removed within 24-48hrs.

We look forward to December and will continue our efforts to keep downtown clean and welcoming.



Ambassador Tiera pulls a full trash bag at Aquarium Way and Broad Street.

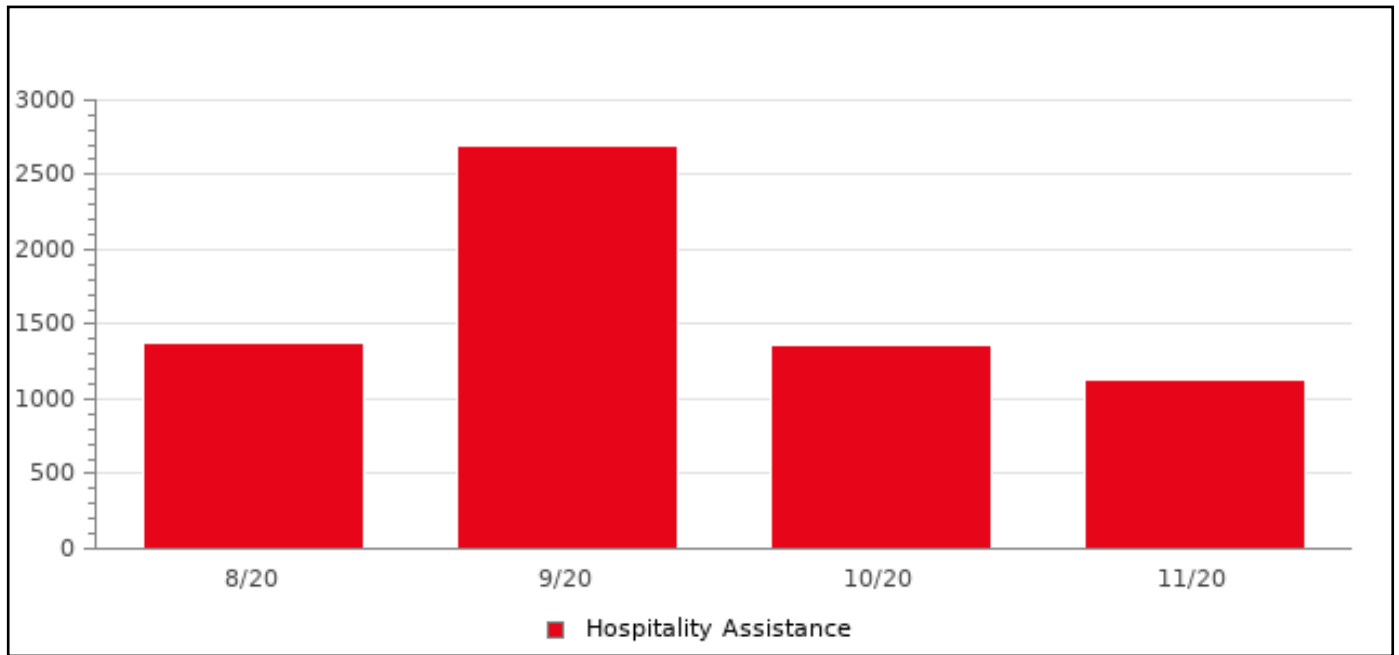
# Hospitality Statistics

August 2020 through November 2020

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	42	62	93	--	254
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	--	6550
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	--	86

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

## Hospitality Assistance -- August 2020 through November 2020



# Hospitality Highlights

## Accomplishments

The Hospitality Ambassadors were excited for their first event since the launch of the program. On Friday, November 27th the Lighted Boat Parade took place on the river. Ambassadors were deployed to strategic locations and answered questions such as, "what is the start time?" "where is the best place to view the boats?" Ambassadors also took many photos for families, so no one was left out of the memorable moments. After the parade Ambassadors were able to direct families to local restaurants and attractions.

EPB also turned on their beautiful holiday window displays. It was wonderful to see visitors faces light up when viewing the displays and then go across the street to Miller Park, enjoy the lights and take a unforgettable photo with the Happy Holidays sign as the background.

Chattanooga Tourism provided holiday information on all holiday themed events and attractions that are taking place within Chattanooga. The team is doing an excellent job of communicating these events and attractions to those visiting our district.

Also, during the month of November on a recommendation from a property owner. We purchased rain ponchos. The Ambassadors carry them during rain storms and pass them out for free to our visitors in need. It has been well received and appreciated.

We look forward to an active holiday season and will continue to greet the public with a warm and happy smile.





# Outreach Highlights

## Accomplishments

During November, Block by Block Outreach Specialist, Chico Lockhart, visited our program. During his visit, Chico provided the Ambassadors with more tools so they could better their engagement with our homeless population. He also provided additional training and directives for properly identifying and managing quality of life needs. He provided updates and further training within our SMART system, ensuring proper data collection and overall success for our Quality of Life Team. The Ambassadors will be responsible for engaging with those experiencing quality of life concerns and striving to close the barrier gaps for individuals in our district. The team will be held accountable for tracking and communicating statistical data such as: Aggressive Behavior, Sleepers, and Engagement. These statistics will provide a better understanding of whom we are interacting with most frequently and where to deploy the Ambassador team to help with the district needs.

An example of how this training was recently put into practice. The Ambassadors engaged with an individual on the street and he was nearing a crisis point. The Ambassadors asked if he would like to go to a crisis stabilization hospital. We were able to confirm there was availability and helped the individual with transportation. This is a priceless interaction and effort on behalf of the Ambassadors. For the individual they helped, hopefully it leads to stabilization and a chance to get off the street.



Ambassador Tiera takes notes as she speaks with an individual experiencing homelessness.

# Photos



Catch basin 4th street before photo.



Catch basin 4th street after photo.



Trash left in street.



Trash cleaned up.



Weeds before.



Weeds after.



Cherry Street Before.



Cherry Street After.