



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

As we move into 2022 the DCA remains committed to enhancing, cleaning, and beautifying Chattanooga's vibrant downtown.

Ambassadors play an important role in our mission and have become instrumental in the success of the organization. They are on the streets daily, interacting with the public, speaking with residents, officers' workers, and tourists. They clean, paint, power wash, work with individuals experiencing homelessness, and many other tasks, all with a smile.

At one point during my career, I spoke with a property owner about all the maintenance requests we submitted to the city and the number of those requests that were repaired. He asked if there were any studies BID's have performed that showed the reduced litigation cases against the cities/property owners prior to the formation of BID and then after. I didn't know, but always thought it was an interesting question.

I believe one thing that goes unnoticed is the number of maintenance requests the Ambassadors report. On a regular basis Ambassadors report trip hazards, broken sidewalk covers, malfunctioning cross walk signals, and damaged infrastructure. Recently road signs have been knocked over by vehicles. Ambassadors report the damage, send photos to the city, remove the sign from the roadway or sidewalk, and place a cone over the hazard. The City then sends a team out, retrieves the sign and re-installs it. In most instances this occurs the same day it is reported.

Utility companies also play a role in maintaining pedestrian safety downtown. Broken vault covers in sidewalks might result in serious pedestrian injuries. Ambassadors report these broken covers on a regular basis and place barriers to prevent accidents. Once reported, the utility companies are quick to fix the cover sometimes, in less than 24 hours.

The Ambassadors wear many hats. Cleaning up biohazards and broken glass are important, but just as important are working cross walk & traffic signals. Sidewalks are nice to enjoy without bottles and trash strewn across them, but even better when trip hazards and broken covers are not a worry for the pedestrian walking through the district. I think back to the conversation I had with the property owner many years ago and wonder, "Has the DCA helped prevent injury and litigation claims?"



Cover on Chestnut.



Cover on Chestnut repaired (less than 24hrs).

Executive Summary: Clean Team Highlights, January 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 36 hours a decrease of 50.6% from January of 2021
2. Removed 109 graffiti tags and stickers observed around the district an increase of 159.5% when compared to January of 2021.
3. Cleaned 100 incidents of biohazards and disinfected the immediate surrounding area, an increase of 222.6% when compared to January of 2021.
4. Performed 139 hours of special projects which mainly involved detailing traffic medians, cleaning trash cans, debris clean up after storms, and running the ATLV (All-Terrain Litter Vac); a decrease of 19% when compared to January of 2021.
5. Collected 495 bags of trash, an increase of 299.2% when compared to January of 2021.
6. Performed weed abatement on 15 block faces, an increase of 73.3% when compared to January of 2021.

During the month of January, our Clean Team was successful at dedicating their efforts towards the finer details of cleaning throughout the district. This encompassed details like: edging mulch beds, deep cleaning trash cans, wiping clean street signs and electrical boxes.

Ambassadors also focused on removing cigarette butts from tree wells and sidewalk cracks.

The team identified hot spots for animal waste and devised their overall deployment to ensure all biohazards were removed from tree wells and flower beds.

360 trash cans were cleaned and detailed in the DCA district. Keeping the trash cans in our area maintained encourages people to use them and improves the overall cleanliness of our downtown.

Our Special Projects Team dedicated 139 hours to a diverse task list. The team ensured our district was prepared for the winter weather events that occurred during the month of January. Quickly addressing incidents such as leaking fire hydrants and sprinklers, helped keep sidewalks from icing over.

Storm drains were cleaned and the team pushed rain waters out of curblines and into drains in attempt to help deter ice buildup in our bike lanes and handicap ramps.



Ambassador Carson pulls weeds on Market St.

After heavy rains, the team collected fallen limbs and sticks throughout the district. The team focused on eradicating the remainder of leaves in curblines, around traffic medians, and in flower beds.

As construction was finalized behind Patten Towers, the team dedicated hours to detailing the curblines and sidewalks along Columbia Street.

The team trimmed back grasses and plants in the flower beds throughout the district in preparation for spring growth.

Overall, January was a busy month for the Clean Team and they completed many tasks throughout the district.

Executive Summary: Hospitality Team Highlights, January 2022

Accomplishments

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

1. Provided 803 directions and recommendations, an increase of 72.3% when compared to January 2021.
2. Conducted 45 business checks, an increase of 0% when compared to January of 2021.
3. Provided 2 motorist assists, a decrease of 33.3% when compared to January 2021.

During the month of January, our Hospitality Team continued to welcome visitors to our downtown!

The team provided 72.3% more directions and recommendations when compared to January 2021.

Our Safety Team devised their evening deployment to ensure more visibility and opportunity for safety escorts. The team provided 62 safety escorts in the month of January.

Our ambassadors continue to welcome families, deter panhandling, and maintain cleanliness and safety in our community.



Ambassador Tony removes a bag stuck in a tree at 6th and Chestnut.

Executive Summary: Outreach Highlights, January 2022

Accomplishments

During the month of January, our Ambassador Team had 65 in-depth engagements with those experiencing homelessness in the district. Our team provided jackets, socks, and shoes to 32 individuals.

The team also noted a 24% decrease in people sleeping in doorways of businesses and public sidewalks within the BID.

The team attributes this decrease to the colder weather and the opening of the local warming shelter. The outreach team continued to make connections with individuals experiencing homelessness and refer them to services for assistance.



Team Leader Mitchell provides a pair of socks and shoes to an individual wearing inappropriate footwear during the cold weather in January.

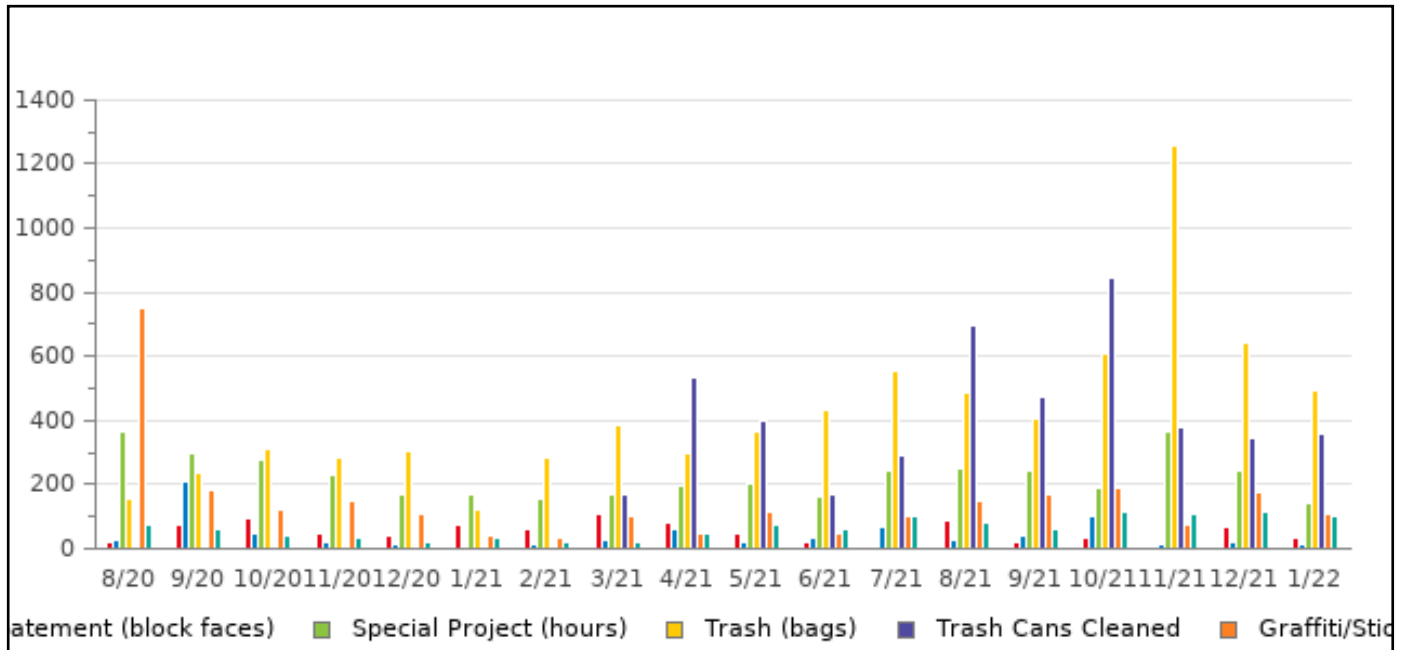
Cleaning Statistics

August 2020 through January 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Biohazard Clean Up	'20	--	--	--	--	--	--	--	77	62	38	32	22	231
	'21	31	21	18	49	76	64	98	81	61	118	109	116	842
	'22	100	--	--	--	--	--	--	--	--	--	--	--	100
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	117	49	98	149	171	189	73	178	1248
	'22	109	--	--	--	--	--	--	--	--	--	--	--	109
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	48	17	7	90	22	35	1	65	607
	'22	36	--	--	--	--	--	--	--	--	--	--	--	36
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	203	161	244	252	241	186	367	245	2595
	'22	139	--	--	--	--	--	--	--	--	--	--	--	139
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	430	553	489	403	608	1258	644	5839
	'22	495	--	--	--	--	--	--	--	--	--	--	--	495
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	--	--	--	--	--	--	--	--	--	--	--	360
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	26	58	23	32	67	26	43	98	14	20	426
	'22	15	--	--	--	--	--	--	--	--	--	--	--	15

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

August 2020 through January 2022



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

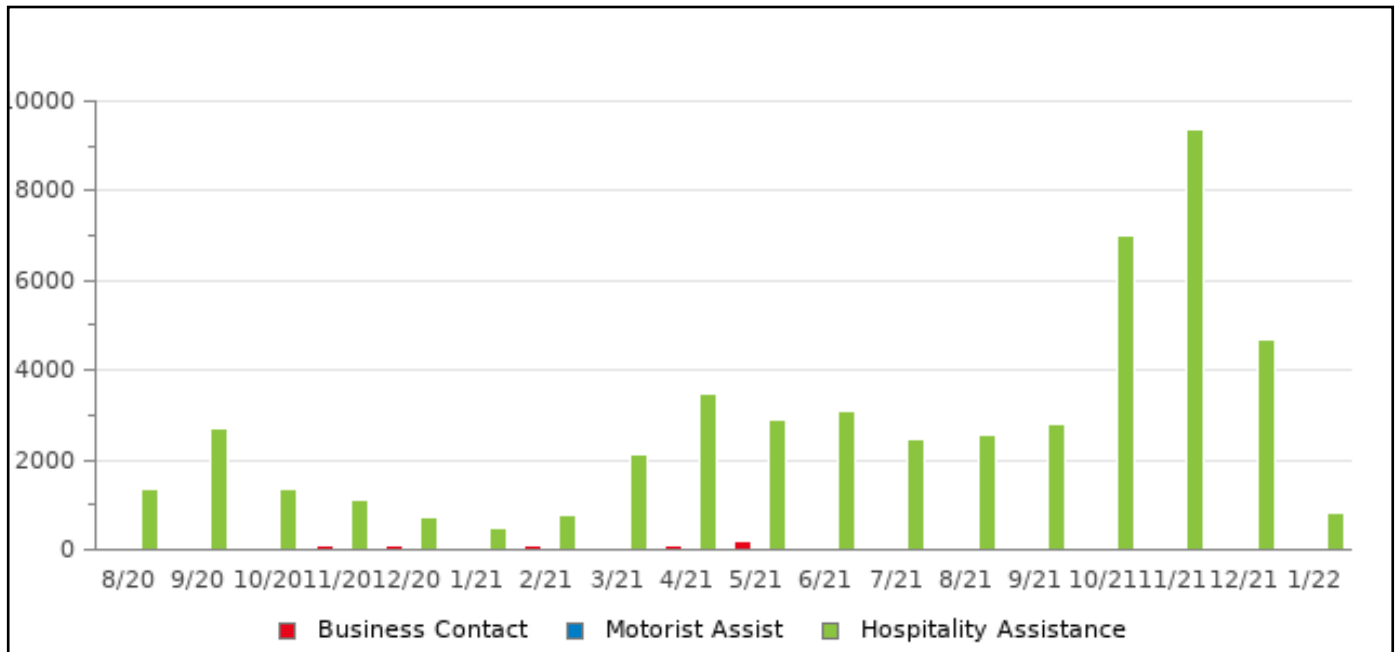
Hospitality Statistics

August 2020 through January 2022

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'20	--	--	--	--	--	--	--	57	42	62	93	91	345
	'21	45	112	66	120	187	26	35	46	50	17	45	40	789
	'22	45	--	--	--	--	--	--	--	--	--	--	--	45
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	2879	3076	2457	2561	2776	7014	9374	4684	41650
	'22	803	--	--	--	--	--	--	--	--	--	--	--	803
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	11	9	11	9	10	9	6	2	87
	'22	2	--	--	--	--	--	--	--	--	--	--	--	2

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

August 2020 through January 2022



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

Photos



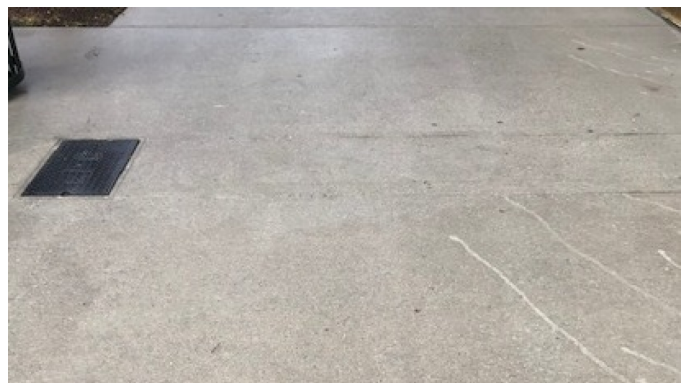
Biohazard on Market St.



Biohazard cleaned up on Market St.



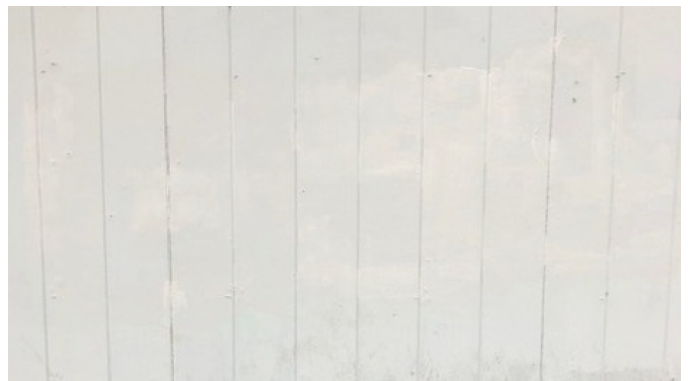
Power Alley sidewalk before.



Power Alley sidewalk after photo.



Graffiti tag 4th and Market.



4th and Market graffiti removed.



Parking block damaged by car.



DCA puts out cones for pedestrian and vehicle safety.

Ambassador Team in Action



Ambassador Tony removes cup from 6th and Chestnut.



Ambassador Carson removes cardboard on Broad St.



Ambassador Cathy sweeps on Market St.



Ambassador Sin removes trash bags on Broad St.



Ambassador Tony blows debris off the sidewalk.



Ambassador Noah sweeps around the traffic islands.



Ambassador Tony removes trash at 8th and Broad.



Ambassador Noah heads towards a special project on Columbia.