



DOWNTOWN CHATTANOOGA ALLIANCE



Executive Directors Summary: July 2021

Message From Executive Director

With July 2021 complete and in the history books, it marked the 1-year anniversary of delivering on street services by the DCA Ambassadors team. I usually don't take much time to reflect and celebrate the "win's" and what has been accomplished. I truly believe you are only as good as your last day and know there is so much more work to be done.

Let's be honest, what a time to start the DCA and launch services. 2020 will go down in the history books and be talked about for years, if not decades to come. We started our program during a pandemic, hiring Ambassadors at a time when it was a challenge to find and train a team of Chattanooga's in this unique role they play downtown. We launched a program during a social justice movement across the world that raised awareness for racial equity but also fostered conversations that needed to occur for not only our City, but our country as a whole.

The DCA set out to clean downtown and make it a better place for everyone to enjoy. During the last year, we cleaned over 580 biohazards, removed 1,800 stickers and graffiti tags, spent over 600 hours power washing the sidewalks, removed over 3,700 bags of trash, and pulled weeds from over 200 block faces throughout the district. We provided over 22,000 recommendations to our downtown visitors and look forward to helping more as we move through the fall and into 2022.

A lot of this work cannot be done alone. There are many others who help contribute to a clean downtown. The City of Chattanooga and the Public Works department has been extremely supportive and responsive to situations we cannot handle ourselves. The Horticultural department has pruned and trimmed all the trees downtown. Public Art, CDOT, Parks, CPD, Open Spaces, Homeless Outreach and our Community Partners all play a role to a clean and vibrant downtown.

There is no doubt that downtown is cleaner. I see it with my own eyes and the DCA receives positive compliments from visitors and district members on a regular basis. As with all organizations there is room for growth and improvement. Soon we will put out a survey to gather feedback from our downtown members, this will help us deploy and tweak our services to where are members see the most value.

Finally, we have launched a new website, please visit www.dtchattalliance.org to check it out. We thank you for your continued support and look forward to seeing you around downtown.



Executive Summary: Clean Team Highlights, July 2021

Accomplishments

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

1. Power washed stains, smells and deep cleaned sidewalks for 7 hours, a decrease of 58% from June of 2021;
2. Removed 98 graffiti tags and stickers observed around the district, an increase of 100% from June 2021;
3. Cleaned 98 incidents of biohazard and disinfected the immediate surrounding area, an increase of 53% from June 2021;
4. Performed 172 hours of special projects which mainly involved painting, backpack blowing, weed eating, and running the ATLV (All Terrain Litter-Vac), an increase of .5% from June 2021;
5. Collected 553 bags of trash, an increase of 28% from June 2021;
6. Performed weed abatement on 67 block faces, an increase of 109% from June 2021;
7. And cleaned and sanitized 289 trash cans throughout the district, an increase of 74% from June 2021.



Ambassador Jake places a cone on a broken electrical cover on Power Alley. The broken cover has been reported to EPB for repair.

Executive Summary: Hospitality Team Highlights, July 2021

Accomplishments

During the month of July, Downtown Chattanooga Alliance Ambassadors achieved the following hospitality accomplishments:

1. Provided 2,457 directions and recommendations, a decrease of 20% when compared to the month of June 2021;
2. Provided 35 business checks, an increase 34% when compared to the month of June 2021;
3. And provided 11 motorist assists, an increase of 22% when compared to the month of June 2021.



Ambassador Sin works the I-cart on Broad St.

Executive Summary: Outreach Highlights July 2021

Accomplishments

During the month of July, Downtown Chattanooga Alliance Ambassadors achieved the following Outreach Accomplishments:

1. Conducted 52 individual in-depth engagements (each last 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Make 44 referrals for shelter and food;
3. And provided 25 articles of clothing to different individuals in need.



Ambassador Team works with a man experiencing homelessness on 7th St.

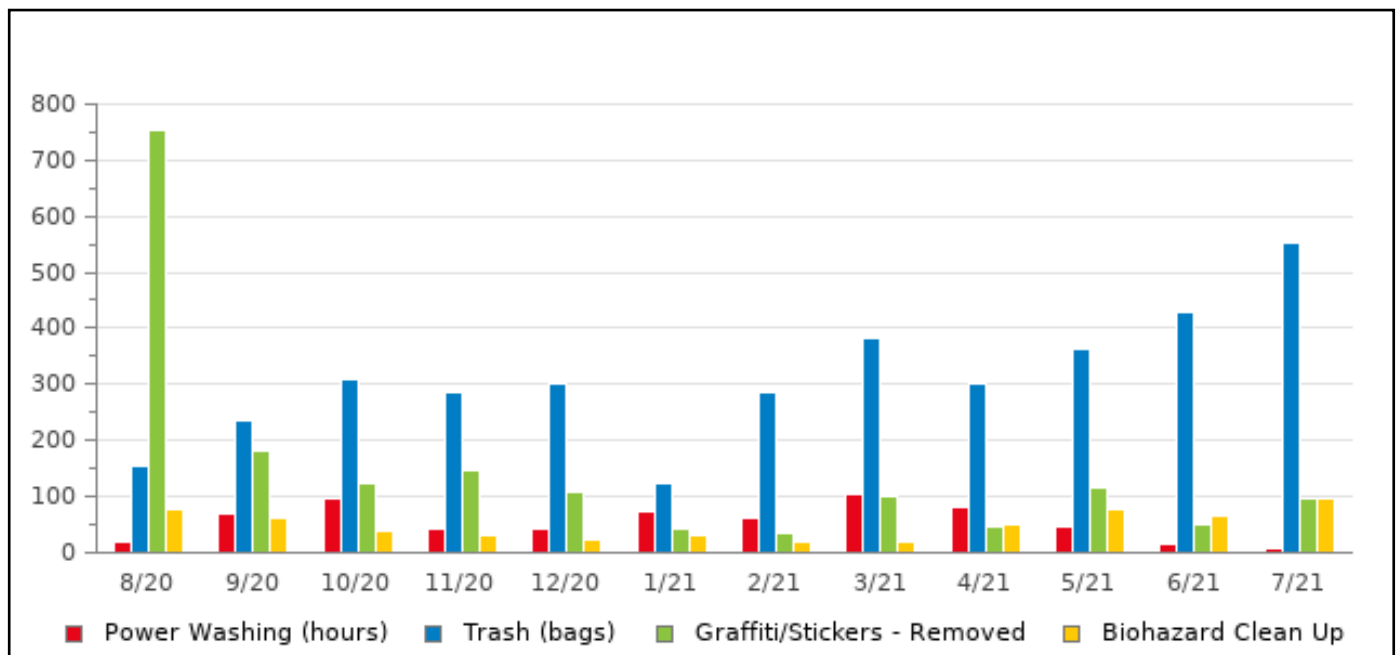
Cleaning Statistics

August 2020 through July 2021

		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	--	--	--	--	--	357
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	47	117	49	98	--	--	--	--	--	488
Needle Disposed	'21	--	--	19	13	16	4	5	--	--	--	--	--	57
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	82	48	17	7	--	--	--	--	--	394
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	198	203	161	244	--	--	--	--	--	1304
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	300	363	430	553	--	--	--	--	--	2437
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	--	--	--	--	--	1560

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

August 2020 through July 2021



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

Cleaning Highlights

Accomplishments

During the month of July, our Clean Team focused on detailed cleaning throughout the DCA District. The team saw a 100% increase in stickers, posters and graffiti that went up throughout the district when compared to the month of June. They work diligently to remove all posters, stickers and graffiti tags from our DCA properties, lampposts, and traffic light poles.

We saw a 53% increase in biohazards during the month of July. The team worked quickly to remove the biohazard, then treat and disinfect the surrounding area. Our clean team also deep cleaned trash cans throughout the district, properly sanitizing and removing waste and debris that had accumulated underneath trash cans. We also saw an increase in overall trash collection in the month of July.

The DCA Special Projects Team spent many dedicated hours performing weed abatement and weed eating. Weed extraction was heavily concentrated in the north end of the district from 5th Street to the Riverfront, as this is a high traffic area for most visitors. The team was able to cover most of the downtown district throughout the month, but as we all know, weed abatement will be an on-going project throughout the summer and into early fall. Our Special Projects team also assisted with planting and watering flowers throughout the DCA in the month of July.

You will notice in the report that we only spent 7 hours power washing, that was due to our equipment needing repair and being out longer than expected and told. For the limited time we did have our power washer, we dedicated hours to spot washing stains and smells on the sidewalks.



Ambassador James sweeps the sidewalk on Broad Street.

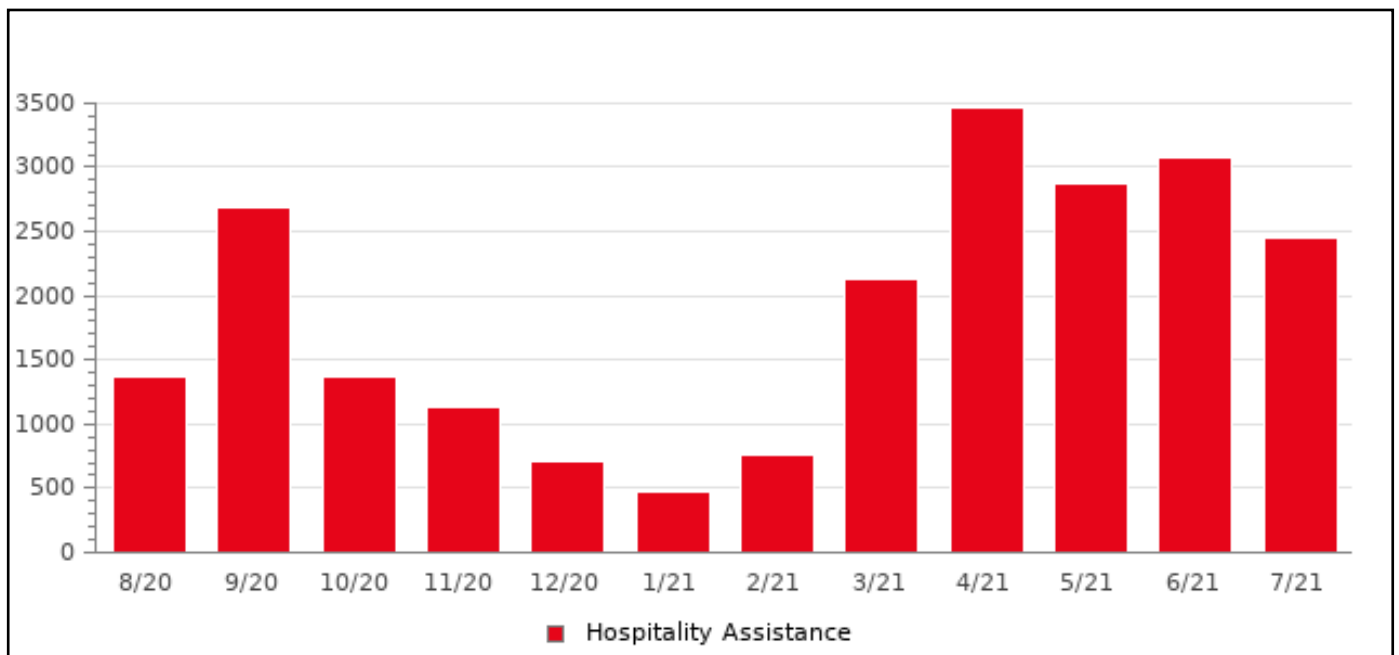
Hospitality Statistics

August 2020 through July 2021

		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	--	--	--	--	--	591
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	3468	2879	3076	2457	--	--	--	--	--	15241
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	5	11	9	11	--	--	--	--	--	51

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

Hospitality Assistance -- August 2020 through July 2021



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

Hospitality Highlights

Field Observations

The DCA Hospitality team assisted many visitors venturing into our downtown. The team made recommendations to local attractions, eateries, and events taking place throughout the district. The Hospitality team really shined on 4th of July weekend. The team made sure to direct visitors to all of the family fun events that were hosted in our Downtown. Our Hospitality Ambassadors also assisted with cleaning prior to and after each event hosted. The Hospitality team saw a decrease in panhandling in the month of July, and we attribute this to our presence on the streets! The team saw an increase in motorist assists, meaning, they helped jump-start vehicles and/or pushed vehicles out of the roadway. The team also increased their business contacts during the month of July. The Hospitality Ambassadors often check-in with businesses to assess their needs, as well as gather literature for our DCA Info Cart! The Hospitality Ambassadors take the info cart out daily to the most high-traffic areas and offer information to our local businesses, as well as coloring books and balloon animals for the kids!



Ambassador Carson takes a group photo on Broad St.

Outreach Highlights

Field Observations

Our Outreach Team was incredibly active in the month of July. Our homeless population struggled to stay hydrated and cool. The Outreach team found many homeless individuals in a state of heat exhaustion and often passed out on sidewalks, and even roadways. The team worked to move the individuals to shaded areas and offered cold water bottles and cold towels. The team gave out an ample amount of summer appropriate clothing, and even hats to provide sun protection. The team also distributed bug spray and sunscreen to our homeless friends in need. The Outreach Team had a total of 52 engagements lasting 3 minutes or longer. The team made 44 referrals for housing, mental health and substance abuse treatment, and case management. The team gave out articles of clothing, PPE, and hand sanitizer to 25 individuals.

Our Outreach Team worked with five individuals that were camping at a newly vacant property within the DCA district. The team responded to multiple calls about homeless activity around this property. The Outreach Team responded daily to the area to engage and support those individuals experiencing homelessness, provide referrals and resources needed to work with the social service providers in the City of Chattanooga. Ultimately, we had to clean the property, disposed of trash, and remove large amounts of biohazards.



Ambassador Ali engages with a gentleman experiencing homelessness on Market St.

Photos



Ambassador Tony paints over graffiti at 6th and Market.



Team Leader Ryan picks up a Newspaper Box.



Ambassador Team deep cleans Cooper's Alley before an event.



Operations Manager Randi, waters flowers on Patton.



Ambassador Ryan removes graffiti off a door in the district.



Ambassador Gloria gets ready to empty a trash can.



Ambassador Carson helps visitors on Broad St.



Team Leader Mitchell, blows off the sidewalks on Market St.