

August Report 2022



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

In August, the Downtown Chattanooga Alliance (DCA) continued to welcome visitors and beautify the district. However, the DCA also conducted a survey of property and business owners, residents who pay the DCA assessment, and people who live outside the district but spend time downtown.

Purpose: The object of the survey was to gather information about the DCA's job performance. The feedback the DCA received will help determine what the DCA has been doing well and ways in which it needs to improve. In addition, survey responses will be incorporated into the DCA's strategic planning process that will guide the organization through the next few years.

Summary of Research Results:

Of the 47 completed surveys the DCA received, 30% were from residents, 19% from property owners, 15% from business owners, 13% from business employees, 13% from those who frequent the district, 8% from visitors, and 2% from others.

In questions 1-7 respondents were asked to evaluate specific district priorities on a 5-point scale with 5 being the best possible score. The results below report the average score in each category.

1. District Cleanliness: 4.0
2. District Mobility: 4.1
3. Overall Safety: 3.4
4. Landscape and Beautification: 3.5
5. Public Spaces: 3.4
6. Unhoused Population (services for people experiencing homelessness): 3.2
7. Ambassador Interactions: 4.6
8. Overall are you satisfied with DCA services?

74% Satisfied

13% Dissatisfied

13% Indifferent

9. What is the Number 1 item you would like to see the DCA do more of?

32% - Safety



28% - Landscaping

13% - Trash Pickup

9% - Check 9 in w/ businesses

9% - Other

What the results mean for DCA:

Just under three-quarters (74%) of survey respondents are satisfied with DCA services, with ambassador interactions scoring the highest of any of the seven DCA priorities. However, respondents clearly stated that the two most important areas on which they want the DCA to work are safety and landscaping.

Respondents are also concerned about a lack of services for the unhoused population and may see safety and providing services for the unhoused as connected.

These are areas the DCA has already targeted as some of its highest priorities, and on which it has partnered behind the scenes with the Chattanooga Police Department, City of Chattanooga, property owners, residents, businesses, and social service providers. A lot more needs to be done. The DCA remains committed to finding creative ways to continue the important work of improving the quality of life for residents, businesses, and visitors.

Executive Summary: Clean Team Highlights, August 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 50 hours an increase of 11% when compared to July 2022.
2. Removed 170 graffiti tags and stickers observed around the district a decrease of 37% when compared to July 2022.
3. Cleaned 100 incidents of bio hazards and disinfected the immediate surround area, a decrease of 13% when compared to July 2022.
4. Collected 1,495 bags of trash, a decrease of 25% when compared to July 2022.
5. Performed weed abatement on 103 block faces, an increase of 45% when compared to July 2022.
6. Cleaned 535 trash cans, an increase of 1.9% from July 2022.



Team Leader Jake uses a piece of equipment to clean the street and sidewalks.

Executive Summary: Hospitality Team Highlights, August 2022

Accomplishments

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

1. Provided 2,747 directions and recommendations, a decrease of 25% when compared to July 2022.
2. Conducted 134 business checks, a decrease of 6% when compared to July 2022.
3. Provided 11 motorist assists, the same amount as provided in July 2022.



Ambassador Bryan helps a person onto the Chestnut St sidewalk.

Executive Summary: Outreach Highlights August 2022

Accomplishments

During the month of August, The Ambassador team had 260 contacts with individuals experiencing homelessness in the district.

The Ambassador team provided 23 articles of clothing to individuals in need. This included socks, pants, shoes and shorts.

In partnership with TN Department of Mental Health and Substance Abuse Services, we helped one individual receive inpatient services from a Dual Diagnosis Program.



Ambassador Tony provides a wellness check for an individual experiencing homelessness.

Cleaning Statistics

August 2020 through August 2022

	20/08	20/09	20/10	20/11	20/12	21/01	21/02	21/03	21/04	21/05	21/06	21/07	21/08	21/09	21/10	21/11	21/12	22/01	22/02	22/03	22/04	22/05	22/06	22/07	22/08	TOTAL
Biohazard Clean Up	77	62	38	32	22	31	21	18	49	76	64	98	81	61	118	109	116	100	64	109	102	118	67	115	100	1848
Graffiti/Stickers - Removed	753	183	122	148	109	42	36	99	47	117	49	98	149	171	189	73	178	109	141	175	125	177	155	271	170	3886
Power Washing (hours)	19	71	95	44	42	73	62	105	82	48	17	7	90	22	35	1	65	36	37	25	23	38	17	45	50	1149
Special Project (hours)	366	300	280	233	171	172	157	169	198	203	161	244	252	241	186	367	245	139	116	123	244	272	216	263	205	5523
Trash (bags)	154	236	310	284	301	124	284	383	300	363	430	553	489	403	608	1258	644	495	1122	2126	1700	1908	1425	2003	1495	19398
Trash Cans Cleaned	0	0	0	0	0	0	0	171	533	401	166	289	696	475	847	381	346	360	313	244	393	553	292	525	535	7520
Weed Abatement (block faces)	25	209	45	23	13	4	15	26	58	23	32	67	26	43	98	14	20	15	38	42	85	43	25	71	103	1163

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

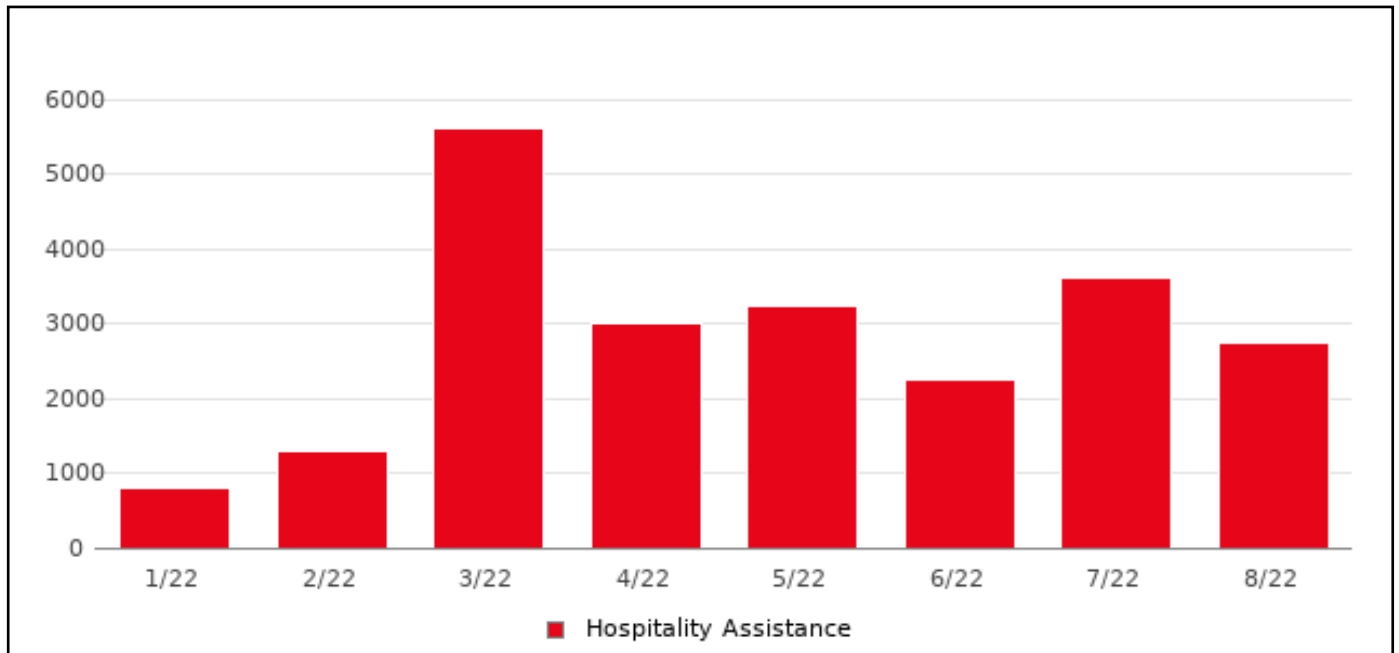
Hospitality Statistics

August 2020 through August 2022

	20/08	20/09	20/10	20/11	20/12	21/01	21/02	21/03	21/04	21/05	21/06	21/07	21/08	21/09	21/10	21/11	21/12	22/01	22/02	22/03	22/04	22/05	22/06	22/07	22/08	TOTAL
Business Contact	57	42	62	93	91	45	112	66	120	187	26	35	46	50	17	45	40	45	71	62	50	116	49	143	134	1804
Hospitality Assistance	1370	2691	1364	1125	711	466	762	2133	3468	2879	3076	2457	2561	2776	7014	9374	4684	803	1310	5470	3104	3294	2193	3694	2747	71526
Motorist Assist	42	31	10	3	1	3	6	6	5	11	9	11	9	10	9	6	2	2	15	16	13	23	8	11	11	273

Stats are based on Block by Block SMART tracking app.

Hospitality Assistance -- January 2022 through August 2022



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

Photos



Before photo of graffiti on Cherry St.



Graffiti on Cherry St painted over.



Graffiti on box 7th St.



Graffiti removed from box 7th St.



Suckers on tree Broad St.



Suckers removed from tree Broad St.



Graffiti on electrical box Chestnut St.



Graffiti removed from electrical box on Chestnut St.

Ambassador Team in Action



Ambassador Bryan removes graffiti on Cherry St.



Team Leader Jake, pressure washes Coopers Alley.



Ambassador Bryan prepares a car for a jump start.



Ambassadors enjoy an ice cream while on break.



Ambassador Anna paints over graffiti on 7th St.



Ambassador Kathy removes graffiti on Patton Parkway.



Ambassador Bryan provides a little gas to help a motorist.



Ambassador Lexi pulls suckers off the tree.