



# Downtown Chattanooga Alliance

## January 2021 Report



**DOWNTOWN  
CHATTANOOGA  
ALLIANCE**



# Executive Summary: January 2021

## Accomplishments

I feel fortunate to be in Chattanooga and in the role as Executive Director for the DCA. Chattanooga is a great city with an amazing downtown and I believe we have accomplished a lot in as an organization in 2020. We set up and established our operation, found office space to work out of and launched Ambassadors services.

We built strong relationships not only downtown but throughout the city. We explained our vision and proved we would work with our partners to accomplish our goals, as we cannot complete this important work alone.

It's evident that downtown is cleaner and as we make our way throughout the district, pressure washing and painting, it will shine even more. Ambassadors have done an amazing job supplementing city services and have also taken on the important role of social services. Ambassadors have built trust and relationships with individuals experiencing homelessness downtown. Businesses reach out to us on a regular basis in order to help with quality-of-life concerns and DCA Ambassadors continue to rise to the occasion to de-escalate situations.

In March the DCA will launch a pilot program "Cash for Trash" which will provide an opportunity for individuals experiencing homelessness to earn some money every day. Each morning interested participants will receive colored and numbered trash bags from the Ambassadors. Participants will then have several hours to fill up those bags and redeem each bag for \$4 up to \$20 per day. The money earned for redeeming the bags will be uploaded on the spot to a Visa card which can then be used to buy food and needed items at our district businesses. We look forward to launching this program in March.

I look forward to 2021, new initiatives and ideas that will be implemented. I look forward to new partnerships and working together to enhance our clean, safe, and beautification efforts as we continue to champion downtown as the place for people to live, work, and play.

Thank you for your continued support.

Steve

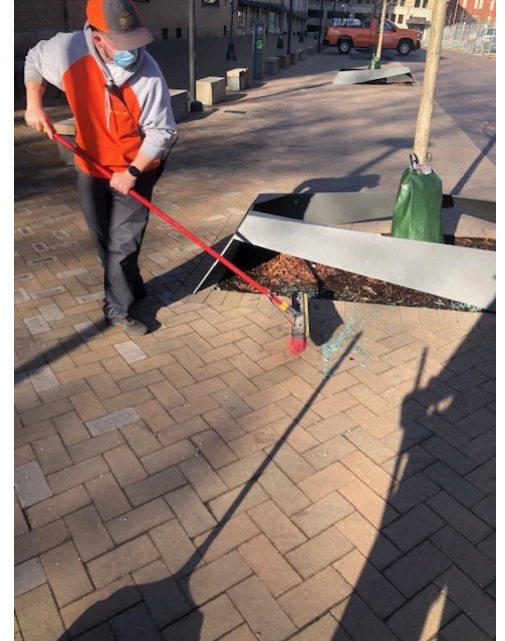


# Executive Summary: Clean Team Highlights, January 2021

## 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 73 hours, an increase of 73% from December 2020;
2. Removed 42 graffiti tags and stickers observed around the district, a decrease of 61% from December 2020;
3. Cleaned 31 incidents of biohazard and disinfected the immediate surrounding area, an increase of 41% from December 2020;
4. Performed 172 hours of special projects which mainly involved painting, leaf clean-up, backpack blowing, an increase of .5% from December 2020;
5. Collected 124 bags of trash, a decrease of 59% from December 2020;
6. And performed weed abatement on 4 block-faces, a decrease of 69% from December 2020.



Ambassador Gage sweeps up broken glass on Patten Parkway.

# Executive Summary: Hospitality Team Highlights, January 2021

## Accomplishments

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

1. Provided 466 directions and recommendations, a decrease of 34% when compared to December 2020;
2. Conducted 45 business checks throughout the district, a decrease of 51% when compared to December 2020;
3. And passed out 8 rain ponchos to visitors who got caught in the rain.



Ambassador Ryan shovels debris out of the bike lane on Broad St.

# Executive Summary: Outreach Highlights, January 2021

## Accomplishments

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

1. Conducted 22 individual in-depth engagements (each lasting 3 minutes or more) with individuals experiencing homelessness in the DCA district;
2. Made 68 referrals for shelter and food;
3. And provided articles of clothing to 15 different individuals in need.



Team Leader Mitchel provides a pair of Steel Toe boots so a young man can begin a new job.

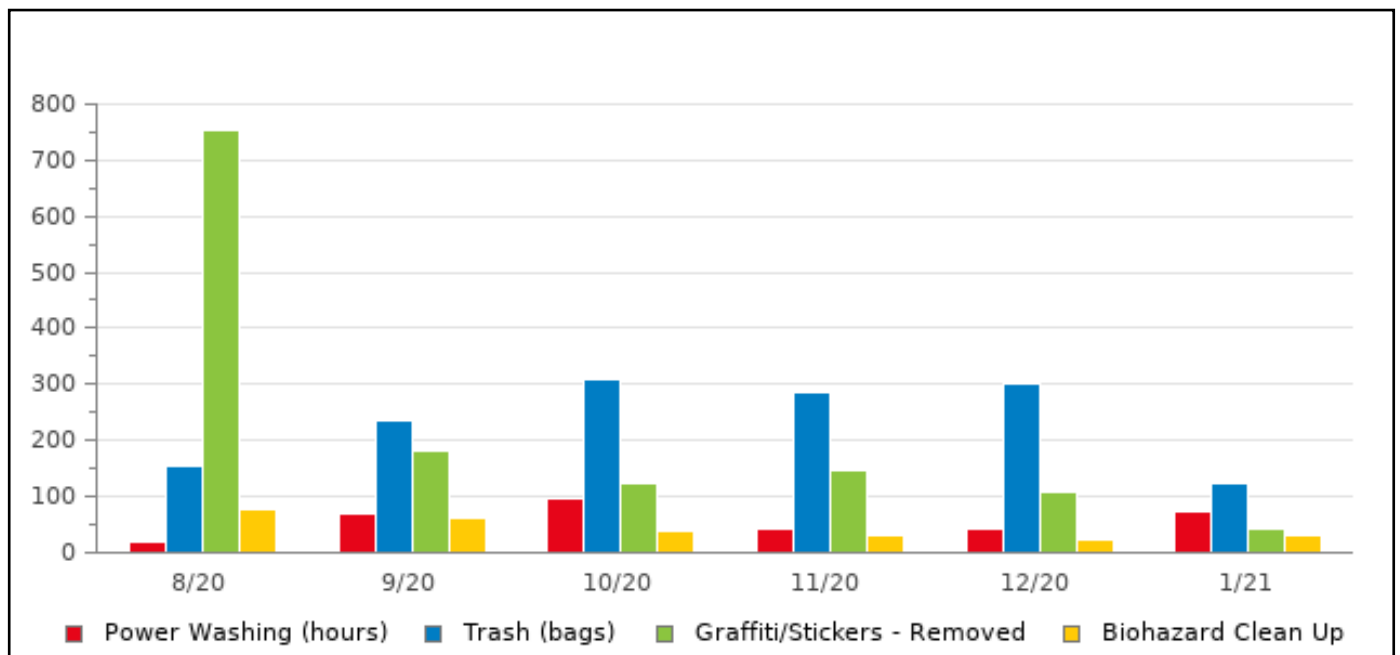
# Cleaning Statistics

August 2020 through January 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	--	--	--	--	--	--	--	--	--	--	--	31
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	--	--	--	--	--	--	--	--	--	--	--	42
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	--	--	--	--	--	--	--	--	--	--	--	73
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	--	--	--	--	--	--	--	--	--	--	--	172
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	--	--	--	--	--	--	--	--	--	--	--	124
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	--	--	--	--	--	--	--	--	--	--	--	4

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

August 2020 through January 2021



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

# Cleaning Highlights

## Accomplishments

During the month of January, the DCA Clean Team continued to work alongside Public Works to remove fallen leaves throughout the district. By mid-January most leaf collection was complete. The Clean Team pivoted their focus to "Attention to Detail" throughout the district which involved detail cleaning of curb lines and traffic medians. Also, during the month of January our Clean Team saw an increase in public urination and defecation throughout the district. The team was quick to respond and followed proper sanitation protocols to clean up each area.

The Special Projects Team spent many hours painting in the public realm during January. Most painting took place on the north end of Market St, with a focus on light poles, trash cans and parking meters. The intersection at Market and MLK was also painted, which made a huge visible impact. Approximately 16 block faces were painted during the month of January. The team also painted over and/or eradicated multiple graffiti tags throughout the district.

The DCA Pressure Wash Team dedicated many hours to deep clean the sidewalks within the district. Most of their work took place within the South East corner of the district, with a large focus on properties along Georgia Ave, Walnut St, and Cherry St. During the last week of January, the pressure wash team began working in the North West corner of the district, with a focus on properties along Chestnut St. The team will be shifting to the north end of Broad and Market during the month of February.



Ambassador Jake uses the surface scrubber on Georgia Ave.

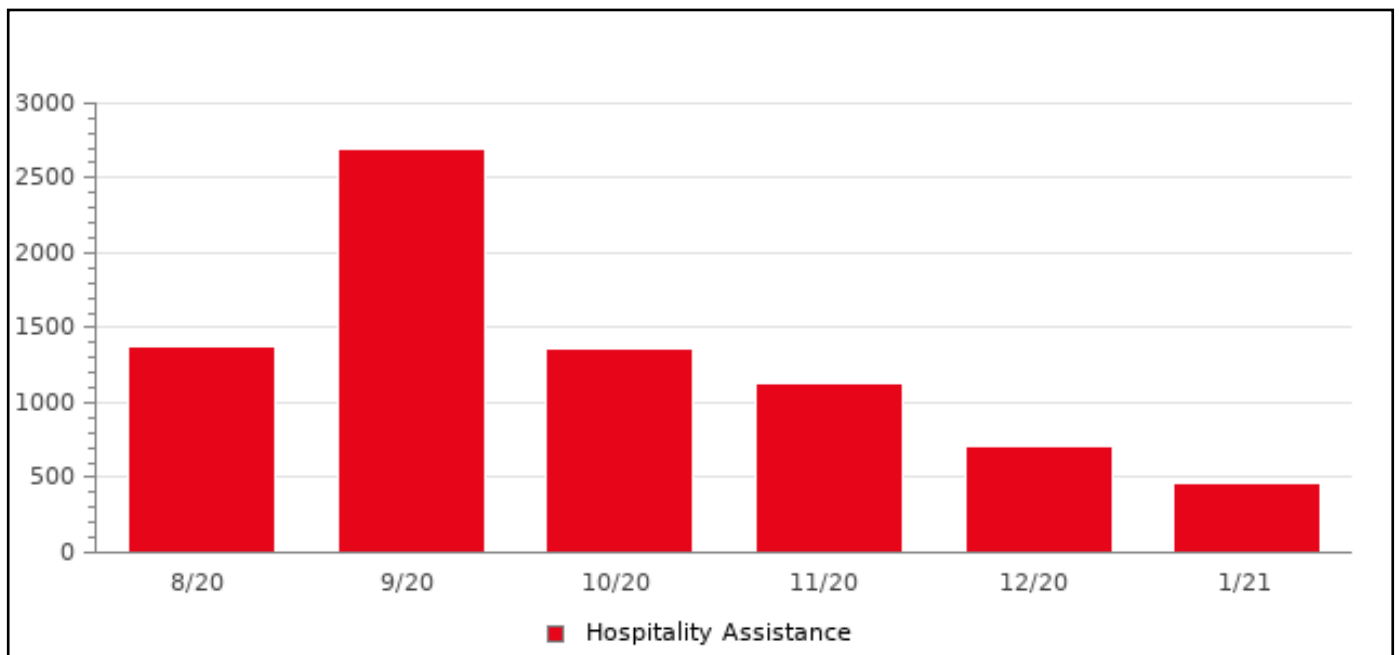
# Hospitality Statistics

August 2020 through January 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	--	--	--	--	--	--	--	--	--	--	--	45
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	--	--	--	--	--	--	--	--	--	--	--	466
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	--	--	--	--	--	--	--	--	--	--	--	3

Stats are based on Block by Block SMART tracking app.

## Hospitality Assistance -- August 2020 through January 2021



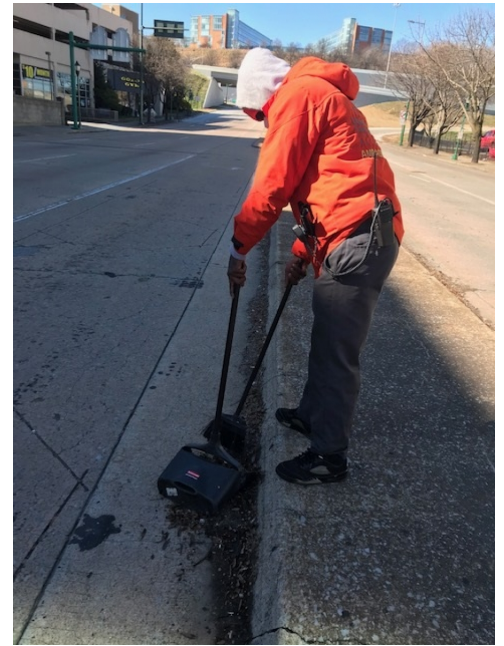
Stats are based on Block by Block's SMART tracking app.



# Hospitality Highlights

## Field Observations

January was a quiet month, the district streets had few pedestrians throughout the week; however, our Hospitality Team was remarkably busy on the weekends. Eager to greet and assist visitors our goal is to provide a welcoming face and drive people into our local businesses and attractions! The Convention Center hosted a cheerleading/dance competition that brought many tourists, as well as locals to our Downtown. The Hospitality Ambassadors were strategically placed in high traffic areas to assist those visitors with local eateries and attractions.



Ambassador Sin sweeps the curb line off the Center Island located on 4th St.

# Outreach Highlights

## Accomplishments

Our Ambassador Team saw an increase in new faces for those experiencing homelessness within the district. This does not mean there was an increase of individuals experiencing homelessness, just new faces who have replaced our old clients. The team met the challenge by getting in the field, building relationships with individuals, getting to know their stories, and offering referrals to our social service partners. One of the ways we build relationship is to have the ability to provide clothing on the spot. One of our Ambassador created a Facebook post requesting clothing and the DCA received donations from the community. The team then gave out multiple sets of clothing items to 15 individuals in need within the district.

Also, during the month of January the Ambassador Team received a call from a local restaurant late one evening. There was a gentleman in the restaurant and causing a disturbance. Ambassadors responded to the call, finding the gentleman just outside of the businesses. The team engaged with this man, learned he had ventured downtown, become intoxicated and needed a ride home. The Ambassador team contacted his family member via phone and arranged transportation and waited with the gentleman until his ride arrived.

Finally, our Outreach team experienced a success within the district. We had a woman within the district that has experienced homelessness on our streets for five years. The team has communicated with her daily and encourage her to reach out to her mother, in hopes of closing gaps in her housing situation. During the month of January, the Outreach team was able to confirm that this woman is living with her mother and ultimately no longer experiencing homelessness within our downtown.



Team Leader James, provides some oatmeal for individual who was in need of a meal.

# Meet Ambassador Tiera

## Ambassador Tiera

- Tiera has been a resident of Chattanooga for over 20 years
- She handles multiple roles as an Ambassador. She has a tremendous gift when it comes to attention to detail and spends countless hours pulling weeds and maintaining tree wells.
- Tiera has also taken on the role of Social Outreach and spends numerous hours each day working with individuals who experience homelessness in our district. She has success building relationships and guiding individuals into services and shelters. She has also has the unique ability to de-escalate situations.
- Tiera is currently enrolled in University and will graduate in May with two degrees (Child Phycology and Human Services).
- When Tiera is not in school or working she enjoys creating Art.
- If you see Tiera downtown, please stop and thank her for all she does to make our downtown clean, safe, and friendly.



Tiera displays one of her completed Art pieces.

# Photos



4th street center island before debris removed.



4th street center island after debris removed.



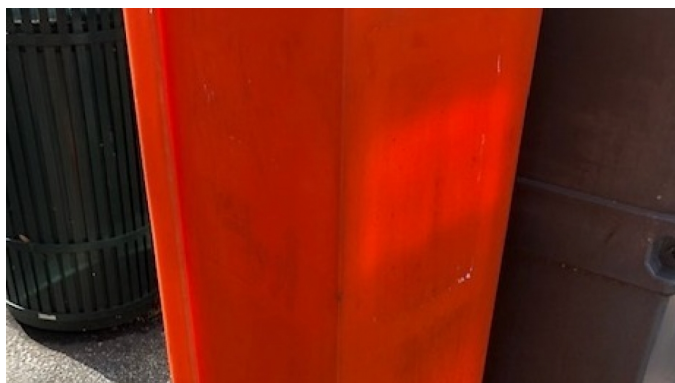
Photo of sign before graffiti removed.



After photo of graffiti removed from sign.



Newspaper box before stickers removed.



Newspaper boxes after stickers removed.



Trash can before it was painted.



Trash can painted after photo.