



Downtown Chattanooga Alliance

March 2021 Report



**DOWNTOWN
CHATTANOOGA
ALLIANCE**

Executive Directors Summary: March 2021

Accomplishments

March was a busy month for the DCA. We added more Ambassadors to our great team as we staff up for the peak season. We welcomed the most visitors, residents, and office workers to the district since September 2020. We picked up the most trash since the inception of the Ambassador program and we Power washed sidewalks for 105 hours during the month. We also launched "Cash for Trash" and implemented a cigarette recycling program. Please see below for updates:

DCA Ambassador Team (17 Ambassadors including Operations Manager)

- 100% Chattanoogaans
- 23.5% Re-entry
- 17.64% Veteran
- 47.05% African American
- 47% Caucasian
- 5.8% Biracial
- 17.64% Disability

Cash for Trash

- 19 different participants
- \$456 redeemed to participants
- 114 bags redeemed
- 1,060 pounds of trash redeemed

Cigarette Recycling Program Locations

- Patten Tower (Market St side) 1 E 11th Street & 100 Market St.
- 334 Market St. & 408 Market St.
- 511 Market St. & 736 Market St.
- 1012 Market St. & 216 Market St.
- 805 Broad St. & 709 Walnut St.



Cash for Trash participant picks up trash on a cut through from Market St to Broad St.

Executive Summary: Clean Team Highlights, March 2021

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 105 hours, an increase of 69% from February 2021;
2. Removed 99 graffiti tags and stickers observed around the district, an increase of 175% from February 2021;
3. Cleaned 18 incidents of biohazards and disinfected the immediate surrounding area, a decrease of 14% from February 2021;
4. Performed 169 hours of special projects which mainly involved painting, running the ATLV (All Terrian Litter-Vac), and backpack blowing, an increase of 7% from February 2021;
5. Collected 383 bags of trash, an increase of 35% from February 2021;
6. Performed weed abatement on 26 block faces, an increase of 73% from February 2021;
7. And cleaned and sanitized 171 trash cans throughout the district (we did not track in February 2021).



Ambassador Tony removes a plastic bag out of a tree on Broad St.

Executive Summary: Hospitality Team Highlights, March 2021

Accomplishments

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

1. Provided 2,133 directions and recommendations, an increase of 180% when compared to the month of February;
2. Conducted 66 business checks, a decrease of 41% when compared to the month of February;
3. And passed out 20 rain ponchos to visitors who got caught in the rain.



Ambassador Jeff returns a bag to a visitor who accidentally left it outside a business on Market St.

Executive Summary: Outreach Highlights, March 2021

Accomplishments

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

1. Conducted 64 individuals 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. And provided articles of clothing to 15 different individuals in need.



Operations Manger, Randi provides a pair of shoes to a young man experiencing homelessness on Broad St. The shoes were provided to the Ambassador Team from the Community Kitchen. Thank you Dr. Turner.

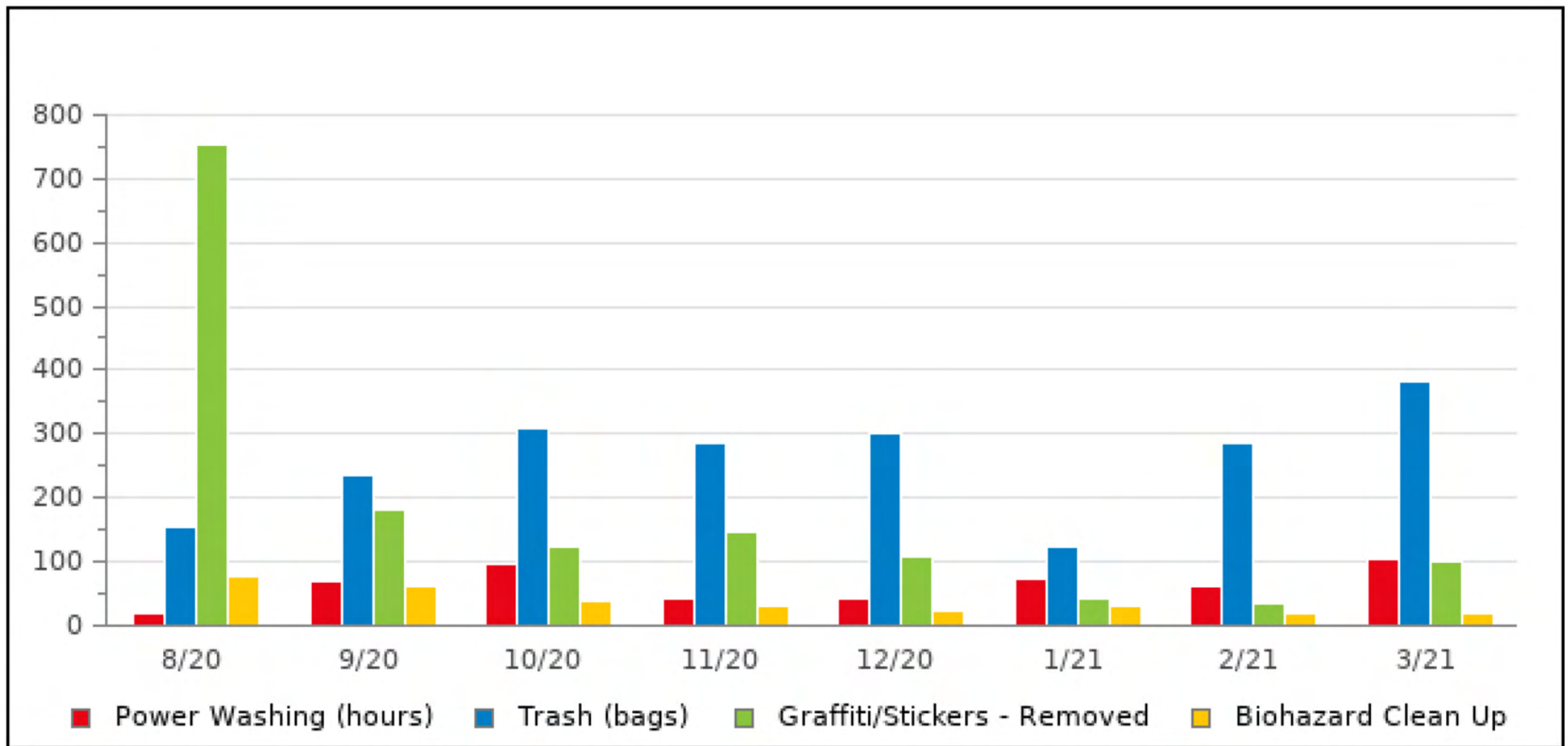
Cleaning Statistics

August 2020 through March 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	--	--	--	--	--	--	--	--	--	70
Graffiti/Stickers - Removed	'20	--	--	--	--	--	--	--	753	183	122	148	109	1315
	'21	42	36	99	--	--	--	--	--	--	--	--	--	177
Power Washing (hours)	'20	--	--	--	--	--	--	--	19	71	95	44	42	271
	'21	73	62	105	--	--	--	--	--	--	--	--	--	240
Special Project (hours)	'20	--	--	--	--	--	--	--	366	300	280	233	171	1350
	'21	172	157	169	--	--	--	--	--	--	--	--	--	498
Trash (bags)	'20	--	--	--	--	--	--	--	154	236	310	284	301	1285
	'21	124	284	383	--	--	--	--	--	--	--	--	--	791
Trash Cans Cleaned	'21	--	--	171	--	--	--	--	--	--	--	--	--	171
Weed Abatement (block faces)	'20	--	--	--	--	--	--	--	25	209	45	23	13	315
	'21	4	15	26	--	--	--	--	--	--	--	--	--	45

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

August 2020 through March 2021



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

Cleaning Highlights

Field Observations

With the increase of foot traffic during the month of March, the Clean Team noticed a rise in the amount of litter throughout the DCA district. Ambassadors focused in the mornings and evenings on hotels, restaurants, and high traffic areas to keep the district clean and welcoming for our guests. This increase of trash is noted in the number of bags collected. Since the inception of our program, we have not collected more than 310 bags in a month. We collected 383 bags in a month. Why is this important? More trash means more people are downtown.

The Clean Team also saw a major increase in marketing posters, graffiti, and stickers being placed throughout the district. The team worked quickly to remove these items and paint over any graffiti that could not be removed via graffiti remover.

The DCA Special Projects team has seen a major increase in weeds throughout the district. We have dedicated numerous hours on weed-eating and weed extraction during the month of March. As we all know, pulling weeds is a tedious task, but it did not go unnoticed as we received a word from a downtown property owner stating, "Downtown has not seen this level of attention in over 20 years" Moving forward weeding sidewalks, property lines, and tree wells will continue to be a major focus for the Special Projects team in the month of April and beyond.

Our Pressure Washing team continued to power wash sidewalks throughout the month of March. 105 Ambassador hours were spent removing gum and grim from the district sidewalks. The team focused on completing open projects in the 500-800 blocks of Chestnut, Broad, and Market. During April, the team will complete the 800 block of Broad and Market to MLK.

March was a busy month, and the Ambassador were up to the challenge. With new Ambassadors joining the team, the Clean Team kept the district in top shape for our visitors, residents, and businesses. We look forward to more pedestrian activity as we move through the Spring and into the Summer.



Ambassador Gloria cleans a sign on Aquarium Way.

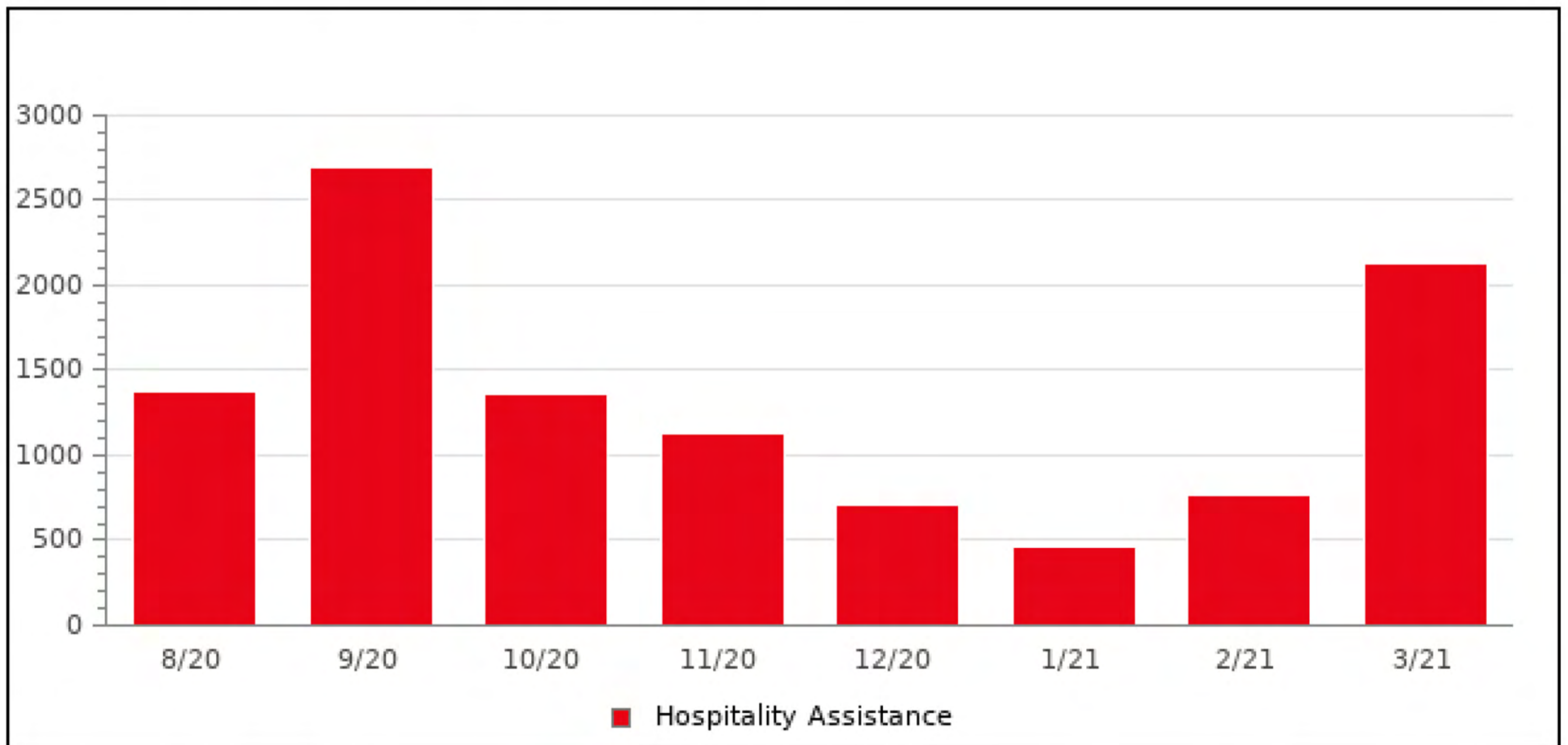
Hospitality Statistics

August 2020 through March 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	--	--	--	--	--	--	--	--	--	223
Hospitality Assistance	'20	--	--	--	--	--	--	--	1370	2691	1364	1125	711	7261
	'21	466	762	2133	--	--	--	--	--	--	--	--	--	3361
Motorist Assist	'20	--	--	--	--	--	--	--	42	31	10	3	1	87
	'21	3	6	6	--	--	--	--	--	--	--	--	--	15

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

Hospitality Assistance -- August 2020 through March 2021



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

Hospitality Highlights

Field Observations

During the month of March, our Hospitality team saw a major increase with visitors enjoying our downtown. The team assisted 2,133 individuals with directions, information, and recommendations to our district attractions and businesses. The team also distributed around 500 maps to help our guests venture throughout the district.

The team also battled the elements during the month which included heavy rains. However, the team was not deterred by the weather and handed out 15 ponchos to families and individuals that got caught in the rain. The team also spent time offering umbrella escorts in the high pedestrian traffic areas which included the Aquarium, Broad and Market from 5th to Aquarium way, the West Village, and Reed House.

As we move into April, we look forward to driving more foot traffic towards our businesses and helping visitors enjoy downtown.

DCA Ambassador Trainings

March Safety Training Topic: **Active Shooter**

The team discussed different scenarios and devised plans for remaining safe in the event we encounter an active shooter.

March Monthly training topic: **The Public We Engage: Greeting the Public and Assessing Needs**

The team received video training on how to properly greet and assist the public with their needs.



Ambassador Jefferson takes a photo of a family so no one is left out of the wonderful memory of the trip to Downtown Chattanooga.

Outreach Highlights

Field Observations

During the month of March, our Outreach team saw an increase in both passive and aggressive panhandling. The team has been quick to speak with the panhandlers, explain the ordinance and offer alternative solutions. One of the alternative options the team provides is the option to participate in Cash for Trash.

The Outreach team also gave out multiple sets of clothing to our homeless community as well as working with the Community Kitchen to provide two pairs of shoes to individuals who did not have any. Ponchos, coats, and PPE's (gloves, masks, hand sanitizer) were also provided to our homeless population throughout the month of March.

Finally, our team was present when the residents of Patten Towers were evacuated from their homes. The team provided moral support, directions to the nearest public restroom, and ponchos for those in need when they got caught in the rain as they waited for transportation.



Ambassador Tiera engages a gentleman on Broad St.

Meet Ambassador Mike

Ambassador Mike

Mike is a single father of 3. He and his children reside in Chattanooga. Mike was born and raised here and graduated from Red Bank high school in 2003. He loves that his entire family is here in Chattanooga and takes pride in the comfort that Chattanooga offers.

Everyone is friendly and comfortable here. "It doesn't matter your age; you can come downtown, walk around and feel like you have had a unique experience. It creates a safe and inviting environment."

Mike is an Outreach Coordinator for the Ambassador team. Mike's favorite part of the job is being outside and getting to know someone new every single day! Mike's favorite place to eat is Food Truck Alley- "You can always find something different and comforting." In his free time, you will find Mike coaching peewee football on the East side of Chattanooga. Mike is working towards being a home owner and he is eager to purchase land in the Harrison area.

Mike dreams of one day opening his own food truck in Food Truck Alley!

If you see Mike downtown, please stop and thank him for all that he does.



Ambassador Mike and his children enjoy a moment together.

Photos



A cover came off the sidewalk on Broad St.



Cover placed back on Broad St sidewalk.



Before photo of graffiti on Chestnut St.



After photo of graffiti removed on Chestnut St.



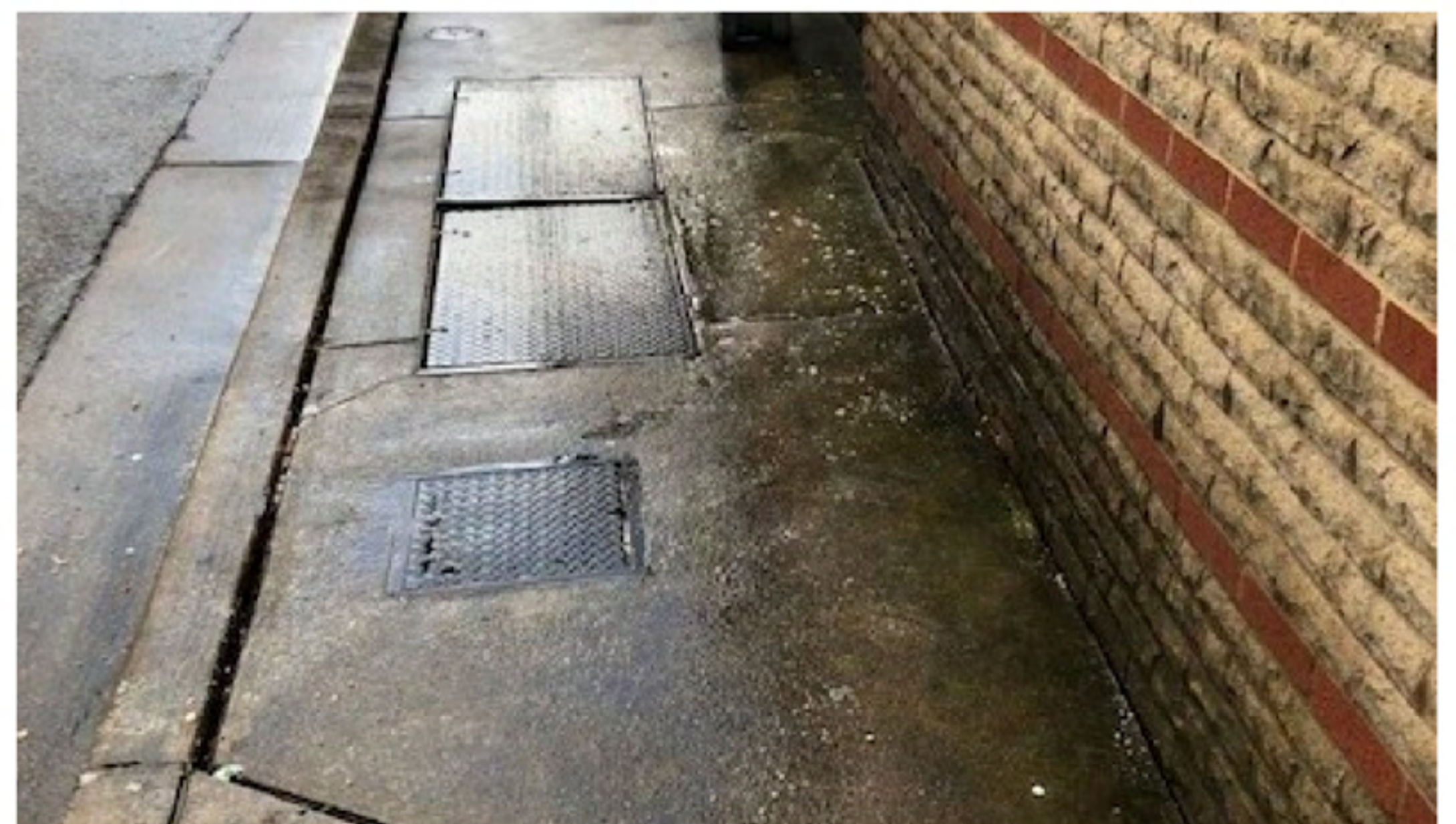
Before photo of graffiti on Chestnut St.



After photo of graffiti painted over on Chestnut St.



Biohazard before clean up.



Biohazard after clean up.

Photos



Ambassadors Tony and Carson jump start a car.



Ambassador James weed eats on Pine St.



Broken sign brought back to storage after reported to city.



Cash for Trash participants head up the street.



Ops Manager Randi passes out some clothes on Broad St.



Ambassador Gage picks up a sign at Patten Square.



Ambassador Alison removes graffiti on Market St.



Ambassador's Carson and Tony push broom 4th St.