



**DOWNTOWN
CHATTANOOGA
ALLIANCE**



Executive Director

Message From Executive Director

It's the time of year we welcome locals and visitors alike as they head Downtown for everything from brunch to concerts! Many offices are also increasing in-office staff and all of those things, along with spring break visitors just around the corner, this means it's time to hire more ambassadors and expand our hours again for peak season.

It's recently come to our attention that many business owners and managers in the District are unaware of our staffing schedule, so as we add new seasonal employees I wanted to take this opportunity to give an overview of our operations.

Ambassadors are present and working hard to make downtown safe and welcoming all year long, but the schedule and number of Ambassadors change.

The Downtown Chattanooga Alliance is divided into four zones and deploys Ambassadors in three overlapping shifts. During the non-peak season (October 15 – March 15), the district employs two team leaders, an operations manager, and six Ambassadors. During peak season, the district hires an additional five Ambassadors.

Ambassadors serve in three key functions – cleaning, safety, and hospitality. During peak season, Ambassadors work from 6 a.m. until 10 p.m. Sunday through Thursday, and on Fridays and Saturdays from 6 a.m. until midnight. During the non-peak season, Ambassadors are on-duty between 6 a.m. until 8 p.m. Sunday through Thursday, and on Fridays and Saturdays from 6 a.m. to 10 p.m.

Ambassadors work to cover the entire district twice a day. At 6 a.m. two Ambassadors start by checking the district for trash, providing wellness checks on the homeless, and picking up bags of trash put on the street by businesses. Another Ambassador does the same check on Market Street. Once Ambassadors finish their morning rounds, they are reassigned to another zone, return to their zone to focus on “attention to detail” cleaning, or complete projects such as painting, graffiti removal, cleaning traffic islands, shoveling out catch basins, etc. At 8 a.m. one Ambassador begins to clean with the All-Terrain Litter Vacuum (ATLV). This vehicle enables one Ambassador to cover more ground than he/she could on foot. The goal is to clean half the district before lunch. The 11:30 a.m. team focuses on zones that have not been completed in detail or are assigned to a special project. Around 5 p.m. the team focuses on safety patrols/safety escorts or trash removal from businesses that have put their trash out. The goal is to have the district clean and safe for those enjoying district restaurants and attractions in the evening.

At any time during the day, Ambassadors can be pulled away from their assigned duties. Most of the time this involves a call from a business asking for assistance with a homeless person. The DCA's policy is to send two Ambassadors. After responding to a call, Ambassadors are required to fill out an incident report and participate in a debriefing. These incidents sometimes divert Ambassadors from



doing other work for a long period of time.

During peak season from mid-March through mid-October, five additional Ambassadors provide hospitality and safety. Visitors can spot Hospitality Ambassadors behind the Information Cart (I-Cart) on Broad Street between the CARTA North Garage and Aquarian Way. If there is an event taking place in the district, hospitality Ambassadors may be present to provide information about, and directions to, downtown businesses and attractions. The goals of Safety Ambassadors are to deter quality of life issues, like aggressive panhandling, and provide another set of eyes and ears for the Chattanooga Police Department. To allow them more district coverage, Safety Ambassadors ride a bike or a Segway, and, at night, always patrol in pairs. However, they are also trained to provide business safety checks and hospitality. Hospitality and Safety Ambassadors are extremely important in providing a safe and welcoming environment for visitors.

Each day begins with a detailed plan of what the DCA wants to accomplish. However, those priorities often change based on the needs of businesses and visitors. If a member requires additional assistance, the DCA is always available at 423-206-4200. Please don't hesitate to call. The DCA exists to support downtown businesses, residents and non-profits by enhancing the experiences of their employees, customers and guests.

Executive Summary: Clean Team Highlights, February 2022

Accomplishments

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

1. Power washed stains, smells, and deep cleaned sidewalks for 37 hours a decrease of 40% from February of 2021
2. Removed 141 graffiti tags and stickers observed around the district an increase of 291% when compared to February of 2021.
3. Cleaned 64 incidents of biohazards and disinfected the immediate surrounding area, an increase of 204% when compared to February of 2021.
4. Performed 112 hours of special projects which mainly involved: landscape projects such as mulching, weeding, maintaing tree wells, and leaf blowing, a decrease of 26% when compared to February 2021.
5. Collected 1,122 bags of trash, an increase of 295% when compared to February of 2021.
6. Performed weed abatement on 38 block faces, an increase of 153% when compared to February of 2021.

During the month of February, the Clean Team focused their efforts towards the finer details of cleaning throughout the district. This encompassed edging tree wells, detail cleaning of traffic islands on Broad Street, removal of dirt from street signs and wiping down electrical boxes. The team also focused on removing cigarette-butts from tree wells and sidewalk cracks.

To celebrate the ground breaking event at the John Ross building, ambassadors mulched tree wells, painted light poles, removed graffiti, weeded, and deep cleaned the sidewalks.

The clean team also prepped the district in advance of Impulse/Rock the Riverfront as we anticipate large crowds during this month long activation of the waterfront.



Ambassador Jake pressure washes the sidewalk.

Executive Summary: Hospitality Team Highlights, February 2022

Accomplishments

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

1. Provided 1,310 directions and recommendations, an increase of 72% when compared to February 2021.
2. Conducted 71 business checks, a decrease of 37% when compared to February of 2021.
3. Provided 15 motorist assists, an increase of 150% when compared to February 2021.

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

There was an increase in foot traffic throughout the district. The team assisted 1,310 visitors with directions, recommendations, and information.

As more people return to the office and more visitors enjoy downtown, our safety team has changed their deployment for their evening routes. Hopefully this will provide more visibility and deter quality of life concerns.

The DCA is aware that conventions and tourism will increase this year, we don't want to be caught flat footed as we emerge from COVID. We will continue to monitor deployment schedules so they reflect the needs of the district.



Ambassador Shametrice makes balloon animals and offers information.

Executive Summary: Outreach Highlights, February 2022

Accomplishments

During the month of February, our Outreach Team had 85 contacts with individuals experiencing homelessness within our the DCA district. Our team supplied clothing, socks, and shoes to over 20 individuals. We observed an increase in panhandling throughout the district and Ambassadors engaged panhandlers and offered alternative options.

The team noticed an increase of people sleeping around the district. The team attributes this to warmer weather and new faces arriving in Chattanooga. Ambassadors performed wellness checks and referred individuals to services as we interacted with people experiencing homelessness.



Ambassador Kathy helps a person experiencing homelessness sort through their items.

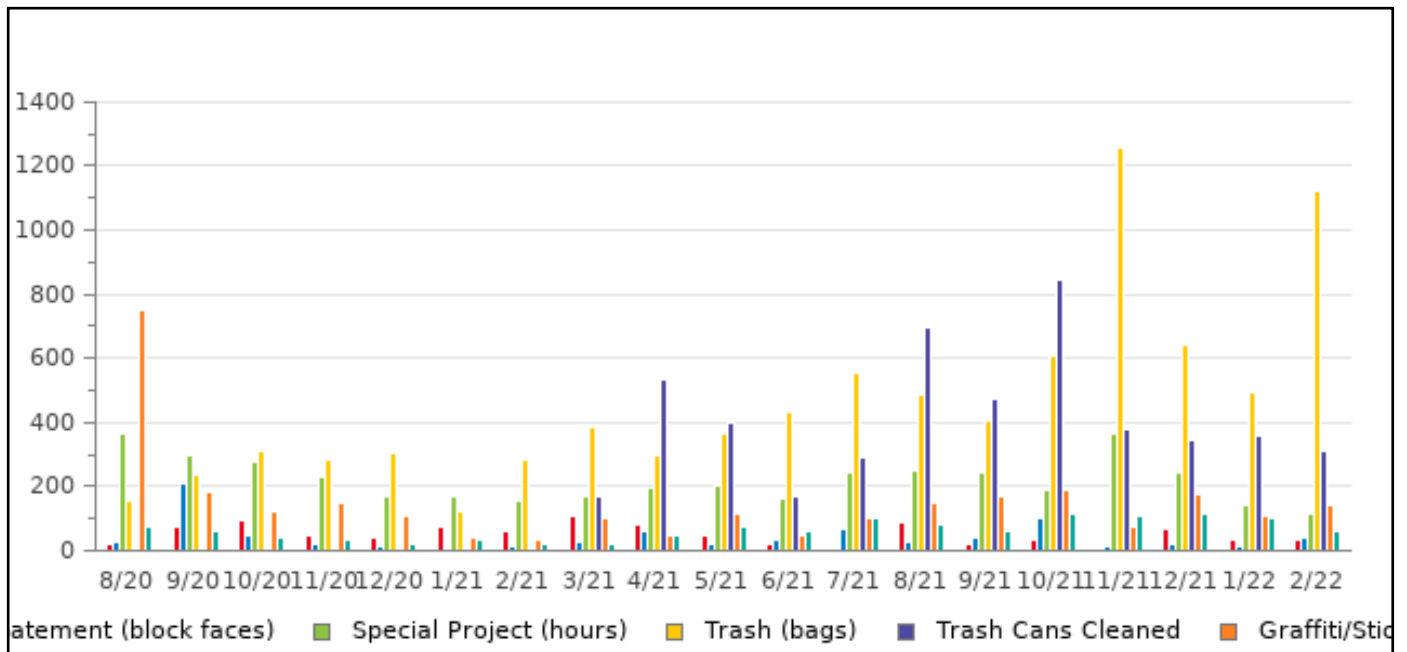
Cleaning Statistics

August 2020 through February 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	64	--	--	--	--	--	--	--	--	--	--	164
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	141	--	--	--	--	--	--	--	--	--	--	250
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	37	--	--	--	--	--	--	--	--	--	--	73
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	116	--	--	--	--	--	--	--	--	--	--	255
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	1122	--	--	--	--	--	--	--	--	--	--	1617
Trash Cans Cleaned	'21	--	--	171	533	401	166	289	696	475	847	381	346	4305
	'22	360	313	--	--	--	--	--	--	--	--	--	--	673
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	38	--	--	--	--	--	--	--	--	--	--	53

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

August 2020 through February 2022



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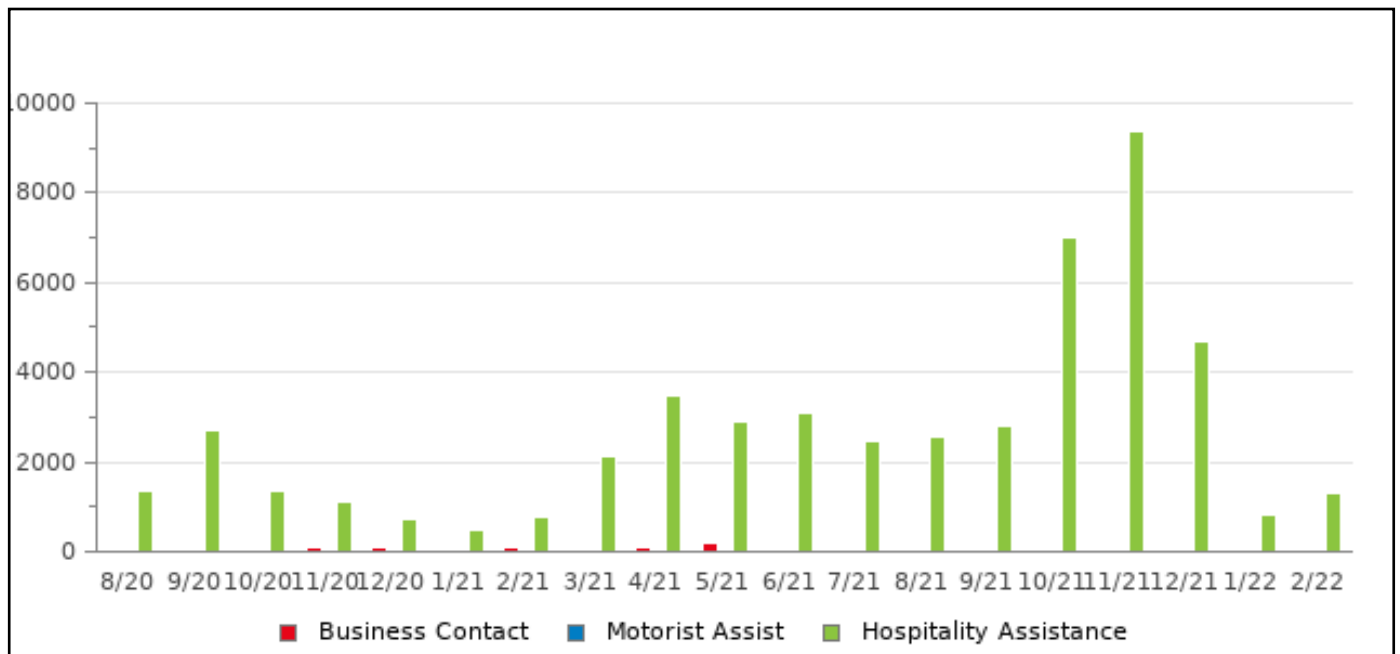
Hospitality Statistics

August 2020 through February 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	71	--	--	--	--	--	--	--	--	--	--	116
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	1310	--	--	--	--	--	--	--	--	--	--	2113
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	15	--	--	--	--	--	--	--	--	--	--	17

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

August 2020 through February 2022



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

Photos



Trash can overflow on Broad Street



Trash can overflow on Broad Street cleaned up.



Debris at 8th and Market St.



Debris removed from 8th and Market St.



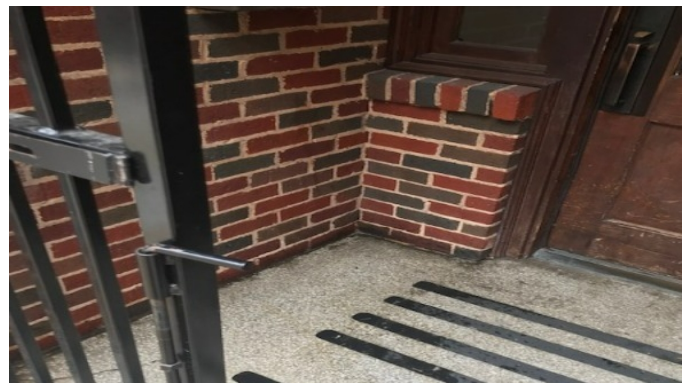
Gaffiti tag.



Gaffiti tag removed.



Biohazard on Cherry Street.



Biohazard cleaned up on Cherry Street.

Ambassador Team in Action



Ambassador Noah removes a sticker from a storefront.



Ambassador Tony performs a wellness check.



Ambassador Gage sweeps up broken glass on Chestnut St.



Ambassador Ryan removes graffiti.



Ambassador Noah waters spring flowers.



Ambassador Kathy assists a homeless individual with trash pick-up.



Ambassador Tiera paints a light pole.



Ambassador Noah detail cleans a storefront.