

#67

COMPLETE

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Page 2: General Information & District Composition

Q1 **Atlantic Avenue**

BID Name:

Q2 **I would like my BID's name to be published in the upcoming FY21 Trends Report to be the same as the name above**

The FY21 Trends Report will publish the name of your BID as reflected in the dropdown menu from the previous question which is what we published in the FY20 report. Please advise if you would like your BID's published name to be something different (ie. removing "Alliance" or "Partnership" from your name for publication purposes).

Q3 **Staff Information (FY21):Please do not double-count staff members in multiple of the following categories.**

Number of full-time staff members employed by your BID (not including "clean team" or public safety officers)	2
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	2
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	0
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	0

Q4 **Number of approximate total BID members (registered and unregistered): (Indicate "I Don't Know" or "Do Not Track" if unable to answer)All property owners, commercial tenants, and residential tenants in your BID boundaries are automatically members of the BID but may only vote after registering with the BID. Please report all potential members.**

Property owners	45
Commercial tenants	338
Residential tenants	7

Q5

Number of registered BID members:(Indicate "I Don't Know" or "Do Not Track" if unable to answer)BID members must register with the BID in order to vote at the annual meeting of the membership; each BID's bylaws outline the process for registering members. Please report only registered members.

Property owners	45
Commercial tenants	85
Residential tenants	7

Q6

Number of individual businesses in your district:Please include all retail, restaurant, office, etc., including individual businesses located in multi-tenant spaces

338

Q7

Number of storefronts in your district:(non-residential units that front the street; including ground floor and basement/second floor storefronts with entrances on the street)

Occupied (active tenant or active renovation)	325
Vacant (empty space, no active use, no activity, no construction)	61
Total (should be sum of occupied and vacant)	386

Page 3: Sanitation

Q8 **Yes**

Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.)

Page 4: Sanitation

Q9 **Contracted**

Are your sanitation services:

Q10 **No**

Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization)

Q11 What types of duties are assigned to your sanitation workers?

**Street Sweeping and Bagging,
Power Washing,
Snow and Ice Removal,
Graffiti Removal,
Street Furniture Maintenance & Sanitization**

Q12
Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	7
Number of hours logged by sanitation workers in FY21 (total hours/year; NOT hours/week or hours/month)	4212
Number of incidents of graffiti removed by your BID in FY21 (including graffiti, sticker, poster removal)	Daytime 1015; Nighttime 103
Number of trash bags collected by your BID in FY21 (total bags/year; NOT bags/week or bags/month)	25,550
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	20 BID Cans; 25 City Cans
AVERAGE hourly wage for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the wage rate is the rate sanitation workers are paid.	\$15.00
AVERAGE hourly bill rate for sanitation workers at your BID (\$XX.XX/hour; please only enter numerical values) Note the bill rate is the rate the BID pays the vendor.	\$27.14

Page 5: Public Safety

Q13 Does your BID provide any supplemental public safety services? (If you are unsure what services qualify as supplemental public safety, check "yes" to view the list.)

No

Page 6: Public Safety

Q14 Are your public safety services:

Respondent skipped this question

Q15

Respondent skipped this question

Is there a workforce development component to the hiring and/or training of your public safety staff? (either in-house or with a partner organization)

Q16

Respondent skipped this question

What activities does your public safety program include? (Please select all that apply.)

Q17

Respondent skipped this question

Public Safety Outputs & Operations

Page 7: Streetscape/Beautification

Q18

Yes

Does your BID provide any supplemental streetscape/beautification services? (If you are unsure what services qualify as supplemental streetscape/beautification, check "yes" to view the list.)

Page 8: Streetscape/Beautification

Q19

Streetscape/Beautification Outputs Please do not double-count items in the following categories.

Number of planters and hanging baskets installed and/or maintained by your BID	1
Number of tree pits installed and/or maintained by your BID	329
Number of banners installed and/or maintained by your BID in FY21	74
Number of public art installations sponsored by your BID in FY21	1
Number of street furniture elements installed and/or maintained by your BID (e.g. permanent tables, chairs, benches)	0
Number of wayfinding elements installed and/or maintained by your BID (e.g. signs, frames, poles, kiosks)	0
Number of lighting elements installed and/or maintained by your BID (e.g. light poles, rooflights, luminaires)	89
Number of other infrastructure elements installed and/or maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	265
Additional services (please list)	NA

Page 9: Public Space Management

Q20

Total number of public spaces managed/maintained by your BID

0

Q21

Please list all the public spaces that you maintain.

NA

Page 10: Marketing & Public Events

Q22

Yes

Does your BID have a Holiday Lighting Program?

Q23

Which communication channels does your BID use?

Direct mailings,
 Door-to-door visits,
 Flyers,
 Email bulletins,
 Social media,
 LinkNYC advertising (more info),
 Digital advertising (i.e. Google, Facebook, Instagram ads)

Q24

Which social media platforms does your BID employ?

Twitter,
 Instagram

Q25

For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	1300
Twitter	1586
Instagram	2676

Q26

What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

District guides/maps,
 Event-specific posters/flyers

Q27

How many of each item did your BID distribute during the previous fiscal year? Please enter the total distribution number for each category

District guides/maps (total print run)	10000
Event-specific posters/flyers (total print run)	0
Coupon books (total books produced)	0
Apparel & Accessories (e.g. total t-shirts, totes, sunglasses distributed)	0
Office supplies (e.g. total pens, notepads distributed)	0
Other	0

Q28

Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

2

Q29

Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

7000

Page 11: COVID-19 Pandemic Response

Q30

How much of each type of PPE did you distribute to businesses in FY21 (July 1, 2020 - June 30, 2021)?

Masks **35000**

Q31

How many businesses did you assist with grant or loan applications to support their economic recovery from the COVID-19 pandemic in FY21 (July 1, 2020 - June 30, 2021)? (e.g. federal, state, and city programs) (please enter "n/a" if you did not engage in this activity)

20

Q32

Share Your Successes: How else did you support businesses and your districts in recovering from the COVID-19 pandemic in FY21?

We supported businesses by connecting them to sbs services and additional resources. We distributed guides and brought COVID testing on site to businesses. We also applied for open streets for restaurant support.

Q33

Please describe which of your BID programs continued to be affected by the COVID-19 pandemic in FY21. Which programs or services did you have to pause or cancel?

The Art Walk program in collaboration with Arts Gowanus and the Atlantic AvenueLDC.

Page 12: Business Support

Q34

What kinds of initiatives did your BID implement to support existing business owners in your district during the previous fiscal year? (Please select all that apply.)

My BID did not implement any initiatives for business owners

'
Please list any additional initiatives below::

The BID was able to direct businesses to programs and resources already implementing these types of initiatives.

Q35

What kinds of initiatives did your BID engage in to attract businesses to your district during the previous fiscal year? (Please select all that apply.)

Tracked and listed vacant retail spaces and/or square footage

Activated vacant storefronts (e.g. pop-ups, window art, etc.)

Q36

What tools do you use to track vacancies? (Please select all that apply.)

Office/admin staff walking corridor

Q37

Please list the ways you use collected vacancy data.

Staff would keep metrics of vacancy data and started working with UpPupg and LiveXYZ.

Q38

How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

6

Q39

How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

26

Q40

How did business turnover in your district this year compare to last year?

Higher turnover this year,

What trends have you observed in businesses closing in your district?:

Turnover was slightly higher.

Q41

Issues Facing Businesses: Taking into account the effects of the COVID-19 pandemic and recovery in FY21, please rate from 1-5 how challenging the following issues are for business owners in your district:

Access to capital (loans, grants, other funding)	5 - Most challenging
Applying for City licenses and permits	4 - Significantly challenging
Working to secure government contracts	3 - Moderately challenging
Accessing customers	3 - Moderately challenging
Staying on top of trends in their industry	3 - Moderately challenging
Adapting to economic trends (such as the rise of online shopping)	4 - Significantly challenging
Finding the right talent for open positions	2 - Somewhat challenging
Training employees in new skills	2 - Somewhat challenging
Rebounding following interruption or emergencies (sidewalk sheds, fires, etc)	1 - Not challenging
Locating affordable real estate	3 - Moderately challenging
Lack of loading zones	3 - Moderately challenging

Q42

Services for Businesses: Taking into account the effects of the COVID-19 pandemic and recovery in FY21, please rate from 1-5 how valuable these services are to business owners in your district:

Assisting with applying for financing (loans, etc)	5 - Most valuable
Navigating City processes (applying for licenses, permits, etc)	5 - Most valuable
Facilitating disputes regarding fines and fees issued by the City	4 - Significantly valuable
Helping to access government contracts	3 - Moderately valuable
Providing lectures, classes and information on how to improve business practices	3 - Moderately valuable
Connecting businesses with qualified job candidates	4 - Significantly valuable
Providing support & financial assistance to train employees	3 - Moderately valuable
Applying for City tax incentive programs	3 - Moderately valuable
Supporting businesses following an emergency/significant interruption	5 - Most valuable
Supporting businesses in negotiating leases	3 - Moderately valuable
Helping entrepreneurs connect with legal advice	3 - Moderately valuable
Identifying available commercial space	5 - Most valuable
Creating opportunities to network with business owners for B2B sales	5 - Most valuable

Page 13: Surveys & Studies

Q43 **Event feedback,**
What kinds of surveys did your BID conduct during the **District conditions survey (e.g. inventory of open**
previous fiscal year? (Please select all that apply.) **businesses)**

Q44 **Business owners,**
Which audience(s) did your BID survey? (Please select all **Property owners**
that apply)

Q45 **Online (e.g. SurveyMonkey, Google form)**
How were stakeholder surveys conducted? (Please select
all that apply)

Q46 **Commercial rents,**
What district data is your BID collecting and/or tracking? **Neighborhood demographics,**
Common business violations and fines,
Crime incidents,
Parking data,
Real estate development projects,
Open Restaurants - DOT program

Q47
Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.
No.

Q48
What tools and resources would help your BID better collect/track this data?
Upgrading technology.

Q49
What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?
It would be useful to know more about how BIDS operate Open Streets.

Q50

No

Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage)

Q51

What was the topic the research/planning study?

NA

Q52

What was/is the desired outcome of the research/planning study?

NA

Q53

Several times a week

How frequently do you report district issues to 311?

Q54

Please check the top 5 issues that you most frequently report to 311:

**Rat or Mouse Condition,
Illegal Parking,
Street Light,
New Tree,
Building Graffiti**

Q55

Please rate your satisfaction with 311, based on the timeliness and thoroughness of resolution of reported incidents.

☆

3

Q56

Please provide general feedback on the resolution of your 311 complaints:

Although 311 notes issues quickly and efficiently, response to address those issues are often delayed.

Q57

Please rank the most important issues facing your district.(drag and drop boxes to sort these issues; select N/A if not a relevant issue in your district)

Cleanliness	2
Security/crime	10
Illegal street vending	13
Not enough foot traffic	5
Sidewalk congestion	8
Commercial vacancies	1
Rising commercial rents	7
Homelessness	11
Panhandling	14
Drug abuse	12
Street parking	9
Infrastructure construction	4
Building construction	3
Traffic congestion	6

Q58

Are there additional issues your district is facing that you would like to bring to the attention of SBS?

Film crews take up available parking spaces and block storefronts.

Q59

Please select the top 3 agencies with which you have the most difficulty coordinating & communicating.

- Department of Sanitation (DSNY),**
- Department of Parks & Recreation (DPR),**
- Department of Buildings (DOB)**

Q60

Please describe the specific challenges you have with these 3 agencies. (Example: lack of appropriate contact/relationship, slow response, etc.)

- Parks and Rec- Slow to address new tree plantings;
- DSNY- Pick up is sporadic but it looks like they are back on schedule.
- DOB- Slow response to permit requests when it comes to small businesses as opposed to a big developer.

Q61

Please suggest specific ideas and tools that may be helpful in addressing these challenges.

- Parks- More Employees
- DOB- More Efficiency
- DSNY- More Funding for frequency

Page 15: Governance: FY21 Meetings

Q62

SBS keeps a log of the hundreds of BID meetings (Annual, Board, Committee, etc.) we attend, including important information regarding quorum, official actions taken, and purpose/intent of meeting. To assist in verifying our records, please indicate the dates of those meetings for FY21 (July 1, 2020 – June 30, 2021) in the fields below. Please indicate your meetings in the following format: MM/DD/YYYY

Annual Meeting	10/27/2019	,
Board of Directors meeting 1	08/26/2019	,
Board of Directors meeting 2	10/30/2019	,
Board of Directors meeting 3	12/17/2019	,
Board of Directors meeting 4	06/10/2020	,
Finance Committee meeting	01/20/2020	,
1		
Audit Committee meeting	12/11/2019	

Q63

Respondent skipped this question

If you had more meetings in FY21, please enter in the below textbox.

Q64

Yes

Is your BID filed in PASSPort (the City's digital Procurement and Sourcing Solutions Portal)?

Q65

Yes

If filed in PASSPort, have your BID's principal owners/officers been updated in the portal since any recent changes? (e.g. since Officers of the Board were last elected or a new Executive Director started)

Page 16: Fiscal Information: External Revenue

Q66

No

Did you allocate executive/staff salaries to program expenses in your accompanying FY21 budget (Excel template)? In other words, please ensure the financials you submit on the accompanying Excel file are consistent with how you respond below.

Q67

Estimate how many total hours of staff time per week are dedicated to raising external revenue. (including writing grant applications, planning fundraising events, facilitating revenue-generating programs/services, etc.)

1

Q68

External Grants

In FY21, how many grants did you apply to? (including grants from government and private sources) **2**

In FY21, how many grants were you awarded? (including grants from government and private sources) **2**

Q69 **Private (foundation/non-profit)**

In FY21, what types of grants did you apply to?

Q70 **No**

In FY21, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID)

Q71 **No**

In FY21 did you receive a federal Paycheck Protection Program loan (PPP)?

Page 17: Share Your Successes: Core Services

Q72

Share Your Successes: Many BIDs implement innovative programs, and SBS wants to hear about it so we can share how BIDs impacting New York City. Highlight stories featured in the FY21 BID Trends Report will largely be gathered from these responses. Check out last year's stories in the FY20 NYC BID Trends Report for inspiration. In the space below, please highlight the most innovative programs or initiatives your BID took-on during the previous fiscal year. Include as many stories as you would like, and separate them by a blank line. Think about examples in any or all of the following categories: Sanitation· Public Safety· Streetscape & Beautification· Marketing & Public Events· Business Support and Attraction· Market Research and/or Planning Studies· Sustainability/Green Initiatives· Social Services & Volunteer Programs· Tourist/Visitor Assistance· Other Innovative Programs or Accomplishments

- We were able to install 15 new tree bed guards.
- We had a successful Art Walk that brought in new partners and new consumers
- We were able to get COVID testing to employees and owners of small businesses directly on site. --By working with the Brooklyn Chamber round table we were able to disburse clear and concise ever-changing, information on regulations relating directly to the businesses.

Page 18: Feedback for SBS

Q73

Please share your feedback for SBS. What else can SBS do to help your organization be more successful and effective? What challenges has your BID experienced related to working with other City agencies? What are the most important policy priorities for the next year? What topics would you like to see addressed in future workshops or roundtables?

It would be helpful for SBS with citywide mapping of vacant/available properties.
Providing more targeted, paid interns for the BID.
