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Page 2: General Information & District Composition

Q1 BID Name: **Atlantic Avenue**

Q2 The FY19 Trends Report will publish the name of your BID as reflected in the dropdown menu from the previous question. 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). **I would like my BID's name to be published in the upcoming FY19 Trends Report to be the same as the name above**

Q3 Staff Information (FY19):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)	1

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	I don't know
Commercial tenants	345
Residential tenants	1,324

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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	35
Commercial tenants	70
Residential tenants	5

Q6 Number of individual businesses in your district:Please include all retail, restaurant, office, etc., including individual businesses located in multi-tenant spaces

345

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)	345
	Vacant (empty space, no active use, no activity, no construction)	36
	Total (should be sum of occupied and vacant)	381

Page 3: Sanitation

Q8 Does your BID provide any supplemental sanitation services?(If you are unsure which services qualify as supplemental sanitation, check "yes" to view the list.) **Yes**

Page 4: Sanitation

Q9 Are your sanitation services: **Contracted**

Q10 Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization) **No**

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

Q12 Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	7.0
Number of hours logged by sanitation workers in FY19 (total hours/year; NOT hours/week or hours/month)	3840.0
Number of incidents of graffiti removed by your BID in FY19 (including graffiti, sticker, poster removal)	168.0
Number of trash bags collected by your BID in FY19 (total bags/year; NOT bags/week or bags/month)	18500.0
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	60.0
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.	15.0
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.	26.0

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
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Page 6: Public Safety

Q14 Are your public safety services:	Respondent skipped this question
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Q15 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)	Respondent skipped this question
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Q16 What activities does your public safety program include? (Please select all that apply.)	Respondent skipped this question
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Q17 Public Safety Outputs & Operations	Respondent skipped this question
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Page 7: Streetscape/Beautification

Q18 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.) **Yes**

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	320
Number of banners installed and/or maintained by your BID in FY19	74
Number of public art installations sponsored by your BID in FY19	0
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)	251
Additional services (please list)	N/A

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. **Respondent skipped this question**

Page 10: Marketing & Public Events

Q22 Does your BID have a Holiday Lighting Program? **Yes**

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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? **Facebook,**
Twitter,
Instagram

Q25 On average, how often do you post or update these platforms?

(no label)

Website	Once a month
Facebook	Once a week
Twitter	Several times a week
Instagram	Several times a week

Q26 For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	2924
Facebook	907
Twitter	170
Instagram	1638
Other	N/A

Q27 What kinds of marketing collateral does your BID distribute? (Please select all that apply.) **District guides/maps** ,
Event-specific posters/flyers,
Apparel & Accessories (e.g. t-shirts, totes, sunglasses)

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Q28 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)	5400
Event-specific posters/flyers (total print run)	2405
Coupon books (total books produced)	0
Apparel & Accessories (e.g. total t-shirts, totes, sunglasses distributed)	15
Office supplies (e.g. total pens, notepads distributed)	0
Other	0

Q29 What methods of distributing materials & information to stakeholders do you find most effective in your district? Please drag and drop the rows below to rank them from most to least effective, and mark N/A if not used.

Door-to-door distribution	1
Email distribution	2
Direct mailings	4
Social media posts	3
Print advertising (i.e. local newspaper)	N/A
Digital advertising (i.e. Google, Facebook, Instagram ads)	7
LinkNYC advertising	6
Distribution at events (meetings, festivals, etc.)	5

Q30 Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

3.0

Q31 Number of attendees to public events coordinated or co-coordinated by your BID (best estimate):

2500.0

Page 11: Business Support

Q32 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.)

Social Events (e.g. networking events, meet & greets, sector breakfasts)

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Q33 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.)

Conducted market analysis ,
Tracked and listed vacant retail spaces and/or square footage

Q34 What tools do you use to track vacancies? (Please select all that apply.)

Office/admin staff walking corridor ,
Real estate information site (e.g. CoStar, Xceligent) ,
Communicating with brokers and agents

Q35 Please list the ways you use collected vacancy data.

Compiled vacancy reports and distributed them to potential AABID businesses and real estate brokers.

Q36 How many storefront businesses opened in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

15

Q37 How many storefront businesses closed in your district during the previous fiscal year? If you do not track this, please enter "Do Not Track."

13

Q38 How did business turnover in your district this year compare to last year?

Same level of turnover this year ,
What trends have you observed in businesses closing in your district?:
Many of our businesses closed due to a combination of fines from city government, lawsuits, and rising rents.

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Q39 Issues Facing Businesses: Please rate from 1-5 how challenging the following issues are for business owners in your district:

Access to capital (loans, grants, other funding)	N/A
Applying for City licenses and permits	N/A
Working to secure government contracts	N/A
Accessing customers	3 - Moderately challenging
Staying on top of trends in their industry	N/A
Adapting to economic trends (such as the rise of online shopping)	4 - Significantly challenging
Finding the right talent for open positions	N/A
Training employees in new skills	N/A
Rebounding following interruption or emergencies (sidewalk sheds, fires, etc)	4 - Significantly challenging
Locating affordable real estate	5 - Most challenging
Lack of loading zones	2 - Somewhat challenging

Q40 Services for Businesses: Please rate from 1-5 how valuable these services are to business owners in your district:

Assisting with applying for financing (loans, etc)	N/A
Navigating City processes (applying for licenses, permits, etc)	3 - Moderately valuable
Facilitating disputes regarding fines and fees issued by the City	5 - Most valuable
Helping to access government contracts	N/A
Providing lectures, classes and information on how to improve business practices	2 - Somewhat valuable
Connecting businesses with qualified job candidates	N/A
Providing support & financial assistance to train employees	N/A
Applying for City tax incentive programs	N/A
Supporting businesses following an emergency/significant interruption	5 - Most valuable
Supporting businesses in negotiating leases	4 - Significantly valuable
Helping entrepreneurs connect with legal advice	5 - Most valuable
Identifying available commercial space	4 - Significantly valuable
Creating opportunities to network with business owners for B2B sales	2 - Somewhat valuable

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Q41 What kinds of surveys did your BID conduct during the previous fiscal year? (Please select all that apply.)

Satisfaction survey - of BID services

Q42 How were stakeholder surveys conducted? (Please select all that apply)

Online (e.g. SurveyMonkey, Google form)

Q43 Which audience(s) did your BID survey? (Please select all that apply)

Business owners,
Other (please specify):
Board members

Q44 What district data is your BID collecting and/or tracking?

Commercial rents ,
Common business violations and fines ,
Parking data

Q45 Did you provide any of this data to City agencies to solve a specific problem in your district? Please explain.

No

Q46 What tools and resources would help your BID better collect/track this data?

More staff to collect data

Q47 What datapoints, not currently in the Trends Report, would you find useful to know about your fellow BIDs?

Executive Director and staff salaries

Q48 Did your BID complete any research or planning studies during the previous fiscal year?(e.g. streetscape study, parking study, market research, retail leakage)

No

Q49 What was the topic the research/planning study?

Respondent skipped this question

Q50 What was/is the desired outcome of the research/planning study?

Respondent skipped this question

Q51 How frequently do you report district issues to 311?

Several times a month

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Q52 Please check the top 5 issues that you most frequently report to 311:

Street Sign,
Traffic Light ,
Street Light ,
New Tree ,
Illegal Dumping

Q53 Please provide general feedback on the resolution of your 311 complaints:

Respondent skipped this question

Page 13: District Challenges

Q54 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	9
Security/crime	5
Illegal street vending	13
Not enough foot traffic	3
Sidewalk congestion	N/A
Commercial vacancies	1
Rising commercial rents	2
Homelessness	12
Panhandling	11
Drug abuse	10
Street parking	4
Infrastructure construction	7
Building construction	8
Traffic congestion	6

Q55 Are there additional issues your district is facing that you would like to bring to the attention of SBS?

Respondent skipped this question

Page 14: Governance: FY19 Meetings

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Q56 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 FY19 (July 1, 2018 – June 30, 2019) in the fields below. Please indicate your meetings in the following format: MM/DD/YYYY

Annual Meeting	05/29/2019	,
Board of Directors meeting	09/12/2018	,
Board of Directors meeting	12/03/2018	,
Board of Directors meeting	02/27/2019	,
Board of Directors meeting	05/01/2019	,
Finance Committee meeting	12/06/2018	,
Finance Committee meeting	04/29/2019	,
Audit Committee meeting	12/03/2018	

Q57 If you had more meetings in FY19, please enter in the below textbox.

Marketing -- monthly
 Streetscape -- November 2018 and March 2019
 Vacancy -- August 2018 and January 2019
 Nominating -- two meetings in April 2019

Page 15: Fiscal Information: External Revenue

Q58 Did you allocate executive/staff salaries to program expenses in your accompanying FY19 budget (Excel template)? **Yes**

Q59 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.)

2 hours

Q60 External Grants

In FY19, how many grants did you apply to? (including grants from government and private sources) **3**

In FY19, how many grants were you awarded? (including grants from government and private sources) **2**

Q61 In FY19, what types of grants did you apply to? **City government, Private (foundation/non-profit)**

Q62 In FY19, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID) **No**

Page 16: Share Your Successes: Core Services

FY19 BID Annual Report

Q63 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 FY19 BID Trends Report will largely be gathered from these responses. Check out last year's stories in the FY18 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

Our Faces of Atlantic Avenue holiday marketing campaign featured ads of AABID merchants that were placed on 13 LinkNYC kiosks in the area. We had 38 businesses participate, and the feedback they gave us was overwhelmingly positive.

Q64 What is your BID's top priority for FY20? Please list key issues your BID is focusing on this year.

Top priorities:

Continue to educate business owners on ADA regulations/compliance

Continue our efforts in vacancy reduction

Engage in strategic planning with our board of directors

Page 17: Feedback for SBS

Q65 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 topics would you like to see addressed in future workshops or roundtables?

1. Continue to facilitate BID roundtables because they allow BID leaders to share insights and best practices on a range of program areas

2. We'd like to see the topics of managing difficult stakeholders & negative PR covered in future workshops or roundtables.

Challenges we have experienced working with other City agencies:

1. Having inquiries / complaints responded to in a satisfactory or timely manner, specifically as it relates to the Parks Department and DOT.
