YEAR IN REVIEW

2026



SOHO
BROADWAY
INITIATIVE

A MESSAGE FROM THE EXECUTIVE DIRECTOR

It was a year to remember in New York City and in the SoHo Broadway corridor. Following a new administration coming into City Hall, two major winter storms brought significant snowfall to SoHo, but our Clean Team quickly cleared a safe path for pedestrians each time.

In June, Knicks fever swept the city, with orange and blue filling our sidewalks throughout the playoff run, and a flood of fans passing through SoHo on the way to and from the Canyon of Heroes for the June 18th parade. That same month, the World Cup brought the energy of international visitors to Broadway, who paraded though the district in colorful jerseys throughout the tournament.

This year also saw implementation of full trash containerization and a major expansion of our horticulture program, while we continue to advocate for effective government action regarding some of the thorniest quality-of-life issues facing the district.

I hope you'll join me in celebrating our shared wins while continuing to work together to tackle challenges and ensure that SoHo Broadway is clean, safe, and beautiful!



Erin Piscopink
Executive Director

SANITATION

The SoHo Broadway Clean Team provides outstanding sanitation services to the neighborhood. Working 363 days a year, the Clean Team, provided through our contractor Streetplus, logged over 11,000 hours during Fiscal Year 2026.



The Clean Team's services include sweeping litter, emptying litter baskets, power washing, bus bulb grate cleaning, street furniture painting and maintenance, snow and ice removal, graffiti removal, sticker removal, and generally making Broadway look its best. During FY26, the Clean Team removed 46,325 bags of trash and 7,365 incidents of graffiti, posters, and stickers.



This year, the Initiative continued its expanded sanitation services along Crosby and Mercer Streets through the generous support of Council Member Christopher Marte, the Crosby Street Association, and streetlight banner sponsorships.

In June of 2026, we implemented full containerization of all trash collected by the Clean Team, taking bags off of our sidewalks while they await collection. The new custom Citibin containers feature a green roof and keep the district more beautiful than ever!

BEAUTIFICATION





The Initiative maintains planters in the district in partnership with the Horticultural Society of New York. Refreshed four times a year with new seasonal plantings, the planters add color and greenery in addition to enhancing the safety of the corridor's curb extensions.

This past year, the Initiative greatly expanded the scope of the horticulture program in the district, bringing the total to 33 full-size planters including center shrubs and seasonal annuals, plus an additional 33 individual Citbin green roof modules plated with sedum and allium. In a neighborhood where vaults and subways underneath the sidewalks make conventional street trees impossible, we are proud to add these moments of green and pops of color among the brick, cast iron, granite, concrete, and asphalt of SoHo.

The Initiative also continued its streetlight banner program to celebrate the district as a vibrant mixed-use neighborhood. We would like to thank our generous sponsors for making this year's banner program a reality: Athleta, Live by the Sword, Moon Rabbit, and Rho.

QUALITY OF LIFE

The Initiative's quality of life program is centered on maintaining good foot traffic flow, ensuring pedestrian safety, minimizing sidewalk congestion, and working to address common quality-of-life issues within the SoHo Broadway improvement district.

Our approach focuses on sidewalk activity such as illegal vending, counterfeit goods sellers, retail activity, promotional events, and construction in the public realm.

We work in partnership with the 1st and 5th Precincts, Department of Sanitation, other City agencies, Community Board 2, and the local residential and business community to ensure a safe and comfortable Broadway corridor for all who share this mixed-use district.





COMMUNITY DEVELOPMENT





Our community development program aims to create avenues for members of the SoHo Broadway community to connect, support each other, and provide opportunities and resources to succeed while being a good neighbor.

Through our website, e-newsletter, and social media presence, the Initiative seeks to create awareness of who is here and what is going on in and around the SoHo Broadway corridor.



5,746

email list and social media subscribers

ADVOCACY & PLANNING

In addition to being a service organization, the Initiative also advocates to government agencies and elected leaders on behalf of the SoHo Broadway improvement district and its constituents in regard to key issues, such as calling for new strategies to address counterfeit sales and illegal street vending activity and providing feedback on proposed street redesign projects. Executive Director Erin Piscopink also serves as Co-Chair of the New York City BID Association, which actively advocates for the interests of districts citywide in areas such as vending legislation and sanitation operations.



We also collect data to better understand changes in the district. For instance, June 2026 saw a daily average population of 60.3 thousand in the district, showing recovery to visitation levels well above pre-pandemic levels. Moreover, through our quarterly retail vacancy surveys we learned that during the fiscal year retail occupancy reached 89%, the highest recorded since we began collecting data in 2015.





photos: front/back cover, p. 3 (bottom), p. 4
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