



Sanitation:

Bobby Canty, David Philip, Furman Thompson, Lance Marsh, Lawrence Levan and William Bryant are the 6 individuals who make up the SoHo Broadway Clean Team. The Clean Team is responsible for sidewalk sweeping, emptying trash receptacles, graffiti removal, painting, power washing and snow/ice removal. From 7am to 10pm, 364 days per year, the Clean Team keeps Broadway clean. **The Clean Team removes an average of 3,933 bags of garbage per month and 215 items of graffiti per month.**



Public Safety/Quality of Life:

In May 2017, Frank Wessels joined the Initiative as our Director of Public Safety. In short, Frank brings a calm demeanor and a results oriented mindset to a sometimes chaotic environment. He's our first line of defense with illegal sidewalk activity, whether it's a drummer, a snake handler or an illegally located vendor, Frank professionally engages with people to let them know what the rules are and liaises with the City when additional resources are needed. In addition to keeping an eye on any illegal sidewalk activity on Broadway, Frank attends monthly Precinct Community Council Meetings at the 1st and 5th Precincts and liaises directly with his contacts at the myriad of City Agencies who also oversee sidewalk activity.



Outreach/Communications:

During the 2016-2017 year, the Initiative was busy learning more about and connecting with the SoHo Broadway mixed use community. In the fall, we worked with Larisa Ortiz Associates to create the SoHo Broadway Spotlight 2016. The Spotlight 2016 includes a map of who's on Broadway, subway ridership counts, information on the retail, workplace and residential communities as well socioeconomic information on the SoHo Broadway residents and workforce.

Did you know that 1,000 residents live on and 22,000 employees work on Broadway?

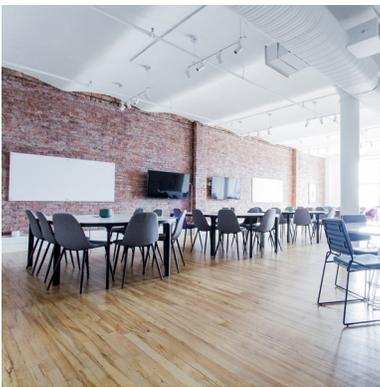
During the winter and spring, the Initiative hosted a series of events to create opportunities to connect and network with neighbors. We held an E-Waste Recycling Event, an Open House at Boxed, as well as several small group meetings with residents (Residential Affinity Group) to discuss quality of life issues and with retailers to discuss loss prevention and community partnerships. The Initiative held a Quality of Life Forum bringing together over forty SoHo Broadway residents, property owners, office/retail businesses with Manhattan Borough President Gale Brewer, Council Member Margaret Chin and City Agency representatives to discuss quality of life challenges facing the community and strategies to address them.

Miscellaneous:



DOT Art:

In the fall of 2016, the Initiative was chosen as the community partner for the DOT Art Community Commission program to bring temporary art to local communities. Through an RFP process run by DOT Art in partnership with the Initiative, Zigi Ben Haim, an artist living on Mercer Street, was selected to create and install “Treasure the Green” at the bus stop located at Broadway and Grand. The installation should be complete before the end of July.



Assessment Increase:

During the past year, the Initiative’s Board has been exploring the financial needs of the organization. The need for an assessment increase is driven by the following: (1) Increase in minimum wage by \$6/hour from \$9/hr to \$15/hr while maintaining the current supplemental sanitation service levels; (2) add a Program Manager position to expand our community development and planning capacity; (3) rent our own office space and (4) provide adequate financial reserves. After careful consideration, the Board voted unanimously to pursue an increase of the Initiative’s Annual Assessment from \$550,000 to \$900,000. The proposed assessment increase is also supported by Council Member Margaret Chin.

What’s
Next?

- New Website (Summer/Fall 2017)
- Neighborhood Resources (Summer/Fall 2017)
- Zoning Resources (Summer/Fall 2017)
- Assessment Increase Approval Process (Spring 2018)