

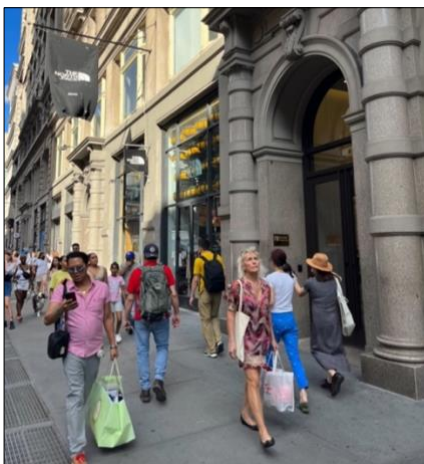


Sanitation

The SoHo Broadway Clean Team provides outstanding sanitation services to the neighborhood. Their continued dedication to making SoHo Broadway a welcoming place to live, work, shop and explore is measurable. During Fiscal Year 2023, the Clean Team removed **58,971 bags of trash** and **7,320 incidents of graffiti**. 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.

This year, the Initiative again **expanded sanitation services** to Crosby and Mercer Streets through the generous support of Council Member Christopher Marte, the Crosby Street Association and sponsorship of street light banners by Uniqlo and SHVO.

In June 2023, the Initiative launched a **containerized waste prototype** bin box in the curb lane of Prince Street between Broadway and Crosby Street as part of the City's Clean Curbs program. Since this pilot program was initiated, hundreds of bags of trash have been taken off the sidewalk at the intersection of Broadway & Prince while awaiting collection and are instead enclosed in an attractive container made of recycled plastic and topped with a green roof, demonstrating an alternative approach for New York City to manage waste.



Quality of Life & Public Safety

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

Our efforts focus on sidewalk activity such as counterfeit goods sellers, vending, retail activity and events, and construction in the public realm. Staff work in close partnership with the 1st and 5th Precincts, Department of Sanitation, other City agencies, and the local residential and business community to ensure a safe and comfortable Broadway corridor for all who share this mixed-use district.



Beautification

As part of the Initiative's goal to enhance our public spaces, we provide supplemental streetscape and beautification services to the district. The Initiative partners with the Horticultural Society of New York to plant and maintain **16 planters** throughout the district which are refreshed seasonally. Additionally, the Initiative manages a sponsored streetlight banner program which celebrates the district as a vibrant mixed-use neighborhood.

Community Development

Our community development program aims to create opportunities for members of the SoHo Broadway community to connect with one another, with the Initiative, and with resources. This past year, the Initiative published a monthly e-newsletter to **2,611 subscribers** and additionally disseminated information via our social media channels. In summer 2023, the Initiative developed a retail community engagement strategy to build and maintain relationships with new and existing businesses in the district. During Fiscal Year 2023, we also held four Community Roundtables via Zoom featuring elected officials and representatives from City agencies and an in-person Holiday Social gathering, as well as participated in the first annual NYC BID Day in collaboration with the Department of Small Business Services.



Planning and Advocacy

In addition to being a service organization, the Initiative also advocates on behalf of the SoHo Broadway improvement district and its constituents. During 2022 and 2023, the Initiative advocated against the proposed siting of a Link5G kiosk adjacent to 568 Broadway, providing testimony to City and State agencies regarding the issue.

We also collect data to better understand changes in the district. For instance, through our quarterly retail vacancy surveys we have learned that between March and June 2023, retail occupancy in the district returned to pre-pandemic levels with an **occupancy rate of 81%**.