



## NYC Clean Streets Program Overview

### Background

At the foundation of any vital commercial corridor are clean streets, sidewalks and storefronts. Streets littered with garbage deter investment and create a perception that an area is neglected and unsafe. When quality-of-life issues such as sanitation and maintenance are not addressed, other economic development initiatives do little to attract businesses and consumers to a given commercial corridor. First and foremost, a commercial district must be clean and safe.

For more than two decades, the New York City Department of Small Business Services (SBS) has worked with BIDs and LDCs throughout the five boroughs to address sanitation and other issues in an effort to create healthy and vibrant commercial districts.

The NYC Clean Streets program offers local neighborhood organizations the opportunity to manage a supplemental sanitation program while building their capacity to better serve their commercial corridors.

### Program

NYC Clean Streets provides a comprehensive supplemental sanitation and maintenance program to selected local partner organizations (LDCs, Merchants Associations, etc.) in commercial corridors throughout the City for two years. Under the program, the City procures a supplemental sanitation service provider who provides services five days a week for eight hours each day in all selected corridors. The cost for these services is provided entirely by the City in the first year of the program and on a matching basis in the second year, with the City contributing 75% of the sanitation and maintenance program costs and selected organizations contributing 25%. Selected partner organizations are required to provide the 25% of the cost of supplemental sanitation services in their corridor and agree to abide by the sanitation service contract entered into by the City.

In exchange for receiving these supplemental sanitation services, partner organizations engage in a two-year capacity-building relationship with SBS through which a dedicated SBS staff member works with them to develop organizing, program management, fundraising, and marketing skills.

**The goal of the program is to build the capacity of selected partner organizations so that they are capable of independently financing and managing their sanitation programs at the close of the two-year initiative.**

As participants of the NYC Clean Streets program, selected organizations are required to meet certain milestones at six-month intervals in order to continue to receive the program benefits. Achievement of these milestones serves as an indicator of selected partner organizations' ability to finance and manage the sanitation program after the two-year initiative. **Organizations unable to meet these milestones will not receive the NYC Clean Streets sanitation services in year 2 of the program.**

Organizations selected into the NYC Clean Streets program begin receiving supplemental sanitation and maintenance services approximately nine months after being selected into the program. In the months before supplemental sanitation and maintenance services begin, SBS works with organizations individually and in group sessions to craft organizing and marketing plans for their programs.

All NYC Clean Streets partner organizations are required to enter into an agreement with SBS that outlines these programmatic obligations, which are spelled out in detail below.

## NYC Clean Streets Partner Organization Milestones

Selected NYC Clean Streets partner organizations are required to meet the following milestones at 6, 12, 18, and 24 months:

Month	NYC Clean Streets Organizing and Fundraising Milestones
6 months	<ul style="list-style-type: none"> <li>Groups must raise 10% of the annual cost of providing supplemental sanitation services in their NYC Clean Streets corridor</li> <li>Funds must be raised from at least 5% of the merchants and property owners located within the NYC Clean Streets corridor</li> <li>Funds <b>may not</b> come from sources other than the merchants and property owners located within the NYC Clean Streets corridor</li> </ul>
12 months	<ul style="list-style-type: none"> <li>Groups must raise an additional 15% of the annual cost of providing supplemental sanitation services in their NYC Clean Streets corridor</li> <li>Funds must be raised from at least 10% of the merchants and property owners located within the NYC Clean Streets corridor</li> <li>Funds <b>may not</b> come from sources other than the merchants and property owners located within the NYC Clean Streets corridor</li> </ul> <p>The cumulative 25% raised over the course of Year 1 will be used to defray costs of providing supplemental sanitation services in Year 2 of the program</p>
18 months	<ul style="list-style-type: none"> <li>Groups must raise 50% of the annual cost of providing supplemental sanitation services in their NYC Clean Streets corridor</li> <li>Funds must include donations from at least 20% of business and property owners located within the NYC Clean Streets corridor</li> <li>Funds <b>may</b> come from sources other than the merchants and property owners located within the NYC Clean Streets corridor so long as the 20% threshold outlined above is met</li> </ul>
24 months	<ul style="list-style-type: none"> <li>Groups must raise an additional 50% of the annual cost of providing supplemental sanitation services in their NYC Clean Streets corridor</li> <li>Funds must include donations from at least 20% of business and property owners located within the NYC Clean Streets corridor</li> <li>Funds <b>may</b> come from sources other than the merchants and property owners located within the NYC Clean Streets corridor so long as the 20% threshold outlined above is met</li> </ul> <p>The cumulative 100% raised over the course of Year 2 will be used to fund supplemental sanitation services in Year 3</p>

The cost of providing supplemental sanitation and maintenance services depends on the length of each group's commercial corridor. In order to assess how much they may need to fundraise, however, groups should estimate an annual cost of \$5,000 per block (both sides of the street) for provision of the sanitation and maintenance services. For example, the cost for cleaning a ten block commercial corridor for one year would be roughly \$50,000.

### Minimum Requirements:

To benefit from the NYC Clean Streets program:

- 1) Selected corridors must be represented by an existing, established organization (local development corporation, merchants' association, or other non-profit economic development organization)
- 2) Groups must serve corridors that are composed of at least 75% commercial storefronts

**Application Guidelines:**

All applicants are required to submit the following:

- 1) A completed NYC Clean Streets application (including a map of the proposed target area)
- 2) A list of organization's Board of Directors and staff, a current operating budget, as well as two examples of successful marketing and fundraising initiatives undertaken by your organization
- 3) A proposal outlining an organizational plan for managing, marketing, and raising funds for the sanitation services provided (responses should be no more than 3 pages)
- 4) Five letters of support from local business and/or property owners indicating their willingness to participate in the NYC Clean Streets program
- 5) One letter of support from the organization's Board Chairperson indicating his/her willingness to participate in the NYC Clean Streets program

Applications are rated according to the following points scale:

20 points: Organization's existing capacity (based on existing staff and Board of Directors, budget, and previous experience)

60 points: Proposal for managing, marketing and raising funds for NYC Clean Streets program

20 points: Letters of support from local business and property owners and Board Chairperson

Priority is given to those groups whose commercial corridors are currently not served by supplemental sanitation services.

**Currently SBS is not accepting new applications for NYC Clean Streets.**

For more information on other SBS programs that support neighborhoods throughout New York City, please visit our website at <http://www.nyc.gov/sbs>.