

# #59

**COMPLETE**

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## Page 2: General Information & District Composition

**Q1** GatewayJFK

BID Name:

**Q2** I would like my BID's name to be published in the upcoming FY21 Trends Report to be the same as the name above

The FY21 Trends Report will publish the name of your BID as reflected in the dropdown menu from the previous question which is what we published in the FY20 report. 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).

**Q3** Staff Information (FY21):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)	<b>2</b>
Number of sanitation workers employed by your BID (including in-house/contracted and full-time/part-time)	<b>3</b>
Number of public safety officers/ambassadors employed by your BID (including in-house/contracted and full-time/part-time)	<b>2</b>
Number of other part-time and/or seasonal staff employed by your BID (including paid or unpaid interns)	<b>N/A</b>

**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	<b>312</b>
Commercial tenants	<b>600</b>
Residential tenants	<b>150</b>

**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	<b>14</b>
Commercial tenants	<b>11</b>
Residential tenants	<b>27</b>

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**Q6**

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

600

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**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)	<b>39</b>
Vacant (empty space, no active use, no activity, no construction)	<b>9</b>
Total (should be sum of occupied and vacant)	<b>48</b>

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Page 3: Sanitation

**Q8** **Yes**

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

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Page 4: Sanitation

**Q9** **Contracted**

Are your sanitation services:

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**Q10** **Yes (please specify organization if applicable):  
FEDCAP/Wildcat**

Is there a workforce development component to the hiring and/or training of your sanitation staff? (either in-house or with a partner organization)

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**Q11**

What types of duties are assigned to your sanitation workers?

**Street Sweeping and Bagging,  
Power Washing,  
Graffiti Removal,  
Gum, Sticker, and Flyer Removal**

**Q12**

Sanitation Outputs & Operations

Number of days per week sanitation services are provided (1-7 days/wk)	<b>3</b>
Number of hours logged by sanitation workers in FY21 (total hours/year; NOT hours/week or hours/month)	<b>4156</b>
Number of incidents of graffiti removed by your BID in FY21 (including graffiti, sticker, poster removal)	<b>279</b>
Number of trash bags collected by your BID in FY21 (total bags/year; NOT bags/week or bags/month)	<b>11</b>
Number of trash and recycling receptacles serviced by your BID (inclusive of BID and City receptacles)	<b>16</b>
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.	<b>16</b>
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.	<b>52.19</b>

Page 5: Public Safety

**Q13**

**Yes**

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.)

Page 6: Public Safety

**Q14**

**Contracted**

Are your public safety services:

**Q15**

**No**

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)

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**Q16**

**Street patrol,  
Coordination with NYPD**

What activities does your public safety program include? (Please select all that apply.)

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**Q17**

**Public Safety Outputs & Operations**

Number of hours dedicated to public safety program in FY21 (public safety officer patrol and/or administrative staff time allocated to public safety). Please provide total hours/year; NOT hours/week or hours/month) **2617**

Number of interactions with public safety officers or ambassadors in FY21 **36**

AVERAGE hourly wage for public safety officers at your BID (\$XX.XX/hour; please only enter numerical values) Note the wage rate is the rate safety officers workers are paid. **18.00**

AVERAGE hourly bill rate for public safety officers at your BID (\$XX.XX/hour; please only enter numerical values) Note the bill rate is the rate the BID pays the vendor. **28.83**

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Page 7: Streetscape/Beautification

**Q18**

**Yes**

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.)

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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	<b>0</b>
Number of tree pits installed and/or maintained by your BID	<b>0</b>
Number of banners installed and/or maintained by your BID in FY21	<b>26</b>
Number of public art installations sponsored by your BID in FY21	<b>1</b>
Number of street furniture elements installed and/or maintained by your BID (e.g. permanent tables, chairs, benches)	<b>0</b>
Number of wayfinding elements installed and/or maintained by your BID (e.g. signs, frames, poles, kiosks)	<b>0</b>
Number of lighting elements installed and/or maintained by your BID (e.g. light poles, rooflights, luminaires)	<b>0</b>
Number of other infrastructure elements installed and/or maintained by your BID (e.g. tree guards, bollards, bike racks, news racks)	<b>0</b>

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Page 9: Public Space Management

**Q20**

Total number of public spaces managed/maintained by your BID

1

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**Q21**

Please list all the public spaces that you maintain.

Median at the intersection of Rockaway Blvd. Farmers Blvd. and Nassau Expy (NY 878).

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Page 10: Marketing & Public Events

**Q22**

**Yes**

Does your BID have a Holiday Lighting Program?

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**Q23**  
Which communication channels does your BID use?

**Print advertising (i.e. local newspaper),  
Direct mailings,  
Door-to-door visits,  
Flyers,  
Digital advertising (i.e. Google, Facebook, Instagram ads)**

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**Q24**  
Which social media platforms does your BID employ?

**Facebook,  
Instagram,  
Other (e.g. SnapChat, WhatsApp, Line, Weibo, WeChat, TikTok) Please specify.:  
LinkedIn**

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**Q25**  
For each of the following platforms you employ, how many subscribers/followers do you have?

Email Distribution List	<b>1640</b>
Facebook	<b>53</b>
Twitter	<b>0</b>
Instagram	<b>259</b>

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**Q26**  
What kinds of marketing collateral does your BID distribute? (Please select all that apply.)

**District guides/maps,  
Event-specific posters/flyers,  
Other (please specify):  
Newsletters**

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**Q27**  
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)	<b>500</b>
Event-specific posters/flyers (total print run)	<b>500</b>
Other	<b>4000</b>

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**Q28**  
Total number of public events coordinated or co-coordinated by your BID during the previous fiscal year:

2

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**Q29**

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

100

Page 11: COVID-19 Pandemic Response

**Q30**

How much of each type of PPE did you distribute to businesses in FY21 (July 1, 2020 - June 30, 2021)?

Masks	<b>2000</b>
Hand sanitizer	<b>150</b>
Gloves	<b>0</b>

**Q31**

How many businesses did you assist with grant or loan applications to support their economic recovery from the COVID-19 pandemic in FY21 (July 1, 2020 - June 30, 2021)? (e.g. federal, state, and city programs) (please enter "n/a" if you did not engage in this activity)

0

**Q32**

**Respondent skipped this question**

Share Your Successes: How else did you support businesses and your districts in recovering from the COVID-19 pandemic in FY21?

**Q33**

**Respondent skipped this question**

Please describe which of your BID programs continued to be affected by the COVID-19 pandemic in FY21. Which programs or services did you have to pause or cancel?

Page 12: Business Support

**Q34**

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.)

- Information Sessions on federal/state/city regulations or programs (e.g. Covid-19 Relief, Reopening, Paid Sick Leave, Affordable Care Act)**
- Workshops & Trainings (e.g. financial management, marketing, accounting)**

**Q35** **My BID did not engage in any business attraction initiatives**

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.)

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**Q36** **Office/admin staff walking corridor, Communicating with brokers and agents**

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

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**Q37** **Respondent skipped this question**

Please list the ways you use collected vacancy data.

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**Q38**

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

Do Not Track

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**Q39**

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

Do Not Track

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**Q40** **Lower turnover this year**

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

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**Q41**

Issues Facing Businesses: Taking into account the effects of the COVID-19 pandemic and recovery in FY21, please rate from 1-5 how challenging the following issues are for business owners in your district:

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

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**Q42**

Services for Businesses: Taking into account the effects of the COVID-19 pandemic and recovery in FY21, please rate from 1-5 how valuable these services are to business owners in your district:

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

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Page 13: Surveys & Studies

**Q43** Other (please specify):  
PANYNJ Truck Congestion Survey, Commuter Survey

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

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**Q44** **Business owners**

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

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**Q45** **Online (e.g. SurveyMonkey, Google form), Interviews**

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

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**Q46** **Public transit ridership (subway/bus), Crime incidents, 311 reports in district, Other (please specify): Potholes**

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

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**Q47**

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

We conduct an annual pothole survey each spring - this year we reported 157 Potholes Reported to DOT and 30 Other Street Issues

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**Q48** **Respondent skipped this question**

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

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**Q49** **Respondent skipped this question**

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

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**Q50** **No**

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

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**Q51** Respondent skipped this question

What was the topic the research/planning study?

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**Q52** Respondent skipped this question

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

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**Q53** Several times a week

How frequently do you report district issues to 311?

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**Q54** Blocked Driveway,  
Illegal Parking,  
Street Sign,  
New Tree,  
Illegal Dumping

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

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**Q55** Please rate your satisfaction with 311, based on the timeliness and thoroughness of resolution of reported incidents.

☆ 4

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**Q56** Respondent skipped this question

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

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**Q57**

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

**Q58**

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

Illegal dumping is in major need of action.

**Q59**

Please select the top 3 agencies with which you have the most difficulty coordinating & communicating.

**Department of Transportation (DOT),  
Department of Sanitation (DSNY),  
Department of Parks & Recreation (DPR)**

**Q60**

Please describe the specific challenges you have with these 3 agencies. (Example: lack of appropriate contact/relationship, slow response, etc.)

Parks is extremely slow to respond to street tree issues. It literally took us years to remove dead trees; and we are not sure if they will be replaced.

**Q61**

Please suggest specific ideas and tools that may be helpful in addressing these challenges.

Maintenance agreements for trees and tree pits, and cityfunding to support taking care of them.

Page 15: Governance: FY21 Meetings

<b>Q62</b>	Annual Meeting	<b>10/22/2020</b>	,
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 FY21 (July 1, 2020 – June 30, 2021) in the fields below. Please indicate your meetings in the following format: MM/DD/YYYY	Board of Directors meeting 1	<b>09/01/2020</b>	,
	Board of Directors meeting 2	<b>12/15/2020</b>	,
	Board of Directors meeting 3	<b>02/16/2021</b>	,
	Board of Directors meeting 4	<b>06/08/2021</b>	,
	Finance Committee meeting	<b>10/28/2020</b>	,
	1		
	Finance Committee meeting	<b>05/19/2021</b>	,
	2		
	Audit Committee meeting	<b>12/11/2020</b>	

**Q63**

If you had more meetings in FY21, please enter in the below textbox.

Board of Directors - 4/29/21 Special Meeting

**Q64**

No

Is your BID filed in PASSPort (the City's digital Procurement and Sourcing Solutions Portal)?

**Q65**

No

If filed in PASSPort, have your BID's principal owners/officers been updated in the portal since any recent changes? (e.g. since Officers of the Board were last elected or a new Executive Director started)

Page 16: Fiscal Information: External Revenue

**Q66**

No

Did you allocate executive/staff salaries to program expenses in your accompanying FY21 budget (Excel template)? In other words, please ensure the financials you submit on the accompanying Excel file are consistent with how you respond below.

**Q67**

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.)

2-4

**Q68**

External Grants

In FY21, how many grants did you apply to? (including grants from government and private sources) **0**

In FY21, how many grants were you awarded? (including grants from government and private sources) **0**

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**Q69**

**None**

In FY21, what types of grants did you apply to?

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**Q70**

**No**

In FY21, did you secure any capital funding for your district? (i.e. funding allocated to district but not directly awarded to BID)

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**Q71**

**No**

In FY21 did you receive a federal Paycheck Protection Program loan (PPP)?

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Page 17: Share Your Successes: Core Services

**Q72**

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 FY21 BID Trends Report will largely be gathered from these responses. Check out last year’s stories in the FY20 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

Workers in the GatewayJFK area were given have a new option to get to and from work with the launch of the GatewayJFK Connection. GatewayJFK in partnership with the application Dollaride is set to launch a subsidized shuttle service to help workers commute from the Jamaica transit hub to our bustling cargo, hotel, and commercial job center.

The shuttle will run every work day from 5:00 AM to 9:00 AM and 5:00 PM to 9:00 PM and is expected to shave 20 minutes off of an average worker’s commute. Riders will be able to request a pickup or a stop anywhere along the shuttle route by using an app on their mobile phone. The route will run chiefly along Rockaway Blvd. to Guy R. Brewer Blvd. inside the GatewayJFK district.

To help build the service, GatewayJFK turned to the rideshare startup Dollaride – which facilitates an app-based payment portal for New York’s dollar van industry. Employees will be able to track their shuttle, reserve a seat, and digitally pay for their ride with the Dollaride app.

Between April 5th and July 15th, 2021 the GatewayJFK Connection provided over 12,000 rides for employees and community members traveling to or from the Springfield Gardens neighborhood to Downtown Jamaica.

The shuttle runs on weekdays from 5:00 AM to 9:00 AM and 2:00 PM to 9:00 PM and operates using a mobile phone application built by the tech startup Dollaride. Riders can track the real time location of the shuttle on a map, reserve a seat, and digitally pay for their ride by downloading the Dollaride app. As of Mid-July daily ridership has averaged over 300 passengers per day.

This summer, the GatewayJFK Connection was officially launched at a ribbon cutting featuring Community Members, Business Leaders and Elected Officials. At the event Queens Borough President Donovan Richards linked the shuttle to a vital need for transit in the area “Coming out of this pandemic, we’re looking for a new normal where we no longer have transportation deserts.”

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Page 18: Feedback for SBS

**Q73**

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 are the most important policy priorities for the next year? What topics would you like to see addressed in future workshops or roundtables?

It might be nice to have an Industrial BID focused training or networking event.

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