



New York City Council Member

DANIEL R. GARODNICK

Stuyvesant Town / Peter Cooper Village • Waterside Plaza • Turtle Bay / Tudor City • West 50s • Isaacs / Holmes • Upper East Side

When we first launched the **"Shop 2nd Avenue"** campaign three years ago, our goal was to work creatively and cooperatively to reduce the burdens that subway construction was putting on small business owners. We wanted to draw attention to these mom-and-pop stores and to encourage our neighbors to support them -- after all, the subway will be a huge benefit to the City of New York, but our local merchants shouldn't have to bear the brunt of the construction all by themselves.

We all know that it has been a mighty struggle for those stores and eateries, but today we were able to celebrate a breakthrough. The MTA, after listening to business owners and elected officials and responding to the needs on the ground, unveiled a ["model block,"](#) a prototype for how the construction zone should -- and will -- look. The new plan includes improved store signage, uniform fencing, repainted barriers, safety improvements, and attractive "Shop 2nd Avenue" covering for the fencing and construction equipment. And we expect the look to continue to improve as merchants on the corridor identify new challenges and solutions.



But the "Shop 2nd Avenue" campaign is moving beyond the Avenue, too. **At my request, the MTA will print and distribute 2 million MetroCards that tout the "Shop 2nd Avenue" campaign** on the back of the card. Working together with local businesses and the Manhattan Chamber of Commerce, we are going to employ every marketing tool at our disposal to bring shoppers and diners to Second Avenue and to support the local stores that make our neighborhood special.

Above: Council Member Garodnick debuts the "Shop 2nd Avenue"-branded MetroCard. From left, Nancy Ploeger, president of the Manhattan Chamber of Commerce; Jeffrey Bernstein, chair of the Manhattan Chamber of Commerce; Council Member Garodnick; Michael Horodniceanu, president of MTA Capital Construction; and Assembly Member Jonathan Bing.

Contact Us

Please feel free to contact me or my [staff](#) about any City issue, either by responding to this email, or by emailing me at garodnick@council.nyc.gov. You can also follow me on Twitter, at [@dangarodnick](https://twitter.com/dangarodnick).

Sincerely,

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