

WHAT IS THE PURPOSE OF THE AMBASSADORS PROGRAM?

The Community Ambassadors Program seeks to:

- 1) Provide a visible, non-enforcement presence to reassure residents and promote safety;
- 2) Educate and inform residents about safe practices and available city resources and programs; and
- 3) Encourage collaboration, unity and civic participation among all residents, regardless of ethnicity or language, by role modeling positive interactions

THE OFFICE OF CIVIC ENGAGEMENT & IMMIGRANT AFFAIRS (OCEIA)

OCEIA promotes civic participation and inclusive policies that improve the lives of San Francisco's residents, particularly immigrants, newcomers, underserved and vulnerable communities. OCEIA seeks to bridge cultural and linguistic barriers to ensure that San Francisco's diverse residents have equal access to city services, information, and opportunities to participate and contribute in meaningful ways to the success of the community and to the city. OCEIA currently operates the Community Ambassadors Program (CAP) in District 10 (focusing on along the Third Street "T" and #9 San Bruno MUNI lines) and along Central Market Street.

OCEIA PROGRAM AREAS:

Language Access & Services ■ Immigrant Rights & Integration ■ Community Ambassadors Safety Program ■ Census Analysis & Education ■ Community Outreach & Education ■ Day Laborers Program



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CENTRAL MARKET SAFETY PROJECT

Safe, Informed and
Inclusive Communities

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WHAT IS THE COMMUNITY AMBASSADORS PROGRAM, CENTRAL MARKET SAFETY PROJECT?

The Community Ambassadors Program is a street-smart safety program designed to promote safety and bridge tensions in the community. Developed and operated by the Office of Civic Engagement & Immigrant Affairs (OCEIA), the program is a partnership with the Omega Boys Club, SFPD, MTA, Mayor's Office, Board of Supervisors, and community-based organizations, with partial program support from Lennar Corporation and AT&T.

The Central Market Safety Project of the Community Ambassadors Program is designed to provide a visible safety presence along the Central Market transit and business corridor between Fifth and Twelfth Streets, focusing on BART and MUNI entrances. A team of ten Community Ambassadors will provide a daily safety presence and general assistance to residents, visitors, travelers and workers. The team will also act as additional eyes and ears in the area and work closely with existing programs, law enforcement, MTA, community-based organizations and community benefit districts.

HOW DO AMBASSADORS HELP THE COMMUNITY?

In addition to promoting safety, Ambassadors provide general assistance to residents, visitors and workers. This includes:

- Ensuring safe passage to public transportation
- Providing directions and general assistance
- Reporting criminal or disruptive behavior to the SFPD and MTA
- Alerting 311 and city departments of safety hazards or street cleanliness/maintenance issues
- Providing information and referrals on existing city programs and services

Ambassadors carry picture city identification and wear highly visible, clearly-marked jackets so residents can easily request assistance.



The ambassadors are led by Program Manager Richard Whipple and Field Supervisor Felix Fuentes.

WHO IS INVOLVED IN THE PROGRAM?

Ten highly trained individuals are employed as ambassadors. Ambassadors must meet extremely high standards and receive extensive trainings on safety techniques, crime prevention, community outreach, and cultural sensitivity. All ambassadors are city residents, and are familiar with the Central Market Area and the corresponding community issues and assets.

City and Community Partners

311 ▪ Board of Supervisors ▪ Central Market Community Benefit District ▪ Civic Center Community Benefit District ▪ Department of Public Works ▪ Immigrant Rights Commission ▪ Mayor's Office ▪ MJM Management Group ▪ North of Market/Tenderloin Community Benefit District ▪ Office of Citizen Complaints (OCC) ▪ Office of District 6 Supervisor Jane Kim ▪ Office of Economic & Workforce Development ▪ Omega Boys Club ▪ SF Clean City Coalition ▪ SF Police Department