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) Encourage collaboration, unity and civic participation among all residents, regardless of ethnicity or language, by role modeling positive interactions; and

3) Educate and inform residents about safe practices and available city resources and programs.

THE OFFICE OF CIVIC ENGAGEMENT & IMMIGRANT AFFAIRS

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 PROGRAM AREAS:

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

OFFICE OF CIVIC ENGAGEMENT & IMMIGRANT AFFAIRS

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COMMUNITY • AMBASSADORS • PROGRAM •

Safe, Informed and Inclusive Communities

August 2011

WHAT IS THE COMMUNITY AMBASSADORS PROGRAM?

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

Multiracial, multilingual ambassador teams assigned to two main transit and business corridors in the city's southeastern neighborhoods (along the MUNI T-Line and #9 San Bruno routes) act as a visible safety presence and provide residents with safety tips, language assistance, and bilingual information on city services and programs.

HOW DO AMBASSADORS HELP THE COMMUNITY?

In addition to promoting safety, Ambassadors provide general assistance to residents in multiple languages. This includes giving directions, answering questions about city services, assisting seniors and disabled riders on and off buses, and providing safe passage by escorting individuals to their destinations. Ambassadors focus their efforts around popular transit and commercial corridors during peak traffic hours.

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

CAP is led by Program Manager Richard Whipple and Field Supervisor Felix Fuentes.

WHO IS INVOLVED IN THE PROGRAM?

Twelve skilled individuals speaking a total of ten different languages (including Cantonese, English, Hawaiian, Japanese, Mandarin, Portuguese, Samoan, Spanish, Toisanese, and Vietnamese) are employed as ambassadors. Ambassadors must meet extremely high standards and receive extensive trainings on safety techniques, crime prevention, community outreach, cultural sensitivity and language assistance. All ambassadors are city residents; most live in the neighborhood, and all are familiar with community issues and assets.

City and Community Partners

311 ▪ 3rd Street Merchants Association ▪ Bayview Magic ▪ Bayview Police Station ▪ Board of Supervisors ▪ Chinese for Affirmative Action ▪ CLAER Project ▪ Office of District 10 Supervisor Malia Cohen ▪ Immigrant Rights Commission ▪ Mayor's Office ▪ Municipal Transportation Authority (MTA) ▪ Office of Citizens Complaints (OCC) ▪ Omega Boys Club ▪ SF Police Department (SFPD) ▪ Self-Help for the Elderly ▪ Southeast Community Facility Commission ▪ Department on the Status of Women ▪ Universal Martial Arts Academy ▪ Visitacion Valley Community Center