

## RFQ ATTACHMENT VI: SAMPLE TRANSLATION DOCUMENT

### 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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A Program of the Office of Civic Engagement & Immigrant Affairs,  
City and County of San Francisco



### CENTRAL MARKET SAFETY PROJECT

Safe, Informed and  
Inclusive Communities

March 2014

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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 SFPD, MTA, Mayor's Office, Board of Supervisors, Alive & Free, and community-based organizations, with partial program support from Lennar Corporation.

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 Valencia Streets, focusing on pedestrian and transportation hotspots.

Community Ambassadors provide a safety presence, 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. Ambassadors work weekdays from 11:00am - 8:00pm.

### WHO IS INVOLVED IN THE PROGRAM?

Twelve 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.

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



City and Community Partners

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

### HOW DO AMBASSADORS HELP THE COMMUNITY?

Ambassadors promote safety and provide assistance to residents, visitors and workers through the following services:

- Providing **directions and 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 social services
- Ensuring **safe passage** with the Mid-Market area via Safety Escorts.

Individuals may also call 311 to request a safety escort from ambassadors during operating hours (11:00am - 8:00pm).