

# SFPD COMMUNITY AMBASSADOR PROGRAM



CITY & COUNTY OF SAN FRANCISCO

Police Department  
Community Engagement Division

8/19/2020

# COMMUNITY AMBASSADOR PROGRAM

- Community Ambassadors are civilian retired sworn members who serve to supplement foot beat patrol presence in business and commercial corridors.
- Goal is to bridge the gap between SFPD and the community through partnerships with the Community Benefit and Business Improvement Districts to provide increase visibility to reduce crime
- Union Square has been identified as the area for implementation of the pilot program in partnership with the Union Square BID
- Goal is to implement citywide roll-out

### MISSION

- Provide enhanced safety for the community in business corridors
  - Visitors
  - Merchants
- Serve as a liaison between SFPD and the Community Benefit and Business Improvement Districts
- Deter crime with high visibility presence
- Assist in problem solving using collaborative working partnerships within City Departments and the community

## COMMUNITY AMBASSADOR STAFFING

- 10 Ambassadors
- Civilian retired sworn personnel
- 20 hours per week
- Community Ambassador limited to 960 hours per fiscal year
- Facilitated by Department Community Ambassador Program Coordinator

# COMMUNITY AMBASSADOR DUTIES

- Report and coordinate the response of SFPD personnel for any crime in progress or enforcement action utilizing PD Radio, BID Radio, 911, or non-emergency
- Assist with quality of life issues
- Collaborate with community partners in community policing efforts and demonstrating a guardian mindset
- Build a relationship with merchants and various businesses
- Distribute SFPD safety and resource material (i.e. PARK SMART, Homeless Outreach card, SF SAFE safety tips, etc...)

# PROTOCOLS

- Report for duty with District Station Platoon Commander
- Attend line-up for briefing on current district issues
- Communicate with SFPD foot beat Officer
- Check-in with liaison from the Community Benefit and Business Improvement District to discuss merchant concerns
- Contact District Sergeant for any administrative issues
- District Station supervisors are responsible for monitoring and conducting administrative investigations involving Community Ambassadors

# TRAINING

- First Aid / CPR / Automated External Defibrillator
- Crisis Intervention / De-Escalation Techniques
- Healthy Streets Operation Center (HSOC)
- Managing Implicit Bias and Procedural Justice
- Principled Policing
- The President's Task Force on 21<sup>st</sup> Century Policing with a focus on Pillar Two: Building Trust and Legitimacy and Pillar Four: Community Policing and Crime Reduction

## UNIFORM/EQUIPMENT

- Jacket
- Polo shirt
- 5.11 tactical pants or similar
- Belt
- Boots
- Cap
- ID Card
- Flashlight
- Department Radio
- Department Smart Phone



# UNIFORM



## UNIFORM



### **CHAIN OF COMMAND**

Community Ambassador Program is assigned under the Community Engagement Division. Chain of Command is as follows:

1. Chief of Police
2. Assistant Chief of Operations
3. Deputy Chief of Operations Bureau
4. Commander, Community Engagement Division
5. Captain, Youth and Community Engagement Unit
6. Lieutenant, Youth and Community Engagement Unit
7. Sergeant, Community Ambassador Program, Youth and CED
8. Community Ambassador Program Coordinator (civilian)
9. Community Ambassador (civilian)

## AMBASSADOR MANUAL HIGHLIGHTS

- Establishes duties and responsibilities
- Clearly defines role as civilian/non-sworn member
- Training standards include Implicit Bias and working knowledge of the Six Pillars listed in the Final Report of President Obama's Task Force on 21<sup>st</sup> Century Policing
- No guarantee or expectation of employment hours or that employment will continue annually
- Complaint process will be added to the SFPD website upon approval of Manual

Thank you

Any questions?

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