CAMBRIDGE AMBASSADOR PROGRAM
Keeping our community safe and clean

2018 REPORT
Meet the Team

The City of Cambridge developed its Ambassador Program to enrich the downtown experience in the three core areas for residents, pedestrians, businesses and visitors. Launched during the summer of 2018, our team of Ambassadors — easily recognized in their bright blue shirts and jackets— walk and bicycle through the core areas of Galt, Preston and Hespeler to provide maintenance, beautification and ambassador services.
Overview

Our goals

1. Enrich the downtown experience
2. Keep the core areas clean and well-maintained
3. Enhance safe enjoyment and pride in our community

Who we serve

• Downtown businesses
• Residents
• Tourists
• Vulnerable population

What we do

• Deliver clean-up, maintenance, security, and beautification services
• Coordinate responses to public concerns
• Develop relationships with downtown residents
• Partner with local businesses and agencies
• Share information about City and social services

Businesses in Core Areas

<table>
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<tr>
<th>GALT</th>
<th>PRESTON</th>
<th>HESPELER</th>
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<tbody>
<tr>
<td>243</td>
<td>130</td>
<td>75</td>
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Total Businesses 448
Our Ambassadors provide a friendly and welcoming presence in each core area and serve the downtown community in a variety of ways.

Clean-Up & Maintenance

The Ambassador Program provides regular cleaning services for the three downtown cores, as well as regular patrols to monitor areas with high maintenance needs

- Sidewalk cleaning
- Litter and debris removal
- Graffiti removal
- Weed removal from sidewalks, tree grates and horticultural features
- Seasonal planting of planters and flower beds (April, June and September) and maintenance of planters, hanging baskets and flower beds
- Maintenance of public gardens and horticultural features
- Street receptacle collection Pre and post event clean up at special events
- Summer maintenance of core area Green P parking lots
- General maintenance in core areas (painting of light poles, receptacle bins, cleaning light fixtures, removing posters, tree grate infill, bench repair)
- Snow clearing of intersections and cross walks, accessible parking ramps and fire hydrants

Plants are key ornamental features in the three downtown cores. The Ambassador Team grew 50,000 plants in 2018 in the municipal greenhouse.
Thank you for the quick response and help to a downtown clean up request.

- BIA Survey
The Team uses an innovative clean-up app which is a creative solution to collect data and expedite response times.

**Clean-Up App**

City of Cambridge staff created an online app to streamline the identification, location and removal of litter, including drug-related debris. This allows the Ambassador Team to better allocate resources as well as take a preventative role in ensuring our downtowns are safe and clean.

Residents and businesses can easily and quickly report an issue through the City’s website, as well as the exact location through an online map, at www.cambridge.ca/cleanup.

The online form triggers an automated notification email with the location to the Ambassador Team who carry electronic devices and phones. Through the app, our Ambassador Team can directly track and respond to information that is reported and record their findings while on proactive patrols.

This app has received several awards recognizing a creative solution in terms of collecting data and streamlining response times.

[www.cambridge.ca/cleanup](http://www.cambridge.ca/cleanup)
The Ambassador Team is vital to making a difference within our community.

- BIA Survey
Feeling safe in your community is important. The Ambassador Team provides an additional level of safety & security in busier areas.

**Monitor**
- Request voluntary compliance with City by-laws
- Report public disturbances and other issues to Waterloo Regional Police Service
- Regular patrols in busy areas
- Enhance public safety through visible presence
- Check-in with local businesses to help troubleshoot concerns

**Support**
- Greet visitors and provide tourism information and directions
- Act as a resource for general information on City services and operations
- Regular communication with business owners and Business Improvement Areas (BIAs)
- Connect vulnerable people with social services
- Additional safety at special events

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### 2018 By the Numbers

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<tr>
<th>Ambassador Team members</th>
<th>Number of calls/reports</th>
<th>Average response time (business hours)</th>
<th>Trash removed</th>
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<tr>
<td>9</td>
<td>1,648</td>
<td>28 minutes</td>
<td>10,885 kg</td>
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Key Community Partnerships

Businesses

Small businesses and restaurants are the heart of our downtown core areas. Our team aims to help support local businesses and ensure they thrive. We work closely with the Business Improvement Areas and have formed many relationships with individual business owners. We conducted a satisfaction survey and will continue our outreach with the business community.

What we heard:

• “Your team always responded to anything that was unusual and when I needed help.”

• “Very impressed with how clean downtown is.”

• “Very good with responding and acting on clean up requests.”

• “The big planters in the core areas looked really great all spring and fall. Thank you to the team.”

• “Appreciation for the Ambassador team switching to brooms and increasing frequency of cleaning fine debris on Main Street.”

Police Services

The Ambassador Team acts like a second set of eyes for our Waterloo Regional Police Service community officers. We share information and trends with the police and work together to proactively address potential issues.

"Since the Ambassador Team was created, the WRPS have had an outstanding relationship with them and they have been more than just an asset to us, we would struggle without them. The WRPS recognizes the Ambassador Team as a strong community partner and thank them for all that they do for WRPS and the community.

- WRPS
The Ambassador Team displays professionalism and caring work.

- WINS Pilot Project
Our Ambassador Team is committed to embracing innovative approaches and partnerships that work towards ensuring health and safety.

Working to Improve Neighbourhood Safety (WINS)

Last year, the City partnered with the Region of Waterloo and Sanguen Health Centre to implement WINS; a peer-based pilot project with the aim of curbing improper needle disposal while providing outreach to those looking for help with drug addiction.

The project was implemented by peer workers hired by Sanguen. Peer workers are people who have lived experience with substance use and are interested in creating a positive community.

The peer workers worked with and complemented the Ambassador program. The pilot offered an opportunity for employment and skill development to people who have experienced substance abuse.

Furthermore, the peer workers were in a unique position to reach out to people who are actively using drugs because they have a firsthand understanding about the nature of drug addiction.

Community Partners and Health Care Providers

- Public Health
- Social assistance agencies
- Social housing providers
- Waterloo Regional Police Service
- Business Improvement Area (BIA) organizations
- Cambridge Shelter Corporation
- Sanguen Health Centre
- Cambridge Self Help Food Bank
- The AIDS Committee of Cambridge, Kitchener, Waterloo and Area
2019 Ambassador Team Goals

We are committed to continuously improving our program and working hard to better serve our core areas.

- Increase afternoon/evening security patrols in downtown cores
- Add additional security through a contracted organization
- Improve quality of downtown hanging baskets
- Improve weed control with a new environmentally-friendly weed control unit
- Enhance cleaning services with a new sidewalk sweeper
- Improve outreach to local businesses
- Increase awareness of Ambassador Team
- Build on our positive partnerships with police, social services and other community partnerships

2019 Pilot Projects

- **Garbage sensors for downtown receptacles in the Galt area:** These sensors will alert staff when a container is almost full which will prevent overflowing and unsightly containers.

- **Custom designed needle debris disposal containers:** These containers will match the look of our modern wrought iron garbage receptacles. The goal is to increase convenience but maintain safety and aesthetics.