

Community Safety Ambassador Pilot

Enhancing community safety through a community-centered approach



Safety Ambassador Goal

Make the district a safer and more vibrant place year-round. Directly engage with residents, visitors, and business owners as a resource and to support community safety concerns.



Key Activities

Check in with at local businesses:



Provide a highly visible presence by walking the entire cultural corridor.



Share information about special events, businesses, and services.



Engage the community proactively and responsively, building trust, calming tensions, and preventing violence.



Report hazards and emergencies, provide referrals, and assess livability issues.



Safety escort



Safety Ambassador Training

Ambassadors receive comprehensive training facilitated by the City, ensuring they are fully equipped with the skills, knowledge, and resources necessary to perform their duties effectively.



- Employee Code of Conduct
- Uniform & appearance
- Ambassador routines
- District specific information
- Customer Service and Public Relations
- Incident Reports/Case Management Tools
- Radio/Communications device use and etiquette
- Outreach and Homeless services and interaction techniques
- Crisis Response Training
- Local social service agencies and how to make referrals
- Enhanced street level engagement & safety
- Enhanced De-escalation training
- Youth Outreach Training

Dispatcher Goal

Provide timely information to safety ambassadors to address and support community safety concerns.



Key Activities

Monitor cameras for potential safety issues needing a response.



Answer phone calls from community members.



Provide urgent and follow up support for safety ambassadors in the field.



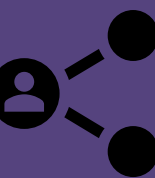
Relay critical information from community members, 911, 311, and others to safety ambassadors.



Track relevant information.

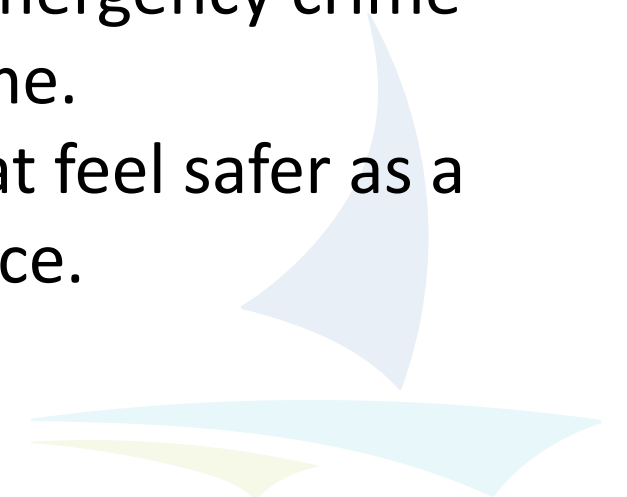


Provide written materials for safety ambassadors to distribute.



How do we Measure Success?

Output	Outcome
<ul style="list-style-type: none">• Number of referrals made by ambassadors, by type.• Number of hours ambassadors are visibly present in the district.• Number of interactions ambassadors have with community members by type.• Number of interactions ambassadors have with businesses by type.• Number of safety escort services provided.• Number of graffiti tags removed/reported.• Number of emergency calls to 911.• Number of 311 reports facilitated by Safety Ambassadors.• Number of hazards reported to the City by Safety Ambassadors.	<ul style="list-style-type: none">• Percent of incidents where ambassadors intervened that were successful in deescalating tensions and preventing violence.• Average response time per incident.• Average response time per FTE.• Percentage of identified livability issues resolved within a specified time frame.• Percent of positive satisfaction rating from the community.• Percentage change in non-emergency crime incidents in the area over time.• Percentage of businesses that feel safer as a result of ambassador presence.



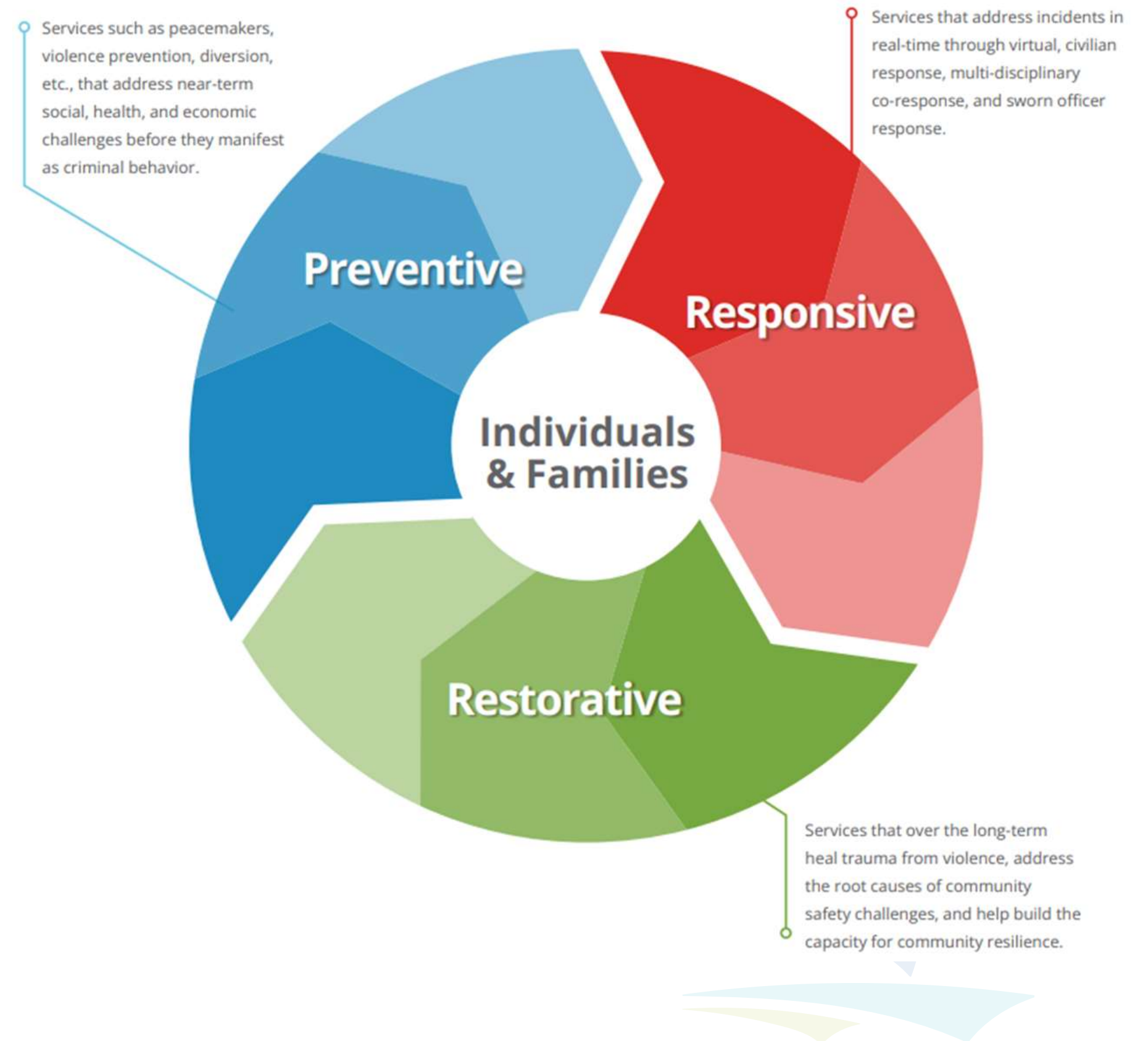
Past Insights and Learnings

Minneapolis' Community Safety Initiative

- Reimagining community safety as a holistic, equitable ecosystem.
- Driven by the Office of Community Safety, utilizing the Safe and Thriving Communities report as a launching pad.
- Safety Ambassadors emphasizes prevention

Downtown Improvement District (DID)

- Safety Communication Center in 1st Precinct.
- Deploys Ambassadors, social workers, outreach workers.
- Addresses immediate safety concerns.
- Effectively dispatches and communicates with non-police assets.



Early results from Community Safety Ambassadors on Lake St. And Franklin Ave

- Incidents: 14,094
- Interactions: 25,345

Top 10 Incident Types

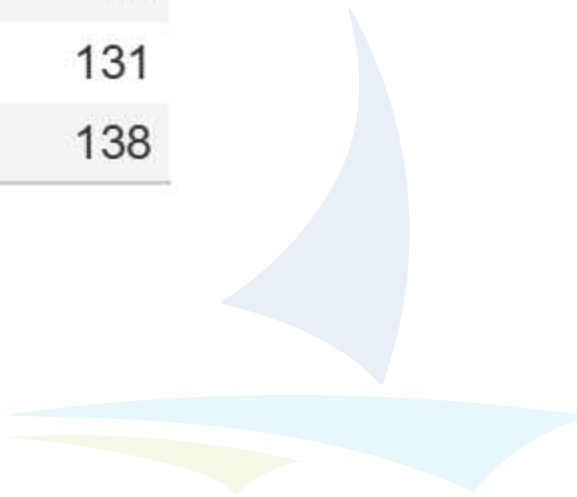
Option	
disturbance	51
mental health	17
neighborhood support	13,891
non-permitted solicitation	16
obstruction	48
open substance use	16
safety and wellness	152
sleeping	52
traffic incidents	18
verbal aggression	25

Top 10 Outcomes

Option	$\frac{A}{2} \downarrow$
assessing current wellbeing	76
check-in with neighborhood	13,512
engage with merchants	4,158
help residents with directions	84
information sharing	324
provide assistance	89
referral to shelter	78
safety escorts	47
share outreach material	132
will need a follow-up	36

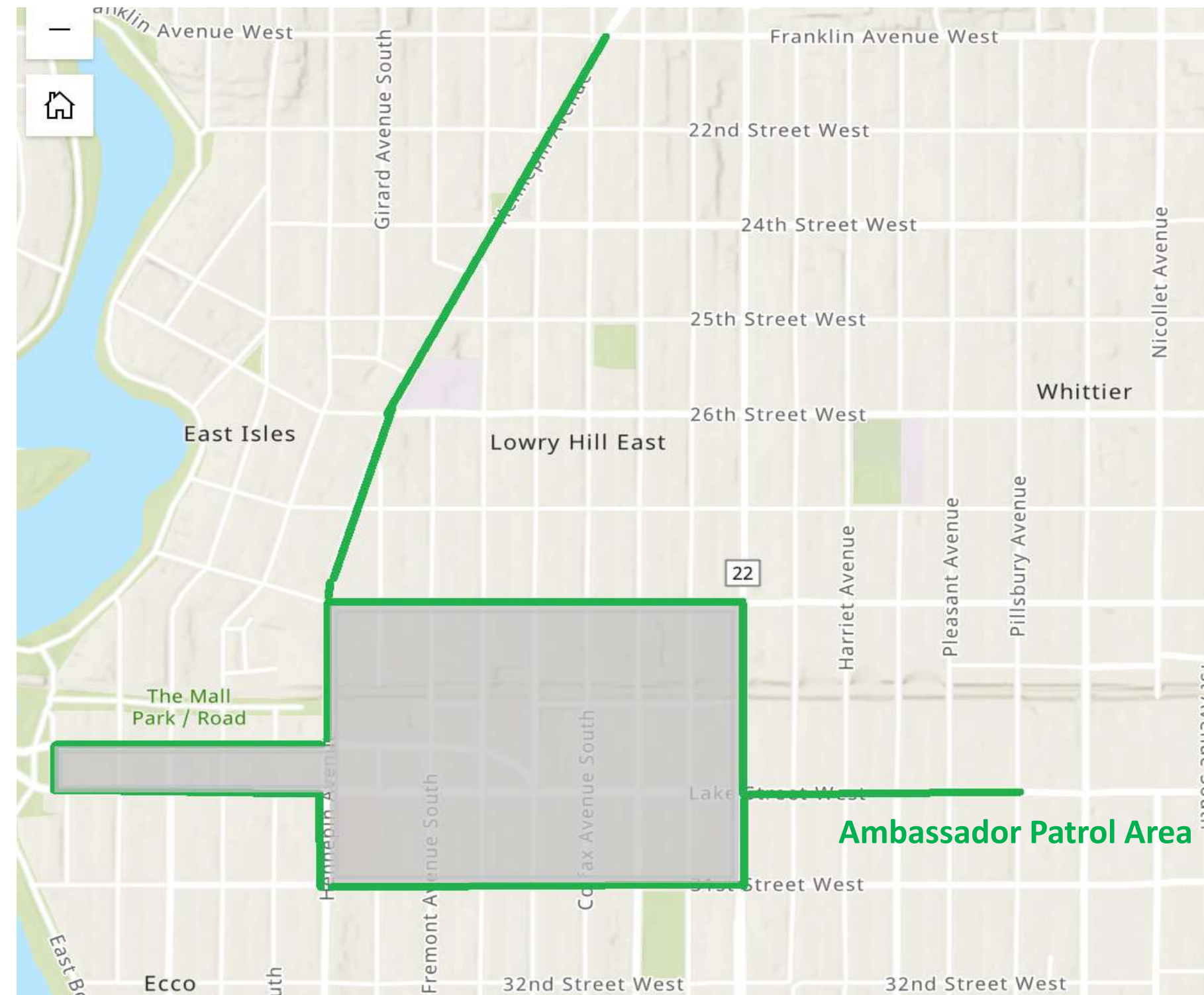
Top 10 Actions Taken

Option	
basic first aid	13
business checks	13,522
calls to 311	21
calls to 911	35
de-escalations	40
directions and wayfinding	120
overdose response	5
safety escorts	68
service referrals	131
wellness checks	138



Uptown Pilot Design

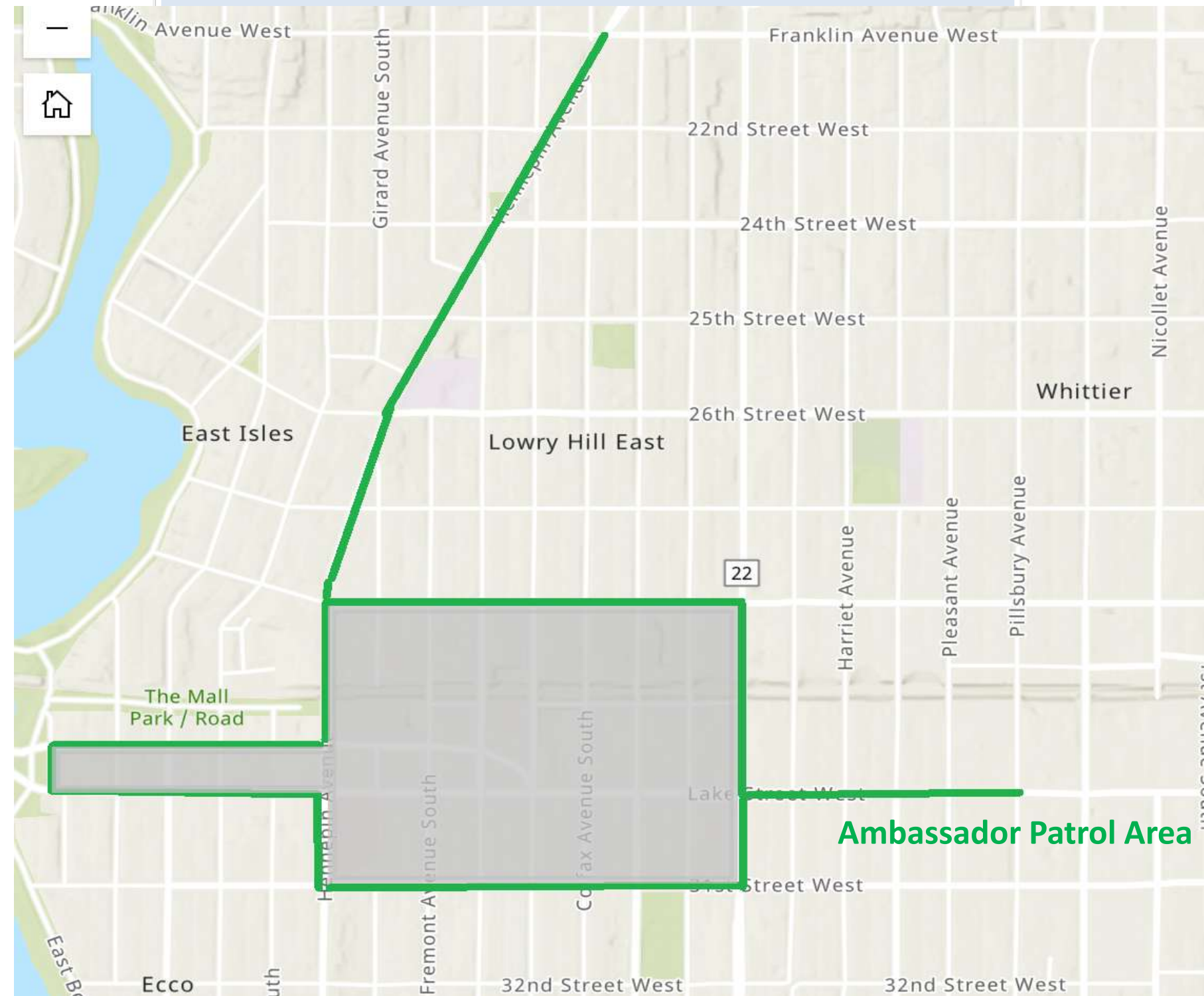
- May: Engagement with key community stakeholders
- June-July: NSD neighborhood canvas
- Ongoing: Ad hoc community engagement opportunities
 - Walker Library 4.23



Uptown Pilot Rollout

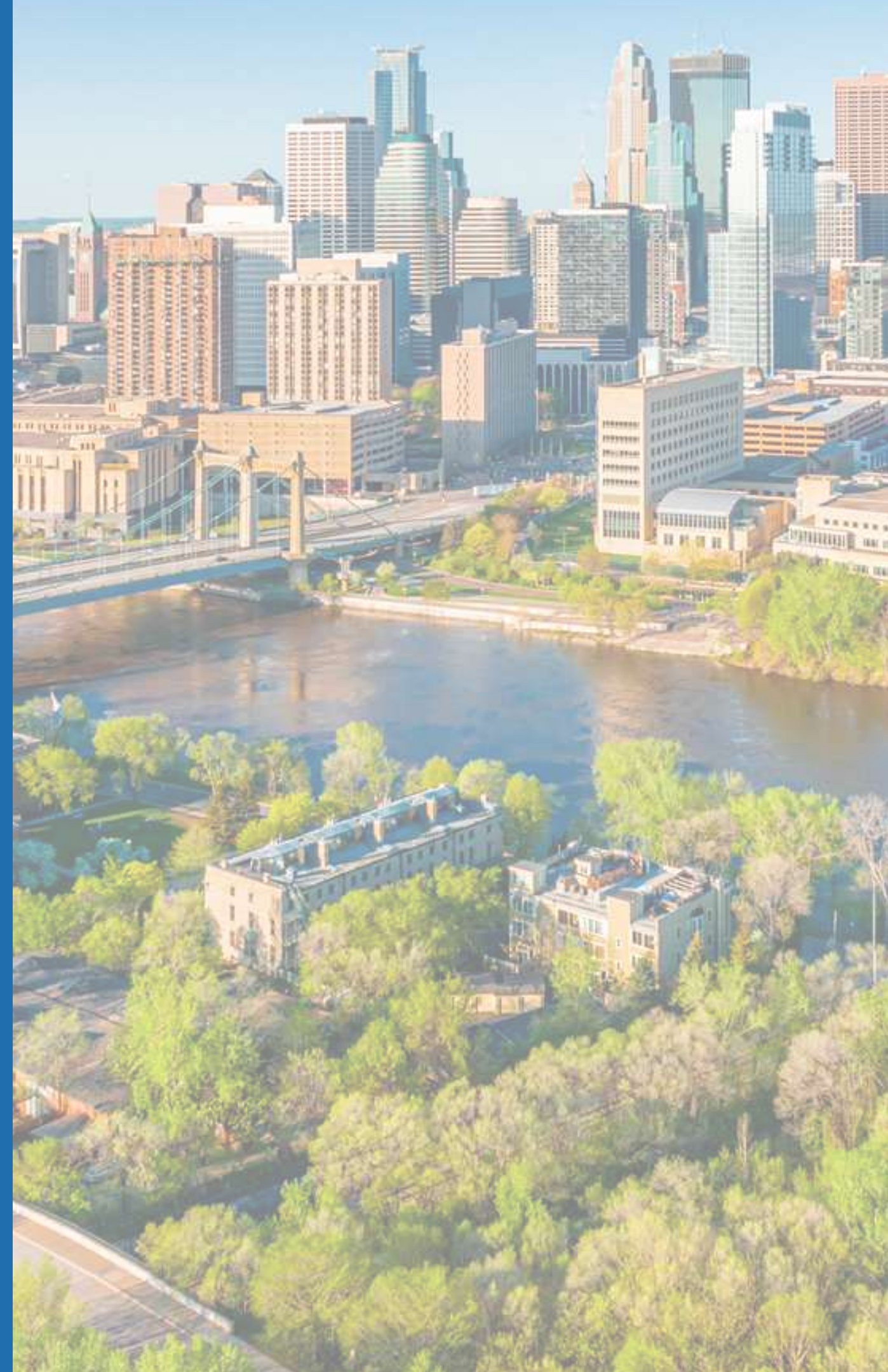
- Integrate Safety Ambassadors into the community.
- Ensure collaboration with other service partners.
- Dispatch Safety Ambassadors from a centralized safety communication center.
- One dispatcher will monitor business district
- Potential Hours:
 - Tuesday – Saturday
 - 10 am – 6 pm.

Number of Ambassadors: 8, 1 Lead included
Patrol area: Uptown Business District
From Knox Ave S to Pillsbury Ave



For Discussion

- How can we collaborate with this group?
- *What resources are already in the area?*
- What are good opportunities to engage with community members in Uptown?
- Anything else?



Thank you!

Monica Herrera-Chan

Monica.Herrera@minneapolismn.gov

612.997.2889

