

Clean and Safe Ambassadors

Quarter one report 2022

Our Clean and Safe Ambassador Program

The Rochester Downtown Alliance's Clean and Safe Ambassador Program in downtown Rochester provides cleaning, hospitality, and safety services to the 44-block special service district (SSD).

Since its launch in July 2020, the Clean and Safe Ambassador Program has helped downtown Rochester address many small issues that previously added up to an overall feeling of neglect, insecurity, and disinvestment.

Fall/Winter hours

October 1 – March 31

- Monday – Tuesday: 7 a.m. – 3:30 p.m.
- Wednesday – Sunday: 7 a.m. – 8 p.m.

Spring/Summer hours

April 1 – September 30

- Monday – Tuesday: 7 a.m. – 3:30 p.m.
- Wednesday – Sunday: 7 a.m. – 10 p.m.

Quarter one trainings

- Sexual harassment
- Public engagement (two sessions)
- Smart Salting by MN Pollution Control Agency
- Social Lights event/visitor engagement
- General amenities in downtown



Ambassador Jolene greeting a downtown visitor



A stakeholder testimonial

"I just got out of my car and I'm greeted by Jim Bill an awesome ambassador with the RDA, thanks for everything you're doing down here in keeping this place clean and safe. Awesome ambassadorship!"

- City Council Member Kirkpatrick

By the numbers

Quarter one highlights

From January 1 through March 31, 2022 the top statistics from Clean and Safe Ambassadors (percentages show difference from same period 2021)



1,589
COVID
masks
disposed
(+51%)



1,159
Hospitality
assists
(+75%)



209
Bags of
trash
removed
(+17%)



29
Safety
escorts
(+76%)

Total quarter one statistics

From January 1 through March 31, 2022, the Clean and Safe Ambassadors have:

- Provided 11 student safety escorts
- Removed 820 spots of gum (+100%)
- Cleaned 530 bus stops (+4%)
- Cleaned 141 biohazards (+16%)
- Removed 104 pieces of graffiti (-226%)
- Power washed 6 block faces (-200%)

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Quarter one before and afters

Our Ambassadors take great pride in the impact they have in downtown. Below are before and after photos with visual examples of their impact.



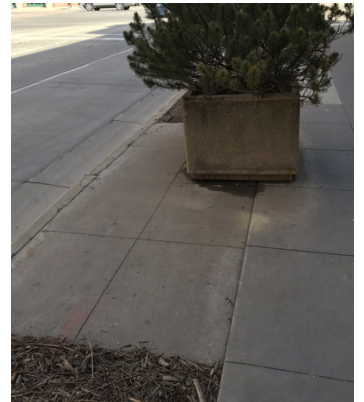
Before: leaf debris in city bushes After



Before: cluttered city gutter After



Before: ADA sidewalk curb ramp After



Before: scattered mulch After



Before: trash scattered in alley

After