

Clean and Safe Ambassadors

Quarter two 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).



Cam Hurd,
operations manager

In April 2022, the RDA welcomed Camden "Cam" Hurd as the new Clean and Safe operations manager. Cam has a background in retail management with hands on experience in delivering exceptional customer service.

Spring and summer hours

April 1 - September 30

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

Quarter two trainings included:

- Heart of the City maintenance
- Tour of Houston and Austin, Texas Ambassador programs in Texas for RDA staff and operations manager (June 2022)



Ambassador Kent keeping the mulch in line on 1st Ave SW



Community & stakeholder testimonials

"Thank you for making our city so amazing!"

- JBD, Instagram user

"Thanks for your efforts!"

- Martin, Facebook user

"Thanks for cleaning up! It is appreciated!"

- Marie Diane, Facebook user

"So grateful for these workers!"

- Tea Time, downtown business

Quarter two statistics

From April 1 through June 30, 2022 our Ambassadors logged the following stats using the Smart System app.



Smart System App

Top stats for Q2



4,148
Hospitality
assists
(+84%)



1,954
Infrastructure
cleaned
(+69%)



1,021
Gum spots
removed
(+89%)



70
Safety
escorts
(+81%)

- Provided 21 student safety escorts (+100%)
- Cleaned 6,253 cigarette butts (+57%)
- Removed 306 bags of trash (+31%)
- Cleaned 656 bus stops (+24%)
- Cleaned 1,306 COVID masks (+16%)
- Checked in with 255 businesses (+15%)
- Removed 409 weeds (+7%)
- Cleaned 63 biohazards (-222%)
- Removed 122 pieces of graffiti (-333%)

*Percentages above reflect difference from the same period in 2021

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Quarter two before and after

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: cigarette debris in planter



After Ambassadors' efforts



Before: litter in alley



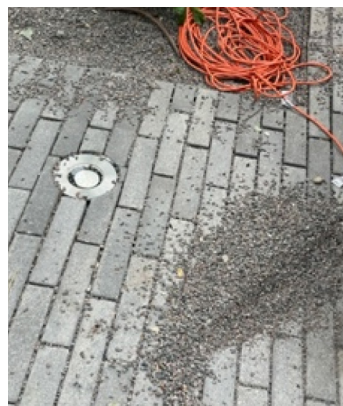
After Ambassadors' efforts



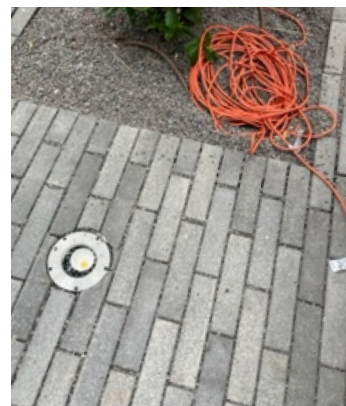
Before: animal feces on sidewalk



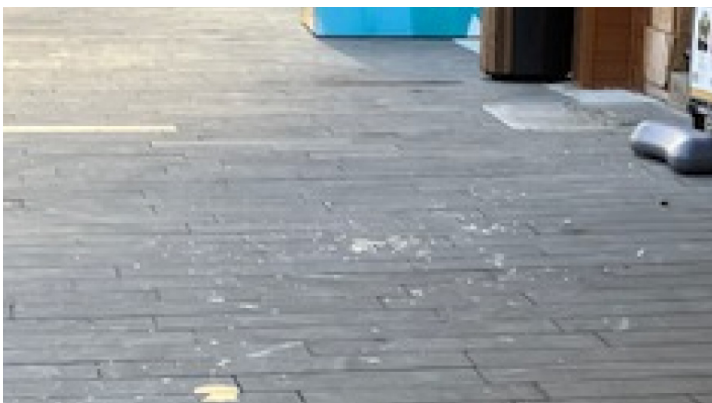
After Ambassadors' efforts



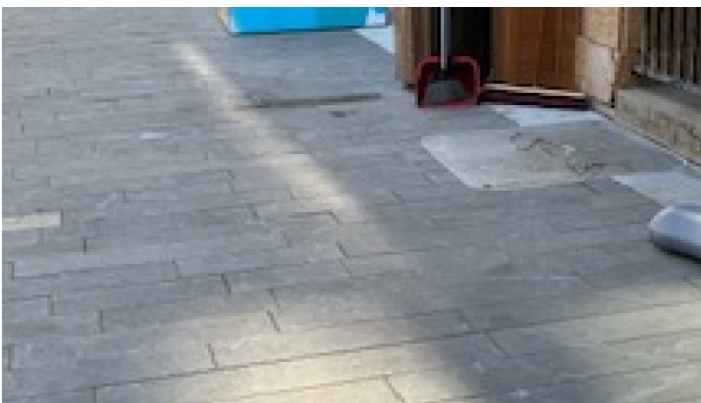
Before: scattered rock in HOC



After Ambassadors' efforts



Before: broken glass next to Peace Plaza fountain



After Ambassadors' efforts