

Clean and Safe Ambassadors

Quarter four 2022 report

Snow removal on Broadway Avenue

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).



Meet an Ambassador

Meet Tim, the Clean and Safe Ambassador Program team supervisor. Tim has been with the operation since its inception in July 2020. Tim's daily functions include delegating jobs and work to the team of Ambassadors. Tim can often be spotted walking downtown keeping an eye on the

team, performing what we call "Ambassador Audits", and ensuring everything is getting done promptly and with high quality. He also spends time scanning our downtown district looking for anything that may need our team's attention. In the warmer months Tim can be found around downtown manning our pressure washer and cleaning our sidewalks and parks. Tim enjoys spending his free time outdoors. He does a good deal of hiking, camping, and fishing whenever his schedule allows. He is an avid Philadelphia Eagles fan and enjoys a few cups of Colombian coffee in the morning. Tim is a central part of our team and our downtown as a whole and we appreciate him immensely! Thanks for all your knowledge and hard work, Tim!



Croft Hospitality Training

Quarter four trainings included:

- **October:** Engaging people on the street and personal safety
- **November:** Emergency action plan review
- **December:** Customer service training with Croft Hospitality and chemical safety and proper use review

Quarter four statistics

From October 1 to December 31, 2022, our Ambassadors logged the following stats using the Smart System app:

Top stats for Q4



2,270

Hospitality
assists
(+277%)



560

Bags of trash
collected
(+273%)



127

Biohazards
cleaned up
(+90%)



642

Bus stops
cleaned
(+89%)

- Picked up 1,594 COVID masks (+88%)
- Collected 26,670 cigarette butts (+66%)
- Removed 113 pieces of graffiti (+22%)

*Percentages above reflect difference from the same period in 2021

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Pressure washing in Mayo Memorial Park

Special project: Fall leaf clean-up on 1st Avenue Southwest

November marked the end of fall leaf clean-up in downtown as we transitioned to snow and cold weather-related tasks. The Ambassador team worked to ensure trash and debris were reduced while clearing and removing as many leaves as possible. To aid the City of Rochester's Parks and Recreation department, the Ambassador team removed 13 bags of leaves from 1st Avenue Southwest near Peace Plaza.



Before: fall leaf removal on 1st Avenue SW



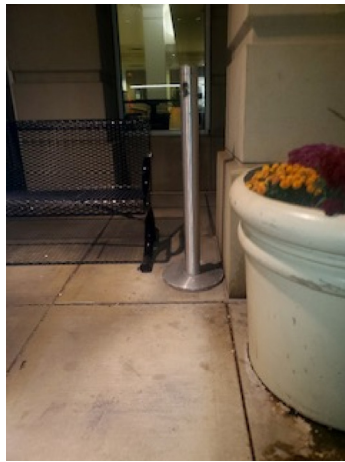
After Ambassadors' efforts

Before and after photos

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: cigarettes on sidewalk



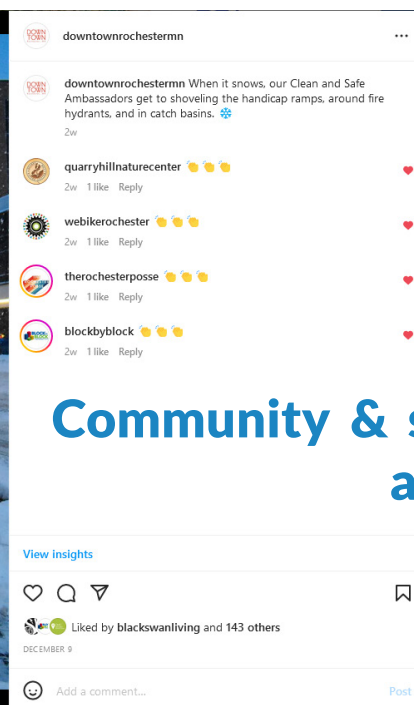
After Ambassadors' efforts



Before: graffiti on Art Walk transformer box



After Ambassadors' efforts



Community & stakeholder appreciation