

# Clean and Safe Ambassadors

## Quarter one 2023 report

Ambassadors and Rochester Police Department officers

### 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

Dan (Murph) Murphy has been a part of our Ambassador team since late July 2022. Murph takes great pride in his work and truly loves being a part of the downtown. Murph just turned 66 years young but still manages to run circles around the rest of the team. He's an Army veteran, father, dog lover, and overall great man. Murph has been essential to our team, and he can be spotted downtown in the mornings cleaning up, answering questions, and grinning from ear to ear. Murph, the downtown appreciates you!



### Quarter one trainings included:

- **January:** Taking good before and after photos
- **February:** Learning how to schmooze (the art of being likeable, approachable, and a good conversationalist)
- **March:** Preparing for an active shooter situation

### Quarter one statistics

From January 1 to March 31, 2023, our Ambassadors logged the following stats using the Smart System app:

#### Top stats for Q1



**2,160**  
Hospitality  
assists  
(+259%)



**561**  
Bags of trash  
collected  
(+168%)



**38,836**  
Cigarette butts  
picked up  
(+140%)



**1,204**  
Bus stops  
cleaned  
(+127%)

- Picked up 1,748 COVID masks (+10%)
- Removed 1,158 gum spots (+41%)
- Removed 116 pieces of graffiti (+12%)

*\*Percentages above reflect difference from the same period in 2022*

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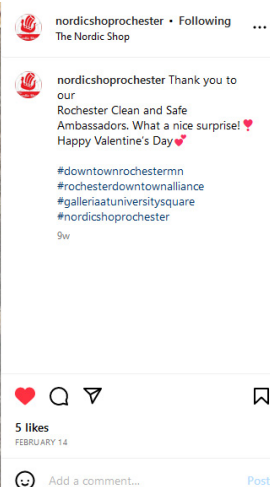
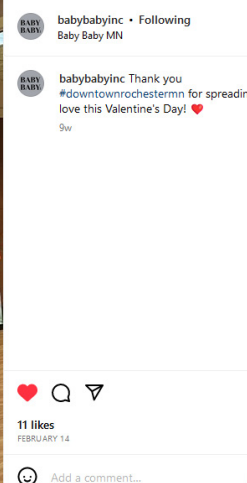
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Ambassador giving away flowers in local businesses

### Special project:

### “With Love, Downtown Ambassadors” Valentine’s Day promotion

Downtown visitors and employees received a nice surprise from the downtown Rochester Clean and Safe Ambassadors on Valentine’s Day. Through the “With Love, Downtown Ambassadors” promotion and in partnership with People’s Food Co-op, Clean and Safe Ambassadors handed out 800 fresh carnations to those in Galleria at University Square or within the pedestrian subway and skyway systems. The initiative emphasized the hospitality aspects of the program while surprising and delighting pedestrians in downtown Rochester. So much love and many smiles were spread in downtown Rochester!



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Schmoozing Training

### 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: Cigarette butt clean-up



After: Cigarette butt clean-up



Before: Snow



After: Snow