

Release of Reserved Funds: \$9,900,000

Implementation of the Community Safety Ambassador Program

**Presented by
Department of Emergency Management**

Budget and Finance Committee

October 29, 2025

Community Safety Ambassador Programs

Past State

2020-June 2025

Disparate programs managed by multiple city agencies across multiple contracts + subcontractors



Current State

July 1-Dec 31, 2025

3 short-term grants to ensure no break in service with some increased flexibility and standardization of oversight



Future State

Jan 1, 2026

New RFP consolidates into a single program with greater flexibility of deployments

Current Program Scope

Tenderloin / Mid-Market

- 100 ambassadors / day, 7 days / week
- Shift times vary between 7am – 11:30pm
- Mix of fixed post and roving
- Engagements, interventions, drug deterrence, wellness checks, facilitate safe and clean environment

Grantee: Urban Alchemy
NTE Budget: \$9,800,000

16th / Mission

- 6-8 ambassadors / day, 7 days / week
- Shift 11:30am – 8pm
- Roving posts
- Engagements, interventions, drug deterrence, wellness checks, facilitate safe and clean environment

Grantee: Ahsing Solutions
NTE Budget: \$498,267

Tenderloin Parks

- 6-9 ambassadors / day, 7 days / week
- Shift 9am – 8pm during park operating hours
- Fixed posts
- Park stewardship, engagements, facilitate safe and clean environment

Grantee: Tenderloin CBD
NTE Budget: \$500,000

Current Program Spending

Current Ambassador Contracts		Last Invoiced Month		Invoiced to Date
Ahsing Solutions	1000036179	Aug-25	\$	154,957.65
Tenderloin Community Benefit District (TLCBD)	1000036172	Sept-25	\$	218,622.21
Urban Alchemy	1000036173	Sept-25	\$	4,495,355.62

Current Program Performance July -September

Tenderloin / Mid-Market

- 150+ block faces covered
- Daily average:
 - 154 de-escalations
 - 3,377 interventions in anti-social behavior and drug use
 - 5,398 positive engagements
- 460+ daily visitors to the TL and 6th Street Oasis
- 12,331 trash bags collected
- 15,084 syringes removed

16th / Mission

- 22 block faces covered
- 403 de-escalations
- 907 interventions
- 9,373 positive engagements
- 7 overdose reversals
- 912 resource connections
- 1,664 trash bags collected
- 912 syringes removed

Tenderloin Parks

- Monitor and clean within 3 parks and perimeters for every open hour / every day.
- Safely hosted 63,940 park visitors
- 19 de-escalations
- 355 interventions in anti-social behavior and drug use
- 673 trash bags collected
- 41 syringes removed

Identified Areas for Improvement

- Flexibility of deployment type, locations, times
- Standardization of management
- Coordination with other ambassador programs
- Integration with Neighborhood Street Teams and DMACC efforts
- Greater diversity of providers
- Ability for real-time proof of concept pilot projects

New Ambassador Program

- Ongoing deployment of a community safety ambassador program for commercial corridors, parks, neighborhoods, and other locations impacted by drug markets and unsafe/unsanitary street conditions across 12 service areas.
- RFP 1191

Proposal Phase	Tentative Date
Request for Proposals Issued	October 3, 2025
Pre-Proposal Conference (virtual)	October 8, 2025 at 3:00pm
Deadline for Written Questions	October 10, 2025 at 3:00pm
Deadline to Submit Proposals	October 24, 2025 at 3:00pm
Tentative Evaluation of Proposals	October 2025
Tentative Notice of Award	November 2025
Tentative Date Services Begin	January 1, 2026

New Program Scope

- Positive engagements
- Basic & de-escalation interventions
- Drug activity deterrence
- Ensuring a safe and clean environment
- Immediate aid and wellness checks
- Facilitation of space activation
- Safe passage

New Program Coverage

Service Area	# Ambassadors (# Supervisors)	Hours/ Day	Days/ Week	Existing Coverage?
Commercial Corridors	8 (4)	8	5	No
Parks	6 (1)	12	7	Yes but fixed
Neighborhood Respite Sites	4 per shift (1)	24	7	Yes
AM Citywide Deployable	15 (3)	8	7	Partial
PM Citywide Deployable	12 (2)	8	7	No
Mission	12 (2)	8	7	Partial
Tenderloin	12 (2)	10	7	Yes
South of Market	12 (2)	10	7	Partial
Civic Center	12 (2)	10	7	Yes
Polk Gulch and Lower Nob Hill	6 (1)	8	7	Yes
AM Mid-Market	12 (2)	8.5	7	Yes
PM Mid-Market	12 (2)	8.5	7	Yes

New Program Budget

Service Area	Max Annual Budget
Commercial Corridor	\$1,500,000
Parks	\$1,500,000
Neighborhood Respite Sites	\$2,150,000
AM Citywide Deployable	\$2,770,000
PM Citywide Deployable	\$2,150,000
Mission	\$2,150,000
Tenderloin	\$2,700,000
South of Market	\$2,700,000
Civic Center	\$2,700,000
Polk Gulch and Lower Nob Hill	\$1,150,000
AM Mid-Market	\$2,150,000
PM Mid-Market	\$2,150,000
Total	\$25,770,000

Request to Committee

- \$9.9M was placed on reserve in DEM's FY25-26 budget pending substantial progress in the competitive procurement process for a long-term ambassador grant program.
- Request to release the funding on reserve to support the execution of grants under RFP 1191 and future ambassador program funding through DEM.