

# PUBLIC SAFETY STRATEGIES IN COMMERCIAL CORRIDORS

Board of Supervisors

Public Safety and Neighborhood Services

Thursday, December 9, 2021

Adrienne Pon, Executive Director



**A safe, inclusive and equitable  
San Francisco  
where everyone, regardless of  
status or language,  
can contribute and thrive**

Established in 2010, **OCEIA's Community Ambassadors Program (CAP)** is a community safety and neighborhood engagement job training program. Ambassadors are City employees from the areas we serve. They provide a visible safety presence while assisting, engaging and informing the public.

**OCEIA** SAN FRANCISCO OFFICE OF  
CIVIC ENGAGEMENT  
& IMMIGRANT AFFAIRS



# CAP SERVICES

- Safety presence
- Safety escort and safe passage
- De-escalation/resolving minor conflicts or disagreements
- Language & general assistance
- Merchant assistance
- Public information, outreach & engagement
- Reporting criminal or disruptive behavior, safety hazards, street cleanliness/ maintenance issues
- Wayfinding & directions
- Wellness checks, social services referrals



# CAP OPERATIONS

- D3 Chinatown
- D4 Sunset
- D5 Filmore, Hayes Valley, Lower Haight
- D6 Tenderloin, SOMA, Mid-Market
- D9 Mission
- D10 Bayview, Visitacion Valley
- D10/11 Border Area



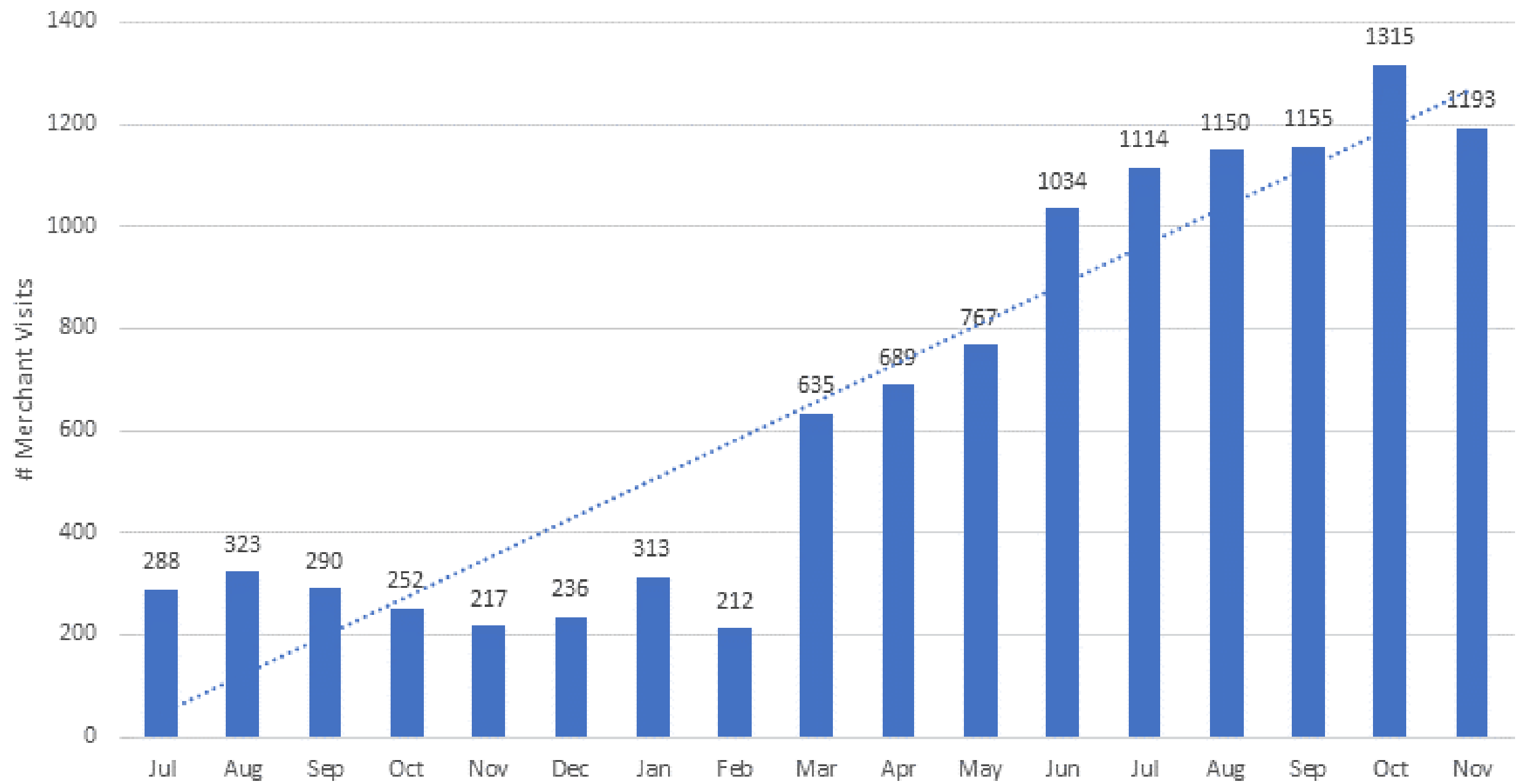


## CAP APPROACHES

- **Community-focused assistance and solutions**
- **Cross-sector collaboration and partnerships**
- **Focus on neighborhood Merchant/Transit corridors with high street activity and social service needs**

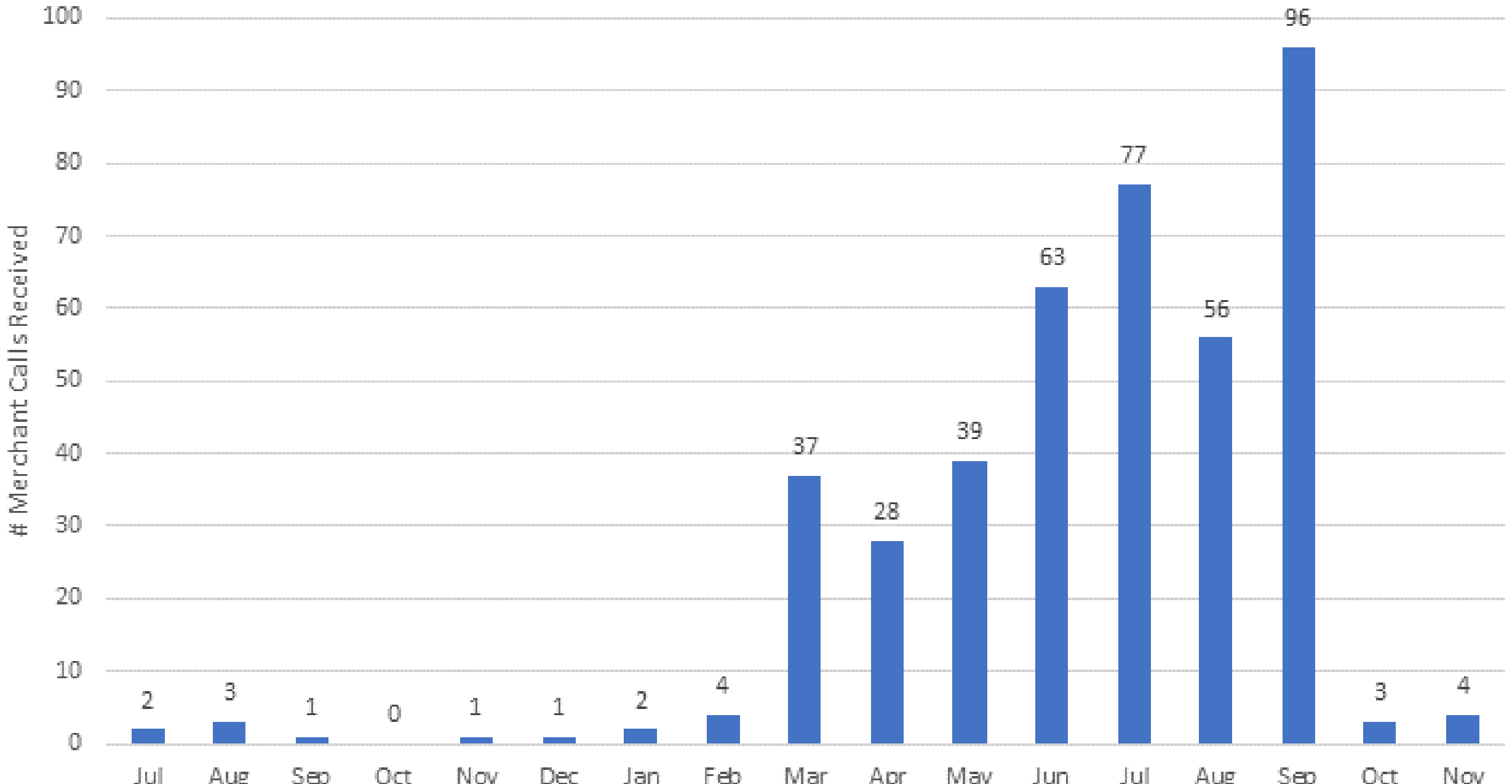
# Total Merchant Visits by CAP

July 2020 - November 2021



# CAP Merchant Calls

July 2020 - November 2021







## **LANGUAGE ACCESS & EQUITY**

**Timely, accurate information is critical during emergency and public health/safety situations.**

### **OCEIA Services:**

- **LAO Compliance monitoring, data collection and department training**
- **Interpretation/Translation for emergency, public health/safety situations and large public meetings**
- **LAO violation/complaint investigation**
- **Community Interpreters Training**
- **Community Grants & Rights Outreach**

# **CRIME/VIOLENCE PREVENTION STARTS WITH INDIVIDUALS**

- **Ambassadors are local residents from the areas we serve with a stake in community success.**
- **Build a pathway for success and economic opportunity, participation and contribution.**
- **Apply the Alive and Free Violence Prevention Training: The Prescription to End Violence and Change Lives.**
- **Role model positive interactions in the community.**
- **Develop a culture of WE and US.**

## RECOMMENDATIONS

- Use the OCEIA Community Ambassadors to conduct extensive, regular, multilingual community outreach and education to engage and inform small business owners and networks.
- Provide timely, accurate translated information.
- Create a rapid response hotline for neighborhood businesses in multiple languages.
- Conduct a survey to determine community-focused small business needs and service gaps.
- Develop a user friendly, multilingual tool or app to collect data, streamline service requests, and provide resources.