

Community Ambassadors Program (CAP) Overview

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OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS



About OCEIA

The **Office of Civic Engagement and Immigrant Affairs (OCEIA)** is a policy, compliance, direct services and grantmaking office focused on promoting inclusive policies and immigrant assistance programs that lead to full civic, economic and linguistic inclusion.

OCEIA's current programs and initiatives include:

- Civic Engagement
- Community Safety
- Grantmaking
- Integrated Immigrant Services
- Language Access

OCEIA seeks a safe, engaged and inclusive San Francisco where everyone can contribute and thrive.

Social Media



/sfgov.oceia



@sf_immigrants



@OCEIA_SF

Public Bodies

Immigrant Rights
Commission

Our Community Ambassadors are:

San Franciscans



Ambassadors often live in the neighborhoods where they work

Directly impacted



Many ambassadors are long-time San Franciscans, immigrants, formerly unhoused, or are re-entering the workforce

Multilingual



Ambassadors speak 10+ languages, including: Spanish, Cantonese, Mandarin, Filipino, Russian, Vietnamese, Burmese, French, Amharic and Samoan

What we do (at a glance):

| | | |
|---|--|---|
| <p>Provide Safety Escorts</p> | <p>Report Emergencies</p> | <p>Report Hazards</p> |
| <p>Conduct Wellness Checks</p> | <p>Provide Referrals</p> | <p>Conduct Outreach</p> |
| <p>Provide In-Language Support</p> | <p>Provide minor De-escalations and Interventions</p> | <p>Provide Directions and Wayfinding support</p> |

How we do it (at a glance):

Ambassadors
are San Francisco
residents

Use **trauma-informed**
and community-centered
models for our program

**Workforce development
program**, providing
pathways to
long-term City jobs

Ambassadors are
City employees with
union representation

**Trainings in violence
prevention, crisis
intervention, homelessness,
de-escalation** and more.

Comprehensive and
intentional **professional
development support**

**Collaborative
relationships** with
community partners,
merchants, and residents

Intentional focus on
language access and
immigrant integration

Hire directly impacted
people with **vested
interest in improving their
own communities**

Quick timeline of CAP's growth:

| | |
|-------------|--|
| 2010 | CAP launches as a pilot program in District 10/Bayview neighborhood |
| 2011 | Mid-Market/Tenderloin team launches |
| 2014 | Mission team launches |
| 2015 | Chinatown team launches |
| 2021 | District 5 (Haight/Ashbury, Hayes Valley, Fillmore) team launches |
| 2022 | Outer Sunset team launches |

Where we work

The Community Ambassadors Program operates 6 teams in the following neighborhoods:

Chinatown

District 5 (*Fillmore, Haight, Hayes Valley*)

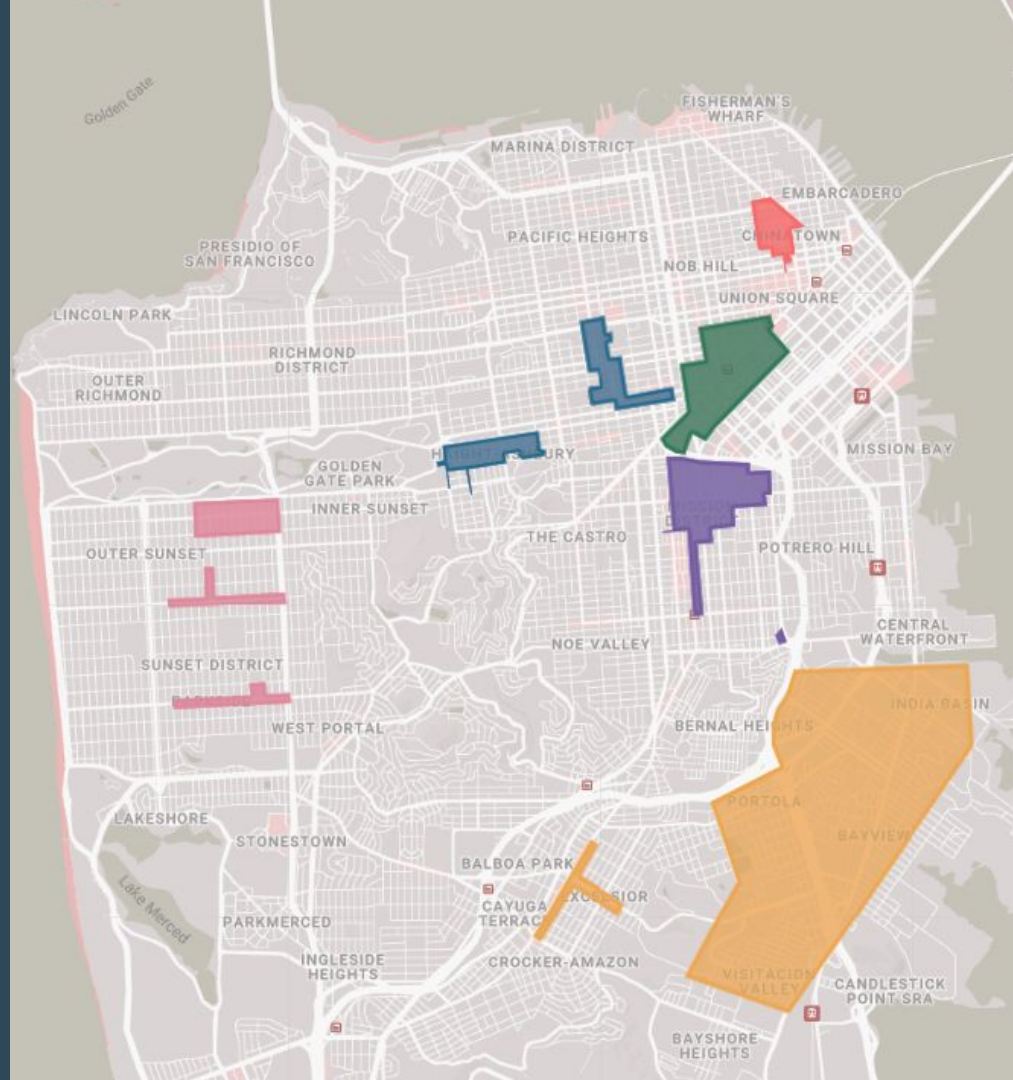
Mid-Market / Tenderloin

Mission

Outer Sunset

Southeast Neighborhoods, District 10

(*Bayview, Portola, Visitacion Valley, Excelsior*)



When we work

Ambassadors work regular full time schedules on weekdays (Mon-Fri), with occasional weekend or evening support for special events.

| | |
|--------------------------------|--|
| Chinatown | 8:00 am - 5:00 pm <i>or 10:00 am - 7:00 pm</i> |
| District 5 | 9:00 am - 6:00 pm |
| Mid-Market / Tenderloin | 9:00 am - 6:00 pm <i>or 10:00 am - 7:00 pm</i> |
| Mission | 8:00 am - 5:00 pm |
| Outer Sunset | 9:00 am - 6:00 pm |
| Southeast Neighborhoods | 9:00 am - 6:00 pm |





Trainings and Development

Community Ambassadors complete various special trainings during onboarding and on an ongoing basis.

Trainings include:

- **Alive and Free Violence Prevention**
- **California Guard Card Certification**
- **CPR and First Aid**
- **De-Escalation Training**
- **DOPE Project NARCAN Training**
- **Stop the Bleed Training**
- Healthright 360 Services Training
- Interpretation Best Practices
- SF311 Training
- SCRT Training
- Communicating Across Cultures
- Transgender 101
- *Others include: Trauma 101, dealing with stress and burnout, intro to mental health and more!*

Key Community Partnerships

Partnership with community organizations have been essential to CAP's program model since our launch in 2010. Some key partners include:

- BMAGIC
- Cameron House
- Clarion Alley Mural Project
- Dolores Street Community Services
- Geen Mun Senior Center
- Gubbio Project
- Homey
- Hospitality House
- Latino Task Force (LTF)
- MEDA
- Mission Food Hub
- Mission Neighborhood Health Center (MNHC)
- Mission Neighborhood Resource Center (MNRC)
- Oasis for Girls
- Project Homeless Connect (PHC)
- Self-Help for the Elderly
- SF-Marin Food Bank
- Southeast Community Center
- Sunset Safety Network
- Youth With A Mission

School Partnerships

CAP also provides safety escort services throughout the school year and during summer programming for schools across San Francisco, including:

- Cleveland Elementary School
- Dianne Feinstein Elementary School
- Lawton Alternative School
- Leola Havard Early Education School
- Marshall Elementary School
- Dr. Martin Luther King, Jr. Academic Middle School
- Rosa Parks Elementary School
- SF City Academy
- The Storybook School





OUR IMPACT

Year-to-date, CAP has recorded a total of

211,931

interactions

with **27,893** interactions in a language other than English.



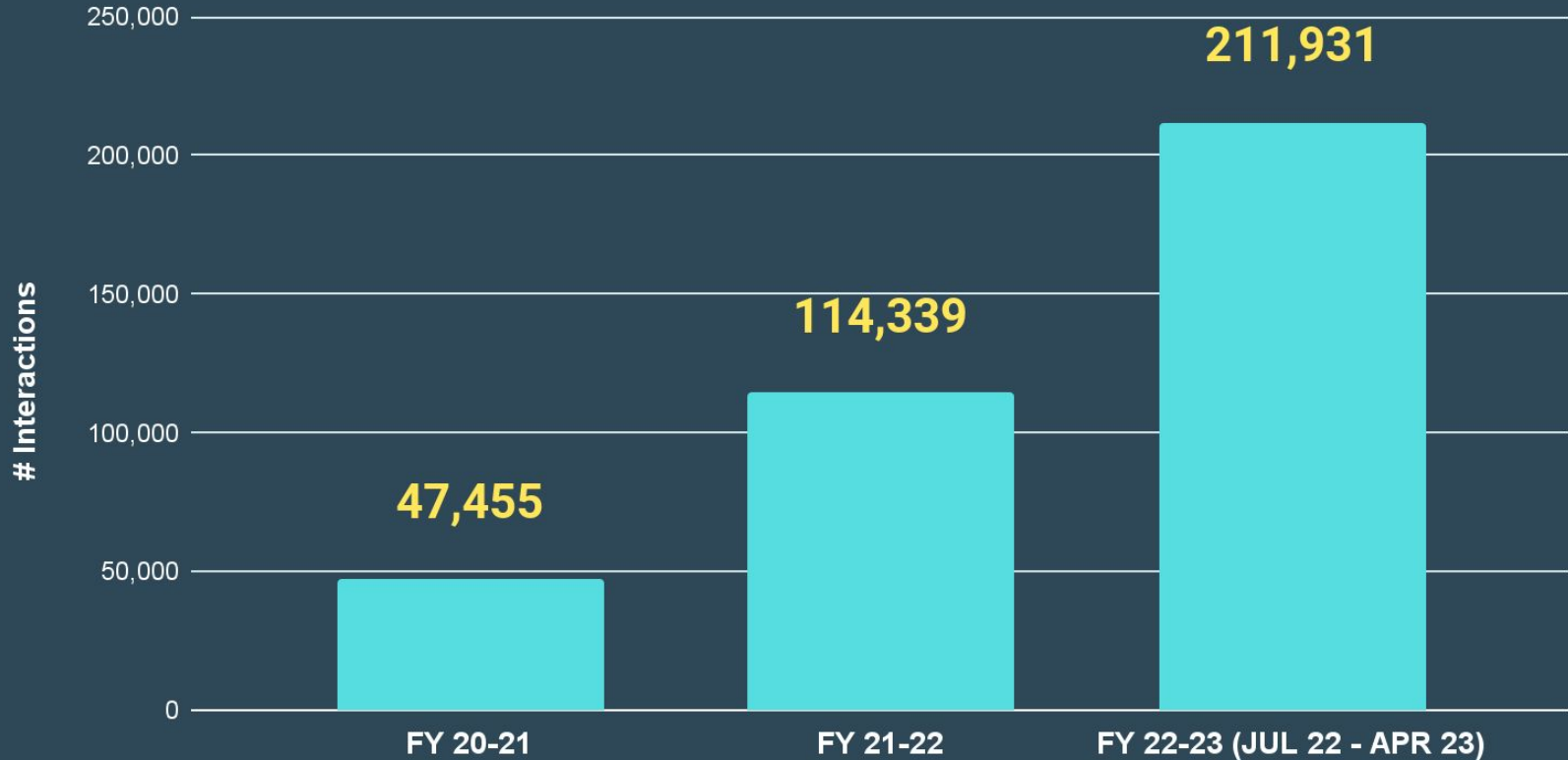
OUR IMPACT: by the Numbers

CAP has recorded **211,931 interactions** for the fiscal year, which includes the following field services, broken down by CAP team:

| Field Service Provided | Chinatown | District 5 | Mid-Market/ Tenderloin | Mission | Outer Sunset | Southeast Neighborhoods | FY 22-23 (Jul 22-Apr 23) |
|------------------------|-----------|------------|---------------------------|---------|--------------|----------------------------|-----------------------------|
| Directions/Wayfinding | 3,407 | 2,750 | 1,314 | 2,173 | 1,713 | 1,919 | 13,276 |
| Merchant Visits | 7,286 | 6,053 | 4,220 | 3,884 | 15,208 | 4,233 | 40,884 |
| Referrals | 638 | 8,043 | 6,003 | 6,630 | 2,449 | 3,344 | 27,107 |
| Reports to 311/SFAF | 2,659 | 14,870 | 3,771 | 5,243 | 6,959 | 7,385 | 40,887 |
| Safety Escorts | 1,355 | 1,853 | 1,635 | 919 | 1,428 | 1,857 | 9,047 |
| Wellness Checks | 7,249 | 10,443 | 12,800 | 9,550 | 9,990 | 10,014 | 60,046 |

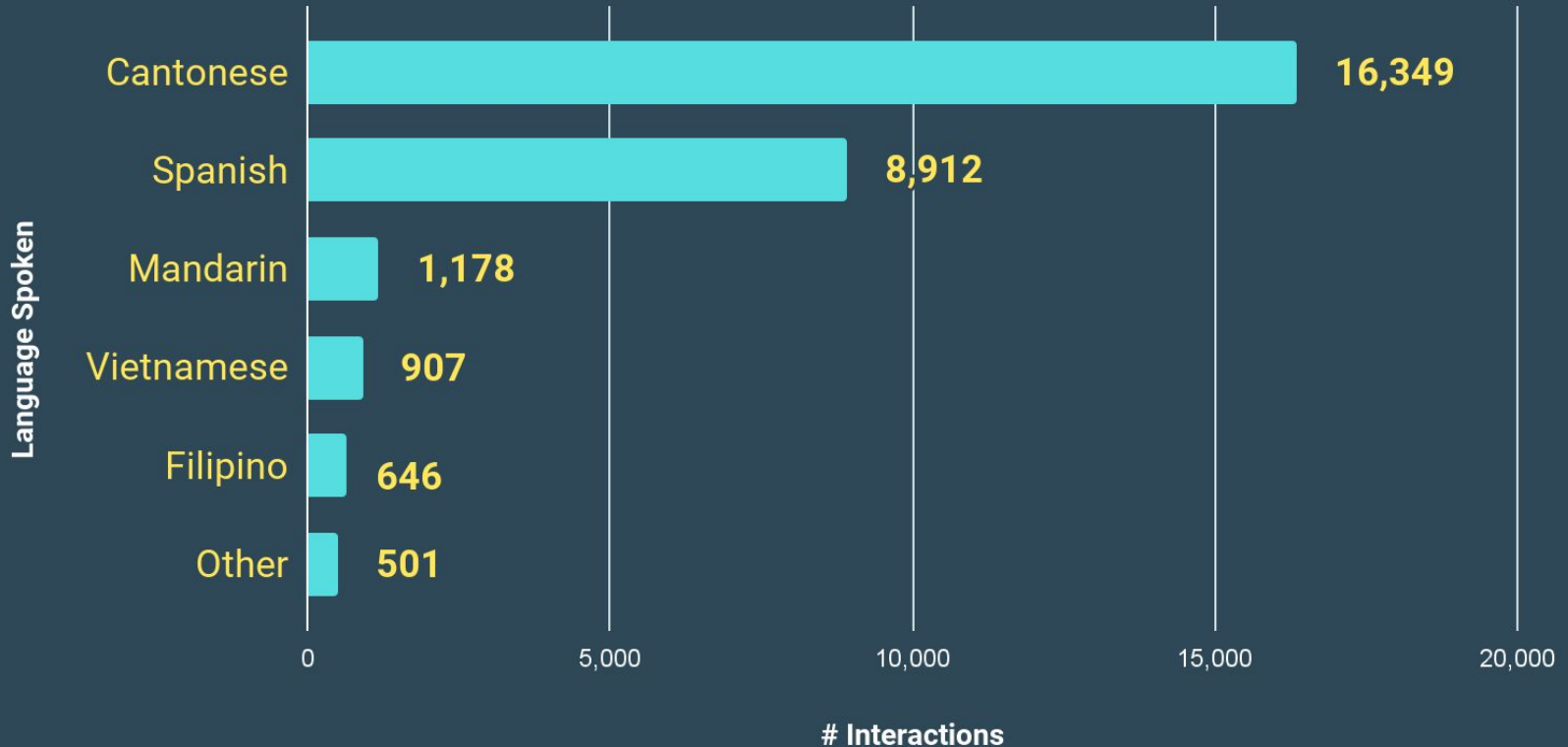
Total Interactions by Fiscal Year

Community Ambassadors Program



FY 2022-23 Total Interactions in Languages Other than English

Community Ambassadors Program



Program Oversight and Accountability

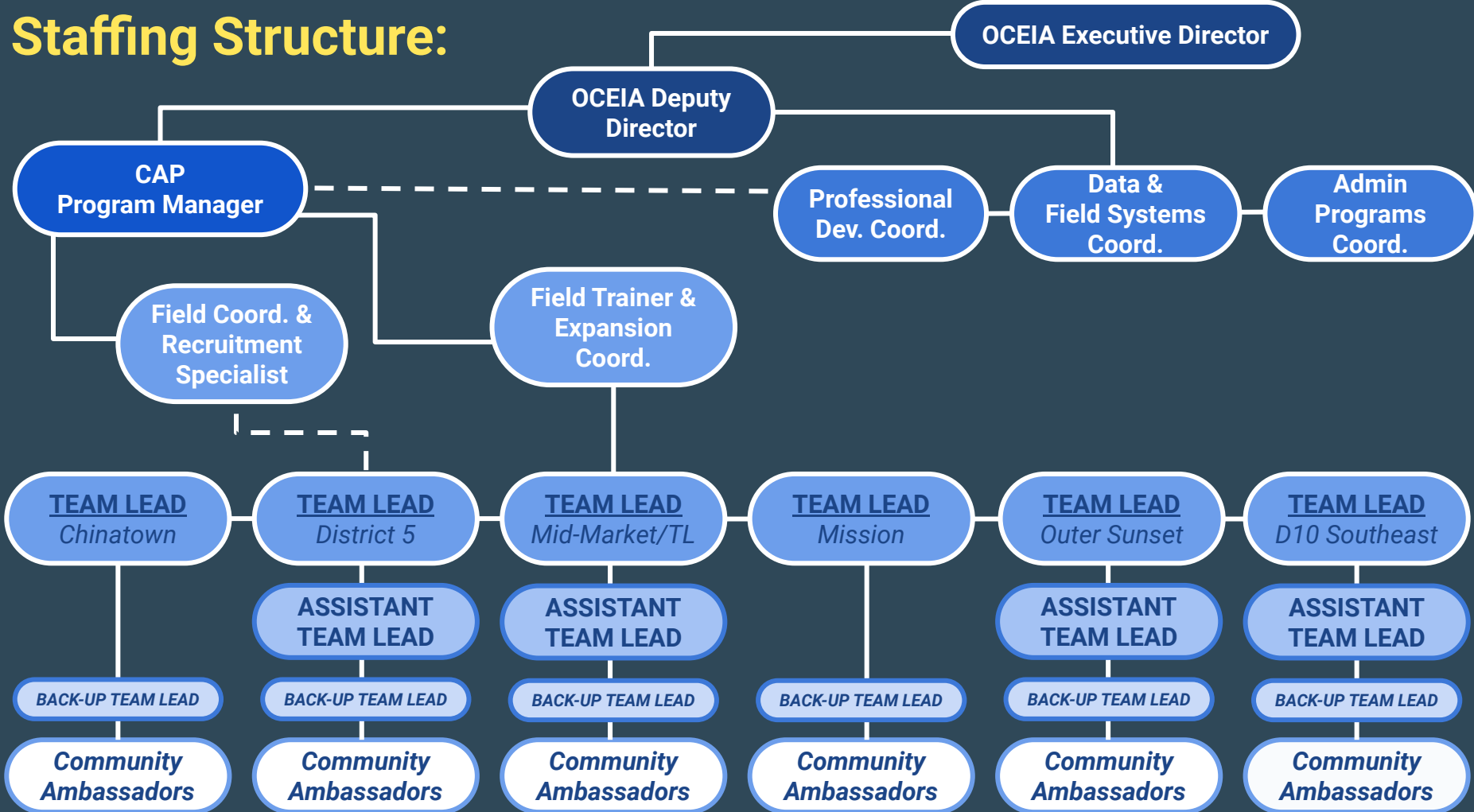
OCEIA Community Ambassadors are City Employees

- All Ambassadors are held to City standards for performance
- All Ambassadors expected to adhere to all City policies ex: including anti-harassment and discrimination, etc.)
- OCEIA utilizes the resources of the City's HR division to support issues and formal processes, as outlined by City and union MOUs

CAP uses a clear Progressive Disciplinary Process

- OCEIA conducts performance reviews, coaching, mentoring, training, and skill-building opportunities at each step of the disciplinary process
- This progressive disciplinary process is a tool that allows room for mistakes and learning; equipping ambassadors with necessary feedback and tools for professional and personal development

Staffing Structure:



Ambassador Teams

Ideal staffing numbers for each Community Ambassador team:

| Chinatown | District 5 | Mid-Market Tenderloin | Mission | Outer Sunset | Southeast Neighborhoods | Total |
|------------------|-------------------|-----------------------|------------------|-------------------|-------------------------|-------|
| 6 ambassadors | 10 ambassadors | 12 ambassadors | 6 ambassadors | 10 ambassadors | 12 ambassadors | 56 |

Ambassadors are hired on a rolling basis, using both direct and JobsNOW! positions.

Program Oversight and Accountability

Community Ambassadors build ongoing relationships with merchants, community organizations, and residents in the areas they work.



*“Community Ambassadors are nice people. **They are helping and protecting the community, making us feel comfortable and safe.** Their uniform is good because we see them and, as business owners, and we know we can ask them for help in our stores... they are helping on every street in Chinatown.”*

- Abby Huang, owner, House of Dim Sum

Program Oversight and Accountability

Provide feedback to the OCEIA
Community Ambassadors Program:

Call: 415-581-2360

Email:
community.ambassadors@sfgov.org



CAP Program Costs

| | FY 22-23 | FY 23-24 | FY 24-25 |
|---|--------------------|--------------------|--------------------|
| Salaries and Fringe | \$6,290,654 | \$5,259,860 | \$4,114,230 |
| Programmatic Costs (Trainings, Uniforms, Phones, Materials & Supplies, etc.) | \$250,000 | \$250,000 | \$250,000 |
| TOTAL: | \$6,540,654 | \$5,509,860 | \$4,364,230 |

Community Ambassador Positions

**Community
Ambassador
Trainee
(JobsNOW!)**

32 hours / week
~ **\$19 / hour**
6-12 months

*General Ambassador
duties*

**Community
Ambassador**

40 hours / week
~ **\$21 / hour**
up to **36 months**

*General Ambassador
duties*

**Community
Ambassador
Team Lead**

40 hours / week
~ **\$24 / hour**
up to **36 months**

*General Ambassador
duties + coordinate and
lead daily field
operations of an
ambassador team*

**Community
Ambassador
Senior Team
Lead**

40 hours / week
~ **\$26 / hour**
up to **36 months**

*General Ambassador
duties + coordinate and
lead daily field
operations of a large
ambassador team*

Workforce Impacts

As a workforce training and development program, Community Ambassadors have successfully moved on to City jobs in the following departments:

- Department of Public Works
- Department of Public Health
- Human Services Agency
- San Francisco Airport (SFO)
- San Francisco Municipal Transportation Authority
- Department of Homelessness and Supportive Housing (as contractors)
- City Administrator's Office (GSA)
- Sheriff's Department
- San Francisco Recreation and Parks Department
- San Francisco Unified School District



"My favorite part about being a Community Ambassador is helping the community. I like that this is a group of San Franciscans wanting to help San Francisco.

We're really trying to help the community and making it a safer place for everybody. I really love that about being a Community Ambassador."

- BONNIE JONES
DISTRICT 10 SOUTHEAST
NEIGHBORHOODS TEAM
COMMUNITY AMBASSADORS PROGRAM

Stay connected with us!

OCEIA's website: sf.gov/oceia

CAP homepage: sf.gov/communityambassadors

Call: 415-581-2360

Email: civic.engagement@sfgov.org

Social Media



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Thank you!

