

Clean and Safe Ambassadors

Quarter Three Report

What is the 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). Clean and Safe Ambassador Programs are a common tool used by SSDs and business improvement districts to enhance the districts they serve and can be found in Minneapolis, Saint Paul, and Duluth, along with numerous other districts in cities across the United States.

Why here in Rochester?

Since its launch in July 2020, the clean and Safe Ambassador Program has helped downtown Rochester address many small issues that previously added up to an overall feeling of neglect, insecurity, and disinvestment. Prior to July 2020, signs of neglect observed by stakeholders, RDA staff, and vendors bidding on this project included stains and spills, chipped paint on trash cans and benches, overflowing trash cans, and weeds in sidewalks.



Local Training

Ambassadors are trained by Block by Block in several areas including customer service, but the RDA has realized partnerships for local trainings are more important to serve visitors and the downtown community.

Completed Q2 trainings include:

- Mayo Clinic history
- Transit and parking wayfinding
- Hospitality by Avra Hospitality

Upcoming trainings will include:

- Wayfinding for skyway and subway businesses
- Social service connections
- Downtown safety groups and services
- History of Rochester
- Finer points of greeting and welcoming guests
- Downtown Amenities and FAQs
- Heart of the City maintenance
- Tour of Houston, Austin, and San Antonio Ambassador programs in Texas for RDA and Operations Manager (Spring 2022)



A stakeholder testimonial

"I think the Ambassadors are professional, give excellent directions, and are extremely friendly. I have come to respect them for their diligence and responsiveness. They do their job well."

- Kevin Nuss of Victoria's Ristorante

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By the numbers

Quarter Three Highlights

From July 1 to September 30, 2021, the following are the top stats from Clean and Safe Ambassadors team:



6,665

bags of trash removed



346

Block faces cleared of weeds



545

Bus stops cleaned



553

Hospitality assists

Year One Statistics

From July 1, 2020 to June 29, 2021, the Clean and Safe Ambassadors have accomplished the following:

- Picked up 60,042 cigarette butts
- Disinfected 6,502 pieces of infrastructure (high-touch areas like crosswalks, parking meters, and public seating)
- Cleaned 2,963 pieces of infrastructure
- Disposed of 1,866 COVID-19 masks
- Provided 1,681 hospitality assists
- Removed 1,574 pieces of graffiti
- Cleared snow from 1,473 corners
- Collected 1,317 bags of trash
- Pulled weeds from 1,139 blocks

Year One Stakeholder Survey Highlights

- 93% felt Ambassadors provide a visibly dedicated cleaning presence
- 90% felt sidewalks downtown look cleaner
- 88% felt there is visibly less litter and debris in public spaces
- 85% felt bistro tables and chairs maintained by Ambassadors improve public spaces

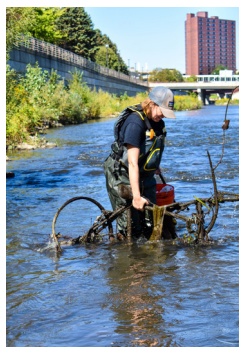
Special Projects

In addition to enhancing the cleaning and safety services downtown, our Ambassadors have focused on the following special projects:

Zumbro River Clean-Up

September 7, 2021

- At least 20 bags of trash collected
- Multiple pieces of large debris removed



Chateau/Michaels Alley Repainting

September 2021



UMR Student Engagement

August - September 2021

350 keychains distributed during new student orientation with info about safety escorts available from Ambassadors.