

Clean and Safe Ambassadors

Quarter four and 2021 report

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).

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.

Local training

Ambassadors are trained by Block by Block in several areas including cleaning, safety, and customer service. However, the RDA has realized partnerships for local trainings are also critically important to serve residents, visitors, and the downtown community.

Completed 2021 trainings included:

- Mayo Clinic history
- Transit and parking wayfinding
- Hospitality by Avra Hospitality
- Finer points of greeting and welcoming guests
- Downtown amenities
- Small Business Saturday promotions
- Narcan/naloxone certification
- Social service partner training



Ambassador Jolene offering local recommendations

2022 trainings will include:

- Smart Salting by MN Pollution Control Agency
- General downtown amenities
- Downtown safety groups and services
- Dining, retail, and service business overview
- Summer programming & events overview
- Downtown construction projects
- History of Rochester tour
- Fall programming & events overview
- How to spot and report sex trafficking
- Heart of the City maintenance
- Tour of Houston, Austin, and San Antonio Ambassador programs in Texas for RDA and Operations Manager (June 2022)

♥ A visitor testimonial

"I'm reaching out just to say what a fun, interesting, and informative 15 or 20 minute conversation I had with one of your Ambassadors last night. He told me about a couple restaurants for myself and my mother to go to, I learned the history of Rochester and Mayo, and a little of his background. I think he's a great asset to your company and I wished him the best of luck on his Improvement and continued service. I will look for him tonight as I'm trying to find more restaurants and places to go!"

- Kenneth P., Austin TX

💡 A stakeholder testimonial

"I'm very happy and pleased with the Ambassador program. I find them very friendly to our customers who are visitors to the Mayo Clinic. They are helping our visitors find us and other retailers in the downtown community...It's positive for all of us and a win-win."

- Carol Bitton of Counterpoint

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By the numbers

Quarter four highlights

From October 1 through December 30, 2021, the following are the top stats from Clean and Safe Ambassador team:



544
corners
of snow
shoveled



1,052
Pieces of
infrastructure
cleaned



850
COVID
masks
picked-up



602
Hospitality
assists

Total 2021 statistics

From January 1 through December 31, 2021, the Clean and Safe Ambassadors have:

- Picked up 96,510 cigarette butts
- Cleaned and disinfected 6,518 pieces of infrastructure (high-touch areas like crosswalks, parking meters, and public seating)
- Cleaned 2,963 pieces of infrastructure
- Power washed 231 block faces
- Provided 2,086 hospitality assists
- Removed 1,111 pieces of graffiti
- Cleared snow from 1,830 corners
- Collected 801 bags of trash
- Pulled weeds from 815 blocks
- Cleaned 1,058 bus stops



Ambassador Jim Bill powerwashing a block face

2021 before and after

Our Ambassadors take great pride in the impact they have in downtown. Below are a few before and after photos which show their impact.



Before: clogged catch basin



After



Before: sidewalk scooter marks



After



Before: Labor Temple graffiti



After