



**12-WEEK PILOT AMBASSADOR PROGRAM UPDATE
NOVEMBER 1, 2015 – JANUARY 17, 2016**

The City of Savannah launched the ambassador component of the Savannah Serves Pilot Program to provide the highest level of public safety and enhanced services for downtown users. This 12-week initiative represents a strong partnership with the tourism industry and business community.

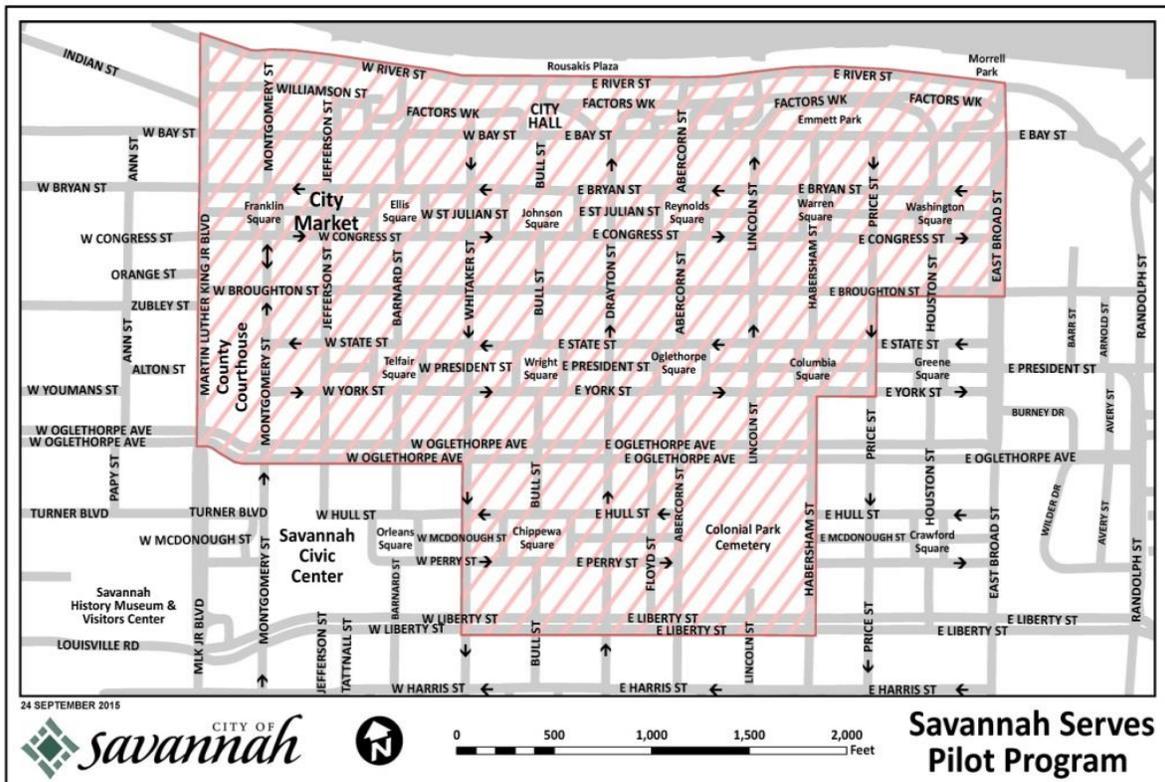
Ambassador programs are used in municipalities throughout the world to provide valuable services to visitors, citizens and businesses. The Savannah Serves Pilot Program promotes and supports crime prevention, public safety and security; provides information and hospitality services; and promotes a high-quality environment by identifying and reporting maintenance problems and needs. These activities supplement existing City services.

During the pilot program, 12 candidates were hired to serve as ambassadors. They were selected because they possessed the characteristics needed to support the initiative and were successful in the pre-screening employment process. They also took part two-days of intensive training.

The ambassadors worked 40-hour a week. Their schedule ran from Wednesday to Saturday, 11:00 a.m. to 7:00 p.m. and Sundays, 10:00 a.m. to 6:00 p.m. They are outfitted in highly-visible uniforms.



The boundaries of the pilot program are depicted on the map and focus primarily on the commercial district and residential area north of Liberty Street. Ambassadors are assigned to zones within the boundary to ensure maximum coverage.



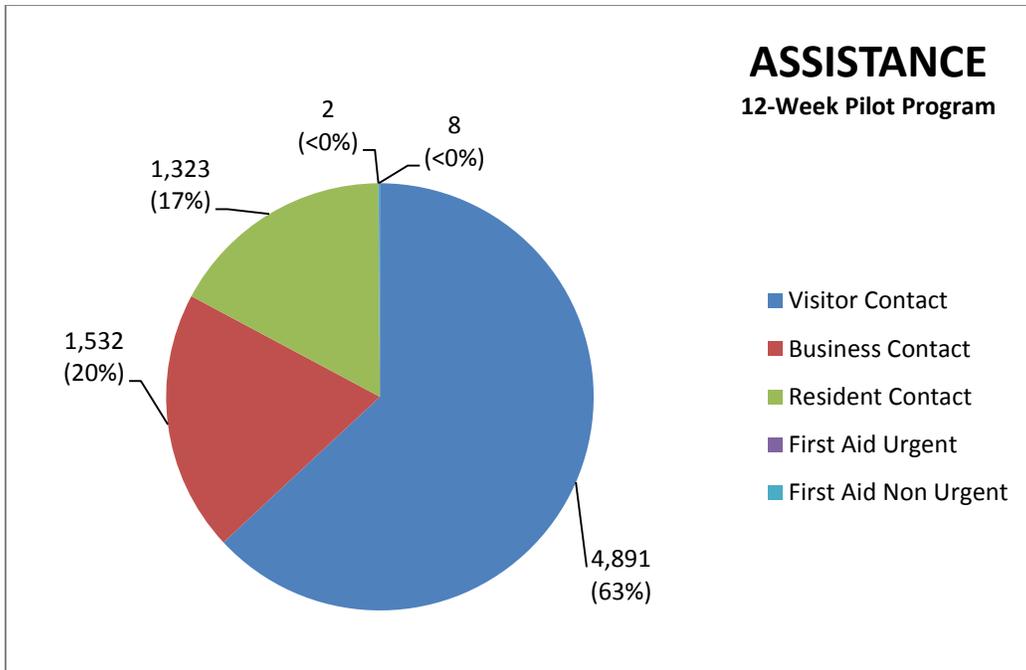
DATA ANALYSIS

During the 12-week pilot, ambassadors completed daily activity reports to track their activities and measure the effectiveness of the program ambassadors. This included:

- Supporting 40 special events and festivals;
- Providing information to approximately 8,260 participants from twelve conferences;
- Participating in five community outreach initiatives; and
- Convening 10 meetings to review special event details or City policies.

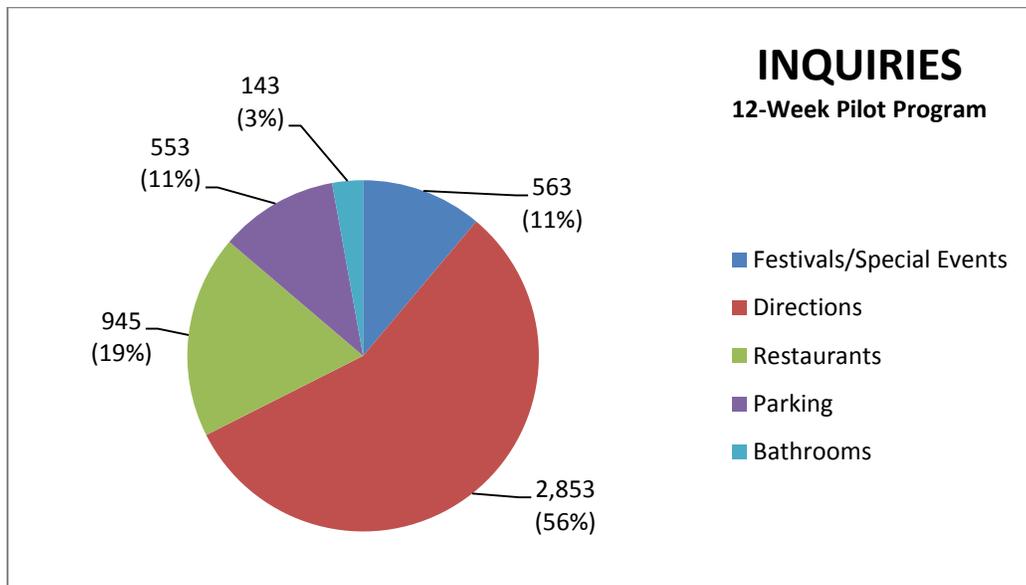
ASSISTANCE

Ambassadors also provided assistance to visitors, businesses and residents approximately 7,756 times. The following is a breakdown of the types of assistance given.



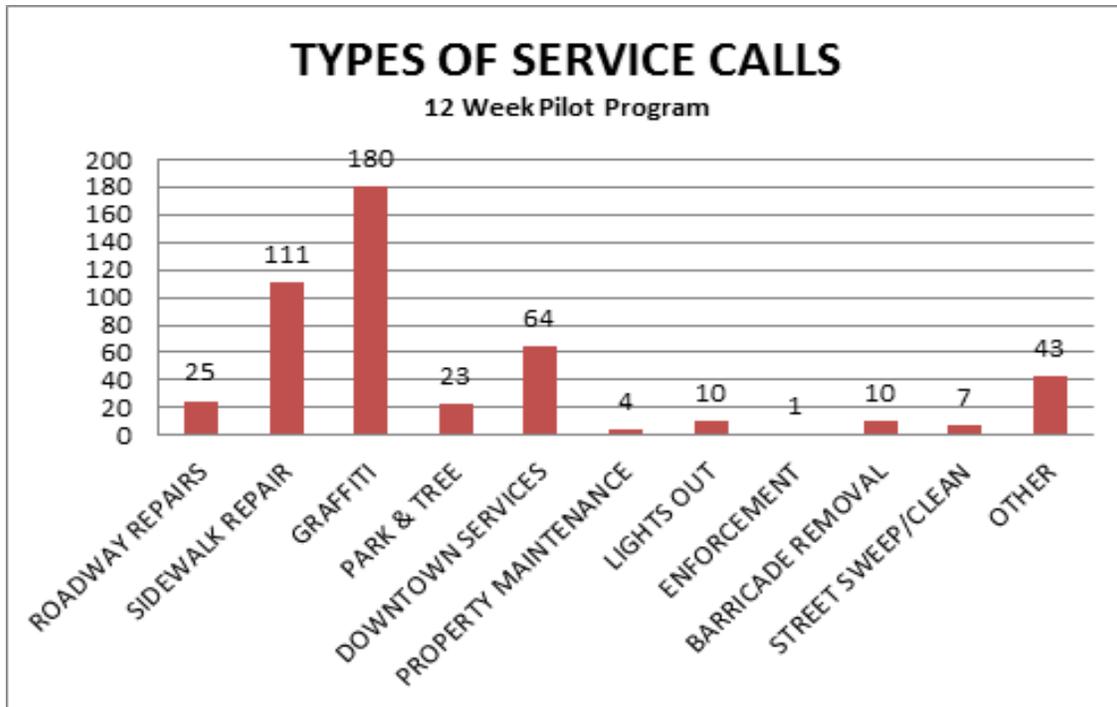
INQUIRIES

During the 12-week pilot program, the ambassadors received a total of 5,057 inquiries. The following demonstrates the types of inquiries made.



CALLS FOR SERVICE

The ambassadors reported 478 calls for service to the City’s 311 Call Center in the area north of Liberty Street. At the time of this report, 63% of these requests have been completed or are scheduled for service while 28% were new service requests recently reported to the 311 Call Center. Based on the table, the common form of service call was graffiti or sidewalk repair.



“Other” refers to water leaks, a broken news box, blocked catch basins, water pooling, recycle cart courtesy pickups, raising/lowering water meters, damaged signs, contract repairs, traffic pole damages and signal outages, electrical outlet damages, abandoned bikes, power outages, bench damages, a damaged manhole, utility service requests, tours larger than 30, building maintenance requests, and trash and recycling relocation request, leaking pipes, abandoned bikes, parking meter malfunction.

IMMEDIATELY ADDRESSING ISSUES

Ambassadors noted several issues in their daily activity reports including multiple complaints about the homeless, illegal activities occurring in lanes, skateboarding in restricted areas, horse spills, and unlicensed street performers/vendors. These items were reported to SCMPD Tourism Oriented Policing (TOP) or the appropriate City department for resolution.

The ambassadors also assisted with several issues in the field:

- After the Veteran’s Parade, an ambassador assisted SCMPD with a fight involving juveniles. The ambassador was able to direct SCMPD to the juveniles involved with fighting and provided information concerning the altercation.
- Two storefronts on Broughton Street were unlocked. An ambassador notified the supervisor of the buildings to report the issue and make sure the doors were secure.
- An ambassador assisted staff from a Broughton Street store by escorting an unruly individual from the premises.
- An ambassador noted a single vehicle incident in the lane where public property was damaged. After further investigation by SCMPD along with the ambassador, it was determined the driver involved was drunk.
- An ambossoar escorted a group of seven foreign visitors from Japan to the River Street Elevator.

- Ambassadors assisted an individual with a dead car battery as well as a visitor who ran out of gas.
- After tripping over a hose at a gas station, an ambassaor helped an injured man with scraped knees by escorting him to CVS for large bandags and waved a pedicab to take him to a local restaurant where he was meeting his party.
- An ambassador supported EMS and SCMPD by aproaching a car that was pulled over on Bay Street. The man in the passenger seat said that he felt that he was having a heart attack. The ambassador stayed with the driver of the car until EMS left, the driver followed SCMPD to Memorial Hospital.
- Two unsupervised children under the age of five were in a fountain in Johnson Square collecting money. Ambassadors were able to dry the children and contact the SCMPD to return them to their parents.
- An ambassador contacted the SCMPD when they witnessed a person accosting a visitor. The individual was arrested, and the ambassador is listed as a witness if the case goes to court.
- An ambassador found a black zip up pouch in Washington Square. The lost pouch was turned into SCMPD Headquarters.
- An intoxicated older Caucasian male was dancing around the band while they were setting up music equipment and was disturbing people enjoying themselves in City Market. Ambassadors contacted SCMPD and they responded.
- A homeless woman was disturbing a Broughton Street store and would not leave after several requests. Ambassadors called the non-emergency police number. SCMPD officers responded promptly.
- A camera was found on a bench near City Hall. The camera was turned in to SCMPD Headquarters.

COMMENTS ABOUT THE SAVANNAH SERVES PILOT AMBASSADOR PROGRAM

“It’s great to see smiling faces who are constant in our neighborhood to help our visitors find where there going and make them feel comfortable. From a retailer’s perspective, it’s nice to see them walking around town and engaging others. I have really enjoyed my direct interaction with the Ambassadors. They have always been pleasant and helpful to me.”

--Lowell Kronowitz, President, Levy Jewelers

“I certainly support the Ambassador program. Similar programs have been very successful in other cities and it will benefit Savannah as well, in particular in relation to preventing crime. Not only that, we are a hospitality city – every smiling face helps us and our businesses”

--Ansley Williams, Owner, Live Oak Restaurants

“It’s refreshing to see a professional and organized approach by the community to address our growing tourism industry. We appreciate that this program assists both visitors and residents alike and that everyone in the area benefits. We look forward to the program’s continuation and expansion”

--Melinda Allen, President, Downtown Neighborhood Association

“The Ambassador program is a game changing forward thinking program and that Savannah it already seeing the positive results. The implementation of this program it is a force multiplier for those who serve and protect not only our citizens but our visitors as well. “

--Ruel Joyner, President, Savannah Downtown Business Association

“It’s such a pleasure to see the Ambassadors out there. They are such a positive presence on River Street. They are engaging and professional. I haven’t heard a single negative thing about the program from any of our River Street Businesses and members. I would love to see more ambassadors on patrol and the rest of the program implemented as soon as possible. I can’t wait to see the positive impact of the full program.”

--Carrie Bligh, Executive Director, Savannah Waterfront Association

“I have been seeing them (ambassadors) around. They are all friendly and pleasant! Well done!”

--T. Gongaware, Resident

“I would be the first to question the decision to have ambassadors, however I have to tell you they are doing a great job. No doubt we need more than the ambassadors to fix the obvious homeless and crime issues, but your program is outstanding. We have three downtown stores with a 4th about to open. Thank you.”

--Paul Allen, Woof Gang Bakery

“Last Friday, December 4th, was open house on Wright Square. Your two ambassadors, Carroll and Blaze, were also there. They were both very helpful ...at Ascension Lutheran Church... in getting all the last minute arrangements completed. I also noticed them doing the same thing at other sites around the square. These two ladies are to commended on the outstanding job they performed in and around the square. I was not aware of the program, but hope that the City will continue to provide ambassadors like Carroll and Blaze throughout the city. Thank you.” --Joe Tillman, Custom Technical Solution, Inc.

“Thank you so much for getting that bike removed. We have tried forever to get it removed.”

--Dave at Chive, 4 W. Broughton Street.