



# Downtown Ambassador Update

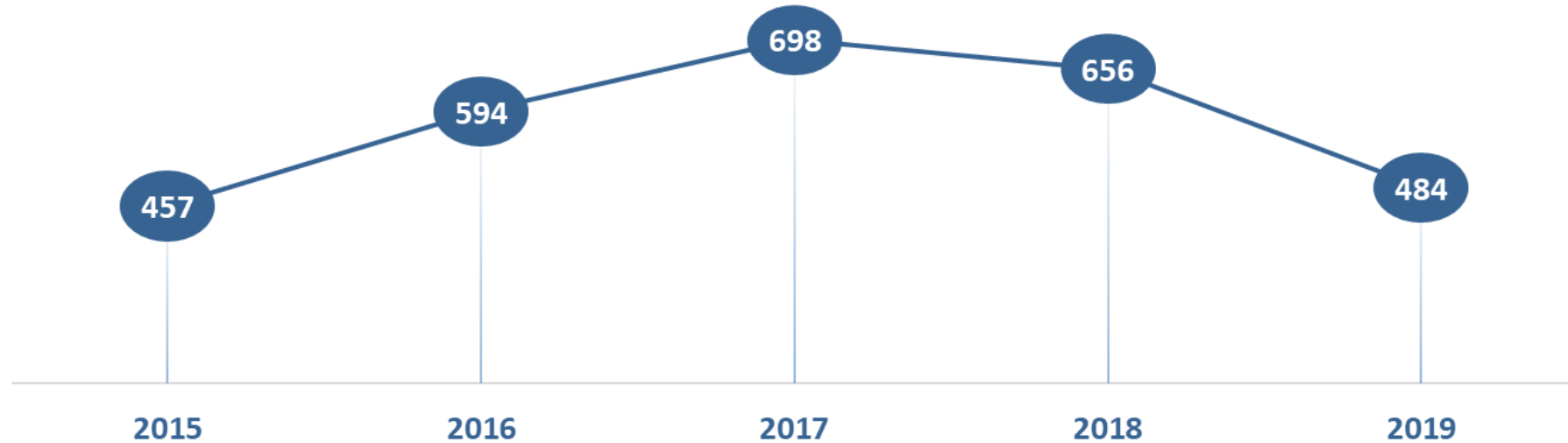
Briefing for PBIA  
March 4<sup>th</sup>, 2020

Ambassadors Teal and Katherine  
Amy Buckler, Strategic Projects Manager

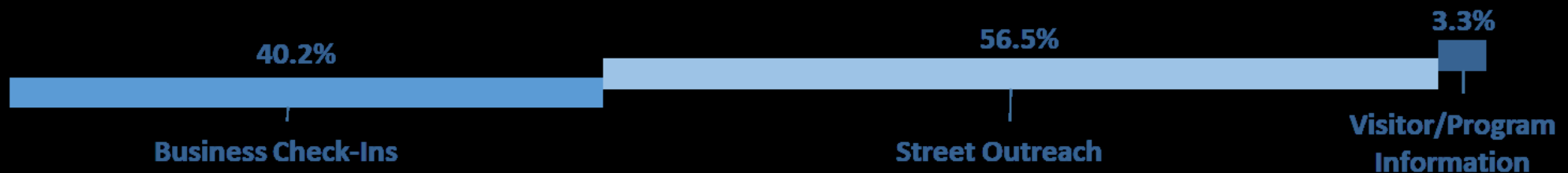


# Why do you call the Ambassadors?

DISPATCH CALLS BY YEAR



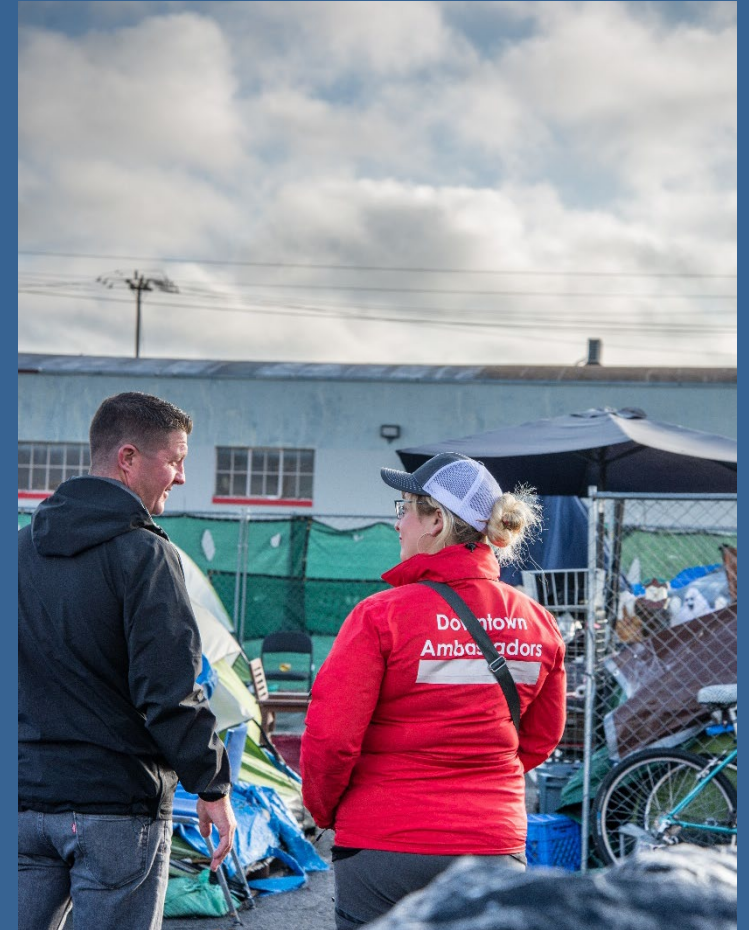
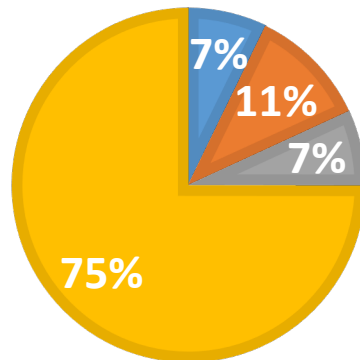
DISPATCH CALLS BY TYPE (2019)



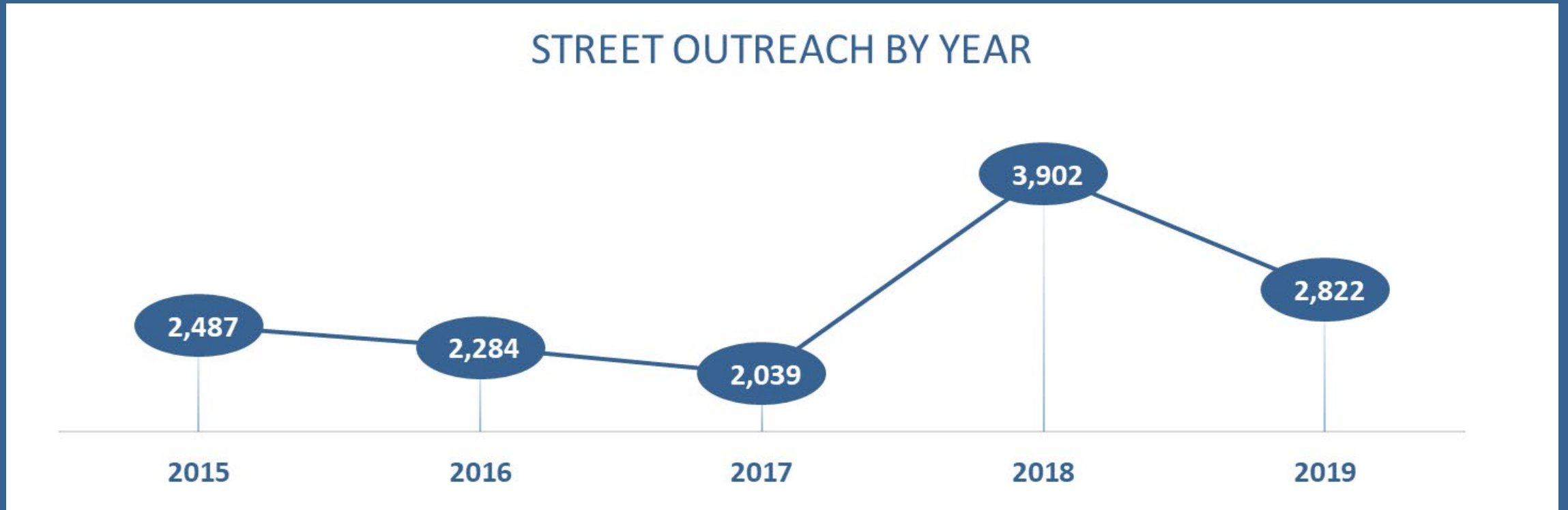
# Street Outreach

- 2,822 Homeless Outreach Contacts
- 340 First Contact for Homeless Outreach
- 911 Social Service Referrals

## TYPES OF ENGAGEMENT



# Annual Homeless Outreach





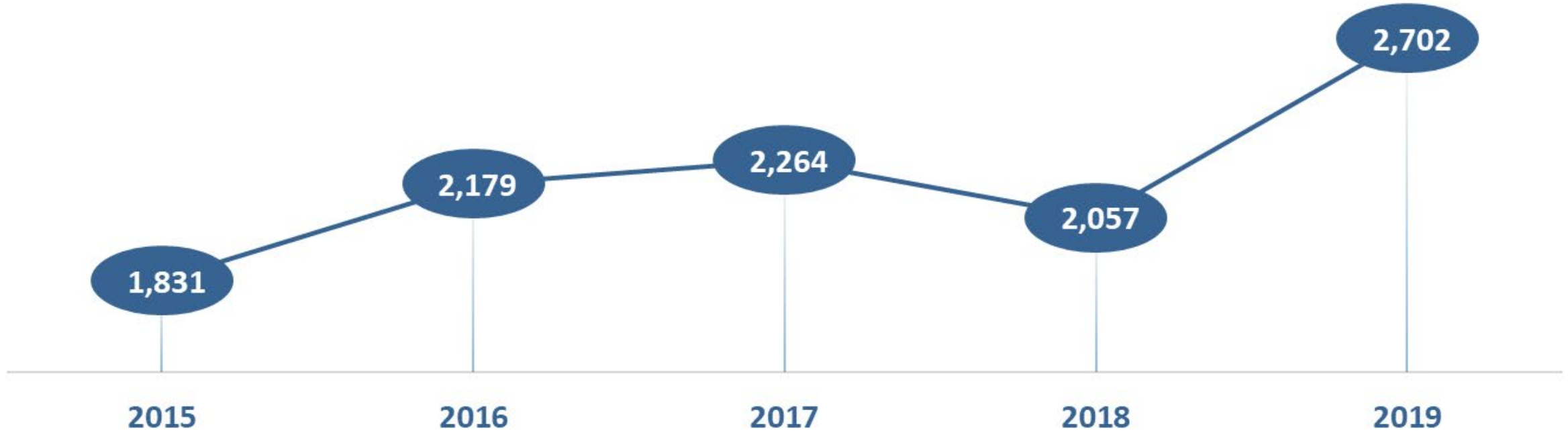
# Business Support

- 2,717 Business Checks
- 692 Information & Visitor Contacts
- 618 First Contact for Visitors/Information
- 31 Contributions to City of Olympia Instagram
- Over 45 radio spots promoting downtown
- 59 Calls to Non-Emergency
- 16 calls to 911



# Annual Business Checks

BUSINESS CHECK-INS BY YEAR



# 2020 Here We Come

- Increase visitor engagement
- Get folks their IDs!
- Increase referrals to harm reduction and treatment programs
- Continue to attend business staff meetings
- Share the principles and techniques of Crime Prevention Through Environmental Design



# What is CPTED?

- Crime Prevention Through Environmental Design first coined in 1971 by criminologist C. Ray Jeffery
- The goal of CPTED is to **reduce opportunities for crime** that may be inherent in the design of structures or in the design of neighborhoods and **improve quality of life**
- CPTED uses various tools to evaluate environmental conditions and utilize intervention methods to control human/criminal behavior and **reduce fear of crime**

\*National Institute of Crime Prevention





# Twinklefest 2019

415 Unique Voters – up by 85%

72 Participating Businesses – down by 20%

A successful Twinklefest should:

- Increase lighting
- Enhance experience
- Act as marketing tool
- Get people to come downtown for the holidays





Questions?

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