



Downtown Grand Rapids Ambassador Report December 2017



Hospitality



Marcia hands out treats and smiles to our four-legged residents.

Light Up Downtown!

The Ambassador team provided additional hospitality and event support for the annual *Light Up Downtown* event. The team provided additional staff to work the event to provide pedestrian assistance for the large crowds expected that evening.

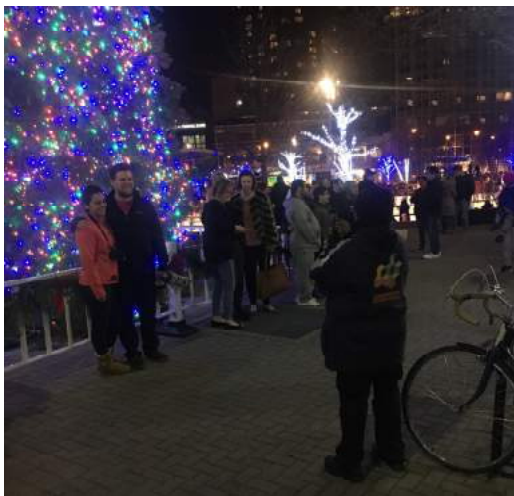
The team also assisted in providing staffing support to assist with several behind the scenes needs so the event could run smoothly.

Welcome to the Team!

This month we welcomed two new members to the team. Dylan and Tristan both joined the team late in December. Both will help fill open positions and will help round out the team.

Statistics Review

The hospitality stats are down this month due to the cold and snowy weather; we focused their efforts on assisting with snow and trash removal.



Talina takes pictures for people at the Holiday Tree.

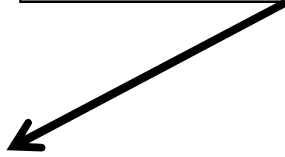
	Activity	2017	2016	2015
Hospitality & Engagement	Business Contact	116	122	75
	Motorist Assist	13	15	1
	Observation - Fighting	25	12	23
	Outreach Contact	372	414	902
	PA - Directions	397	840	342
	PA - Information	1527	5491	2139
	PA - Other	10052	19166	5413
	PA - Program Information	466	513	297
	Panhandling - Aggressive	50	2	47
	Panhandling - Passive	89	10	67
	Request for Fire/EMS	4	2	12
	Request for Police	0	0	6
	Safety Escort	79	166	58
	Sidewalk Violation	115	48	70
	Suspicious Package	0	13	1
	Suspicious Person	52	14	86
	Umbrella Escorts	0	0	9
	Total Activity	13357	26828	9548



Beautification



Rebecca changes a trash bag on Ionia Ave.



Let it Snow!

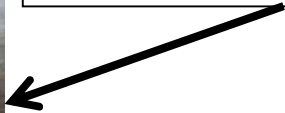
For the month of December the team focused on Snow removal – clearing 4,986 parking meters, curb cuts, catch basins and other infrastructure throughout the downtown. The team uses a variety of tools including snow shovels, flat shovels, ice breakers, snow blowers and our gator equipped with a plow blade to keep downtown clean and clear of snow.

Trash, Trash, Trash!

This year our team observed an increase in the amount of trash bags collected for the month of December. The increase is likely due to the additional refuse generated by the well-attended *Light Up Downtown* event.



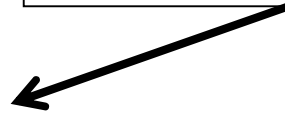
Rick clears snow on Commerce Ave.



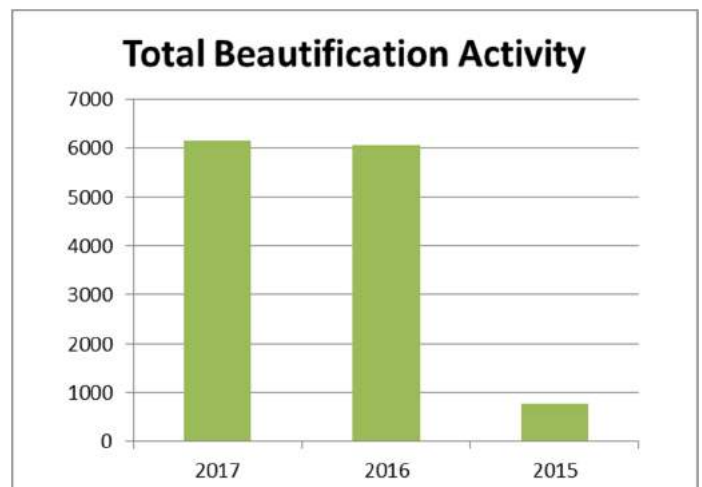
Diana and Daniel help a car that's stuck on the curb due to the slippery conditions.



Ellen tosses trash collected from the field into the dumpster.



	Activity	2017	2016	2015
Beautification	Biohazard Clean Up	115	NA	NA
	Graffiti - Removed	37	265	71
	Planters Watered	0	0	NA
	Power Washing (block faces)	0	2	NA
	Snow Removal	5146	5072	42
	Trash (Bags collected)	865	733	645
	Weed Abatement	0	0	NA
	Cigarette Butts Recycled	-	-	-
	Total Beautification Activity	6163	6072	758



Special Projects & Initiatives



Ellen installs a pedestrian counter on Lyon & Division.



Ellen removes leaves from the planters.

Ice, Ice, Baby!

In preparation for the upcoming *World of Winter* event happening in February – the ambassador team assisted DGRI with the installation of a temporary ice rink in Heartside Park. The team provided support through clearing snow, assisting in the assembling of the ice rink as well as assembling a variety of equipment (benches, chairs, etc.) to be used in the temporary warming station.

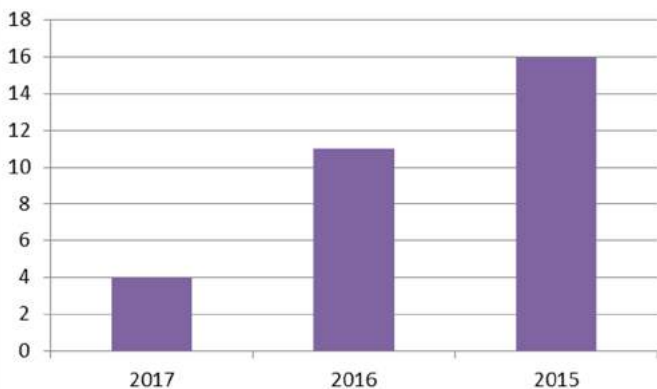
Light Distribution

The ambassador team provided support for the *Loan-a-Light* program for the 2nd year in a row. The ambassador team sorted and tested lights as well as assembled orders and delivered the lights throughout downtown to local businesses for display in their windows.



The ambassadors, along with several volunteers assist in the assembly of the temporary ice rink located at Heartside Park.

Total Equipment Usage



Equipment Usage	Activity	2017	2016	2015
	ATLV Hours	0	0	NA
	Backpack Blower (hours)	0	4	8
	Bicycle (miles)	0	0	0
	Billy Goat Hours	4	7	8
	Segway Hours	0	0	0
	Total Equipment Usage	4	11	16

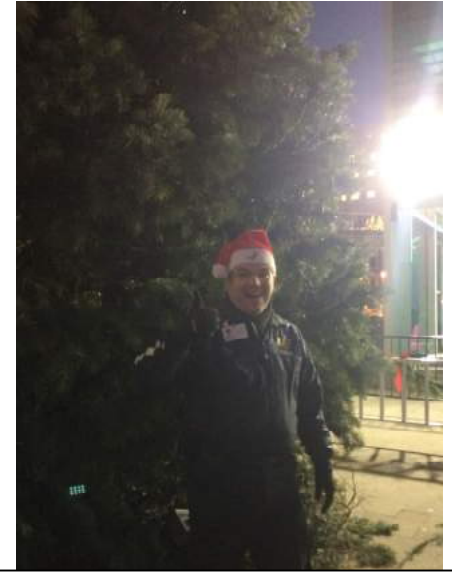
Highlights



Evangeline takes a service call on the Ambassador duty phone.



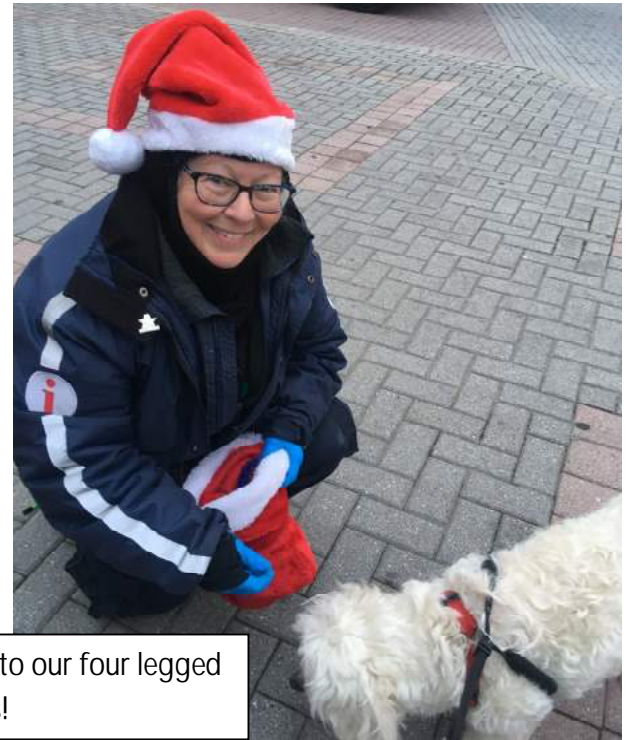
Jared holds door for visitors in the skywalk.



Melvin is ready to assist the Mayor in lighting the holiday tree.



Shannon uses the gator and plow to clear snow from the drop off lane near the Civic Theatre.



Marcia hands out treats to our four legged friends!



Ellen assists a motorist jumpstart their car on Commerce Ave,



Rick helps Megan with setting up the ice rink at Heartside Park.

Statistics Overview

December Activity		2017	2016	2015	2017 YTD
Equipment Usage	ATLV Hours	0	0	NA	186.25
	Backpack Blower (hours)	0	4	8	119
	Bicycle (miles)	0	0	0	652.2
	Billy Goat Hours	4	7	8	159
	Segway Hours	0	0	0	438
	Total Equipment Usage	4	11	16	1554.45
Beautification	Biohazard Clean Up	115	NA	NA	4800
	Graffiti - Removed	37	265	71	3323
	Planters Watered	0	0	NA	4533
	Power Washing (block faces)	0	2	NA	276
	Snow Removal	5146	5072	42	9646
	Trash (Bags collected)	865	733	645	15616
	Weed Abatement	0	0	NA	12043
	Cigarette Butts Recycled	-	-	-	523,078
Total Beautification Activity	6163	6072	758	50237	
Hospitality & Engagement	Business Contact	116	122	75	2079
	Motorist Assist	13	15	1	131
	Observation - Fighting	25	12	23	939
	Outreach Contact	372	414	902	5756
	PA - Directions	397	840	342	11890
	PA - Information	1527	5491	2139	40925
	PA - Other	10052	19166	5413	205882
	PA - Program Information	466	513	297	9986
	Panhandling - Aggressive	50	2	47	1244
	Panhandling - Passive	89	10	67	1686
	Request for Fire/EMS	4	2	12	43
	Request for Police	0	0	6	13
	Safety Escort	79	166	58	1244
	Sidewalk Violation	115	48	70	8875
	Suspicious Package	0	13	1	18
	Suspicious Person	52	14	86	302
	Umbrella Escorts	0	0	9	81
Total Hospitality & Engagement Activity	13357	26828	9548	291094	
Total Ambassador Activity		19520	32900	10306	341331