



# Downtown Grand Rapids Ambassador Report February 2018



# Hospitality

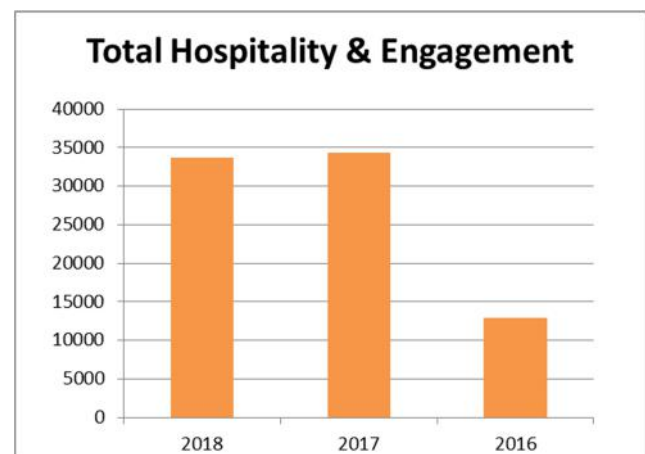


World of Winter kept the team busy tabling events and partnering with DGRI and the Ice Guru to set up and break down ice sculptures stands. The Ambassadors saw an increase in pedestrian traffic downtown allowing us more engagement opportunity in an otherwise slow month.

We had tables inside of Devos at the Boat Show, Golf Show and Auto Show provided opportunities to engage with out-of-towners and people who don't often visit Grand Rapids.

The Ambassador program received Employer of the Year for our work with InterAct. InterAct is an organization that helps people with barriers to employment find meaningful employment opportunities.

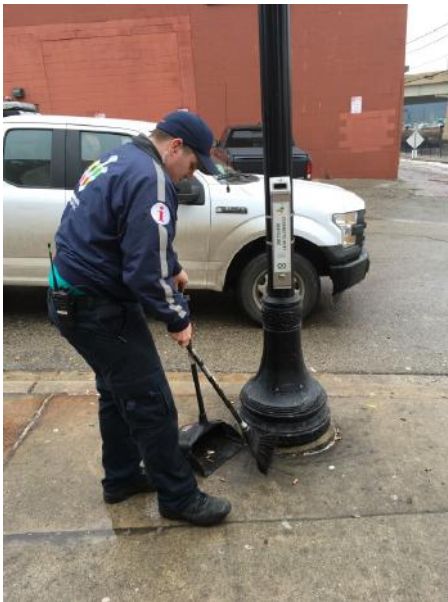
	Activity	2017	2016	2015
Hospitality & Engagement	Business Contact	260	77	111
	Mobility Assist	69	131	176
	Observation - Fighting	12	28	8
	PA - Directions	230	931	556
	PA - Information	7,059	4,033	2,325
	PA - Other	24,593	28,528	9,011
	Panhandling - Aggressive	12	15	15
	Panhandling - Passive	63	105	36
	Request for Emergency Service	10	3	13
	Sidewalk Violation	114	145	72
	Social Services Assist	1,195	272	619
	Suspicious Package	1	2	2
	Suspicious Person	10	17	31
	<b>Total Activity</b>	<b>33628</b>	<b>34287</b>	<b>12975</b>



# Beautification

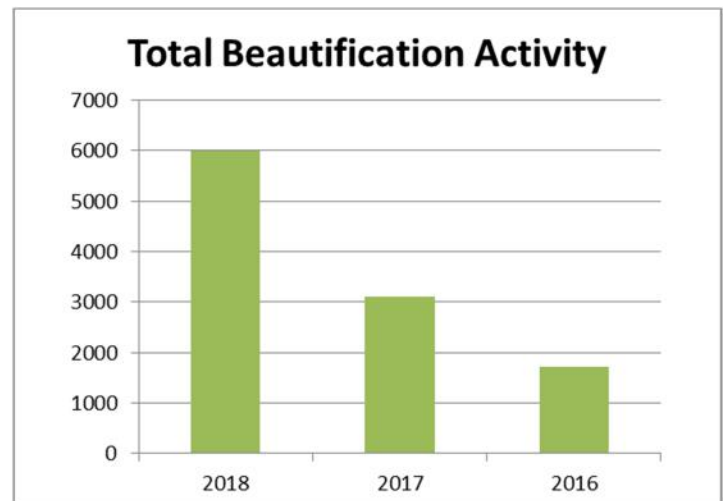


Daniel works to clear snow around Rosa Parks Circle before the Winter Olympics Opening Ceremony.



Megan and Kim of DGRI help the Ambassadors clean after the Chinese New Year Celebration parade.

Beautification	Activity	2017	2016	2015
	Biohazard Clean Up	186	698	NA
	Infrastructure Management	236	NA	NA
	Graffiti - Removed	778	410	61
	Planters Watered	0	0	0
	Power Washing (block faces)	0	0	0
	Snow Removal	3,221	1,273	1,141
	Special Projects - Other	659	NA	NA
	Trash (Bags collected)	910	704	523
	Weed Abatement	0	14	0
	Cigarette Butts Recycled	523,078	172,910	0
<b>Total Beautification Activity</b>	<b>5,990</b>	<b>3099</b>	<b>1725</b>	





# Training

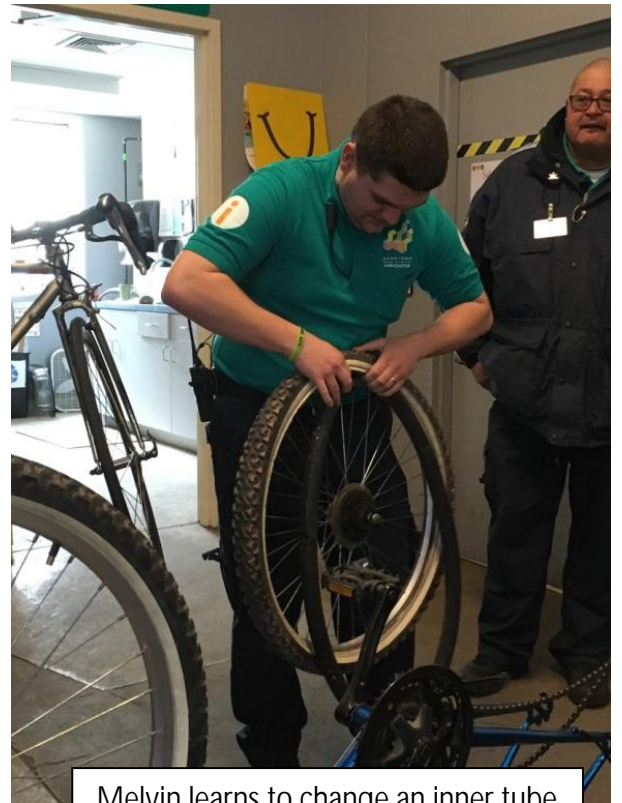


February provided a lot of training opportunities for our team

SMARTSystem training was rebooted and we were able to provide new employees with the tools needed to take credit for their hard work.

The leadership team participated in Opioid training provided by the IDA

With warmer weather coming, SpokeFolks provided general maintenance and repair training to the Ambassadors. Martel was able to focus on the tools we would utilize at the 5 DGRI owned bike stations downtown.



Melvin learns to change an inner tube on a bike tire.



# Special Projects & Initiatives



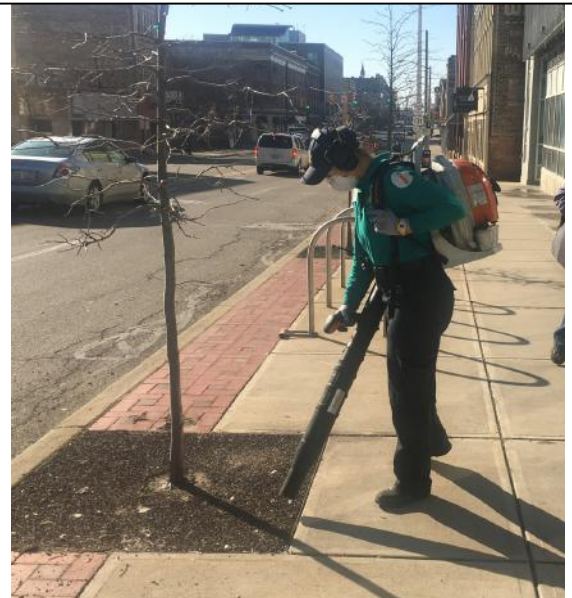
Melvin standing with 20 boxes of cigarette butts ready to go to Terracycle.



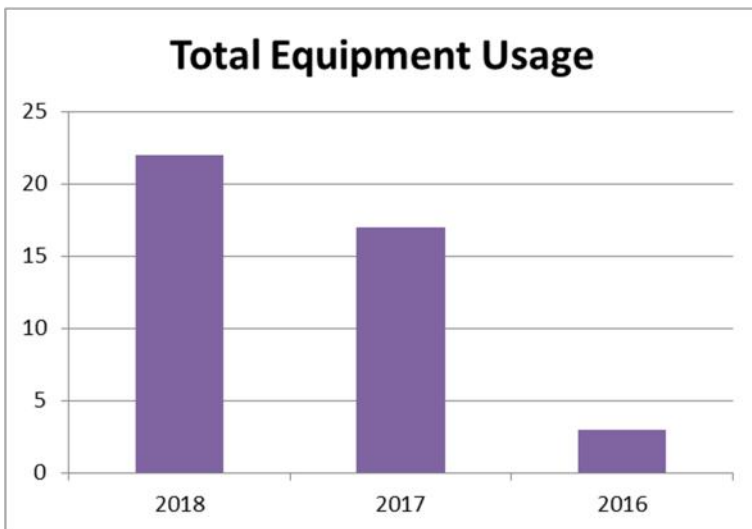
Winter brings challenges that enhance our resourcefulness. Ellen takes a blowtorch to a frozen lock on our cigarette urns.



Rick (above) and Shannon (below) took the opportunity to provide focused cleaning on Division on a warm winter day.



Equipment Usage	Activity	2017	2016	2015
	ATLV Hours	0	0	1
	Bicycle (miles)	0	0	1
	Segway Hours	0	0	0
	Small Equipment (Hours)	22	17	1
	<b>Total Equipment Usage</b>	<b>22</b>	<b>17</b>	<b>3</b>





# Statistics Overview

February Activity		2018	2017	2016	2018 YTD
Equipment Usage	ATLV Hours	0	0	1	0
	Bicycle (miles)	0	0	1	0
	Segway (Hours)	0	0	0	0
	Small Equipment (Hours)	22	17	1	22
	<b>Total Equipment Usage</b>	<b>22</b>	<b>17</b>	<b>3</b>	<b>46</b>
Beautification	Biohazard Clean Up	186	698	NA	442
	Infrastructure Management	236	NA	NA	296
	Graffiti - Removed	778	410	61	913
	Planters Watered	0	0	0	0
	Power Washing (block faces)	0	0	0	0
	Snow Removal	3,221	1,273	1,141	22
	Special Projects - Other	659	NA	NA	6,268
	Trash (Bags collected)	910	704	523	1,541
	Weed Abatement	0	14	0	1,835
	Cigarette Butts Recycled	0	0	0	0
	<b>Total Beautification Activity</b>	<b>5,990</b>	<b>3,099</b>	<b>1,725</b>	<b>11,317</b>
Hospitality & Engagement	Business Contact	260	77	111	571
	Mobility Assist	69	131	176	101
	Observation - Fighting	12	28	8	12
	PA - Directions	230	931	556	501
	PA - Information	7,059	4,033	2,325	9,573
	PA - Other	24,593	28,528	9,011	36,151
	Panhandling - Aggressive	12	15	15	21
	Panhandling - Passive	63	105	36	144
	Request for Emergency Services	10	3	13	13
	Sidewalk Violation	114	145	72	183
	Social Services Assist	1,195	272	619	1,397
	Suspicious Package	1	2	2	1
	Suspicious Person	10	17	31	11
	<b>Total Hospitality &amp; Engagement Activity</b>	<b>33,628</b>	<b>34,287</b>	<b>12,975</b>	<b>48,679</b>
<b>Total Ambassador Activity</b>		<b>39,618</b>	<b>37,386</b>	<b>14,700</b>	<b>59,996</b>