

2. OTTAWA-CARLETON STREET AMBASSADOR PROGRAM-
REQUEST FOR FUNDING

That Council approve a grant in the amount of \$5,000 to contribute to the Ottawa-Carleton Street Ambassador Program, and that funding for this program come from the Provision for Unforeseen.

DOCUMENTATION:

1. Councillor M. Meilleur's report and attachment dated 17 Apr 98 are immediately attached.
2. Extract of Draft Minute, Corporate Services and Economic Development Committee, 5 May 98, immediately follows the report and includes a record of all votes.

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
 MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
RAPPORT

Our File/N/Réf.
 Your File/V/Réf.

DATE 17 April 1998

TO/DEST. Acting Co-ordinator
 Corporate Services and Economic Development Committee

FROM/EXP. Councillor M. Meilleur

SUBJECT/OBJET **OTTAWA-CARLETON STREET AMBASSADOR PROGRAM-
 REQUEST FOR FUNDING**

REPORT RECOMMENDATION

That the Corporate Services and Economic Development Committee recommend Council approve a grant in the amount of \$5,000 to contribute to the Ottawa-Carleton Street Ambassador Program for 1998.

BACKGROUND

The Ottawa-Carleton Street Ambassador Program (OCSAP) was developed by a community partnership representing businesses, regional and municipal governments, social agencies and police services in response to concerns from the public and businesses about the aggressive behaviour of some panhandlers in Ottawa's downtown core. The objective of the program was to address this problem through the presence of teams of "good will" ambassadors providing information to the public and tourists, identifying aggressive panhandlers and communicating problems to the Ottawa-Carleton Regional Police Service.

The OCSAP ran as a pilot project during the summer months of 1997 and during this time made a total of 1,072 personal contacts with panhandlers, 1,060 contacts with the public, 2,422 contacts with tourists and over 200 contacts with businesses. The project received a tremendous amount of positive local and national news coverage. It was well received by the majority of the merchants in the downtown core, 83% of which indicated that it should become an annual program, especially in the summer months during the busy tourist season. Members of the OCSAP Committee believe it was a tremendous success and are encouraging its continuation. (Please refer to Annex A for more details on the 1997 Program.)

This year the OCSAP is scheduled to begin the week of May 4th and run until September 7th, 1998. A total of 6 ambassadors have been hired to date, all candidates returning from last year, and more will be hired as funding becomes available.

CONCLUSION

Last June Council approved a grant request by the OCSAP Committee in the amount of \$5,000 outside the regular budget process. In light of the immediate need to improve police coverage in the Byward Market resulting from the recent increase in activities, we believe that the presence of the Ambassadors will help to ensure the safety of our residents and tourists. The OCSAP Committee is requesting \$5,000 for the continuation of the Program. It is believed that the Program will have a very positive effect in the market area by providing a much needed safety presence.

*Approved by
Councillor M. Meilleur*

SR/

Attach. (1)

**OTTAWA-CARLETON STREET
AMBASSADOR PROGRAM (OCSAP)**

Summer 1997

Evaluation of Pilot Project

***Submitted by the OCSAP Committee
November 1997***

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EXECUTIVE SUMMARY

Introduction

This report is an evaluation of the 1997 Ottawa-Carleton Street Ambassador Program. This pilot project evolved out of concern about the aggression displayed by some panhandlers in Ottawa's downtown core. The Street Ambassador Program was conceived and implemented by a community partnership representing business, government, social agencies, and police services. In a six week period in the spring of 1997, a steering committee secured funding and sponsorships. They then recruited and trained the first team of eight full-time Street Ambassadors. That number would grow to sixteen covering 8 hours a day in the first few weeks of the Program then increasing to 11 hours (two shifts 9 a.m. to 5 p.m. and 12 - 8 p.m.) by the end of the Program, seven days a week until the end of the summer.

Objectives

The purpose of the Program was to address the problem of aggressive panhandlers through the visual presence of teams of "good will" ambassadors that would provide residents and visitors with tourist information as well as information on existing social programs offered in Ottawa-Carleton. The Street Ambassador would identify aggressive panhandlers, communicate the zero tolerance message on aggressiveness and provide a link with the Ottawa-Carleton Regional Police Service.

The Program

The individuals chosen to be Street Ambassadors were studying or had experience in social work, sociology, criminology or law enforcement and demonstrated superior communication skills. They participated in four full days of training that focused on tourism, safety, crisis intervention, existing social programs, mental illnesses, life on the streets and first aid. They worked in teams of two that covered off the Market, Rideau Street, Elgin Street, Sparks Street and Bank Street. Each team had a cellular phone to contact their supervisor in case of an emergency.

Results

The pilot project ran for eleven (11) weeks from June 25, 1997 to September 5, 1997, the Street Ambassadors walked the streets of Ottawa and during this time, made a total of 1,072 personal contacts with panhandlers, 2,060 contacts with the public, 2,422 contacts with tourists and over 200 contacts with businesses.

The Program received a tremendous amount of local and national news coverage. Merchants who were surveyed agreed that the Program had an effect on the reduction of aggressive panhandling in their place of business and 83% indicated that it should become an annual program. Members of the Regional Police Service were very pleased as were the affected Municipal and Regional Councillors and Business Improvement Areas. However, some individuals felt that the programme did not go far enough to address the problem as they were hoping to eliminate "panhandling" in its entirety.

The working committee that implemented the Program was very pleased with the candidates chosen for the Program and with their performance. From all accounts it is believed that this pilot project has been considered a tremendous success and we recommend that consideration be given for its continuation.

BACKGROUND

For the past several years, there has been an increasing number of panhandlers in the downtown core of Ottawa, and recently, a dramatic increase in aggression on the part of some panhandlers. There was an overwhelming fear and a growing intolerance by merchants, residents, tourists and the general public with this aggressive behaviour.

There was also frustration on the part of merchants who felt that the Regional Police Service did not devote enough attention to the issue of panhandlers. Police officers are limited in their ability to respond to calls dealing with panhandlers because of the demands for higher priority calls. Moreover, complainants often do not want to get involved or press charges for related offences.

With the oncoming tourist season, where an annual estimated 5.5 million tourists would visit our Region spending in upwards of \$600 million in local hotels, restaurants and retail stores, there was a tremendous need identified by the community for an immediate resolution to this problem. Merchants believed the aggressive panhandlers would give tourists and shoppers a negative image of Ottawa-Carleton which would in turn negatively affect their businesses. Many residents who complained about the aggressive panhandlers indicated that they felt uncomfortable and were afraid for their safety. A few indicated that they would not shop in areas where they would be harassed. Some merchants were even prepared to hire their own private security service or retired police officers to ensure that their businesses did not suffer because of panhandlers harassing their customers.

In April 1997, after receiving many calls from concerned citizens and merchants that panhandlers were becoming increasingly aggressive, Regional Councillor Madeleine Meilleur and Dawn Dannehl, Executive Director of the ByWard Market Business Improvement Area, organized a meeting to address this issue. Businesses, members of the Regional Police Service and local social agencies were assembled to discuss this problem and identify possible solutions.

All participants at the meeting acknowledged the problems and agreed that action had to be taken. The meeting resulted in a partnership which includes members of the Regional Police Service, Social Service Agencies, Ottawa-Carleton Regional Health Department, representation from the Business Community and City and Regional Governments. The group committed to implementing a program for 1997 and within weeks they had eight Street Ambassadors trained and present on the streets of downtown Ottawa. By the end of the summer, there was a total of sixteen full-time Street Ambassadors --- six females and ten males --- taking part in the Program. Most of them were

studying or had experience in either social work, sociology, criminology or law enforcement.

The working group acknowledged that panhandling is not just a policing problem, a social problem, or a business problem. Panhandling is a community problem. Panhandlers are part of our community and they have a right to be on the streets. However, people also have the right to feel safe and not to be harassed and intimidated into giving money. The group did not attempt to get rid of panhandlers or resolve the broader socio-economic causes. Its goal was to respect the rights of residents, tourists, merchants and passive panhandlers. The main target of the Program was to ensure that aggressive behaviour on the part of panhandlers would not be tolerated.

- **Objectives of the Program**

The purpose of the Program was to address the problem of aggressive panhandlers in the downtown core through an increased visual presence on the streets, public education and intervention. Street Ambassadors' mandate included:

- acting as "good will" ambassadors, patrolling the streets and providing visitors with tourist information;
- providing a visual presence and a sense of safety on the streets;
- providing public education on the existing social services offered by the Regional Municipality of Ottawa-Carleton;
- encouraging the rechanneling of money to social agencies to ensure "effective giving";
- providing a link to the Regional Police Service by identifying aggressive panhandlers and becoming the complainant, if necessary, to deal with the situation.

- **1997 Program**

The Program was modelled after a program in Evanston, Illinois and was modified to respond to the needs of Ottawa-Carleton. It ran for eleven (11) weeks, from June 25 until September 5, 1997, during Ottawa's peak tourism season.

During that time, the Street Ambassadors made a total of 5,554 contacts, 2,060 were with the general public, 2,422 were with tourists, and the remaining 1,072 contacts were made with panhandlers. Out of the 1,072 contacts with

panhandlers, 63 calls for service were placed with the officer on-call for assistance because the panhandler was intoxicated and/or aggressive. (Please see Appendix D for more information on contacts.)

The Regional Police Service was instrumental in the success of this program. In addition to contributing financially, they participated in the training and provided the resources of one officer to supervise the Street Ambassadors. While on duty four days a week, Senior Constable Wayne Niemi was on-call and provided assistance to the Ambassadors when required.

The total amount of funding raised for the Program in 1997 was \$59,800, half of which (\$31,300) was raised in the business community. Expenses totalled approximately \$52,000 (some expenses are still outstanding). (Please see Appendix E for more details on the budget.)

EVALUATION

The committee felt very strongly about measuring the results of this pilot program in order to illustrate its impact and to improve it should it continue. The collection of quantitative information on resolving the problem of aggressive panhandlers proved difficult as information from previous years had not been collected.

With regard to the number of calls for service received by the police to address this problem, the Regional Police Services does not have a classification specific for "aggressive panhandlers". Calls to address such issues would be recorded under a "disturbance" category which includes various other offences. It is therefore impossible to quantify the decrease of calls for service, for these problems, received during the pilot project as compared to previous summers. Interviews with affected officers corroborated that the Program did have a positive effect and that in fact fewer calls for service were received. (Please refer to Appendix C, an interview conducted with members of the Regional Police Service.)

The collection of quantitative statistics from tourists and the general public also proved difficult. However, reactions from tourists as well as residents have been captured in local and national news coverage of the Program. On the whole, the coverage was very positive. (Please refer to Appendix B.) As well, the Street Ambassadors received literally hundreds of positive comments and accolades regarding their efforts. From all information sources relating to this problem, complaints about aggressive panhandlers decreased after the implementation of the Program.

To determine the level of satisfaction of the merchants with the Program, an opinion survey was distributed to 175 businesses in four different Business Improvement Areas (the ByWard Market, Rideau Street, Bank Street and the Sparks Street Mall) as well as businesses on Elgin Street. Businesses were randomly chosen from a list of each B.I.A. membership. As there is no B.I.A. for Elgin Street, the survey was randomly submitted to every third business on the street. A total of 84 surveys were filled-out and returned. Merchants were asked to rate on a scale of 1 to 5 (1 being the lowest) their level of satisfaction or agreement with eight statements. For the purpose of this evaluation we considered those who rated 3 as being neutral, those who rated 4 and 5 were in agreement and those who rated 1 and 2 were in disagreement.

The remainder of the groups affected were invited to comment on the Program. Although areas for improvement were suggested, members of the Regional Police Service indicated that they were pleased with the Program as were the

social agencies, the affected municipal and regional councillors, and business improvement areas.

- **Survey Content**

The opinion survey used in this evaluation was devised by members of the working group for the Ottawa-Carleton Street Ambassador Program. The survey was designed to collect information on:

- a) the effectiveness of the program on the reduction of aggressive panhandlers and customer complaints;
- b) awareness of the Program and the role of the Street Ambassadors;
- c) the visibility of the Street Ambassadors;
- d) the opinion of the merchants for the continuation of the Program as an annual Program during the summer months.

- **Key Results**

- 65% of respondents were neutral or in agreement that aggressive panhandling had been significantly reduced in the downtown core
- 83% of respondents indicated that they were aware of the presence of the Street Ambassadors
- 71% were either neutral or agreed and the Street Ambassadors were visible
- 83% of respondents agreed the program should become an annual program

- **Coverage by Local and National Media**

The Ottawa-Carleton Street Ambassador Program attracted tremendous media coverage during its term. The following are extracts from local and national news coverage of the Program. (Please see Appendix B for newspaper articles.)

“They will never ride home in a limousine or host a fancy embassy reception but a group of young men and women are working as ambassadors for Ottawa. They work on the streets of the Nation’s Capital and their difficult agenda includes answering tourists questions to dealing with abusive panhandlers.” . . . “Back on the street there is a difference, what it seems, most are happy with and businesses say the ambassadors have

a positive presence.” . . . Business Women: “I think in general customers are happy they’re not encountering the panhandlers.” “I don’t have as many street people coming in off the street in to the restaurant.” “The Street Ambassadors hope their success catches on. Cities including Calgary and London, England are interested in imitating the programme.”

CTV News - Lloyd Robinson, August 1997

“They’re on a diplomatic mission. They’re Ottawa’s new Street Ambassadors in training for the tourist season. . . . They tour downtown Ottawa and part of the job is asking aggressive panhandlers to move along. . . . And tourists love the welcome wagon.”
Peter Saunders (Tourist) *“It’s nice to know when you see somebody with that sort of uniform on that they’re gonna be able to talk to you and you’re gonna get the information you want without any great problem. I mean it’s a tremendous idea and more cities should have it.”*

CJOH News, Vivian Lee, July 1997

“Jonathan Ross and Joe Moores were only on the street for five minutes when a drunk approached them. . . . Sporting a Tilley hats and clad in bright yellow-and-blue jackets, Ross and Moores helped their first customer find what he asked for --- a detox centre. When they discovered he was unable to walk another step, they called police on their cell phones and sent him off in a cruiser to sober up. . . . Claude Raymond, manager of Oregano’s restaurant, said local businesses are glad to see the workers, because aggressive panhandlers often harass customers.”

The Ottawa Sun, July 5, 1997

“This program was unique in that it represented a true partnership between the Ottawa-Carleton Regional Police, social agencies and the business community. It was a community solution to a community problem.”

The Ottawa Citizen, September 17, 1997

Comments by:

- **Police**

“Congratulations to: the Committee members, who took a concept that we had read about in a U.S. policing journal and developed a program that was unique to Ottawa-Carleton; to the Street Ambassadors, who walked the streets and made this pilot project the success that I believe it was; to all of those who contributed funds - by doing so you demonstrated your belief in partnerships to address community problems.”

Inspector Sheila Dunlop - Inspector for District 3

(Includes Rideau Street and the ByWard Market Area)

“Program seemed to work. They are not police officers but they did what they could, they intervened in some situations and got people to move along. The reaction I got from businesses along Bank Street was that they were quite pleased with the program.”

**Constable Lou Hogan - District 1
(Includes Bank Street and Centretown)**

• **Business Improvement Areas**

“The need for a program to reduce aggressiveness in panhandlers was obvious. Residents were no longer enjoying our communities as they had in the past. The Ottawa-Carleton Street Ambassador Program achieved this objective and I feel it is a program that should be continued and improved upon next year.”

**Dawn Dannehl, Executive Director
ByWard Market B.I.A.**

“Overall the program was well received and did have an impact. However I never knew who I should be calling to report a problem. I would like to see a similar program next year, but would like to have a Street Ambassador assigned to my area on a regular basis.”

**Peggy Ducharme, Executive Director
Rideau Street B.I.A.**

“Very happy with the program although the Street Ambassadors did not visit the Sparks Street Mall often enough. I would like to see more of the same next year. Since the police force has taken away our beat cop after 20 something years, we rely only on the site staff and the Street Ambassadors. It is a wonderful program, it was good for public perception and safety although it cannot replace an officer.”

**Ken Dale, Executive Director
Sparks Street B.I.A.**

“The Street Ambassador Program appeared effective in the beginning, but as it ran its course, its effectiveness seemed to diminish.”

**Jerry Lepage, Executive Director
Bank Street B.I.A.**

• **Social Agencies**

“We were in support of the program and had only positive comments from our clients.”

**Diane Morrison, Executive Director
The Mission**

**Connie Woloschuk, Executive Director,
The Salvation Army**

**Sheila Burnett, Executive Director,
The Shepherds of Good Hope**

- **Ottawa Tourism and Convention Authority**

“We believe it was a good program and we would be happy to participate again with the tourism component of the training which was an integral part of the program’s success and beneficial to the Region.”

**Leslie Miller, President
Ottawa Tourism and Convention Authority**

- **Municipal/Regional Councillors**

“The general comments I have received were positive. People felt it had a good effect, however, others have told me that the Program did not resolve the problem, it only made people move around.”

**Stéphane Énard-Chabot
City Councillor - Bruyère-Strathcona Ward
(Includes Lowertown and Sandy Hill)**

“I’m very pleased with the partnership which was created in implementing the Ottawa-Carleton Street Ambassador Program. With the co-operation of all the partners, we were able to find a community-based solution to a community problem. I hope the Program will continue and that more partnerships are realized.”

**Madeleine Meilleur
Regional Councillor - Rideau-Vanier Ward
(Includes Lowertown, Sandy Hill and Vanier)**

“I think the Ambassador Program is a great initiative and an excellent private-public partnership to help with both tourism related duties and to assist those people on the street that need our help. I hope the Program continues and is expanded to other parts of the City.”

**Jim Watson
City Councillor - Capital Ward
(Includes the Glebe)**

“I think the Ambassador Program has done a great deal to assist the Ottawa-Carleton Regional Police Service and the community cope with the concern of panhandling in the downtown core. This initiative has enabled the police to be kept informed while tending to more serious problems. The Ambassadors Program is making it possible to deal with panhandling on a social level rather than arresting those who are quite often disadvantaged individuals in our society.”

**Brian McGarry
Regional Councillor - Capital Ward
(Includes the Glebe)**

“I don’t feel the program had much of an impact, people would just move and then come back. It helped to some degree, probably did a lot for the tourists, but did not address the source of the problem, whether it was the sale of cheap liquor in local grocery store, or mentally ill people on the street.”

Elizabeth Arnold
Municipal Councillor - Somerset Ward
(Includes Centretown)

“The Program is one piece of the puzzle, one component of the actions which need to be taken to reduce problems with panhandlers.”

Diane Holmes
Regional Councillor - Somerset Ward
(Includes Centretown)

CONCLUSION

The Street Ambassador Committee is very pleased with the partnership between the police and the community which took place to implement this initiative. It recognises that some improvements must be made, but considers the Program a tremendous success and recommends its continuation. The following initiatives would be undertaken should the Program be continued:

- Establishing partnerships with volunteer programs in order to provide more coverage and reduce costs.
- Expand partnerships with other social agencies.
- Assign Street Ambassadors to specific areas.
- Increase direct communication between Street Ambassadors and merchants, etc.
- Develop a five-year plan to ensure that the Program becomes self-sufficient.
- Provide the Program from the beginning of May until the end of September annually.

The total budget raised for the Street Ambassador Program for 1997 was \$59,800 (\$51,800 received to date), half of which (\$31,300) was raised by the business community. Expenses for the operation of the Program were approximately \$52,000 (some invoices are still outstanding.) The Committee is hoping to raise funds in upwards of \$80,000 to operate the Program in 1998.

THE OTTAWA SUN - MAY 27/97

New 'ambassadors' to keep tabs on downtown's aggressive panhandlers

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City no haven for handouts

By STEPHANIE RUBEC
Ottawa Sun

The police services board will shell out \$10,000 to put some more "ambassadors" in the city.

But unlike the diplomats who live in the posh confines of Rockcliffe Park, these ambassadors will be operating on the streets of Ottawa in an attempt to make them safer.

Under the program, 15 teams of two will patrol downtown streets helping tourists and locals deal with aggressive panhandlers.

The workers, who will be clad in

bright yellow jackets, will ask people to donate to social agencies instead of panhandlers, and will call police if any of the street people get too aggressive.

"It used to be there was a set of rules (panhandlers) would follow, but not anymore," said Rick Malloch of the Business Forum on Crime Prevention.

"There's a perception of safety here we want to deal with," said Malloch, a security officer who has been pushing for the program.

'It used to be there was a set of rules (for panhandlers).'

"Something had to be done, not only for tourists, but for people walking to work," added regional Coun. Madeleine Meilleur. "We cannot tolerate this anymore."

The \$100,000 pilot project is expected to be up and running by mid-June, and ends in September. Ninety percent of the funding comes from local business and corporate sponsorships.

Malloch said students and graduates who want to enter the police force or the field of social studies will be hired as ambassadors within the next few weeks.

The project will focus on problem areas in the Byward Market and Centretown, but organizers will be looking at other spots in the region where the teams might be needed.

Patrol targets trouble spots

By JASON BROWN
Ottawa Sun

Jonathan Ross and Joe Moores were only on the street for five minutes when a drunk approached them.

They couldn't have been more delighted — it's their job.

Ross, 23, and Moores, 24, are two of the region's new Street Ambassadors, a new patrol that hit the street in the Byward Market yesterday.

Under the \$100,000 program — backed by the region, city, police and area business and social agencies — six teams of two will patrol downtown streets helping tourists and locals deal with aggressive panhandlers. They'll also help tourists find their way around the city and direct panhandlers to social welfare agencies.

Sporting Tilley hats and clad in bright yellow-and-blue jackets, Ross and Moores helped their first cus-



DEREK RUTTAN, SUN

HELPING HAND: Street Ambassadors Joe Moores, left, and Jonathan Ross help a drunken man make his way to a detox centre.

tomers find what he asked for — a detox centre. When they discovered he was unable to walk another step, they called police on their cell phones and sent him off in a cruiser to sober up.

The ambassadors are also equipped with plastic gloves as a precaution, since organizers say 80-85% of panhandlers are either HIV positive or have some form of hepatitis.

In five days of training, the ambassadors were also taught non-violent intervention techniques.

Sarah Palmer, 24, one of only two women in the program, admitted she had some concerns for her safety.

"I do worry," said the petite Palmer. "I'm not unaware of my size. Even being a woman, I don't think the street people take me as seriously as some of the guys."

Palmer will likely be joined by another 15 ambassadors by the end of September.

Claude Raymond, manager of Oregon's restaurant, said local businesses are glad to see the workers, because aggressive panhandlers often harass customers.

Bob Silverstone of Lou's Boot Corner agreed: "The panhandlers and the drunks are killing the Market."

Tourist ambassadors patrol city streets

Program aims to make neighbourhoods safer

BY RUTH DUNLEY
The Ottawa Citizen

Ottawa's new ambassadors hit the streets yesterday, prepared to act as guardian angels to tourists and panhandlers alike.

"The idea of having street ambassadors greeting our tourists, helping them out and dealing with the perception of safety is a really smart idea," said Rick Malloch, chairman of the Business Forum on Crime Prevention, one of the organizations involved in the program.

Dressed in khaki shorts, running shoes and bright blue and yellow jackets, street ambassadors have been employed to patrol the Byward Market, parts of Bank Street, Rideau Street, Elgin Street, Sparks Street and the Glebe. There are currently 12 ambassadors, who work in pairs, but Mr. Malloch said an additional eight to 10 people may be hired in the coming weeks.

The program is receiving financial support from local businesses, the police services board, city and regional government.

Armed with phones, first-aid kits and plenty of tourist information, ambassadors will keep an eye out for problem street people and tourists in distress. The program also aims to discourage people from giving handouts to panhandlers while encouraging donations to places such as the Salvation Army instead.

"A lot of the money that's going to support panhandlers is either going to support a drug or alcohol habit," said Mr. Malloch. "(Ambassadors) will explain that if (people) want to give, they should give to the organizations that are helping these people out."



ALICE OLIVER, THE OTTAWA CITIZEN

Doug Mirau, left, one of the new street ambassadors, shares a laugh with panhandler Ronnie Kirkpatrick.

The street ambassador idea was hatched about 10 weeks ago by a task force of local businesses, social agencies, police and politicians looking for ways to improve tourism while combatting panhandling at the same time.

"When a customer or tourist is approached by an aggressive panhandler ... those customers or tourists don't complain to the police," said Mr. Malloch. "They just decide they're not coming back."

Working closely with police, street ambassadors have been trained to report any incidents of aggressive panhandlers or street people.

Police and some politicians agreed that panhandlers are beginning to harass others at an alarming rate.

Const. Wayne Niemi, who will be

them off or trying to get rid of them," he said.

Ambassadors have been instructed to direct panhandlers to social agencies, such as the Shepherds of Good Hope or Salvation Army if they are in need of food or shelter. And, if a panhandler becomes angry or violent, police will be alerted.

"Coming into contact with these people on a regular basis, you realize they're just normal people down on their luck," said Neil Roy, 24, an ambassador who has already worked some training shifts on the street. "They're just looking for someone to listen, or point them in the right direction."

Mr. Roy, a third-year sociology student at Carleton University, said he has already had the opportunity to help both tourists and street people. One man asked him for help finding a detox centre. Mr. Roy said he quickly called police, who were able to provide transportation for the man.

"He was fairly intoxicated and he wouldn't have been able to make it on his own," Mr. Roy recalled.

On another occasion, he was able to put his language skills to use to help some visitors from overseas.

"They didn't expect it at all," he said, remembering how surprised the tourists were to be approached by someone who could help them in their own language, Hindi.

Doug Mirau, an ambassador who used to work at the Salvation Army and The Mission, said his previous work with street people has helped him in his new job.

"It's made a lot more comfortable for me," he said, taking time out to talk to two men he befriended while working at The Mission.

"Every time I go to panhandle he's going to bust me!" laughed Ronald Kirkpatrick, a frequent panhandler. "But we'll still be friends."

Ambassadors' panhandling solution a short-term cosmetic exercise

The effort to deal with begging this summer by instituting an "ambassadors" program, as described in the July 5 article, "Tourist ambassadors patrol city streets," demonstrates an incredible level of naiveté.

It is patronizing in its approach to panhandlers and in its inability to understand their situation. It is naive when it presumes Ottawa residents have to be "educated" about panhandling. It is naive when it pretends that panhandling is a problem exclusive to Ottawa.

In virtually every major city throughout the world, there are problems of people living in extreme poverty. Visitors to Ottawa are not encountering a new phenomenon. It is an exaggeration that panhandlers pose a major threat to tourism; 5.5 million visitors are expected in Ottawa this year. The message of the ambassadors is clear: if the beggars can't be seen, the problem does not exist. Ostrich power rules OK.

The people who stand to gain most from the program are the ambassadors themselves. Not only because they have a decent job for the summer, but more important because they will have the opportunity to get to know these beggars as people.

If they do their job properly, they will learn something of these people's lives, and perhaps begin to realize that living in poverty and having to resort to begging and/or to handouts from food banks is not a career choice. They will perhaps begin to appreciate that given sufficient encouragement and opportunities most street people would willingly do something more constructive for themselves.

If, after a summer on the streets, the ambassadors learn to understand that "there but for the grace of God go I", they will have done a good job ... for themselves.

When the ambassadors leave at the end of the summer, all the knowledge gained about those street people and their situation will also leave. Ultimately, it is a waste of resources.

The ambassadors' solution to panhandling has additional consequences. It addresses the effects of living in chronic poverty and not the causes. It also implies that begging is a problem of law enforcement. It is not,



MIKE OLIVER, THE OTTAWA CITIZEN

Ambassador Doug Mirau, centre, talks to Ottawa streetpersons, Ronnie Kirkpatrick, left, and Mike Bisson.

it is a social issue. The public perception of beggars as criminals is underlined by the use of ambassadors and the involvement of law enforcement officers. The use of ambassadors reinforces a feeling of inadequacy for those people whose lives are in disarray and it ensures that they remain a marginalized sector of society.

As we approach the 21st century, isn't it about time that we discarded 19th century attitudes to poverty? Shouldn't we be looking for constructive ideas to address the needs of the disadvantaged while building up their self-esteem?

I work in the community jobs program that deals directly with disadvantaged people. The object of the program is to find short-term work opportunities for these people. The

majority of this disadvantaged group are desperate to work. They want to work for the same reasons anyone else wants to work. For the money certainly, but also for the self-esteem and dignity gained from being a useful member of society.

Even a few hours work a week can have a significant impact on the outlook for these people. Once people begin to believe in themselves, they begin to realize that it is possible to change their lives. The National Forum on Health recently produced a report, "Canada Health Action: Building on the Legacy," identifying unemployment as the number one health problem in Canada.

The community jobs program is one example of the constructive approaches that are needed to counter the

problems of extreme poverty.

The program shows what is possible; its continuation and the implementation of other long-term effective solutions are going to depend on the will of people in government, business and social agencies to face up to the difficulties and to fully engage in the task.

The ambassadors are here for the summer. Come September, let's wave them goodbye and turn our backs on any more short-term cosmetic exercises.

The community jobs program is a joint initiative of Centre 507, Centre 454 and St Luke's Lunch Club. For more information about this program please contact at 233-4502.

**Hugh Griffin, co-ordinator,
Community Jobs Program, Ottawa**

Cruising for boozing

Street Ambassadors get a handle on unruly panhandlers

Earlier this month, the city, police and area businesses kicked off a new program called Street Ambassadors.

Sun reporter Jason Brown spent a day on the street with two of them.

IT'S 10:30 a.m., only half an hour after Doug Mirau and John Ross started work, and already they've got trouble on their hands.

Mirau and Ross are part of Ottawa's Street Ambassador program, an initiative to help tourists, but more importantly, tame the growing problem of aggressive panhandlers on city streets.

They're assigned the Rideau St. beat, one of the busiest tourist areas because of its proximity to the Byward Market, the Chateau Laurier and nearby Parliament Hill.

And wherever there's a lot of people, there's panhandlers.

The two have gotten to know many of the panhandlers on a first name basis, including Eugene, the source of their current problem.

Eugene, who doesn't want his last name published, is sitting across the street from the Booth St. Salvation Army, taking a long pull from a plastic bottle, when Mirau and Ross notice him. He tries to hide it under his jacket as the pair in their matching white T-shirts and khaki shorts approach.

Armed only with cell phones and their wits, the ambassadors have no policing authority. To get what they want, Ross says, they often try to bargain with cigarettes — but Eugene won't trade his bottle for a smoke.

"He's just started drinking, so he's fine right now," Ross says. "But by this afternoon, he'll be out of control."

Eugene's drink of choice this morning is a one-litre jug of Listerine, which, with an alcohol content of 22%, provides a cheap buzz for street people who can stand the taste.

Already, after just a few days on the job, Mirau and Ross say they can't stand the smell of Listerine or sherry anymore.

"If we can cut off their supply, that would be great," Ross says.

Part of the ambassadors' jobs is to inform local businesses of what



DEREK RUTTAN, SUN

STREET BEAT: Doug Mirau, left, and John Ross speak to a man on Sussex Dr. The new Street Ambassador program aims to keep Ottawa safe from aggressive panhandlers.

they can do to discourage aggressive panhandlers. Mirau and Ross have already made the Wine Rack on George St. a regular stop on their route.

"We don't serve anybody who's drunk, that's the bottom line," says manager Ian Whamond, adding, "If there's alcohol on their breath that doesn't necessarily mean they're drunk."

But Whamond draws the line at Ross' suggestion that he keep a list of people who should not be served because of chronic alcohol abuse.

"No, you don't have the authority to do that," Whamond says. "Maybe if the

police did it, but there are civil rights in this country."

Whamond said the store does have a list of about 20 people whom he won't serve because they've been hostile or harassed store workers in the past. But other than that, he believes customers should be allowed to come and go as they please.

After doing a circle of several blocks, the two ambassadors run into Eugene again at 11:15 a.m. He's not as pleased to see Mirau and Ross this time — and his language shows it.

An hour later, the two find him passed out near the entrance of the Quality Hotel on Rideau St., his head resting on the near-empty mouthwash bottle.

"Sometimes when they pass out we can take the bottle," Ross says. "Not this time, though."

"If he gets up and starts walking around, he'll just be a danger to himself and the public," says Mirau, shaking his head. He pulls out his cell phone and calls for help.

Within 15 minutes, Const. Wayne Niemi, the ambassador's direct contact with the police, pulls up in a grey GMC Safari minivan that's been refitted to serve as a paddywagon.

He loads Eugene into the back and takes him to the Shepherds of Good Hope to sober up.

But Eugene is just their first "client" of the morning. By now, most of the street people have been drinking for several hours, and it shows all down the street.

After talking with several panhandlers who are too drunk to make much sense, the two meet up with Mike at the back door of the Bay.

It's 2:15 p.m. and Mike is passed out in a heap. Const. Niemi returns

to the rescue.

"I forgot, he's a drug user," Mirau warns Niemi as the cop searches Mike's bag.

Mirau means that, like as many as 85% of local street people, Mike could be either HIV-positive or have some type of hepatitis. He and Ross carry disposable plastic gloves in case they have to have physical contact with them.

Two minutes later, the pair rush down the block to deal with Eddie, who is screaming at passersby between gulps of sherry. "Get the f--- away from me," he yells at them before undoing his fly and urinating on the spot.

Both Mirau and Ross say Eddie, in his 50s or 60s, is generally a docile person, but his stream of abuse is just part of the unpredictable street life they're trained to deal with.

After Niemi arrives and takes Eddie to detox, Mirau and Ross shrug off the incident.

One thing they've already learned, says Ross, is not to take such encounters personally — it's just the booze.

Besides, they know they'll be back to face Eddie and his cohorts tomorrow.

'Sometimes when they pass out we can take the bottle'

Eugene's drink of choice this morning is Listerine



DAVE BROWN
BROWN'S BEAT

a large package of diapers and under the other, a spitoon. He might say something like: "Hang him quick. I gotta go to the bathroom." A quick reply would be sent to Mr. Greenway telling him to disregard the message.

But this is bureaucracy. Nobody answered until this Aug. 11, when a letter was mailed from London. "Summons to Juror," it was titled. Present your live warm body at the Elgin Street Courthouse in Ottawa on Sept. 15. By now Mr. Greenway didn't know where to write for a reasoned response. Lon-

don? Toronto? Ottawa?

So he wrote to this desk.

Yesterday, I had a telephone conversation with Ottawa jury clerk **Bill Kilrea**, during which Mr. Greenway's worries were dissipated. He has been notified he can ignore the call to duty. "The age limit used to be 69. Now it goes to any age, if the person feels up to it," Mr. Kilrea said.

Downsizing and computers explain letters being mailed out from different cities. That bureaucrats and politicians don't answer their mail is one of life's unsolved mysteries.

The Source. Right here.

Kathryn Preston passed along this did-you-know type message recently.

Part of the package we get when we buy car insurance is a \$25,000 death benefit. It's mandatory and included in all policies.

What isn't generally known, said Ms. Preston, is that the money is payable only to dependents. In other words, an insurer would pay out the

full amount if the insured was a married person with children. A single person with no dependents wouldn't qualify. One can't name beneficiaries under this clause. The insurer would have to pay something for funeral expenses but would save in the area of \$20,000 in the road death of a single person.

I made calls to insurance connections, and Ms. Preston's observations were confirmed.

It was her reason for contacting me that made my day. She thought the death benefit was discriminating in that single persons had to buy something from which they got less benefit.

She called the Ontario Insurance Commission in Toronto to complain.

"She (the OIC agent) told me to call you, because you seem to be on the case on insurance issues."

Brownie points

Ottawa's new street ambassadors program has passed its test, and **Catherine McKenzie Cajka** of

Raleigh, North Carolina, is a happy visitor who promises to return.

The program sees young people in distinctive jackets patrolling the capital's core looking for any opportunity to help. Ms. Cajka was with a friend who stubbed a toe, and it was bleeding and painful. They were at Confederation Square, where the injured friend was going to wait while Ms. Cajka found water and a bandage.

"I never got a chance," she writes from her home. Two street ambassadors showed up with a first-aid kit, bandaged the toe, and the walking tour continued. "A well implemented program," the visitor says.

She also felt her spirits lifted during her visit when she found a ticket on her car's windshield. She had parked too long. "It was a courtesy ticket, telling me to enjoy my stay."

The happy Raleigh resident says: "I'll be back again soon."

Read previous columns at <http://www.ottawacitizen.com>.

New program declared a success **Ambassadors a hit**

By JASON BROWN
Ottawa Sun

The regional police officer in charge of the new Street Ambassador program declared the first official weekend of the program a success yesterday.

"It went quite well, actually," said Sgt. Angelo Fiore. "We're quite encouraged."

The ambassadors are responsible for keeping an eye on aggressive panhandlers as well as helping tourists with information.

Since last Wednesday, when they got a head-start on their beats accompanied by cops, the

ambassadors have logged 31 "contacts" with panhandlers, Fiore said.

"To tell you the truth, I didn't expect they would get into these numbers this soon," Fiore said.

Of those 31 people, all but five were intoxicated. A total of 20 of them were actually panhandling. Only two were women.

"We haven't had any incidents with these 31," Fiore said. "Hopefully we won't, either, but we'll have to take things one day at a time."

There are 12 ambassadors working in teams of two in various locations of the city.

TUES July 2, 1977

July 16/17 Ambassadors hope to reduce street aggression

The success of the street ambassador program is the result of the efforts of many organizations and individuals ("Ambassadors' panhandling solution: a short-term cosmetic exercise," July 8).

Our partners include representatives from social agencies, government, police and business. From the beginning, we clearly understood that we would not be able to solve all of the world's (or the region's) problems, that we were not even going to try to "re-invent" the wheel that the social agencies are working with.

However, we had one concern that was having a serious effect on our community and we felt that it would be worth trying to identify a solution.

The problem: The level of aggressiveness we are seeing on our streets and the impact this is having on our community.

You only have to talk with a city or regional councillor responsible for the downtown area to begin to understand the growing problem.

If they are not able to convince you, talk with one of the regional police officers responsible for patrolling the area or talk to someone with the Business Improvement Area offices that represent the business community.

This problem is having a real impact on our community.

Many of the less fortunate people on the streets are impacted by this problem and also hope for safer streets.

The street ambassadors are not intended to be outreach workers. They are on the streets attempting to identify the small percentage of people who are aggressive and ensure that region-



PAT MCGRATH, THE OTTAWA CITIZEN

Safer streets is goal for program, Rick Malloch says.

al police have the opportunity to deal with them.

And they are educating the public that giving money to street people may not be the most effective way of helping them; that there are great programs that could use their support which can better help those who need it.

For example, a job program that may get them some work!

As a positive secondary benefit, the ambassadors are also greeting our tourists and providing a public service to our visitors.

Perhaps it would have been to Hugh Griffin's benefit to take the opportunity to communicate with any one of the many representatives of the street am-

bassador program prior to writing his July 8 letter.

At no time has the program ever intended to "sweep anyone under a carpet." We have always acknowledged that street people have the right to be on the streets and are a part of our community.

Our goals have always been to simply reduce the level of aggressiveness that we have seen on our streets. I believe that had he talked with us, the tone of his letter would have been different.

I am also surprised that the people from the community jobs program are not more aware of the concerns of the business community and residents with regards to this problem.

I would have suspected that businesses and the community would be valuable assets to these organizations when trying to seek short-term employment and that a better understanding of each other's problems would facilitate greater support.

I would hope that the people at Centre 507, Centre 454 and St. Luke's Lunch Club would understand the importance of such a problem to business, our community and the less fortunate on the streets. If the problem is affecting the bottom line of business, there may be less money to hire casual staff.

Not addressing the small percentage of aggressive "partners" may also be having a negative effect on businesses supporting their programs.

As Mr. Griffin pointed out, we as a society often paint people with a similar brush. If a businessperson remembers their one "bad experience," this may be what they are thinking of

when they are considering support for the jobs program.

Please let the street ambassador program speak for itself. We have identified the program as a "pilot project." If it has no positive effect on our community, we will be the first to say goodbye to the program. If it is successful, however, we look forward to seeing our "ambassadors" year round, for years to come.

Rick Malloch, committee representative and chair, Business Forum on Crime Prevention

Ambassadors cannot 'bust' anyone

The Civil Liberties Association, National Capital Region, has some concerns about the "tourist ambassador" program.

As far as dispensing information is concerned, tourists have little problem finding out what is going on in Ottawa, or any other city, and how to get there.

Hotels, information kiosks, restaurants, and any other establishment serving the public, are only too glad to provide this. If any tourists are in real "distress," any member of the general public can help.

Our main concern is the relationship of these "ambassadors" to the panhandlers. People looking for handouts are bound to gravitate to tourist areas in any city, unwelcome though they are to local merchants.

If tourists or others want to give to panhandlers, they are unlikely to be dissuaded by an "ambassador" pointing out that they should give to the

welfare organizations instead. The feeling of charity, misguided though it may be, that prompts them to hand a loonie to a street beggar, suggests that they already give to these formal charities.

The main danger we see is that these "ambassadors" will try to assume police duties, under their "combating aggressive panhandlers" role. The Citizen July 5 article, "Tourist Ambassadors patrol city streets," quotes one of the panhandlers as saying of one of the ambassadors: "Every time I go to panhandle, he's going to bust me."

These "ambassadors" have no authority to "bust" anyone.

On the local CBC-TV news coverage of this matter on July 5, two "ambassadors" are holding a panhandler on each arm and escorting him off to some other place. It may not be long before someone lays an assault charge.

These "ambassadors" have no police training, may or may not have disability coverage should they be injured on the job and may or may not be covered by liability insurance if they are sued for assault.

We detect here an effort to hide the poverty and problem of the street people from the eyes of the more affluent, be they tourists or local residents.

Let us not repeat the disgraceful treatment of low-income and homeless people who were harassed off the downtown streets and pressed to leave their lodgings because Expo '86 was coming to Vancouver.

Jack Mackinnon, president, Civil Liberties Association, National Capital Region

Street Ambassadors 'a travelling concierge service'

They didn't attend classy functions or welcome dignitaries. Rather, they walked the streets of Ottawa-Carleton each day ensuring that 5.4 million tourists felt welcome and safe.

Their official name was the Ottawa-Carleton Street Ambassadors and they walked regular "beats" in the Byward Market, Rideau Street, Sparks Street, Elgin Street, and Bank Street areas armed with first aid kits, cellular phones and a wealth of tourist information.

In their bright yellow t-shirts and beige Tilley hats, they were literally a travelling concierge service, handing out tourist information and giving directions to the public. They had also been spotted in the Glebe and on Somerset Street West.

"Being a continuous presence on the street was their number one function," says Dawn Dannehl of the Byward Market Business Improvement Area. "It was our goal to make residents and tourists alike feel welcome and safe when enjoying our communities. The tourists loved the welcome wagon approach and the community appreciated the extra eyes on the street," she says.

The extra eyes were literally that - the Ambassadors also addressed the issue of aggressive panhandlers in the city's

core. Their cell phones served as an immediate contact to their supervisor, Senior Constable Wayne Nieme who was only minutes away should there be a situation involving a drunk or aggressive panhandler.

"It is only the drunk or aggressive panhandlers that we are concerned with," explains Dannehl. "Everyone has the right to enjoy our streets - it's when they (panhandlers) become aggressive or visibly intoxicated that the Ambassadors will get involved. The Ambassadors were by no means enforcers - it was their role to be a direct link to the police, who addressed the situation."

This program was unique in that it represented a true partnership between the Ottawa-Carleton Regional Police, social agencies and the business community. It was a community



- Citizen photo

Street ambassadors: 'Tremendous success'

"It is our goal to make residents and tourists alike feel welcome and safe when enjoying our communities."

- Dawn Dannehl, Byward Market Business Improvement Area

solution to a community problem.

"This year, the Ambassadors were a pilot program," explains Rick Malloch, Chair of the Business Forum on Crime Prevention. "We believe that the program has been a tremendous success and will undertake a detailed evaluation of the program in the coming weeks. We are hopeful that we will bring our program back to the community."

The majority of the Ambassadors were bilingual and had experience or education in social work. Some were employed by local social agencies such as the Mission and the Shepherds of Good Hope. They underwent a training program which included social, tourist, safety and first aid components.

Sept. 26/97

Street ambassadors Outreach program applauded

By STEPHANIE RUBEC
Ottawa Sun

Ottawa's street ambassador program was a smashing success, say the project's organizers. Now all organizers need is money to launch the program next summer.

Spokesman Rick Malloch said that over the next four months the organizers will be looking to various levels of government and the private sector for financial support, suggesting sponsorship of a team might be a new strategy.

"I have never been involved in a program that received such positive support," said Malloch, adding that even panhandlers made positive comments about the project.

The pilot project was launched in June by a coalition of businesses and social service agencies to stop aggressive panhandling and provide information to tourists.

information to tourists.

During the 10-week program eight teams of two ambassadors interacted with a total of 5,554 people, of which 1,072 were panhandlers.

"We have a little project that is now being copied by other cities in Ontario," Mayor Jacquelin Holzman

**'What you
have done
is make
our streets
safer'**

boasted yesterday after congratulating the street ambassadors for a job well done.

Jean Pigott, Congress Centre spokeswoman, thanked the ambassadors for making Ottawa streets safer for tourists.

"What you have done is make our streets safer," said Pigott. "People who come to conventions like to walk around in the evening. You've made it much safer for them."

Neil Roy said his stint as an ambassador was an eye-opener he recommends for everyone.

"It was a great educational experience for us," said Roy. "You hear about street people, but you don't exactly realize how real their lives are."

Roy said the most memorable moment of his job was when panhandlers offered to buy him something to drink on a hot August day.

"That felt like you're actually making a difference," said Roy.

Interview with Members of the OCRPS regarding the
Ottawa-Carleton Street Ambassador Program

October 21, 1997

Interviewer: Sylvie Rancourt, Assistant to Councillor M. Meilleur

Present: Inspector Sheila Dunlop, Sergeant Angelo Fiori (District 3), Sergeant Joe Simpson and Constable Lou Hogan (District 1)

1. Did the Ottawa-Carleton Street Ambassador Program contribute to the community?
 - it did, more so to the businesses and tourism
 - business people did notice the ambassadors

2. Did the Program make a difference in the number of calls received in your offices?
 - written complaints before the Program started were getting to a critical level, after the Program started, written complaints were eliminated and call for services greatly reduced
 - we did not have the resources to deal with the complaints of aggressive panhandlers, had to respond to hire priority calls, by the time we were able to respond, the complainant would be gone
 - the Street Ambassadors became the complainant, they were the eyes and the ears of the police

3. Assigning the resources of one officer to the Program, was it not a more effective way of handling the problem?
 - freed-up communication and other officers
 - allowed for better/quicker service to the community
 - however, also meant that the Service lost an officer to the Program
 - the officer was required for the Program to work, without a supervisor, the Program would not be effective
 - because the officer in charge works a four-day shift, the foot patrol officers were required to supervise the Street Ambassadors for the remaining three days, and it was difficult at times to pull these officers away from their regular duties
 - the Street Ambassadors felt confident knowing that an officer was on-call to assist them

4. Did you receive any comments on the Program from the public/merchants?

- people seemed to be happy about the partnership
- the Street Ambassadors were enthusiastic, and easy to deal with
- business people and Centretown seniors noticed when the program finished

September 5, 1997
 Prepared by: W. Kavanagh

Ottawa-Carleton Street Ambassador Program

Final Statistical Data

Instead of the four summary reports completed during the program, the final numbers have been broken down on a weekly basis to compare one week against another.

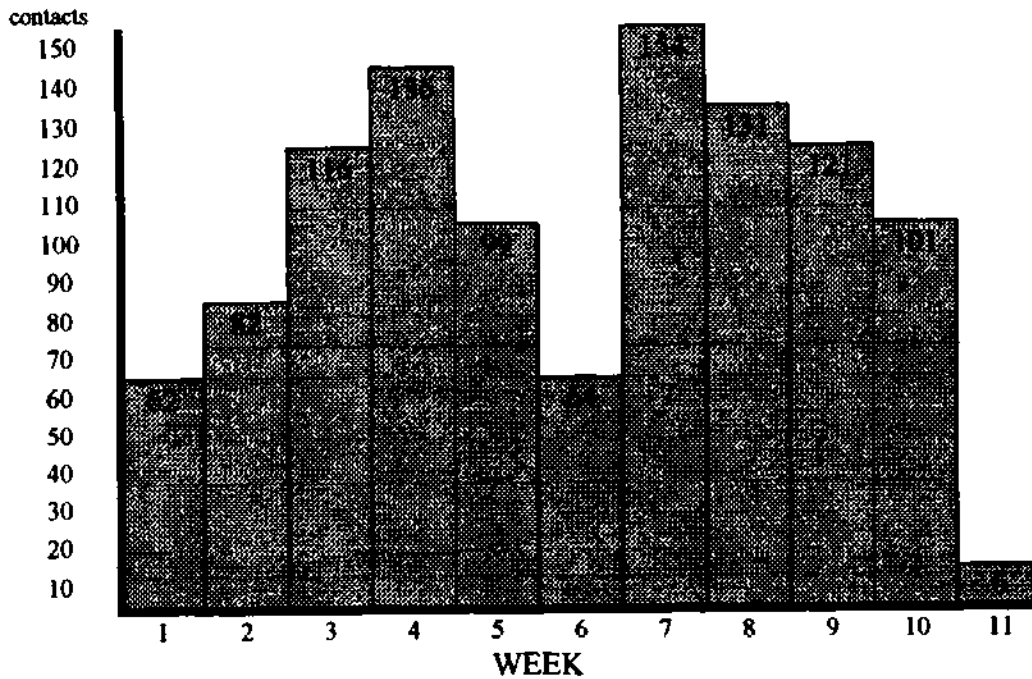
The following is a chart of the defined weeks, and the exact number of contacts per week.

Work Week (Sun- Sat.)	Panhandler Contacts	Tourist Contacts	Public Contacts	Total Contacts
June 25/ 97 to June 28/ 97	62	11	11	84
June 29/ 97 to July 5/ 97	82	30	29	141
July 6/ 97 to July 12/ 97	116	70	69	255
July 13/ 97 to July 19/ 97	136	233	199	568
July 20/ 97 to July 26/ 97	99	500	412	1011
July 27/ 97 to Aug. 2/ 97	64	302	238	604
Aug. 3/ 97 to Aug. 9/ 97	154	482	353	989
Aug. 10/ 97 to Aug. 16/ 97	131	344	303	778
Aug. 17/ 97 to Aug. 23/ 97	121	229	234	584
Aug. 24/ 97 to Aug. 30/ 97	101	188	176	465
Aug. 31/ 97 to Sept. 5/ 97	6	33	36	75
Total Contacts	1072	2422	2060	5554

Weeks 1 & 11 show low numbers due to both being short weeks as well as the least number of staff working on the streets.

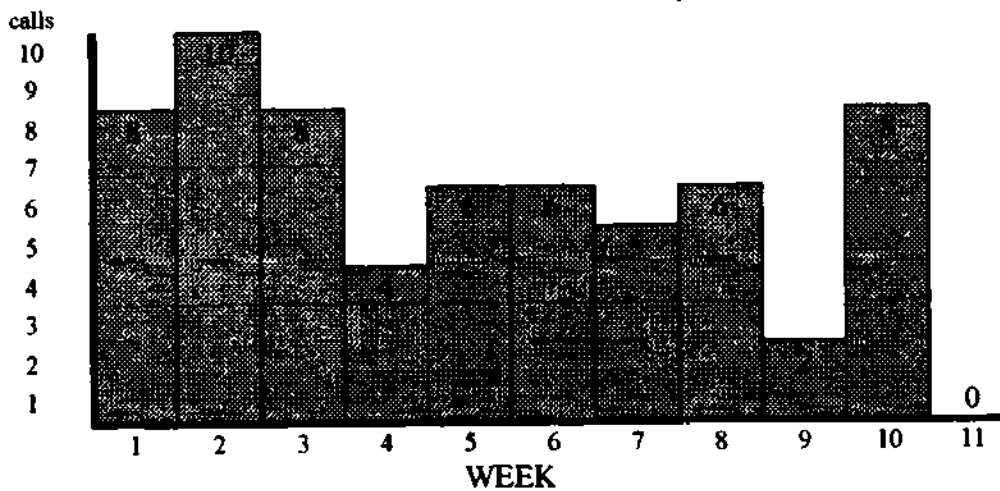
The following graphs illustrate the number of contacts compared to each week the program was in effect. The number does not represent individual people only contacts (i.e. multiple contacts with the same person).

Street Person/ Panhandler Contacts by Week

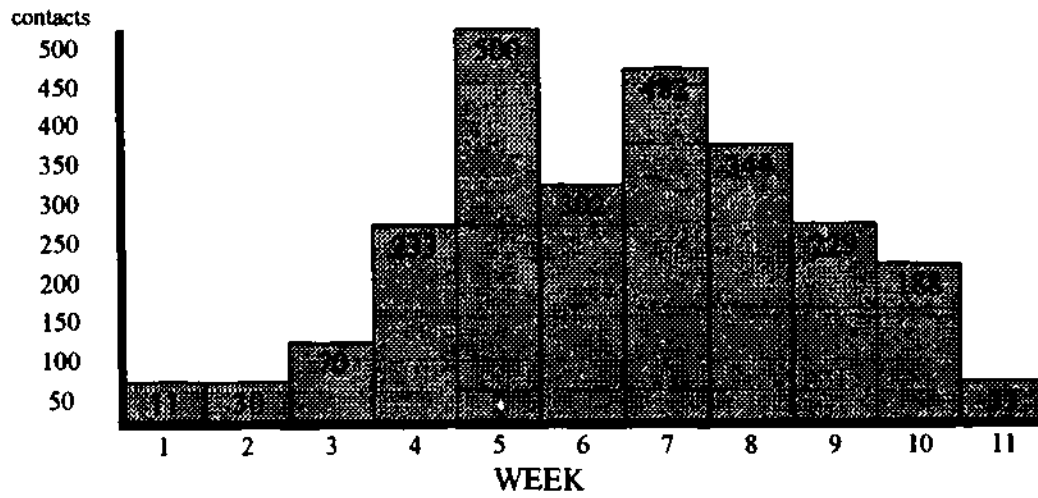


In comparison, the following graph shows the number of calls made for Police service regarding panhandlers by week.

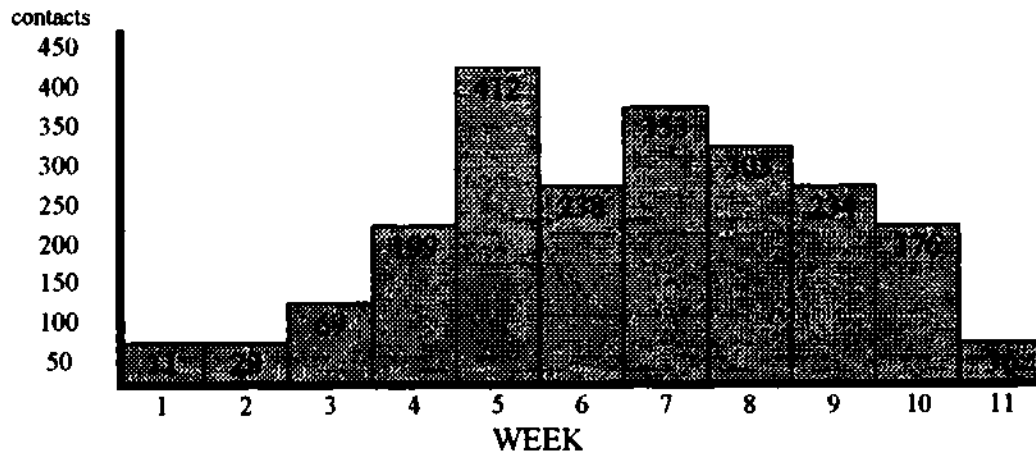
Calls for Police Service by Week



Contacts with Tourists by Week

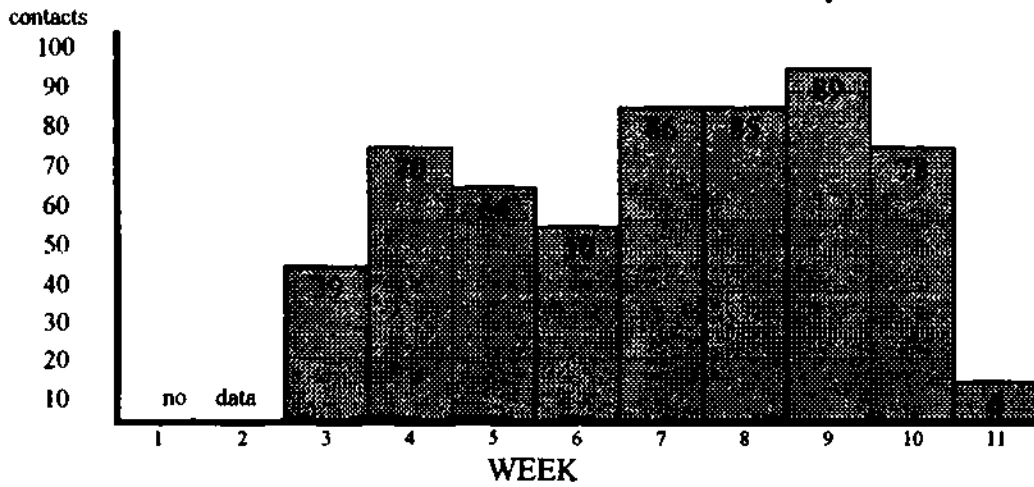


Contacts with Residents/ Public by Week

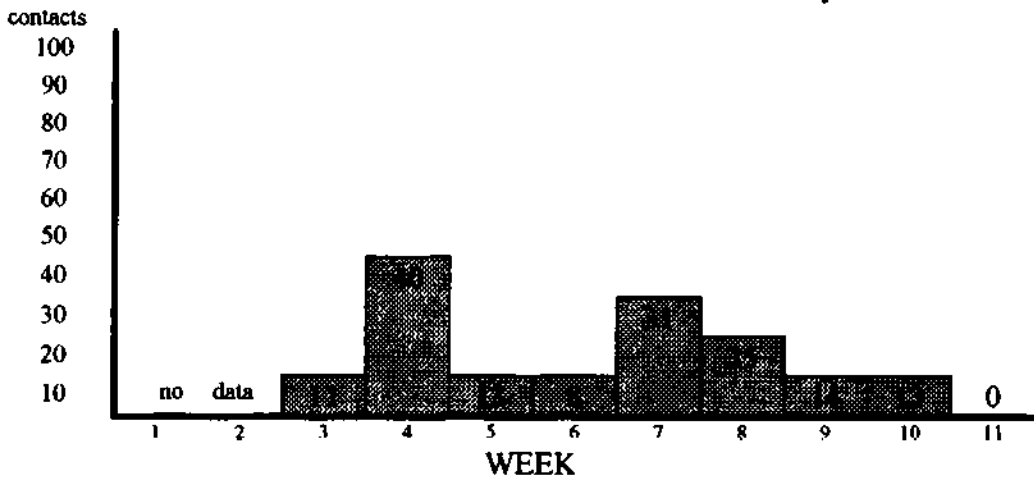


On July 11, 1997, the summary reports began tracking the location of the street people into three areas: Market, Elgin/ Sparks/ Bank and Rideau Street.

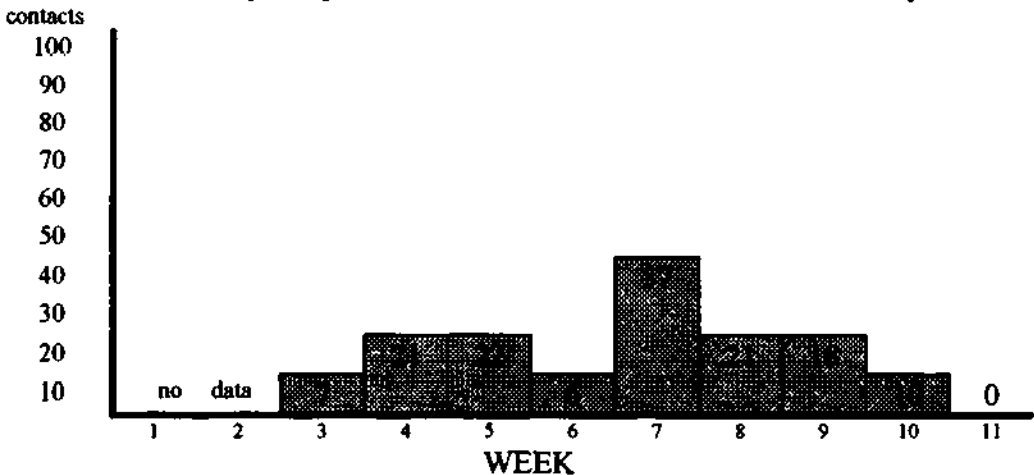
Market Area Contacts with Street People



Rideau Area Contacts with Street People



Elgin/ Sparks/ Bank Area Contacts with Street People



Ottawa-Carleton Street Ambassador Program
Budget for 1997

Sources of Funding

Organization	Confirmed	In Process	Received
ByWard Market BIA	\$5,000.00	\$0.00	\$5,000.00
Rideau Street BIA	\$3,000.00	\$0.00	\$3,000.00
Sparks Street BIA	\$3,000.00	\$0.00	\$3,000.00
Bank Street BIA	\$3,000.00	\$0.00	
Glebe Business Community	\$300.00	\$0.00	\$300.00
Province of Ontario	\$5,000.00	\$0.00	\$5,000.00
Police Services Board	\$10,000.00	\$0.00	\$10,000.00
Regional Municipality of Ottawa-Carleton	\$5,000.00	\$0.00	\$5,000.00
Councillor Madeleine Meilleur	\$1,500.00	\$0.00	\$1,500.00
Community Foundation	\$2,000.00	\$0.00	
City of Ottawa	\$5,000.00	\$0.00	\$5,000.00
OHOI	\$3,000.00	\$0.00	\$3,000.00
Rent Express	\$0.00	\$0.00	\$0.00
Capital Publishers - Brochure Printing	\$0.00	\$0.00	\$0.00
O.C. Transpo - Free Bus Transport	\$0.00	\$0.00	\$0.00
Congress Centre - Training Facilities	\$0.00	\$0.00	\$0.00
Ottawa Tourism and Conversation Authority - Tourism Training	\$0.00	\$0.00	\$0.00
Kevin McCaffrey - Training Session	\$0.00	\$0.00	\$0.00
Devon Fyrmole - Training Session	\$0.00	\$0.00	\$0.00
Business Forum on Crime Prevention	\$0.00	\$0.00	\$0.00
McDonald's	\$1,000.00	\$0.00	\$1,000.00
BOMA	\$3,000.00	\$0.00	
Viking Rideau	\$10,000.00	\$0.00	\$10,000.00
Solicitor General Grant	\$0.00	\$40,200.00	\$0.00
Total	\$59,800	\$40,200.00	\$51,800.00

Ottawa-Carleton Street Ambassador Program
Budget for 1997

Expenses

Item	Budget	Committed	PAID	Comments
Promo Design	\$0.00	\$0.00	\$0.00	Sponsorship
Printing	\$0.00	\$0.00	\$0.00	Sponsorship
Salary	\$80,000.00	\$25,200.00	\$33,100.51	7 x \$9 x 8 hr 5 day = 2520 10 weeks = 25,200 July - Sept
Salary	\$0.00	\$4,200.00	\$0.00	5 x \$7 x 8 hr 5 day = 1400 3 weeks - 4,200
Salary	\$0.00	\$12,600.00	\$0.00	5 x \$9 x 8 hr 5 day = 1800 7 weeks = 12,600
Salary	\$0.00	\$7,200.00	\$0.00	5 x \$9 x 40 hr = 1800 4 weeks = 7200
Vacation Pay	\$0.00	\$2,000.00	\$0.00	
Salary Savings	\$0.00	(\$1,080.00)	\$0.00	3 x \$9 x 40 hr = 1080 Nic, Greg back to school
Benefits	\$16,000.00	\$8,400.00	\$6,683.13	
Uniforms	\$3,500.00	\$3,500.00	\$2,900.98	
Cellular Phones Rental	\$2,000.00	\$1,000.00	\$3,582.88	
Insurance	\$0.00	\$0.00	\$0.00	ByWard Market BIA
Training	\$0.00	\$1,000.00	\$770.00	First Aid
Training	\$0.00	\$0.00	\$154.68	Lunches
Ambass Party	\$0.00	\$0.00	\$400.00	
Partners Recognition Evening	\$0.00	\$0.00	\$500.00*	
Cellular Phone Bills	\$0.00		\$1,500.00*	
Survey	\$0.00	\$0.00	\$1,000.00	
TOTAL	\$101,500.00	\$64,020.00	\$51,592.18	

*Outstanding

Extract of Draft Minute
Corporate Services and
Economic Development Committee
5 May 1998

**OTTAWA-CARLETON STREET AMBASSADOR PROGRAM -
REQUEST FOR FUNDING**

The Committee agreed with a suggestion from Councillor R. Cantin that funding for the Street Ambassador program come from the Provision for Unforeseen. In order to accommodate the request, \$5,000 will be taken from the \$15,000 identified for the Ottawa Life Sciences Council's OCHIP Project, modifying that amount to \$10,000.

The Committee then approved the following recommendation:

That the Corporate Services and Economic Development recommend Council approve a grant in the amount of \$5000 to contribute to the Ottawa-Carleton Street Ambassador Program for 1998, and that funding for this program come from the Provision for Unforeseen.

CARRIED