
ByWard Market Ambassador Program

End of Season Report May – September 2010

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Prepared for:

The ByWard Market Business Improvement Area (BIA)

The City of Ottawa Markets Management

Ottawa Police Service

The Salvation Army Ottawa Booth Centre

The Shepherds of Good Hope

The Union Mission for Men

The Lowertown West Community Association

The Sexual Health Clinic

Youth Services Bureau

Operation Come Home

Sponsors:

FIDO Mobile It

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1.0 INTRODUCTION

Instated in 1997, the Street Ambassador Program serves as a safety and security resource for Ottawa's Downtown core. In 2004 it was re-branded the ByWard Market Ambassador Program to reflect the boundaries in which it operates. The program is in its sixth operative year and continues to be a community partnership which includes: the ByWard Market Business Improvement Area (BIA), the City of Ottawa Markets Management, the Ottawa Police Service, the Salvation Army Ottawa Booth Center, the Shepherds of Good Hope, the Union Mission for Men, the Lowertown West Community Association, the Sexual Health Clinic, the Youth Services Bureau, and Operation Come Home.

Day to day management of the program is undertaken by a partnership between the BIA and the City of Ottawa's Markets Management. These two organizations share office space, therefore each provides physical resources: equipment, office space; human resources: staff supervision and management, administration, accounting and records management.

The multi faceted program provides first and foremost, a safety and security function in the form of front-line response, first aid treatment and maintaining a safe and secure environment in the ByWard Market. Secondly it maintains a valuable positive rapport with tourists, the Capital's public and the ByWard Market stakeholders. To ensure optimized service and response to emerging issues, statistics are tracked and compared on a monthly basis.

This report will summate the data collected by the Ambassadors throughout this operational year and present the program's supporting partners with a sense of what the program accomplished in 2010. The information will also be analyzed in order to recommend changes in 2011.

2.0 STATISTICAL OVERVIEW

The statistics provided in this report are a four-month summary of contacts, inquiries and interventions for the 2010 season. Detailed worksheets, call logs, audits and reports are on file with the City of Ottawa Markets Management (ex. Emergency and non emergency calls, first aid reports, victim impact statements, client logs).

The 2010 statistics cover the period from May 1st to August 31st. The 2009 statistics, against which these are compared, cover the same general time period.

- **1,989** contacts* compared to **2,902** contacts and in 2009, representing a 31% “decrease” in contacts. However, this is largely due to modifications to our statistical reporting procedures. Using the same parameters as 2009, 2010 would have registered **3,980** “contacts” – or an *increase* of 39%.
- **1,444** or **73%** of all contacts were positive and/or proactive
- **545** or **27%** were negative
- **1% net increase** in negative contacts compared to 2009 (545 vs. 535)
- **59% proportional increase** in negative contacts compared to 2009 (27% vs. 17%)
- **76%** of contacts were in English and **24%** were in French
- **1,130** reported (non-contact) issues (maintenance, garbage, posters, etc.)
- **939** separate police sightings and/or interactions
- One “contact” indicates one verbal encounter with one person.

2.1 PATROLLING AREAS

Block No. 1: This central block is the heart of the ByWard Market. It spans East to West from the West side of ByWard Market Square to Dalhousie Street and North to South from Clarence Street to George Street. This block contains all of our outdoor vendors, the Market Building (ByWard Market Square), the Ambassador-monitored 15-minute parking zones, City Parking Lot #4, numerous businesses, the William Street Mall and the new William Street Pedestrian Area. **Block No. 1 is the “core”, and a major hub for tourists, vendors, buskers, panhandlers and other clients.**

- This block accounted for 81% of all Ambassador contacts this summer — consequently, most patrols are devoted to it.
- Proportionally the block with the most positive interactions.
- **Specific issues: *aggressive panhandling, loitering, disruptive behaviour, parking issues, garbage removal and busker coordination/intervention.***

Block No. 2: This area houses the National Capital Commission (NCC) Sussex Courtyards (Clarendon, York, Jeanne d’Arc, Tin House and Beaux Arts). The area of coverage extends from George Street North to St. Patrick Street and from Sussex Street, East to ByWard Street. Notable areas include the York Street West Pay and Display Parking Compound. **Block No. 2 is characterized by its numerous restaurants, nightclubs and boutiques.**

- This block accounted for 14% of all Ambassador contacts this summer
- Pedestrian traffic occurs mainly along York Street and Sussex Drive
- **Specific issues: *York Street parking “valets”, and aggressive panhandling, though the activity has decreased over the course of the summer***
- **Other: Ongoing construction on Sussex Dr.**

Block No.3: This primarily residential area extends from Dalhousie Street, East to Cumberland Street and includes the Waller pedestrian mall. Block No.3 notables include the Salvation Army Ottawa Booth Centre, Operation Come Home, the Sexual Health Centre, the York Street East Pay and Display Parking Compound, and City Parking Lot #5. **Block No.3 is primarily a residential area which includes the North East section of the Market. Dalhousie Street is the central corridor for pedestrian traffic.**

- This block was our least busy, representing only 5% of all Ambassador contacts this summer.
- It was, proportionally, our most negative block, in that it had the highest ratio of negative contacts to positive ones.
- **Specific issues: *increased aggressive panhandling on Cumberland Street, ongoing garbage and maintenance issues on George Street at Cumberland and loitering in the Waller Street Mall.***

2.2 RECORDING TERMINOLOGY

To track all contacts and reporting issues in the Market, the Ambassadors have designed a tick sheet system with which to record statistical data. Below is a list of related terminology:

1. NEGATIVE CONTACTS

- a. **Negative Behaviour:** Activity which is illegal and/or harmful to the residents, businesses or atmosphere of the Market, and is visible and a potential deterrent to visitors, including;
 - i. **Aggressive Panhandling:** Explicit unsolicited requests of money and/or goods.
 - ii. **Drug Use:** Public abuse of illegal substances.
 - iii. **Alcohol Consumption:** Consumption of alcohol in public or inappropriate areas.
 - iv. **Loitering:** Inherently disruptive presence of an individual for an extended period of time. This includes sleeping in public areas such as pedestrian thoroughfares.
- b. **Negative Nuisances:** Activity which is in violation of Market regulations or City of Ottawa bylaws, but which may not be readily apparent to the public, including;
 - i. **Busking:** Unlicensed or otherwise non-permitted busking and/or negative busking issues.
 - ii. **Vending:** Unlicensed or otherwise non-permitted vending and/or negative vending issues.
 - iii. **Police Contact:** Instance of interaction with Ottawa Police Services officer(s) for the purpose of reporting and/or preventing an infraction or emergency situation. This does not imply a negative contact with Police Officers as such, simply that it has taken place in response to a negative situation (Does not include interactions with By-Law Services, RCMP or Gatineau Police.)
 - iv. **Outreach Van:** Interaction with the personnel of an Ottawa shelter Outreach Van for the purpose of resolving a negative client situation.
 - v. **Complaint:** Any official or unofficial complaint.

2. POSITIVE CONTACTS

- a. **Services:** Any service rendered to directly assist any individual in the Market, including;
 - i. **Directions:** Provision of directions to a given location.

- ii. **Brochures:** Request for or distribution of maps or other brochures.
- iii. **Inquiries:** Response to any received inquiry. Refer to **2.c.**
- iv. **First Aid – Urgent:** Administration of emergency first aid requiring an ambulance.
- v. **First Aid – Non-Urgent:** Administration of first aid not requiring an ambulance.
- vi. **Miscellaneous:** Any positive service not otherwise defined.
- b. **Interactions:** Any positive interaction not related to a direct service, including;
 - i. **Busking:** Positive interaction pertaining to busking.
 - ii. **Vending:** Positive interaction pertaining to vending.
 - iii. **Police Contact:** Instance of interaction with Ottawa Police Services officer(s) not related to an infraction or emergency situation. (Does not include interactions with By-Law Services, RCMP or Gatineau Police.)
 - iv. **Outreach Van:** Interaction with the personnel of the Salvation Army Outreach Van not related to a negative situation.
 - v. **Casual:** Any casual positive interaction.
- c. **Inquiries:** The subject of received inquiries is recorded separately. Separate inquiries do not necessarily represent one contact each; one contact may lead to several inquiries.
 - i. Festivals & Attractions
 - ii. Restaurants & Retail
 - iii. Services
 - iv. Parking & Traffic
 - v. General ByWard
 - vi. Miscellaneous

3. QUALIFIERS

- a. **Targets:** Whom was the contact with?
 - i. **Tourists:** Any individual in the Market to eat, shop, sightsee, etc.
 - ii. **Vendors:** An owner or employee of a vendor stand in the Market
 - iii. **Businesses:** An owner or employee of a permanent business in the Market.
 - iv. **Buskers:** Any licensed ByWard Market busker or a busker with a license pending.
 - v. **Clients:** Includes homeless individuals as well as persistent loiterers.
 - vi. **Authorities:** Any individual in a position of public authority, including municipal, provincial, federal, NCC, etc.
 - vii. **Other:** Any individual not covered by the preceding categories.

- b. **Locations:** In which block did the contact occur? (Please see sections 3.1 and 3.2 for more information.)
 - i. **Block No.1:** George-ByWard-Clarence-Dalhousie
 - ii. **Block No.2:** George-Sussex-St. Patrick-ByWard/Parent
 - iii. **Block No.3:** George-Dalhousie-Clarence-Parent-St. Patrick-Cumberland
- c. **Language:** Whether the contact took place in English or French. This is recorded for *tourist interactions only*.

4. NON-CONTACT ISSUES

- a. **Police Presence:** Instance of visual confirmation of Ottawa Police Services officer(s) and/or vehicle(s) without interaction. (Does not include By-Law Services, RCMP or Gatineau Police.)
- b. **Reporting:** Any reported and/or resolved issue that does not involve a contact with another individual, including;
 - i. **Graffiti:** Any formerly-unreported graffiti.
 - ii. **Poster:** Removal of any poster or advertisement in an unauthorised location (i.e. heritage lamp posts).
 - iii. **Maintenance:** Municipal property in need of maintenance.
 - iv. **Parking / Traffic:** Infraction and/or negative situation pertaining to parking and/or traffic in the Market.
 - v. **Garbage:** Any instance of unsightly or improperly-placed garbage.
 - vi. **Other:** Any negative issue not included elsewhere.

The following is an exemplar of an empty daily ambassador tick sheet:

| 2010 / ___ / ___ | | M T W T F S S | | | | | | | | | | Weather: _____ | | SA: PB / KH / JF / MB | | | | | | | | | |
|--------------------------|-----------|---------------------------|------|-------|---------|-------|-------|------------|---------|--------|--------------|----------------|------|-----------------------|------------|-------|------------|-----------------|------|----------------|----|----|-------|
| Negative Contacts | | | | | | | | | | | | | | | | | | | | | | | |
| Time | Behaviour | | | | | | | | | | Nuisances | | | | With Whom? | | Where? | | | *Tourists Only | | | |
| | Pan | D/U | A/C | Loit | Dis B | Buskn | Vendr | PoCon | OutVn | Comp | Trsf | Vendr | Busn | Buskr | Client | Auths | Other | Blk1 | Blk2 | Blk3 | Fr | En | Time |
| 9-10 | | | | | | | | | | | | | | | | | | | | | | | 9-10 |
| 10-11 | | | | | | | | | | | | | | | | | | | | | | | 10-11 |
| 11-12 | | | | | | | | | | | | | | | | | | | | | | | 11-12 |
| 12-13 | | | | | | | | | | | | | | | | | | | | | | | 12-13 |
| 13-14 | | | | | | | | | | | | | | | | | | | | | | | 13-14 |
| 14-15 | | | | | | | | | | | | | | | | | | | | | | | 14-15 |
| 15-16 | | | | | | | | | | | | | | | | | | | | | | | 15-16 |
| 16-17 | | | | | | | | | | | | | | | | | | | | | | | 16-17 |
| 17-18 | | | | | | | | | | | | | | | | | | | | | | | 17-18 |
| 18-19 | | | | | | | | | | | | | | | | | | | | | | | 18-19 |
| 19-20 | | | | | | | | | | | | | | | | | | | | | | | 19-20 |
| Total | | | | | | | | | | | | | | | | | | | | | | | Total |
| Positive Contacts | | | | | | | | | | | | | | | | | | | | | | | |
| Time | Services | | | | | | | | | | Interactions | | | | With Whom? | | Where? | | | *Tourists Only | | | |
| | Dir | Broch | Inq* | Trsf | Misc | Buskn | Vendr | PoCon | OutVn | Casual | Trsf | Vendr | Busn | Buskr | Client | Auths | Other | Blk1 | Blk2 | Blk3 | Fr | En | Time |
| 9-10 | | | | | | | | | | | | | | | | | | | | | | | 9-10 |
| 10-11 | | | | | | | | | | | | | | | | | | | | | | | 10-11 |
| 11-12 | | | | | | | | | | | | | | | | | | | | | | | 11-12 |
| 12-13 | | | | | | | | | | | | | | | | | | | | | | | 12-13 |
| 13-14 | | | | | | | | | | | | | | | | | | | | | | | 13-14 |
| 14-15 | | | | | | | | | | | | | | | | | | | | | | | 14-15 |
| 15-16 | | | | | | | | | | | | | | | | | | | | | | | 15-16 |
| 16-17 | | | | | | | | | | | | | | | | | | | | | | | 16-17 |
| 17-18 | | | | | | | | | | | | | | | | | | | | | | | 17-18 |
| 18-19 | | | | | | | | | | | | | | | | | | | | | | | 18-19 |
| 19-20 | | | | | | | | | | | | | | | | | | | | | | | 19-20 |
| Total | | | | | | | | | | | | | | | | | | | | | | | Total |
| Non-Contact Only | | | | | | | | | | | | | | | | Time | Signatures | Notes | | | | | |
| Time | Reporting | | | | | | | *Inquiries | | | | | | | | | | | | | | | |
| | PoPre | Graf | Post | Maint | Pk/Traf | Garbg | Other | Fest/AR | Res/Ret | Serv | Pk/Traf | By/Ward | Misc | | | | | | | | | | |
| 9-10 | | | | | | | | | | | | | | 9-10 | | | | | | | | | |
| 10-11 | | | | | | | | | | | | | | 10-11 | | | | | | | | | |
| 11-12 | | | | | | | | | | | | | | 11-12 | | | | | | | | | |
| 12-13 | | | | | | | | | | | | | | 12-13 | | | | | | | | | |
| 13-14 | | | | | | | | | | | | | | 13-14 | | | | | | | | | |
| 14-15 | | | | | | | | | | | | | | 14-15 | | | | | | | | | |
| 15-16 | | | | | | | | | | | | | | 15-16 | | | | | | | | | |
| 16-17 | | | | | | | | | | | | | | 16-17 | | | | | | | | | |
| 17-18 | | | | | | | | | | | | | | 17-18 | | | | | | | | | |
| 18-19 | | | | | | | | | | | | | | 18-19 | | | | | | | | | |
| 19-20 | | | | | | | | | | | | | | 19-20 | | | | | | | | | |
| Total | | | | | | | | | | | | | | Total | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | Traffic Control | | | | | |

2.3 STATISTICAL BREAKDOWN

On the positive side of things:

- **964** positive Ambassador services provided, consisting of:
 - **436** directions given
 - **385** inquiries answered
 - **34** maps and brochures handed out
 - **6** cases of first aid provided
 - **103** miscellaneous services provided
- **480** other positive interactions

These numbers only cover Ambassador activities carried out on the street. Consequently some services, such as first aid and brochures, are underrepresented, as they are most commonly provided at the kiosk. Comparable numbers for the kiosk include:

- **2,672** directions and/or maps given
- **28,600** total brochures distributed (estimate due to spring numbers being recorded bi-monthly)
- **47** cases of first aid provided

Additional services are also provided by staff at the Bike Hut, stationed on the William Street Mall between Rideau and George, and assisting with special events; these numbers are not included here.

Breakdown of inquiries by category:

| | May | June | July | August | TOTAL |
|-------------------------|-----------|------------|-----------|-----------|------------|
| Festivals & Attractions | 14 | 38 | 12 | 5 | 69 |
| Restaurants & Retail | 17 | 15 | 25 | 26 | 83 |
| Parking & Traffic | - | 12 | 10 | 3 | 25 |
| Services | 30 | 20 | 18 | 13 | 81 |
| General ByWard | - | 12 | 9 | 5 | 26 |
| Miscellaneous | 31 | 30 | 17 | 23 | 101 |
| TOTAL | 92 | 127 | 91 | 75 | 385 |

The following numbers are complete, as the Ambassadors are called in to directly resolve these situations:

- **394** recorded cases of negative behaviour dealt with, consisting of:
 - **254** instances of inappropriate and/or aggressive panhandling
 - **87** instances of disruptive behaviour
 - **43** instances of loitering
 - **6** instances of inappropriate and/or public alcohol consumption
 - **4** instances of illegal drug use
- **151** recorded cases of nuisance behaviour dealt with (unlicensed busking ,illegal vending, etc.)

Breakdown of negative behaviour by month:

| | May | | June | | July | | August | | TOTAL | |
|----------------------|------------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|
| | 2009 | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 | 2010 |
| Panhandling | 38 | 39 | 73 | 97 | 57 | 36 | 68 | 82 | 236 | 254 |
| Drug Use | 11 | 0 | 13 | 1 | 11 | 0 | 18 | 3 | 53 | 4 |
| Alcohol Consumption | 18 | 1 | 17 | 4 | 29 | 1 | 20 | 0 | 84 | 6 |
| Loitering | 18 | 0 | 6 | 9 | 19 | 10 | 20 | 24 | 63 | 43 |
| Disruptive Behaviour | 6 | 2 | 15 | 50 | 36 | 15 | 42 | 20 | 99 | 87 |
| TOTAL | 110 | 42 | 87 | 161 | 170 | 62 | 168 | 129 | 535 | 394 |

The following covers specific groups, as dealt with by the Ambassadors:

- **575** contacts with **tourists**
 - **92% positive**, 8% negative
- **386** contacts with **vendors**
 - **95% positive**, 5% negative
- **273** contacts with **clients**
 - 22% positive, **78% negative**
- **173** contacts with **buskers**
 - **63% positive**, 37% negative
- **124** contacts with **businesses** (not including the delivery of brochures and information to over 250 storefronts)
 - **90% positive**, 10% negative
- **99** contacts with others

2.4 NIGHT PATROL STATS

Over the course of the summer, our street ambassadors have stayed out on the streets for an extra two hours until 8:00pm from Thursday to Saturday night. The following stats represent these activities and findings.

| Month | # Of Patrol Days | Minimum Contacts | Max Contacts | Average # of Contacts | Average Thursday | Average other day |
|--------|------------------|------------------|--------------|-----------------------|------------------|-------------------|
| May | 10 | 4 | 11 | 7 | 10 | 5.7 |
| June | 14 | 6 | 21 | 12.8 | 15.5 | 11.7 |
| July | 14 | 7 | 68 | 15.4 | 14 | 9.75 |
| August | 11 | 10 | 19 | 13 | 17.33 | 11.3 |

With a quick glance at the Table above, it is easy to decipher that Thursday night is our busiest night of the week. This can be traced to different factors with the prominent one being the market building staying open later on Thursday (until 8:00pm). Other factors include that Thursday has become a popular day of the week for people to head downtown. Many people are also paid by their employers on Thursday. Saturday is surprisingly the least busy but this phenomenon may be traced to the fact that Thursday and Friday see a lot of after work, bar crowds vs Saturday sees supper crowds prior to 8:00 pm whereas the bar crowd on Saturday usually comes out after we are off duty.

| Month | Negative Behaviour | Nuisances | Reporting | Services | Positive Behaviour | Total per Month |
|----------------------|--------------------|-----------|-----------|----------|--------------------|-----------------|
| May | 6 | 7 | 0 | 26 | 13 | 52 |
| June | 18 | 14 | 9 | 64 | 39 | 144 |
| July | 20 | 17 | 6 | 87 | 65 | 195 |
| August | 14 | 11 | 7 | 29 | 45 | 106 |
| Summer Total: | 58 | 49 | 22 | 206 | 162 | |

The table above depicts interactions that occurred between our ambassadors and the public over the course of the evening patrols. Overall, it can be seen that positive interactions occurs nearly three times as often as negative ones. Most interactions are to provide tourist information, assist visitors and enforce proper market protocol. Negative interactions can range from dealing with unsatisfied customers, discussing regulations with buskers to viewing aggressive panhandling and drug\alcohol consumption.

3.0 OPERATIONAL PERFORMANCE

Qualifications for Ambassadors

- Bilingualism essential
- Post secondary education or enrolment with a minimum of one year completed by time of hiring; criminology, psychology, or sociology related studies preferred
- Police Record Check

Training

- First Aid, CPR and AED (automated external defibrillator) Training
- Prepare Training – Respect, Service & Safety At Work – Foundation Course
- Prepare Training – Violence Response Procedures 1
- Information sessions with shelters & services in the surrounding areas
- Markets Management summer staff training

- Front line tourism information sessions and events, including “fam-tours” with the National Gallery of Canada and the Royal Canadian Mint
- Accessibility training
- Tour of police center on Elgin and ByWard Market walkabout with police

Communication Protocol

- Two-way radio communication with Markets Management at all times
- Cellular telephone programmed with contact numbers for all partner organizations and other necessary contacts (ex. Outreach Van, Non Emergency police).
- Ongoing dialogue and weekly Friday meetings with management to address issues and make sure everyone is on the same track
- Emails to address any other issues, as well as to receive missing persons updates

Hours of Operation

- 7 days a week from Mother’s day through Labour Day; 9:00 am to 6:00 pm Sunday through Wednesday & 9:00am to 8:00 pm on Thursday through Saturday; we have also stayed later during special events (Canada Day, ByWard Bluesfest)
- Saturday and Sunday, post Labour Day through Halloween; 9:00am to 6:00pm

Victim Impact Statements:

Ambassadors also collect and file Victim Impact Statements from individuals negatively affected by an incident in the ByWard Market. Individuals can use these Statements to provide a written account of what happened and how it affects their experience and/or business in the Market. They are also frequently used to provide the Ottawa Police Service with evidence of sustained negative activity, and in extreme cases to obtain a criminal conviction.

4.0 NOTABLE INCIDENTS & CONTACTS

This section contains a log of all noteworthy incidents. The log serves as a record of all emergency situations that the ambassadors deal with. The following entries represent the situations encountered during the month of May and June:

April 30th

Situation: A three-year-old child, Akyle, was reported lost at the kiosk.

Response: All staff dispatched for sweep of the Market area, found in the ByWard Market Square stairwell.

May 10th

Situation: A Woman, Helen, fell off the curb and was complaining of hurt ribs, ankle and fingers.

Response: She requested first aid from the ambassadors and an ambulance was sent to pick her up.

May 12th

Situation: A tourist rushed into the kiosk and asked an ambassador to call 9-1-1 due to a woman bleeding from the head after a fall.

Response: While the kiosk dispatched an ambulance, a second ambassador performed first aid. Chairs were supplied for the injured woman's entourage. The ambulance arrived promptly and paramedics took over.

May 16th

Situation: An 84-year-old woman with Alzheimer's, Beth, was reported lost for over two hours by her husband who was supposed to meet her at Beavertails.

Response: All staff dispatched for a sweep of the Market area. Ambassadors also notified local area authorities (i.e. Police, Rideau BIA, Bylaw). Police found her within 15 minutes.

May 22nd

Situation: Ronald, a vendor's employee suffered heat exhaustion. He described blurry vision and had a moment of unconsciousness.

Response: Ambassadors were deployed with ice packs and water to keep him cool, while bike paramedics were on route. Shortly after, he was taken to the hospital by ambulance.

May 24th

Situation: A middle-aged man flashed three eighth graders on a field trip.

Response: Police was contacted immediately with a description of the suspect and ambassadors were deployed to the scene. Impact statements were collected and a police report was filed.

May 27th

Situation: Lia, a high school student, missed her group bus to the next destination.

Response: Ambassadors tracked down the bus number by phoning the school, then contacted the bus driver directly. The group came back to pick Lia up within a half hour.

June 9th

Situation: A man arrived on ByWard Market Square outside EQ3, the furniture store, and proceeded to spray a large quantity of what would later be identified as pepper spray on the ground.

Response: Ambassadors rapidly cleared the area and poured water on the spray in order to quickly wash it away. They also contacted police and attempted to collect an accurate description of this troubled individual.

June 17th

Situation: A fight broke out between two Buskers on the corner of William St and George St.

Response: The Ambassadors quickly arrived on the scene and defused the situation by calmly rationalizing with the individuals.

June 23rd

Situation: A strange man was sitting in EQ3 with an empty bottle. Employees approached him and he threatened them.

Response: Ambassadors contacted police and filled out an impact statement with the victim. The authorities escorted the man to the Mission.

5.0 GRAFFITI AUDITS



As in previous years, *Goodbye Graffiti* has been contracted by the ByWard BIA to remove the many pieces of graffiti that appear over the course of the year. In order to assist them, and help manage the program, the ambassadors conduct graffiti audits on a weekly basis over the course of the summer. The ambassadors record the colour, description and address of every piece of graffiti found. Our recording emphasis is placed on BIA properties, but all other graffiti is reported at the end of the audit in the “others” section so they may be tended to as well.

When this info is placed in an Excel spreadsheet, it becomes easy to see the “problem” areas where graffiti is most prevalent in the Market. Thus, *Goodbye Graffiti* can be notified and can pay more attention to these areas in the future. As well, these may be identified as locations for prevention projects such as murals or for example improved lighting in an effort to prevent graffiti. The graffiti audits also serve an additional function – if the same piece(s) of graffiti appear in the audit week after week (perhaps because it is in a hard to find location), the graffiti removal company can be notified and the graffiti promptly removed. This is important, prompt eradication has been identified as one of the biggest deterrents to graffiti. Numerous studies have pointed to a correlation between the time it takes to remove a piece of graffiti and the chances that more graffiti will pop up in that area – the longer a piece is left in place, the more likely it becomes that more graffiti will appear in that area.

Below is an example of the Excel spreadsheet used for the graffiti audit:

| <u>Business</u> | <u>Address</u> | <u>June 15</u> | <u>June 22</u> |
|-----------------|----------------|------------------|----------------|
| Totoya | 297 Dalhousie | Orange, 2x White | Big Black tag |

| | | | |
|------------|---------------|---------------|------------|
| Tropics | 381 Dalhousie | | Pink heart |
| Upward Dog | 251 Dalhousie | Black "Vegas" | |

Between the ambassadors and *Goodbye Graffiti*, it is relatively easy to maintain a clean environment for the thousands of people who visit the ByWard Market every year. Clarence, York, George, and Murray were very clean, some weeks not being hit with any new graffiti at all or not even exhibiting one incidence of graffiti. Unfortunately, as the audit shows, graffiti "hot spots" still exist, mainly on William street, ByWard street (although most graffiti on ByWard is not evident during the day, because it is on the steel pull-down doors used by the many businesses), and the very outskirts of the "core", particularly on Dalhousie street. Another problem is graffiti on post-boxes, hydro meters, and traffic-signal boxes which are not cleaned up by *Goodbye Graffiti*; instead, city staff and agencies should take care of this regularly. Perhaps the city should hire *Goodbye Graffiti* to clean public spaces in the Market, since they are very efficient; as the audit shows, it was rare for the same graffiti to stay in place for more than one consecutive week, except for on post-boxes or other areas not covered under *Goodbye Graffiti's* mandate.

Finally, graffiti on NCC property (namely, the courtyards) has been cleaned up rarely if at all this summer and remains a problem that will have to be addressed in the future. Again, perhaps *Goodbye Graffiti* should be contracted to deal with this problem in order to keep the beautiful Courtyards clean for tourists and the myriad citizens of Ottawa. All in all though, graffiti in the ByWard Market is on the decline and should continue to become less reoccurring as long as *Goodbye Graffiti* keeps up the good work.

6.0 POSTERING AUDITS

Postering audits have been undertaken every week to in order to control excessive postering and unauthorized postering on the black heritage lampposts. The Ambassadors also took the initiative to take down the unauthorized posters and put up no postering stickers in problem areas. In collaboration with the ByWard Market BIA, the ambassadors have also taken to contacting the places of business that have been postering in unauthorized zones and have informed them that they could receive a fine in contravention of the postering Bylaw. This step has had an immediate impact and has drastically decreased the amount of unauthorized posters in the ByWard Market, further beautifying the market.

7.0 RECOMMENDATIONS FOR 2011: SAFETY & SECURITY

1) Chronic Problem Individuals

We had a few chronic individuals throughout the summer. Some clients we dealt with almost every day for only a month, while others we dealt with constantly throughout the whole summer. We would sometimes receive 4-5 complaints about the same individual in one day. These complaints would come from vendors, businesses and tourists. Our collections of victim impact statements and client dossiers have helped us keep a record of our encounters and the various personalities in the market.

Recommendation: Continuing comprehensive application of current practices.

2) The Salvation Army Outreach Van

It was often difficult to get a hold of the van and have it come pick up clients during the first half of the summer. We had a meeting with the supervisor of the van service in August which helped with communication issues and answered some of our questions regarding the service. The van was then used more frequently and with greater ease.

Recommendation: Scheduling a meeting with the outreach van supervisor at the beginning of each summer to review the Salvation Army's Outreach Van policies.

3) Street Outreach and Client Sensitization

The services and shelters in the area have played a major role in the decrease of Ambassador Interventions through the sensitization of their clients to Market community standards and education about alternatives to loitering on the streets.

Recommendation: Continuing of Ambassador tours of the relevant facilities and services, including nearby shelters.

4) NCC Sussex Courtyards

We have received complaints about clients in the Courtyards and we do walk through the Courtyards daily. The Courtyards are NCC property and this year we have not seen any security in the Courtyards like we have in the past. It would be beneficial for the NCC to check up on their Courtyards more frequently for garbage, broken items, graffiti and clients.

Recommendation: Encouraging the NCC to take a more active role in the maintenance and supervision of areas under their jurisdiction.

5) Recommendation: Working with Other Agencies

It would be a great learning experience if the Ambassadors could have a hand in the “ride along/ walk along” shifts with outreach workers from Shepherds of Good Hope, Operation Come Home, Youth Services Bureau, the Salvation Army Outreach Van and Ottawa Police. This would improve our knowledge of the outreach services offered in the downtown area and how the clients are dealt with.

8.0 RECOMMENDATIONS FOR 2011: TOURISM SERVICES

1) Tourism training programs

The information provided to ambassadors regarding the festivals in Ottawa throughout the summer is not always thorough enough to provide a proper description of the events. This could be improved with proper communication via seminar at the start of the year with Ottawa Festivals; which is conveniently located on William Street.

2) Parking Questions:

Many people are still having trouble using the pay and display machines, although the parking info staff that currently walk around do help the situation. Also better signage for the parking garages would let people know where to park for extended periods of time.

3) Info Shirts

The Yellow ambassador shirt branding has in fact been an effective tool with locals. Yet many tourists cannot identify us because they do not take notice of the miniature font on the front side of ambassador shirts. Increased visibility of our front side font would be a significant improvement.

9.0 CONCLUSION

The ByWard Market Ambassador Program remains an effective resource with which to enhance safety and security in the ByWard Market area, as well as to ensure a positive experience for visitors.

On a personal note, we have greatly enjoyed our time with the Program and are proud to represent Canada's oldest continuously-functioning outdoor market.

Sincerely,
The 2010 ByWard Market Lead and Street Ambassadors,

Patrick Bourget
Marc Brownridge
Jal Feuerstack
Koby Hanrahan
and:
Guillaume Belley
Sandra Chabot-Reis
Matthew Grodinsky
Alex Howard
Kaleigh Potts
Sophie Stephenson