

Prepared for

The ByWard Market Business Improvement Area

The City of Ottawa Markets Management

The Ottawa Police Service

The Salvation Army Ottawa Booth Centre

The Shepherds of Good Hope

The Ottawa Mission

The Lowertown Community Association

The Sexual Health Centre

Youth Services Bureau of Ottawa

Operation Come Home

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SERVICE DE POLICE D'OTTAWA
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Prepared by

Francisco Ayala

*Inventory, storage, procurement, logistics,
parking enforcement coordination*

Jal Feuerstack

*Safety and Security Committee reports,
Mid-Season Report, Final Report*

Anthony Hainse

*Ambassador statistics processing,
audits: bicycle, evening, vendor, postering, OMG*

Elizabeth McSheffrey

*License and permit database program,
lead meeting minutes and agendas, graffiti audit*

Tyler Bissonnette

*Parking Garage program management
and statistics processing*

Michelle Bonnah

*Management of MMS vendor data for AF and AC,
Veggie Valet management and statistics processing*

Corrie Bouskill

*Master Gardeners program management,
brochure management and statistics processing*

Khadidja Brunet

*Creation and maintenance of tourism reference materials,
media monitoring and mobilization*

Lily Chau

*Kiosk maintenance, organization and filing coordination,
kiosk statistics processing*

Jordan Lang

*General filing and recordkeeping,
staff meeting minutes and agendas*

Cassandra Narducci

*Crop and production plan processing,
Parkdale logistics and special events, translation*

Compiled and edited by Jal Feuerstack.

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For more information please contact:

The ByWard Market BIA

55 ByWard Market Square

Ottawa ON, K1N 9C3

613-562-3325 • BIA@ByWard-Market.com

The City of Ottawa Markets Management

55 ByWard Market Square

Ottawa ON, K1N 9C3

613-244-4410 • ByWardMarket@Ottawa.ca

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Introduction

Initiated in 1997, the ByWard Market Ambassador Program serves as a hands-on safety and security resource for Ottawa's Downtown core. In 2004 it was re-branded the ByWard Market Street Ambassador Program to reflect the boundaries in which it operates.

The program is now in its eighth consecutive year of operation and continues to be a lasting 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 Centre, the Shepherds of Good Hope, the Ottawa Mission, the Lowertown Community Association, the Sexual Health Centre, Youth Services Bureau of Ottawa and Operation Come Home.



This multifaceted program fulfills its primary safety and security mandate first and foremost through front-line response and first aid treatment. Secondly it provides a valuable lifeline of communication and assistance services to tourists, the Capital's patrons and all ByWard Market stakeholders.

This report will provide the program's supporting partners with a detailed description of our operations and a critical statistical analysis of relevant seasonal activity; the statistics sections contain pertinent tourism and security data.

Parameters

MANDATE

Originally conceived by Crime Prevention Ottawa as a measure to reduce street crime throughout the downtown core, the Program came under the joint jurisdiction of the City of Ottawa and the BIA in 2004 when its territory was limited to the ByWard Market. Since then, it has grown significantly to encompass a wide variety of functions (for a full list please refer to the "[Responsibilities](#)" section of this report). As City of Ottawa and BIA employees, the Ambassadors represent the typically convergent public and private interests of the Market. The Ambassadors also act as the public face of Markets Management, the municipal division responsible for, among other things, enforcing the ByWard Market Program By-Law ([By-Law Number 2008-449](#)) and as such serve to inform the public about the relevant regulations. The Ambassadors are deputized through Emergency and By-law Services to issue tickets for parking infractions in the ByWard and Parkdale Markets, and act as agents for all city property (as well as certain specifically-authorized private property) with regard to trespassing and activities in violation of the provincial [Safe Streets Act](#). In matters not covered by these documents, the Ambassadors seek to resolve any conflict situation by providing information and diplomacy, and if necessary, contacting the relevant authorities. Additionally, the Program often assists in facilitating resolution of BIA issues.

The Ambassador team is further categorized into seven Street Ambassadors (this summer: Bissonnette, Bonnah, Bouskill, Brunet, Chau, Lang, Narducci) and four Street Ambassador Leads (this summer: Ayala, Feuerstack, Hainse, McSheffrey). The Leads typically work more closely with the BIA, receive additional training and convene for extra weekly meetings.

GEOGRAPHY

The Program operates within the Market area established by ByWard Market Program By-Law. With a few exceptions, this territory extends west to east from Sussex Drive to Cumberland Street (continuing to King Edward Avenue exclusively along York Street) and south to north from George Street to St. Patrick Street (continuing to Cathcart Street exclusively along Dalhousie Street). Ambassadors are on the street from 9:00 a.m. until 6:00 p.m. Sunday through Wednesday, and until 8:00 p.m. Thursday through Saturday, from May 1st until Labour Day.

Statistical data are collected by a variety of means and categorized by time, date and location in order to deliver effectively targeted services. This includes dividing the Market area into three statistical zones, or “Blocks”:

- **Block #1** consists of the area around 55 ByWard Market Square bounded by ByWard, Clarence and Dalhousie. This block contains all of the outdoor vendors, the Market Building (55 ByWard Market Square), the Ambassador-monitored 15-minute parking zones, City of Ottawa Parking Lot #4, the William Street Mall and the William Street Pedestrian Area. Block #1 is the core of the Market, and a major hub for tourists, vendors, buskers, panhandlers and other clients.
- **Block #2** comprises the western edge of the Market, between Sussex Drive and ByWard Market Square / Parent Street, including all six Sussex Courtyards. Notably, this block also includes the York Street West Pay and Display Parking Compound as well as the tour bus parking zone on George.
- **Block #3** includes the remainder of the Market, including its northern and eastern residential areas. This expansive area encompasses the Waller Street Mall, the Salvation Army Ottawa Booth Centre, the Shepherds of Good Hope, the Sexual Health Centre, the York Street East Pay and Display Parking Compound, and City Parking Lot #5.

These Blocks are used to denote the locations of contacts and incidents that the Ambassadors encounter. In a typical day these could include providing information to tourists, fielding concerns from ByWard Market stakeholders, attending to traffic issues, coordinating buskers, maintaining positive relations with the public, assertively engaging with aggressive or disruptive persons, directing individuals in need to local resources and shelters, offering first aid, ensuring the continued maintenance of Market facilities, assisting with BIA events, and much more. A full map outlining all three blocks has been included in [Appendix i](#).

Operations

QUALIFICATIONS

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

TRAINING

- First Aid, CPR and AED (automated external defibrillator) training
- Crisis Prevention Institute “Prepare Training: Respect, Service & Safety at Work” Foundation Course and Violence Response Procedures 1

- Information sessions with local shelters and related services
- Markets Management summer staff training
- Frontline tourism information sessions and events, including familiarization with local attractions (“fam” tours, etc.)
- Accessibility training
- Tour of Ottawa Police Headquarters and familiarization with relevant laws, by-laws and police procedures
- Parking Control Officer Training

COMMUNICATION

- Two-way radio communication between all active Ambassadors and Markets Management at all times
- Pre-established radio codes to ensure efficiency and discretion when managing sensitive situations
- Mobile telephone programmed with contact numbers for all partner organizations and other necessary contacts (ex. outreach vans, non-emergency police issues)
- Ongoing dialogue and weekly meetings with management to address issues and ensure all efforts are coordinated
- Daily communication via email

Responsibilities

SAFETY AND SECURITY

The Ambassadors contribute to the safety and security of the ByWard Market by ensuring a constant presence on the street. Two-person teams patrol all areas of the Market, watching for conflicts, first-aid issues, emergencies, criminal activity and more, in addition to offering directions and assistance to visitors. These teams are frequently dispatched to deal with specific incidents, and are consequently equipped with first-aid supplies and a cellular phone. The Ambassadors are trained in conflict resolution and various first-aid and violence response procedures, and utilize a range of action in such situations: from personal intervention, to involving a Markets Management Officer, to notifying the relevant authorities. Typical contributions include providing first aid, finding missing children, halting by-law violations, reporting



illegal or dangerous activity to the Police, providing witness statements, and monitoring the location of potentially dangerous individuals. Please refer to the “[Notable Incidents](#)” section for specific examples.

TOURIST INFORMATION

In addition to assisting with safety and security issues, the Ambassadors act as an information

source for Market patrons, visitors and tourists. Ambassador teams frequently provide directions, answer questions, hand out maps and brochures and otherwise assist individuals throughout the Market, both on the street and at the information kiosk at 55 ByWard Market Square. In order to fulfill this responsibility, the Ambassadors are well-versed in ByWard Market services, businesses, history and geography, in addition to carrying maps and other reference materials. Continuous radio contact with the information kiosk allows proxy access to online resources when needed and ensures that no query goes unanswered. The Ambassadors refer patrons to ByWard Market businesses and vendors on a daily basis.

STAKEHOLDER ASSISTANCE

The Ambassadors are also responsible for maintaining relations with ByWard Market stakeholders, including residents, businesses, vendors, buskers, shelters, City services, embassies, museums and the National Capital Commission (NCC). This may involve providing information, forwarding concerns to Markets Management and/or the BIA, resolving unpleasant or potentially dangerous situations, assisting with various tasks, securing relevant infrastructure in inclement weather and executing logistical assignments.

MUNICIPAL AND BIA SERVICES

The Ambassadors are tasked with executing numerous City of Ottawa and BIA functions, including:

- Daily art and craft / agri-food vendor allocations
- Daily rounds to turn signage, collect pylons and water outdoor planters
- The daily set-up and take-down of the William Street Pedestrian Area as well as periodic special events
- The seasonal set-up and tear-down of City infrastructure, such as bollards and vendor stand frames
- The installation and ongoing maintenance of water and electrical systems for vendors
- Deliveries, notices and surveys to vendors and businesses
- Various special projects

FILING AND RECORDKEEPING

Extensive records of all Ambassador activities are kept in either digital or hard-copy formats. These records are filed along with written reports from stakeholders and the public (including victim impact statements, incident reports, service requests, complaints, and the like). These files are reviewed by Markets Management and the BIA.

The Ambassador Leads meet with management every Friday, and the Ambassadors every other Friday, to discuss upcoming events or programming, relevant policies and problems or incidents from the week prior that have raised concerns among the staff. These problems address the enforcement of by-laws, the maintenance of the market, or other communication or operational issues. The Ambassador assigned to keep agenda and minutes for the summer is responsible for drafting the meeting's schedule of topics and recording the discussions and conclusions reached in the meeting. The results are communicated to all staff as an official record of each meeting's outcome. Some reoccurring topics at this summer's meeting have been parking enforcement, the busking program and the behaviour of certain clients in the market.

MEDIA MONITORING

News articles and other media releases pertaining to the Market are monitored, collected and reviewed by the Ambassadors to ensure comprehensive and up-to-date awareness of current perceptions and perspectives of the Market's neighbourhood and organizations. The "Media Wall" at 55 ByWard Market Square represents the Market's year in pictures and articles from across the country. Publications involving the Market are posted to this wall and updated every week to keep management and staff up-to-date on the events and notices that affect their workplace. This wall draws attention to both the positive and negative occurrences of the Market season, showcasing the public's response to these events and allowing the City to determine what aspects of the Market environment require improvement. Some of the most prevalent occurrences in the media this year were Will and Kate's visit to the market, the fire in Bang On and Allegro on William Street, and the drug bust made by the Ottawa police in collaboration with the BIA.

TRAFFIC COORDINATION AND PARKING ENFORCEMENT

The Ambassadors are responsible for supervising and maintaining traffic flow and parking enforcement around 55 ByWard Market Square. When at all possible Ambassadors engage with drivers to ease congestion and prevent or resolve parking infractions in a constructive manner. Street closures are sometimes also required and are overseen by Ambassadors (or paid duties as required).

Five areas comprise the 15-minute parking zone under exclusive Markets Management jurisdiction, and as such these are enforced by Ambassadors:

- The north and south sides of York Street between ByWard Market Square and William Street
- The west and east sides of ByWard Market Square between George Street and York Street
- The south side of George Street between ByWard Market Square and William Street

Ambassadors are authorised to issue parking tickets throughout the ByWard Market when necessary. Almost all Ambassador-issued tickets are written for vehicles "parked in excess of posted time limits" within the 15-minute parking zone. Exceptions include infractions issued to vehicles parked in no-parking or no-stopping areas so as to block vendor stands, traffic flow, or crosswalks. Vehicles parked in the middle of the road and on sidewalks are also common.

After issuing a ticket the Ambassadors fill in a Certificate Control List including the following information: name, cadre number, issued ticket number and whether the ticket is valid or has been spoiled. This paperwork must be submitted with every ticket. All tickets are forwarded to the City on a regular basis (no more than three days after being issued).

The Ambassadors track relevant parking statistics throughout the summer, including locations and dates of issued tickets. The Ambassadors also keep records of vehicles towed by Markets Management.

For statistical information about parking enforcement, please refer to the "[Additional Statistics](#)" section.



Audits and Inventories

Throughout the summer, the Ambassadors undertake numerous audits to ensure the accuracy of information pertaining to the maintenance, cleanliness and functionality of the ByWard Market. These include:

GRAFFITI AUDIT

Due to its location in the heart of downtown Ottawa, the ByWard Market is a popular target for graffiti and vandalism. The Graffiti Audit serves as a record of all incidents of vandalism taking place over the summer and where they occur. This audit is updated weekly and sent to Goodbye Graffiti, a graffiti removal company contracted by the BIA. This report allows the City of Ottawa to keep track of any trends in the locations and signatures chosen by individual offenders, in addition to the length of time it takes for the graffiti to be removed. It has been noted that storefronts are frequently targeted, though such graffiti is typically removed very quickly. Elevated areas such as rooftops and secluded areas such as parking lots are also targeted. Since the elevated areas do not fall under Goodbye Graffiti's responsibility, they are rarely if ever cleaned.

POSTER REMOVAL

In accordance with Signs on City Roads By-Law ([By-Law Number 2003-520](#)), affixing posters is only permitted on posts with metal or plastic "collars" and posters on other city property are removed. Unauthorized postering has been especially prevalent on the black metal "heritage" lampposts throughout the Market. This has been addressed with ongoing daily removal of such posters, coupled with periodic full-market sweeps and replacement of any damaged or illegible "NO POSTERING – AFFICHAGE INTERDIT" stickers. This summer, the Ambassadors removed 750 unauthorized posters (about 6 per day).

MAINTANANCE

Due to the large amount of pedestrian and vehicular traffic throughout the Market, most municipal infrastructure in the area requires frequent maintenance. The Ambassadors take note of the location and nature of repairs needed to roads, sidewalks, lampposts, signage, and any other City property and forward this information to the relevant departments. Ambassadors will at times also affect direct repairs to hardware under the administration of Markets Management.

OTHER AUDITS

The Ambassadors perform several other audits and inventories, including but not limited to:

- Enumeration of various waste receptacles (66 at last count) coupled with recording of how often they require pickup from the City
- Detailed inventory of all available bicycle parking (554 dedicated spaces in total)
- Auditing all newspaper boxes in the Market and establishing which are authorized

Recent Initiatives

MONITORING OF LOT #4

As of Thursday, June 9th, an Ambassador is on location at the entrance to City of Ottawa Lot #4 (Clarence Street at Parent Street) as required, from 11:00 am until 5:00 pm, Thursday through Sunday. This Ambassador is tasked with easing traffic congestion and directing motorists to the nearby City of Ottawa Lot #5 at Dalhousie (entrance on Clarence or Murray), which has lower daily parking rates.

This project aims to keep track of parking and flow of traffic in the Byward Market area. By attending to the parking garage the Ambassadors are able to give directions to visitors, help them find parking when Lot #4 is full, and help control traffic at the ByWard/Clarence/Parent intersection (which is frequently subject to traffic jams). The statistics recorded in this project demonstrate the busiest times for parking and enable more efficient scheduling, in order to ensure a steady flow of traffic and to avoid congestion.

BY-WEST GARBAGE COORDINATION

Over the course of the summer, the Ambassadors have worked towards reducing the presence of litter and garbage in the Market area, particularly along the West side of ByWard Market Square (By-West). This has involved coordinating timely commercial garbage pickups between Markets Management, BFI and the storefronts on By-West. This initiative arose as a response to the increased frequency of missed pickups, often resulting in large quantities of garbage being strewn across the street as bags were damaged or moved. This issue has been largely eliminated as a result of the aforementioned attention.

“VEGGIE VALET” SERVICE

The Veggie Valet was a free service provided by Markets Management in order to facilitate shopping in the market and to ease parking concerns, encouraging customers to return. This service offered the public the opportunity to leave purchases in a supervised location on ByWard Market Square, where they were held by Ambassadors and exchanged for a numbered ticket (much like a coat-check). At the end of the day shoppers could then drive up and park in

the designated Veggie Valet area to load up their purchases. It eliminated the need for shoppers to carry purchases around the Market or to their vehicle. Additionally, when the Veggie Valet was not busy, the designated area became additional 15-minute parking space. This service ran from 9:00 a.m. to 5:00 p.m., Friday through Sunday from July 8th to September 5th.

For usage statistics of the Veggie Valet, please refer to the "[Additional Statistics](#)" section.

Ongoing Projects

WILLIAM STREET PEDESTRIAN AREA

The trial period for the William Street Pedestrian Area project has been extended for another summer (in light of the completion of last year's construction on Sussex Drive). The Ambassadors are responsible for the daily set-up and take-down of this site, as well as maintaining it and supervising its use by small scale special events such as the Auto Classic and the Festival Franco-Ontarien, buskers, tourists and other individuals.

BUSKER LICENSING PROGRAM

The summer of 2011 marks the second year of comprehensive enforcement of the busker licensing program, as introduced and mandated by the ByWard Market Program By-Law. This program consists of regulating buskers through paid licenses and permits as well as delineated performance locations and scheduled rotation.

Any prospective busker must purchase an annual Busking License for \$50.00 as well as daily busking permits at \$10.45 per day (including a 4.5% BMSA fee) up to a maximum of \$156.75, after which daily permits are free for the remainder of the Market year. This equals a total of \$206.75 for one year of busking. Busking is allowed at twelve different spots around the Market, for which buskers may sign up at the Kiosk. Buskers are limited to one hour per spot, unless the consecutive hour at a given spot remains unreserved. (Presently, these rules differ slightly at the William Street Pedestrian Area "WSPA" busking spot.) The available busking spots are as follows:

- **P1:** George Street, north side, outside the southeast corner of EQ3
- **P2:** George Street, south side, east of the tree planter by the Chapters parking lot
- **P3:** George Street, south side, outside the entrance to the Freiman Mall
- **P4:** William Street Mall, west side, between the Aulde Dubliner and the Highlander Pub
- **P5:** William Street, east side, next to the Beavertails stand
- **P6:** York Street, south side, outside the northeast corner of Irving Rivers
- **P7:** York Street, south side, directly outside Moulin de Provence
- **P8:** ByWard Market Square, east side, outside 51 York Street
- **P9:** William Street Pedestrian Area, between Aubry's Meats and Tucker's Marketplace
- **P10:** York Street, north side, between Tucker's Marketplace and the Hard Rock Café
- **P11:** York Street, north side, between The Keg and the Great Canadian Cabin
- **P12:** Dalhousie Street, west side, outside Money Mart

There are two additional locations reserved for "Street Artist Performers" (typically sidewalk artists) who require multiple consecutive hours to produce their art. These are **PS1** on the William Street Mall, east side, between Scotiabank and Sugar Mountain, **PS2** on George Street, south side, in front of The Bay, and **PS3** on the eastern tip of the York West median. All spots are marked by a square of four yellow dots on the sidewalk.

For a complete map, please refer to [Appendix i](#).

The program remains the subject of mixed reviews from the busking community, the Ambassadors having received both positive and negative feedback, however it has been generally well-received by vendors and businesses. It is coordinated and enforced by the Ambassadors. As of August 31st, **100** buskers have registered for the 2011 season. For comparison, 101 buskers had signed up for the season by August 31st last year.

For statistical information about the Busker Licensing Program, please refer to the [“Additional Statistics”](#) section.

ASSISTANCE TO THE “MASTER GARDENERS”

The annual “Master Gardeners” program brings experienced gardeners into the ByWard Market to share their expert advice with other plant growers and enthusiasts. This summer, the program took place on Saturdays from May 7th until June 25th 2011. The majority of these days were warm and sunny with only one rainy Saturday. The Master Gardeners’ volunteers reported their days spent in the Market proved successful as they spoke with many people interested in free gardening and plant advice.

To ensure the success of this program, the Ambassadors set up a tent, chairs and table with tablecloth for the Master Gardeners. A “Master Gardeners” a-frame sign was set up to clearly identify the volunteers as gardeners giving free advice. The volunteers were offered tea or coffee provided by Café 55 and they were given a meal voucher worth \$8.00 which could be used for food at any of the following restaurants at 55 ByWard Market Square: Café 55, Continental Bagel, Farm House, Il Mercato, Le Moulin de Provence, Oh-Ya Café Plus, Pure Power Juice Bar, Shafali Indian Foods Bazaar, Wang’s Noodle House, and Yayora Express. These vouchers were given on behalf of Markets Management to show appreciation and support to the presence of Master Gardeners in the Market.

The Master Gardeners program was an excellent addition to the ByWard Market as it proved to be a useful service to all those interested in free gardening advice.

SPECIAL EVENTS AND FESTIVITIES

Every summer the Ambassadors assist with numerous special events, and this year has been no exception. One Ambassador is responsible for updating all staff members about upcoming events and festivals that concern the ByWard Market’s many stakeholders and tourists. The Market is a popular location for special events, fundraisers and celebrations, and this Ambassador ensures that staff are informed and about such occasions, better equipping everyone to serve visitors and other business members. Most notably, this summer the Market has played host to:



- The 15th annual ByWard Market Auto Classic. This enlarged edition of the perennial favourite featured over 70 classic cars parked all over the Market.
- The Festival Franco-Ontarien, with performances by Les tambourineurs du Burundi and Les Bayuda du Congo, as well as Le Carnaval de Grosses têtes.
- Close to one million people feted Canada Day in the Market, taking advantage of excellent views of the fireworks.

- Ottawa Chamberfest 2011, with concerts at St. Brigid’s Centre for the Arts and impromptu performances along William Street.
- The Lowertown Summer Festival at Bingham Park
- A song-and-dance flash mob opening Greek Fest 2011
- The Foodland Ontario Travelling Show
- The BMSA-sponsored ByWard Market Charity Corn Roast rounding out the end of summer

Present Issues

The ByWard Market faced several challenges this summer, many of which fall under the purview of the Ambassadors. While many of these were resolved, others require additional attention. The following are current issues from an operational perspective:

- **Waller Street Mall and George Street East**
This area, consisting of George Street between Dalhousie and Cumberland as well as the Waller Mall to Rideau, is the site of more than its share of loitering, panhandling, disruptive behaviour, violent confrontation, and in particular public drug and alcohol abuse. Its location between the Salvation Army Ottawa Booth Centre and the Beer Store and LCBO on Rideau Street and the seclusion provided by the Waller Mall and the various parking lots lead to a troublesome combination. Intoxicated individuals loiter daily on the sidewalk, on and around tree planters, and outside the Honest Lawyer.
- **Recurring Persistent Aggressive Panhandlers**
Certain clients known for aggressive panhandling, including from patrons on patios, at pay machines, at vendor stands, and from school groups of children, have been repeat offenders this summer. Many continue after having been verbally informed of the relevant laws, warned repeatedly, and apprehended by Police. The Ambassadors have little recourse in these situations but to persist in engaging with the individuals or calling relevant authorities.
- **York Street West Pay and Display “Parking Valets”**
Many clients seek payment for holding parking spaces, guiding traffic, and, most questionably, to “ensure” the safety of parked vehicles. Not only are these individuals not qualified to direct traffic, they are often intoxicated, and as such create a significant safety hazard. This occurs most often at night, but is a daytime concern as well.
- **Disruptive or Belligerent Vendor Assistants**
Many ByWard Market vendors hire homeless or transient workers on a daily basis for set-up or take-down of stands. While this is an excellent community partnership, and by no means a problem in and of itself, certain individuals who are frequently hired have a habit of belligerent and offensive behaviour. This can create a difficult position with regard to enforcement in addition to promoting a negative image of the vendors to the public.
- **Abuse of Loading and Unloading Privileges**
The 15-minute customer parking zones around 55 ByWard Market Square are available for extended periods of time to vendors who are “actively unloading”—this is primarily used by Agri-Food vendors with large quantities of produce. However, such vendors arrive before 7:30 a.m. and many are still parked in the 15-minute zone more than two hours later, leaving Market patrons with little to no space. Given the busy morning schedule of the Market, with two allocation processes and frequent special event setups, the Ambassadors are typically unable to properly monitor this issue.

Potential action to be taken on these issues is outlined in the [“Recommendations”](#) section.

Statistical Overview

OUTLINE

While on the street, the Ambassadors record all encounters with other individuals in the Market as well as a variety of “non-contact issues” such as traffic problems and maintenance requirements. This information is codified under 682 separate fields on [a specialized tick sheet](#), which has been modified since the last Report in July.

Within this framework, “contacts” refer to personal interactions. These are divided into “positive” and “negative” contacts, depending on the purpose thereof. Positive contacts are further defined as either “services” or “interactions” depending on whether a service was provided. Negative contacts are defined as dealing with either “negative behaviour”—activities which are visibly detrimental to the affairs and atmosphere of the Market—and “nuisances” which are largely administrative challenges.



DEFINITIONS

Our classification of contacts can be broken down as follows:

(* denotes fields that were added or modified throughout the summer.)

- **Negative Contacts**
 - **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;
 - **Aggressive Panhandling:** Explicit unsolicited requests of money and/or goods in a threatening, confrontational, or persistent manner and/or from patrons on patios, at Pay & Display machines, near vendor stalls, etc.
 - **Drug Use:** Public abuse of illegal substances
 - **Drug-Induced Intoxication*:** Severe public and disorderly intoxication due to drug use
 - **Alcohol Consumption:** Consumption of alcohol outside of designated areas
 - **Alcohol-Induced Intoxication*:** Severe public and disorderly intoxication due to alcohol consumption
 - **Inappropriate Loitering:** Inherently disruptive presence of an individual for an extended period of time; this includes sleeping in public areas such as pedestrian thoroughfares.
 - **Disruptive Behaviour:** Excessive yelling, fighting, profanity, property damage, public urination, etc.
 - **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;
 - **Busking:** Unlicensed or otherwise non-permitted busking and/or negative busking issues
 - **Vending:** Unlicensed or otherwise non-permitted vending and/or negative vending issues
 - **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.)

- **Outreach Van:** Interaction with the personnel of an Ottawa shelter Outreach Van for the purpose of resolving a negative client situation
- **Complaint:** Any official or unofficial complaint

- **Positive Contacts**

- **Services:** Any service rendered to directly assist any individual in the Market, including;
 - **Directions:** Provision of directions to a given location
 - **Brochures:** Request for or distribution of maps or other brochures
 - **Inquiries:** Response to any received inquiry; refer to “Inquires” subsection below.
 - **First Aid – Urgent:** Administration of emergency first aid requiring an ambulance
 - **First Aid – Non-Urgent:** Administration of first aid not requiring an ambulance
 - **Miscellaneous:** Any positive service not otherwise defined
- **Interactions:** Any positive interaction not related to a direct service, including;
 - **Busking:** Positive interaction pertaining to busking
 - **Vending:** Positive interaction pertaining to vending
 - **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.)
 - **Outreach Van:** Interaction with the personnel of the Salvation Army Outreach Van not related to a negative situation
 - **Casual:** Any casual positive interaction
- **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.
 - Festivals & Attractions
 - Restaurants & Retail
 - Services
 - Parking & Traffic
 - General ByWard
 - Miscellaneous

Other information recorded includes when, where and with whom the contact occurred:

- **Qualifiers**

- **Targets:** Whom was the contact with?
 - **Visitor:** Any individual in the Market to eat, shop, sightsee, etc.
 - **Vendor:** An owner or employee of a vendor stand in the Market
 - **Business:** An owner or employee of a permanent business in the Market
 - **Busker – Registered*:** Any licensed ByWard Market busker
 - **Busker – Non-Registered*:** Any individual engaging in street performing activity without being registered with the Busker program
 - **Clients:** Itinerant individuals and/or shelter users
 - **Authorities:** Any individual in a position of public authority, including municipal, provincial, federal, NCC, etc.
 - **Other:** Any individual not covered by the preceding categories
- **Locations:** In which block the contact occurred (Please see the “Parameters” section for more information.)
 - **Block No.1:** George-ByWard-Clarence-Dalhousie
 - **Block No.2:** George-Sussex-St. Patrick-ByWard/Parent
 - **Block No.3:** George-Dalhousie-Clarence-Parent-St. Patrick-Cumberland
- **Language:** Whether the contact took place in English or French. This is recorded for *tourist interactions only*.

- **Non-Contact Issues**

- **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.)
- **Reporting:** Any reported and/or resolved issue that does not involve a contact with another individual, including;
 - **Graffiti:** Any formerly-unreported graffiti
 - **Poster:** Removal of any poster or advertisement in an unauthorised location (i.e. heritage lamp posts)
 - **Maintenance:** Municipal property in need of maintenance
 - **Parking / Traffic:** Infraction and/or negative situation pertaining to parking and/or traffic in the Market
 - **Garbage:** Any instance of improperly-placed garbage
 - **Other:** Any negative issue not included elsewhere

A sample of the tick sheet used by the Ambassadors had been included in [Appendix i](#).

Monthly Statistics

SUMMARY

The Ambassadors worked all **123** days this summer, for a total of **1209** hours on duty. Within this period, we recorded **1817** total contacts, generating **399** inquiries, as well as **1912** non-contact reports.

The group we interacted with most is tourists, accounting for **41%** of all contacts, and our most frequent type of contact was “casual” interactions (routine, non-urgent check-ins, typically with vendors). Predictably, Block #1 was our busiest location, with **76%** of all contacts. Our busiest day of the week (on average) was Thursday, and our busiest time of day (on average) was 12:00 p.m. to 3:00 p.m.

August was our busiest month, but our three busiest individual days were July 1st (57 contacts), July 2nd (45) and July 16th (41).

For a complete statistical record, please refer to [Appendix ii](#). For visual representations of selected statistics, please refer to [Appendix iii](#).



MAY

May 2011 saw **283** individual contacts recorded, down from 427 in May 2010. However, it should be noted that due to the near-complete staff turnover and increased training requirements of this spring, statistical recording did not start until May 11th. If we take our existing numbers from May 11th–31st and extrapolate by increasing them in proportion to the missing range (48%), we get a full-month estimate of 419.

For the rest of this section, however, we will be using our “hard” directly-recorded total of **283**. Of these, **214** (or **76%**) were positive and **69** (or **24%**) were negative. The latter included:

- **28** instances of aggressive panhandling
- **11** instances of disruptive behaviour
- **4** instances of inappropriate loitering
- **3** instances of public drug use
- **23** “nuisance” calls (unauthorized busking, vending, etc.)

In May, the Ambassadors also noted **147** police sightings, dealt with **306** “reporting” issues (including garbage, maintenance, traffic, etc.) and responded to **77** specific inquiries.

JUNE

June saw **464** individual contacts recorded, down from 647 in June 2010. Of these, **348** (or **75%**) were positive and **116** (or **25%**) were negative. The latter included:

- **50** instances of aggressive panhandling
- **14** instances of public drug use
- **8** instances of disruptive behaviour
- **2** instances of inappropriate loitering
- **42** “nuisance” calls

In June, the Ambassadors also noted **190** police sightings, dealt with **301** “reporting” issues and responded to **98** specific inquiries.

JULY

July saw **527** individual contacts recorded, up from 404 in July 2010. Of these, **424** (or **80%**) were positive and **103** (or **20%**) were negative. The latter included:

- **23** instances of aggressive panhandling
- **16** instances of disruptive behaviour
- **15** instances of public drug use
- **12** instances of public alcohol consumption
- **4** instances of inappropriate loitering
- **33** “nuisance” calls

In July, the Ambassadors also noted **235** police sightings, dealt with **236** “reporting” issues and responded to **102** specific inquiries.

AUGUST

August saw **543** individual contacts recorded, up from 466 in August 2010. Of these, **376** (or **69%**) were positive and **167** (or **31%**) were negative. The latter included:

- **46** instances of aggressive panhandling
- **16** instances of public drug use (including **6** instances of severe drug intoxication*)
- **20** instances of public alcohol consumption (including **15** instances of severe alcohol intoxication*)
- **20** instances of disruptive behaviour
- **21** instances of inappropriate loitering
- **44** “nuisance” calls

In August, the Ambassadors also noted **211** police sightings, dealt with **286** “reporting” issues and responded to **122** specific inquiries.

* This index was recorded only in August; next Market season it will be recorded over the entire summer. It is included here at the request of the ByWard Market Safety and Security Committee.

Statistical Analysis

POSITIVE STATISTICS







Our most frequently provided service this summer was responding to inquiries, most often about restaurants and retail businesses. Relatively speaking our most positive area (that is to say, with the highest ratio of positive to negative contacts) was Block #2, and our most positive groups of interaction were, in descending order, tourists, vendors and businesses. Our most positive days of the week were Tuesdays and Thursdays, and our most positive time of day was the period from 9:00 a.m. to 12:00 p.m. July was our most positive month.

NEGATIVE STATISTICS

Our most frequently observed negative behaviour throughout the summer was aggressive panhandling. Our most prevalent “reporting” requirements were poster removal and garbage disposal. Relatively speaking our most negative area (with the highest ratio of negative to positive contacts) was Block #3, and our most negative groups of interaction were, in descending order, clients, buskers and “others” – typically individuals in the Market for advertising, petitions or special events. Our most negative days of the week were Wednesdays and Saturdays, and our most negative time of day was from 3:00 p.m. to 6:00 p.m. August was our most negative month.

COMPARATIVE REVIEW

The summer of 2011 shows a decrease in both net and proportional total negative contacts. 2010 saw 545 such contacts, or 28% of all contacts. In 2011 these numbers dropped to **455** and **25%**, respectively. The different contacts and issues that make up this total have varied, with some increasing and others subsiding, as follows:








Behaviour	Incidence, Summer 2010	Incidence, Summer 2011	Increase / Decrease, 2010–2011
Aggressive Panhandling	254	147	42% decrease 
Drug Use	4	48	1100% increase 
Alcohol Consumption	6	32	433% increase 
Inappropriate Loitering	43	31	27% decrease 
Disruptive Behaviour	87	55	36% decrease 
TOTAL NEGATIVE BEHAVIOUR	394	313	20% decrease 

As the preceding table displays, occurrences of aggressive panhandling, loitering, and disruptive behaviour were less frequent this summer. However, while we encountered less individual cases of these behaviours, those we did encounter tended generally to be more severe than those of 2010. Additionally, public drug use and alcohol consumption were clearly more prevalent than during the same period last year.

The frequency of different categories of nuisance calls did not vary significantly, with the exception of negative busking issues: to date we have had **68** such encounters, down 17% from **82** in May–June 2010. This is likely due to increased awareness of the busking program.

The ratio of English to French interactions has also changed over the past year. So far, **87%** of all contacts with tourists have been in English, with **13%** in French. During the same period last year 76% were in English and 24% in French.

The frequency of non-contact “reporting” issues has remained steady overall, though certain specific issues have increased and decreased in severity, as follows:

Issue	Incidence, Summer 2010	Incidence, Summer 2011	Increase / Decrease, 2010–2011
Graffiti Noted	55	72	30% increase 
Posters Requiring Removal	829	750	9% decrease 
Maintenance & Repairs	55	30	45% decrease 
Parking & Traffic Issues	55	31	43% decrease 
Garbage Disposal	125	169	35% increase 
Other	11	77	600% increase 
TOTAL REPORTING ISSUES	1130	1129	no significant change 

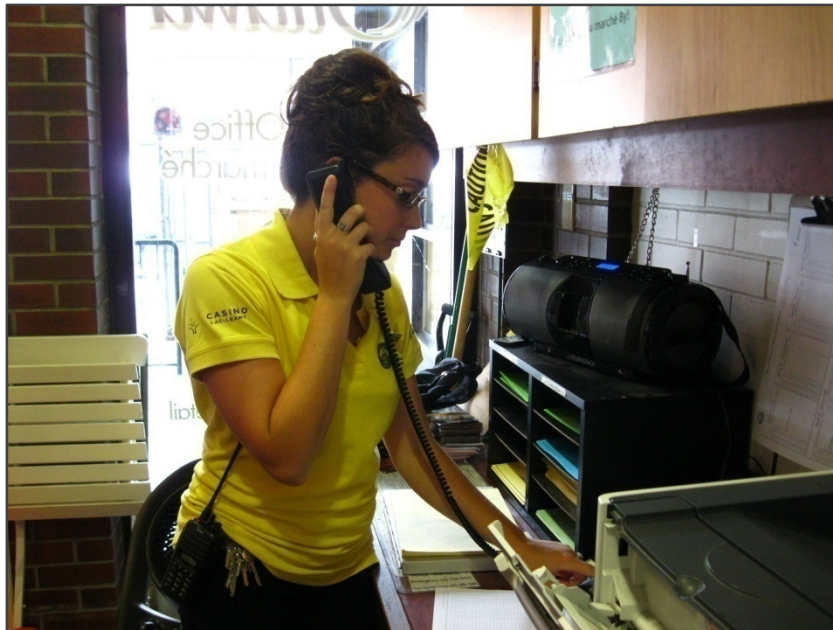
The decrease in unauthorized posters may be due to consistent efforts over the previous off-season (November 2010 to April 2011) to remove, record, and report such posters to By-law services. The decrease in parking and traffic issues may be due to increased public awareness of traffic rerouting around the William Street Pedestrian Area. The increase in garbage issues may be due in part to the problems encountered on “By-West” (please refer to the “[Recent Initiatives](#)” section for more information).

METEOROLOGICAL IMPACT

Last summer the Ambassadors compared all daily net counts and ratios of positive and negative contacts, as well as individual negative behaviours, with daily weather data from [Environment Canada](#). There was found to be no significant correlation, with the exception that total contacts decreased with increased precipitation (which is to be expected). For this reason, the Ambassadors decided not to repeat such a comparison this summer, due to the large time commitment involved. Nevertheless, basic monthly weather data is included here for the sake of statistical context.

In the table below, the white columns show weather data from this summer while the grey columns show weather “normals” for comparison (maximums, minimums and averages as calculated by Environment Canada with data from 1971–2000).

MONTH	Max. Temperature (Day)	Max. Temperature [1971–2000]	Min. Temperature (Day)	Min. Temperature [1971–2000]	Mean Temperature	Mean Temperature [1971–2000]	Total Precipitation	Avg. Total Precipitation [1971–2000]	Most Precipitation (Day)	Most One-Day Prec. [1971–2000]	Precipitation-Free Days Percent	Avg. Prec.-Free Days [1971–2000]	Max. Wind Speed (Day)	Avg. Max. Wind Speed [1971–2000]
May	30.4 °C (31 st)	32.8 °C	0.8 °C (6 th)	-5.6 °C	13.8 °C	13.4 °C	95.2 mm	79.0 mm	24.2 mm (15 th)	42.9 mm	11 36%	10 32%	57 km/h (23 rd)	64 km/h
June	33.2 °C (8 th)	36.1 °C	6.0 °C (3 rd)	-0.1 °C	19.4 °C	18.3 °C	130.0 mm	85.0 mm	90.4 mm (24 th)	66.6 mm	17 56%	9 30%	70 km/h (1 st)	67 km/h
July	36.3 °C (21 st)	36.7 °C	12.5 °C (7 th)	5.0 °C	22.4 °C	20.9 °C	59.4 mm	90.6 mm	17.4 mm (17 th)	69.6 mm	22 71%	10 32%	96 km/h (17 th)	54 km/h
August	30.3 °C (1 st)	37.8 °C	11.3 °C (29 th)	2.6 °C	20.6 °C	19.5 °C	54.2 mm	87.1 mm	13.4 mm (14 th)	66.7 mm	16 52%	11 36%	59 km/h (22 nd)	69 km/h
SUMMER	36.3 °C (Jul)	37.8 °C (Aug)	0.8 °C (May)	-5.6 °C (May)	19.1 °C	18.0 °C	338.8 mm	341.7 mm	90.4 mm (Jun)	69.6 mm (Jul)	66 54%	40 33%	96 km/h (Jul)	69 km/h (Aug)



Additional Statistics

In addition to on-street activities, statistics are recorded about other responsibilities overseen by the Ambassadors, including the Information Kiosk at 55 ByWard Market Square; the Busker Licensing Program; Parking Enforcement on George Street, York Street and ByWard Market Square; the Veggie Valet service; and brochures ordered and distributed to the public.

KIOSK STATISTICS

The Information Kiosk at 55 ByWard Market Square is staffed by an Ambassador from 7:30 a.m. until 6:00 p.m. every day of the week for a total of 1291.5 hours all summer. During this time, the Kiosk assisted 10245 individuals. 6745, or 66%, of these were visitors while 3500, or 33%, were vendors. 44% of all visitors were from the National Capital Region, while 56% were from elsewhere; 81% spoke English and 19% spoke French. July was the busiest month in terms of individuals assisted, while August saw the most contacts.

The Ambassadors “buzzed” (unlocked) the accessible washroom a total of 4200 times this summer, accounting for 36% of all contacts. 3415, or 81%, of these instances were for vendors; 98% of all kiosk contacts with vendors were for this purpose. Since this service is performed on behalf of the building management of ByWard Market Square, it is not included in the kiosk tourist statistics *total* for the remainder of this section, or elsewhere in this report. Excluding the provision of washroom access, the kiosk assisted a total of 6045 individuals, or 4.7 every hour, with 7546 separate contacts.

These 7546 contacts can be broken down as follows:

- 35% were for maps, brochures or directions
- 20% were about restaurants and/or retail businesses in the Market
- 18% were about on-site services (washrooms, ATM, lost and found, parking, etc.)
- 12% were about tourist attractions (museums, Parliament, festivals, tours, etc.)
- 8% were about tourist services (transport, accommodations, currency exchange, etc.)
- 4% were about City of Ottawa and/or by-law-related matters
- 3% were for vendor services

BUSKING STATISTICS

The Busking Statistics project aims to record the attendance of all the Market’s street artists and performers, as well as their frequency at each of the 12 available busking locations. Keeping track of these kinds of records provides valuable information as to the efficiency and effectiveness of the Busking Program. This summer’s statistics reveal the following:

- 100 buskers have registered for the 2011 season as of August 31st
- P5 (Beavertails) and P1 (EQ3) were the most popular spots
- 619 hours were booked at P9 (WSPA)
- Ambassadors dealt with 68 instances of unlicensed or otherwise prohibited busking

For more information on the Busker Licensing Program, please refer to the [“Ongoing Projects”](#) section.

PARKING ENFORCEMENT STATISTICS

From May 1st to August 31st Ambassadors handed out 176 parking tickets. July saw the most tickets handed out with 59, or 34% of the total. 54% of all tickets were given on Sundays, while 24% were given on Saturdays; 22% were given on all other days combined. 96% were given for parking “in excess of posted time limits”. The most frequently-ticketed locations were the north side of York Street (37%), the west side of ByWard Market Square (26%) and the south side of York Street (18%).

For more information on the parking enforcement, please refer to the [“Responsibilities”](#) section.

VEGGIE VALET STATISTICS

The Veggie Valet was operational for 25 eight-hour days in July and August, for a total of 200 hours. During this period, the Veggie Valet was used by 15 individuals (including one off-duty Ambassador), making for one patron every 13.3 hours. The service attracted no patrons on more than half of the days it was open, and never more than two on the same day. Notably, the entire four-day weekend from August 26th to 29th saw no activity. The service was most popular on Saturdays and least popular on Fridays, and was most often used to store fruits and vegetables.

For more information on the Veggie Valet, please refer to the [“Recent Initiatives”](#) section.

BROCHURE STATISTICS

In addition to the pamphlets and brochures distributed on Ambassador tours, **16143** brochures were distributed passively and **3777** brochures were delivered directly to businesses and storefronts around the Market. Of the former, 58% were taken from the brochure “tower” at 55 ByWard Market Square and 42% were given out at the Information Kiosk. A total of **9658** ByWard Market maps were distributed, accounting for 49% of all brochures.

Notable Incidents

The following are a few examples of incidents the Ambassadors have dealt with during the last two months. Please note that this list is far from comprehensive.

MAY–JUNE

- An intoxicated man became physically violent with an employee of a vendor; this escalated into a physical struggle between several people. Ambassadors helped to contain the situation by clearing bystanders from the scene, calmly verbally engaging with the parties involved and directing traffic to ease Police access. The man was arrested by the Police.
- A boy had become separated from his out-of-town Scouts group and gotten lost, without knowledge of his home telephone number or any emergency contacts. Despite his giving conflicting accounts of where he was supposed to be, Ambassadors deduced where his group had been and escorted him back to his group leader.
- An elderly man tripped and fell on a pile of vendor materials in front of ByWard Market Square. Ambassadors quickly proceeded to call for an ambulance, administer first aid, clear the scene, direct traffic and collect information on the incident. The man was taken to the hospital with injuries to his hip.

- A minor vehicle collision occurred on ByWard Market Square, with both individuals denying culpability. Ambassadors engaged with the affected parties, contacted the Police and directed traffic around the area in question.
- The Ambassadors rescued three young starlings and saw to it that they were transported to the Ottawa Wild Bird Care Centre, where they were treated for malnourishment and internal bleeding.
- When a swarm of hundreds of bees descended on Clarence Street, Ambassadors quickly assisted and ensured that no one was stung.
- A woman arrived in the Market after just having participated in the Ottawa Race Weekend. She was losing consciousness, so the Ambassadors called 911 and brought her water, ice packs and a bucket while waiting for the ambulance. She was unable to stand, and was sick in the bucket. Her condition had improved by the time the paramedics arrived, and they confirmed that she was alright. The Ambassadors recommended that she stay seated, and offered her the use of the air-conditioned office.

JULY–AUGUST

- A young man attempted to steal a necklace from an arts and crafts vendor. When he was unsuccessful, he attempted to run away. He was pursued and successfully apprehended by Ambassadors Anthony Hainse and Jordan Lang. The Ambassadors contacted the police, escorted the man back to the kiosk, and supervised him until the police arrived and subsequently arrested him.
- Ambassadors found a young woman stumbling along the sidewalk and inquired if she required any assistance. She and her friend reluctantly accepted, and the Ambassadors moved her inside and provided her with water and ice packs to combat what her friend claimed was simple dehydration. The Ambassadors suspected drug intoxication, since the young woman was barely conscious and unaware of her surroundings, and consequently called 911. The Ambassadors provided translation between the young woman and the paramedic, who strongly recommended that she be brought to the hospital. The young woman and her friend declined.
- A young man was chased north through the Market to York Street while being verbally accused of thievery. A large crowd gathered to apprehend him, and one man in particular attempted to physically restrain him. Ambassadors attended to the situation, appealed for calm from the group and called 911. The suspect was alleged to have eaten at The Exchange restaurant in the Rideau Centre and to have left without paying. He was initially taken into custody by two off-duty Winnipeg Police Service officers until Ottawa Police arrived.
- An 11-year-old child named Hussein became separated from his sister at the Aulde Dubliner washrooms. She was unable to find him for some time and reported him as missing at the kiosk, 30 minutes before they were scheduled to arrive at the airport to board a flight. Based on the description provided, Ambassadors quickly found Hussein at the William Street Mall and escorted him back to his sister.
- A woman rode her bicycle the wrong way down William Street and collided with a piece of plywood that a vendor had been setting up, causing her to fall and severely injure her ankle. Ambassadors promptly called for an ambulance and provided first aid until paramedics arrived.
- A woman arrived at the Kiosk seeking assistance. She was from out of town had become separated from her family while in the Market, and no one involved had a cellular phone. She had already searched the Market for several hours, with no success. Ambassadors searched the Market building and area, contacted the hotel she was staying at, determined which bus route would take her there, walked her to the bus stop, waited with her, and confirmed with the driver that the bus would take her to the correct location. The woman was very appreciative.
- A highly intoxicated woman became verbally and physically aggressive on George Street, between the Salvation Army and the Honest Lawyer, yelling at other people and throwing objects before physically attacking and damaging a car parked in the adjacent parking lot. Ambassadors notified the Police immediately and observed the situation until their arrival. A colleague of the vehicle's owner subsequently confronted the woman in question and attempted to physically restrain her. All parties involved then fled through the Waller Mall to Rideau Street where the suspect was apprehended by the Police. The Ambassadors remained on site to provide detailed witness statements.

- Construction in the alley between the Highlander Pub and the Aulde Dubliner led to a large gas leak at the William Street Mall. The block was evacuated and parts of George and William streets cordoned off by Ottawa Fire Services. Enbridge was called to shut off the gas and the leak was repaired. Throughout this time, Ambassadors coordinated with Fire Services and Police to maintain street closures, redirect traffic, relocate vendors and keep the public informed.



- A driver attempting to park at the York Street West Pay and Display Compound “mixed up the gas and brake” and accidentally drove up onto the median, damaging several other vehicles and colliding with a man riding a Bixi bike. Ambassadors tended to the cyclist, who sustained minor injuries, and the driver, who was extremely emotionally distressed, until the ambulance arrived. The bicycle was too damaged to be inserted back into the Bixi rack, so Ambassadors coordinated with representatives from Bixi to ensure that the cyclist did not incur any expenses for failing to return it, or for repairs.

Recommendations

Based on the preceding information, the ByWard Market Ambassadors present the following recommendations for the 2012 Market Season:

INTERNAL

- Increased promotion of bilingual service**
It has been our experience that many Francophone Market patrons are unaware of the bilingual status of the Program. It may be worthwhile to increase the visibility of available services in this area, perhaps through additional signage.
- Provision of cleaning staff schedules**
Due to our close working relationship with the management and cleaning staff of ByWard Market Square and the frequency of maintenance calls within the building, it would be helpful to have access to a schedule of when which cleaning staff are on duty. This would greatly facilitate the resolution of custodial issues.
- Ambassador attendance at Safety and Security meetings**
It may be beneficial to resume Ambassador attendance at the BIA’s monthly Safety & Security Committee meetings. This would provide Ambassadors with a more comprehensive perspective on Market matters and facilitate the sharing of information and would be particularly useful for developing a strategy to counteract recurring or aggressive clients.
- Discontinuation of the Veggie Valet program**
The Ambassadors unanimously recommend discontinuing the Veggie Valet program if it is not frequented by a larger clientele. Although the service has obvious merit, statistical data (available in the [“Additional Statistics”](#) section) shows that it has not attracted a significant number of patrons: less than 0.075 per hour active (compare with 1.5 per hour active on patrol or 4.6 at the kiosk). Additionally, it has proved to be logistically difficult

given the heavy traffic of the Market. The service was used more frequently as a source for tourist information than for its intended purpose; it may in fact be preferable to replace the service with a second “kiosk” for providing such information.

EXTERNAL

- **More frequent OMG pickups**

Many of the OMG garbage bins in the Market require pickup every day (several times a day on particularly busy days). The required frequency of these pickups is often unfulfilled, even the City has been notified through 3-1-1. More frequent regular garbage pickups of all Market bins would help to resolve this issue.

- **Increased “after-hours” enforcement**

The Ambassadors’ effectiveness only extends to on-duty hours (9:00 a.m. to 6:00 p.m. / 8:00 p.m. on week-ends). Outside of this time period, by-law enforcement is the sole purview of By-Law Officers. Without “after-hours” enforcement of busking, vending, postering, littering, and other by-law violations, a comprehensive approach towards reduction is impossible. Greater coordination with By-Law Officers could help to target certain problem areas. It should be noted that aggressive panhandling is also a significant issue after-hours.

- **Further NCC courtyard repairs**

Although some repairs to the NCC-administered Sussex courtyards have been carried out, notably the sinkhole and some of the loose stones at the north end of Clarendon Lane, problem areas remain. In particular, the



loose bollard at the south entrance to Clarendon Lane and uneven ground throughout all six courtyards pose significant safety hazards to the public and to City employees.

- **Inclusion of water hook-ups and/or washrooms at the WSPA**

Due to the high maintenance demands and heavy pedestrian traffic at the William Street Pedestrian Area (WSPA), the Ambassadors suggest the inclusion of City of Ottawa water hook-ups and/or public washrooms should the project become permanent. This would enable staff to ensure a more sanitary and aesthetically-appealing environment for Market patrons, and would help to reduce congestion of the small public washrooms at ByWard Market Square.

JOINT ACTION

- **Increased attention to Waller Mall and George Street East**

With regard to the Waller Street Mall in particular, this summer has seen considerably more negative activity when compared to last summer. This includes, but is not limited to, public intoxication, aggressive and belligerent behaviour, excessive loitering, drug dealing, active drug use (marijuana and crack cocaine) and active alcohol consumption. It is by far the single location where these activities are most prevalent, and was recently the scene of a severe incident of private property damage (see the “[Notable Incidents](#)” section). Consequently this corridor may benefit from more frequent attention from the Ambassadors, as well as increased Police presence.

▪ **Increased attention to York Court**

The NCC-administered York Court (the north-western corner of the Clarendon Lanes courtyard area between George Street and York Street) has recently become a particularly problematic area. Ambassadors have consequently increased patrols to this area, however NCC support of this endeavour would be additionally beneficial.

▪ **Reduction of “parking valet” activity**

Although not a significant problem during the first half of the summer, the issue of York Street West Pay and Display “parking valets” has surfaced again. While Police action seems to have reduced the presence of these “valets” (typically intoxicated individuals attempting to direct traffic while aggressively demanding money from drivers) this activity is ongoing, with many different individuals taking part. Due to the Ambassadors’ high visibility it is often difficult to gather descriptions of offending individuals before they flee the scene into one of the surrounding bars, alleys, courtyards or parking garages. Increased police presence in this area may help to deter such activity.

▪ **Removal of elevated graffiti**

The removal services of Goodbye Graffiti only cover ground-level and first-storey cases. Large pieces of graffiti abound on elevated portions of many buildings in the Market. It may be possible for the BIA to coordinate with Goodbye Graffiti to affect a one-time cleanup of such areas.

▪ **Resumption of email notifications of missing children**

During previous summers, the Ambassadors received weekly email notices of missing children and youths in the area from the Ottawa Police Service. Given the large area covered by the Ambassadors and the extensive time spent on the street, it may be advisable to resume this practice, particularly given that very young individuals were observed panhandling at least twice over the course of this summer.

▪ **BMSA Code of Conduct recommendations**

Although the ByWard Market typically provides a distinctly positive workplace, the Ambassadors acknowledge that certain individuals, particularly those with addiction and/or mental health issues, are not necessarily predisposed to fostering productive communication or a pleasant working environment. This is understood to be one of the many challenges dealt with by the Program. The Ambassadors suggest, however, that vendors, buskers, and other Market licensees should reasonably be expected to maintain a semi-professional level of conduct. Consequently the Ambassadors recommend that the upcoming BMSA Code of Conduct include stipulations that licensees...

- Carry out interactions with customers, other licensees and Ambassadors in a respectful and professional manner; acknowledge that screaming, profanity, threats, personal attacks and racist, sexist or otherwise discriminatory comments toward Markets Management and BIA staff will not be tolerated.
- Be strictly prohibited from any violent actions or confrontation with one another while on the Market
- Abide by all relevant laws and by-laws, including smoking restrictions and stand boundaries
- Be responsible, insofar as legal and by-law infractions, for the actions of their employees, including temporary, transient and/or assistant employees
- Be fully clothed at all times while on the Market
- Be sober and refrain from consuming intoxicants while on the Market
- Maintain a basic level of hygiene while on the Market; acknowledge that work areas should be kept functionally clean and licensees should wash their hands after using the washroom; acknowledge that unhygienic non-work-related activities should be avoided within stand areas.
- Dispose of any garbage promptly and through appropriate channels
- Load and unload vehicles parked in the 15-minute parking zone as quickly as possible; acknowledge that licensees abusing this privilege may face parking enforcement measures
- Respect the morning allocation process

This would serve to reduce unwarranted on-the-job harassment experienced by the Ambassadors, as well as provide a more customer- and family-friendly atmosphere for Market patrons. It would also serve to ease communication and facilitate problem-solving between all parties involved.

Conclusion

As always, this Market season has proven highly eventful and has showcased the best that Ottawa has to offer in food, art, entertainment, tourism, community and commerce. It has also presented many unique and unprecedented challenges to stakeholders including a variety of perennial concerns. With the assistance and coordination of our community partners, we have met, ameliorated or resolved many of these challenges, and when compared to past circumstances it becomes clear how much tangible progress has been made in ensuring a more pleasant, productive and tourist-friendly environment. However, further efforts are needed to address some of our more intractable issues.

In many ways, the largest contribution of the Ambassador program is behind the scenes, not only solving problems but ensuring that they do not arise in the first place. This can take many forms, from maintaining functional and productive relations with stakeholders, to neutralizing day-to-day incidents before they become a concern to the public. Whether it is finding a missing child, helping a hungry person find a meal, or simply guiding tourists to local attractions, the ByWard Market Ambassadors continue to make a lasting positive impact on the community.

As Ambassadors we are proud to represent the heart of the Capital and a living piece of Canadian heritage. We have worked to maintain the Market's status as a world-class tourist destination and strive to enhance its function as a hub for local produce.

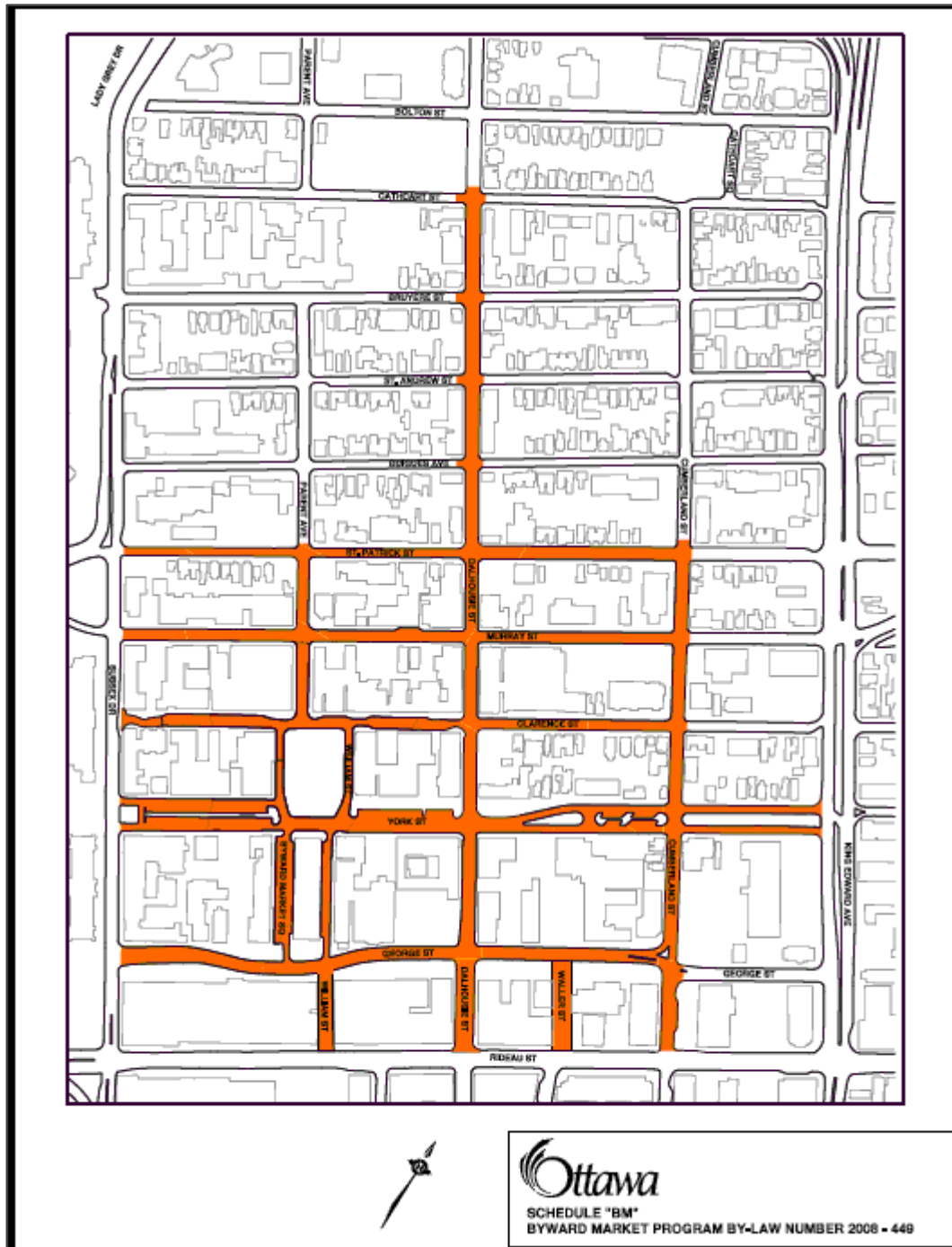
For more information about anything included in this report, please contact the City of Ottawa Markets Management. More detailed reports about many of the subjects discussed are also available upon request. We hope that this report has provided a functional snapshot of the day-to-day operations of the ByWard Market Ambassador Program. We welcome any feedback, in the hopes that we can improve the productivity of the ByWard Market for all parties involved.

Sincerely,
The 2011 ByWard Market Ambassadors

Appendices

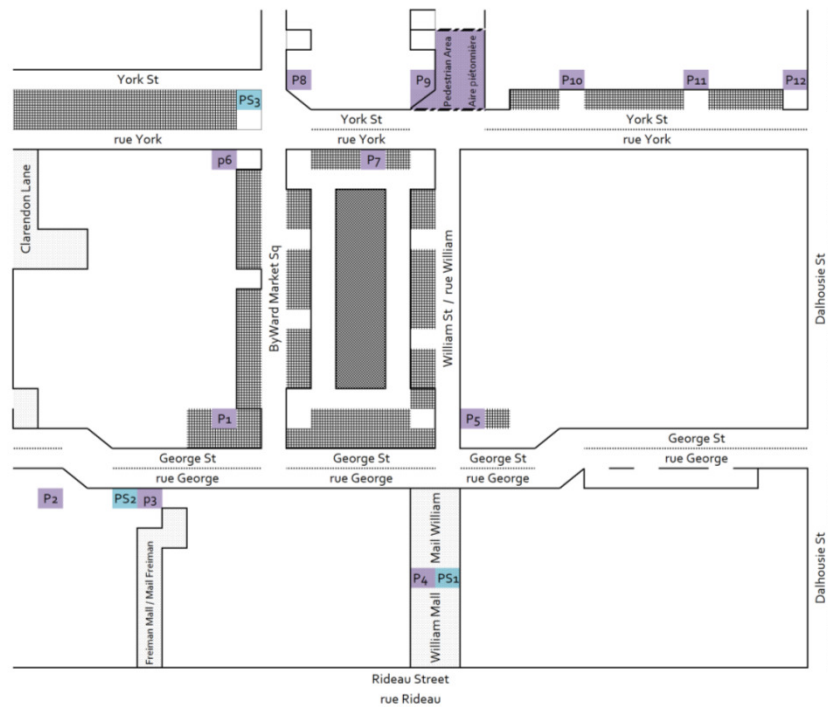


The full ByWard Market area is defined as follows by the ByWard Market Program By-Law:



The three statistical “blocks” as used by the Ambassadors are defined as follows:

The following detail displays the twelve designated street performer locations (in **purple**) and the three designated street performer artist locations (in **blue**) as defined by the ByWard Market Program By-Law:



The following is a rescaled sample of the tick sheet used by the Ambassadors:

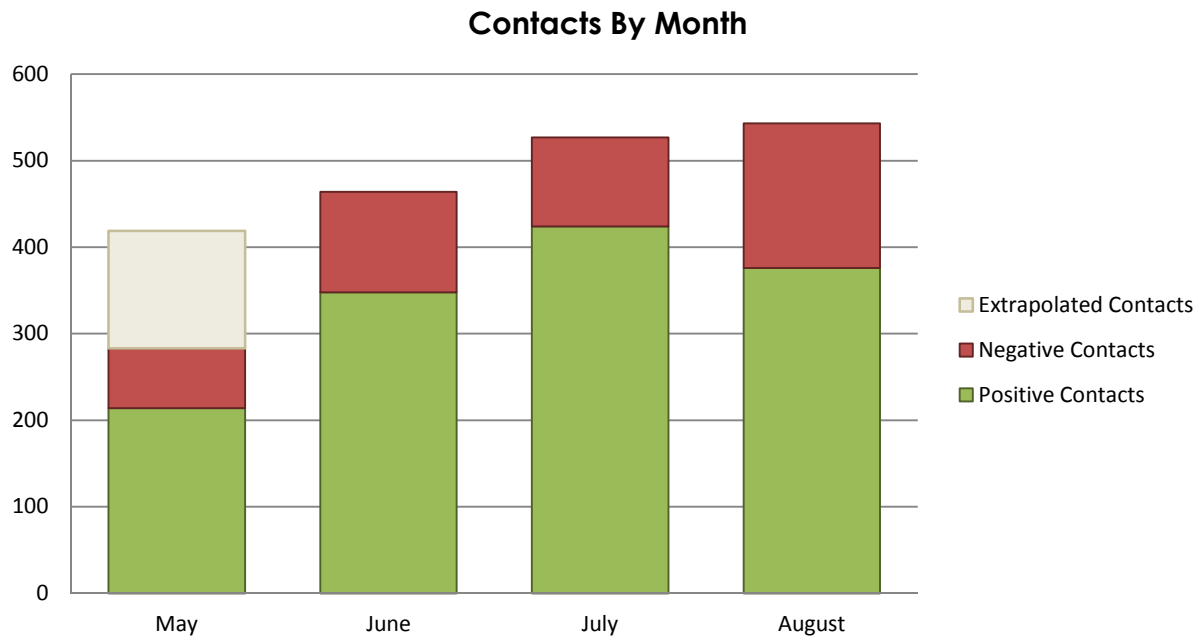
2011 / ____ / ____ M T W T F S S		Weather: _____		Leads: JF / AH / FA / EM	
Negative Contacts					
Time	Behaviour	Loit	Dis B	Nuisances	With Whom?
	Pan	Loit	Dis B	Buskn Vendn PoCon Out/Vn Compl	Trst* Vendr Busn
9-10					
10-11					
11-12					
12-13					
13-14					
14-15					
15-16					
16-17					
17-18					
18-19					
19-20					
Total					
Positive Contacts					
Time	Services	Interactions	With Whom?	Where?	Tourists Only
	Dir Broch Ing*	Buskn Vendn PoCon Out/Vn Casual	Trst* Vendr Busn	Blk1 Blk2 Blk3	Fr En
9-10					
10-11					
11-12					
12-13					
13-14					
14-15					
15-16					
16-17					
17-18					
18-19					
19-20					
Total					
Non-Contact Only					
Time	Reporting	Inquiries	Time	Signatures	Notes
	PoPre Graf Post Maint Pk/Traf Garba Other	Fest/Att Res/Ret Serv Pk/Traf ByWard 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

APPENDIX ii: Raw Data

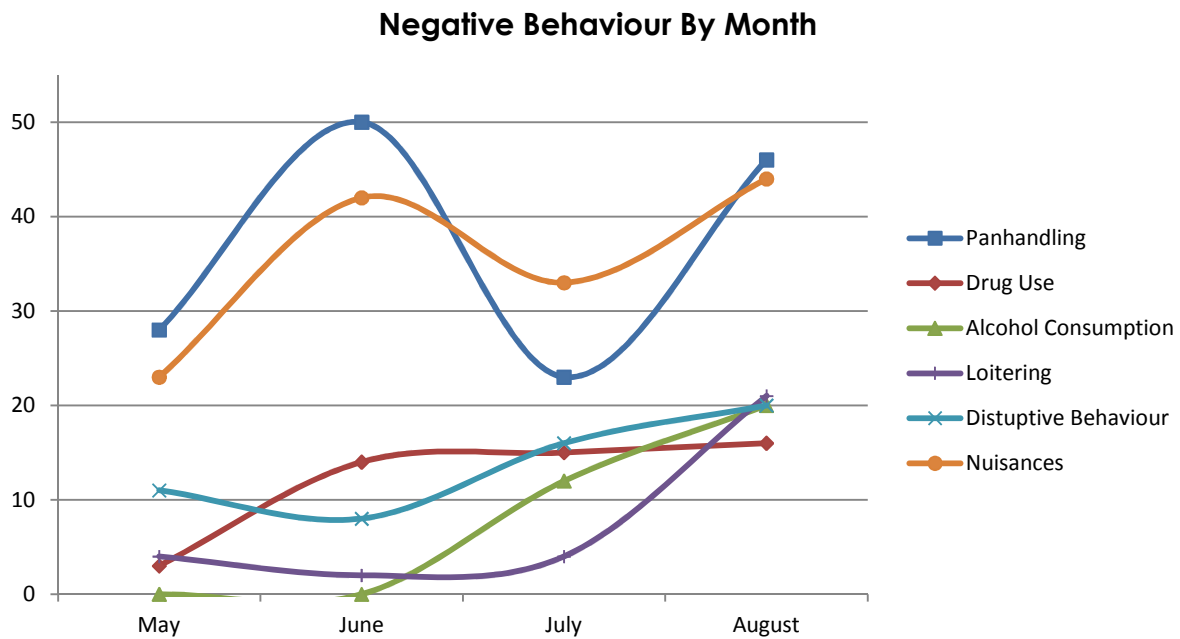
The following table displays the full monthly spread of Ambassador statistical data collected over the course of the summer:

		MAY	JUN	JUL	AUG	TOTAL		
Contacts	Neg. Behaviour	Panhandling	28	50	23	46	147	
		Drug Use	3	14	15	16	48	
		Alcohol Consumption	0	0	12	20	32	
		Loitering	4	2	4	21	31	
		Disruptive Behaviour	11	8	16	20	55	
	Total Negative Behaviour	46	74	70	123	313		
	Neg. Nuisances	Busking	16	16	23	13	68	
		Vending	1	1	1	4	7	
		Police Contact	1	1	2	4	8	
		Outreach Van	0	0	1	3	4	
		Complaints	5	24	6	20	55	
	Total Nuisances	23	42	33	44	142		
	Total Negative Contacts	69	116	103	167	455		
	Negative Contacts	With Tourists	7	7	7	7	28	
		With Vendors	5	6	1	10	22	
		With Businesses	1	7	3	1	12	
		With Buskers	11	19	24	16	70	
		With Clients	31	49	37	87	204	
		With Authorities*	2	1	2	5	10	
		With Others	3	8	6	6	23	
		In Block #1	54	74	70	84	282	
		In Block #2	1	8	9	14	32	
		In Block #3	3	14	13	36	66	
		Pos. Services	Directions	63	77	99	60	299
			Brochures	6	20	22	5	53
			Inquiries	77	97	104	95	373
	First Aid		0	0	4	1	5	
	Miscellaneous		11	27	48	43	129	
	Total Services		157	221	277	204	859	
	Pos. Interactions	Busking	18	10	4	5	37	
		Vending	11	0	8	6	25	
		Police Contact	1	6	1	1	9	
		Outreach Van	2	1	1	1	5	
		Casual	25	110	133	159	427	
		Total Interactions	57	127	147	172	503	
	Positive Contacts	Total Positive Contacts	214	348	424	376	1129	
		With Tourists	116	132	210	114	572	
		With Vendors	16	65	72	97	250	
		With Businesses	10	7	18	21	56	
		With Buskers	21	28	20	22	91	
		With Clients	5	8	13	28	54	
		With Authorities*	1	15	5	10	31	
		With Others	14	14	12	20	60	
		In Block #1	126	202	240	250	818	
		In Block #2	19	30	44	17	110	
		In Block #3	27	25	49	44	145	
TOTAL CONTACTS		283	464	527	543	1817		
Non-Contact Issues		Graffiti	17	18	14	23	72	
	Posters	205	204	145	196	750		
	Maintenance	16	4	4	6	30		
	Parking & Traffic	3	15	6	7	31		
	Garbage	58	43	38	30	169		
	Other	7	17	29	24	77		
	Total Reporting Issues	306	301	236	286	1129		
	Police Presence	147	190	235	211	783		
Inquiries	Festivals & Attractions	12	19	18	13	62		
	Restaurants & Retail	25	29	34	34	122		
	Services	13	6	9	8	36		
	Parking & Traffic	17	20	16	16	69		
	General ByWard	6	14	8	27	55		
	Miscellaneous	4	10	17	24	55		
Total Inquiries	77	98	102	122	399			

*Please note that negative contacts with authorities refer to contacts with authorities related to, or for the purpose of resolving, a negative situation, not that the contacts were negative in and of themselves.

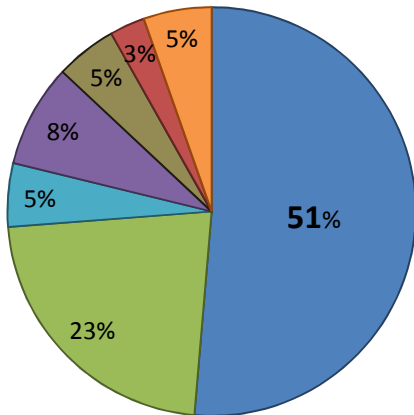


This graph displays the incidence of positive and negative contacts each month of the Summer of 2011. May's "extrapolated contacts" are included for the sake of accurate comparison; please refer to the ["Monthly Statistics"](#) section for further explanation.



This graph displays the frequency of the five recorded categories of negative behaviour over the course of the summer, as well as the frequency of all combined nuisance contacts.

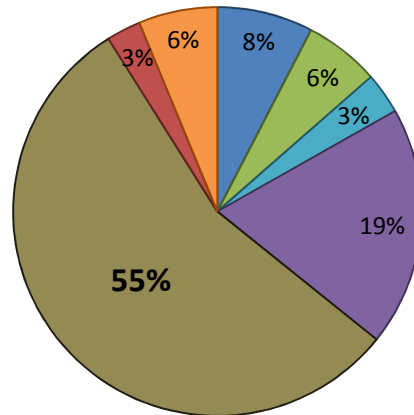
**Groups Contacted,
Positive Contacts Only**



■ Tourists ■ Vendors ■ Businesses
■ Buskers ■ Clients ■ Authorities
■ Other

This chart displays the distribution of groups for all positive contacts.

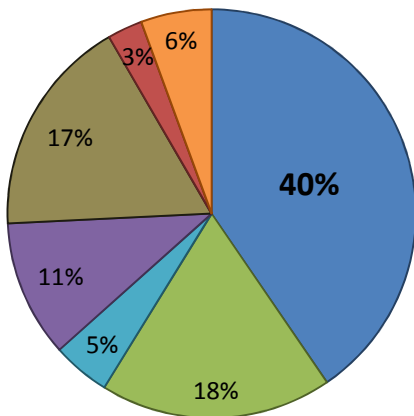
**Groups Contacted,
Negative Contacts Only**



■ Tourists ■ Vendors ■ Businesses
■ Buskers ■ Clients ■ Authorities
■ Other

This chart displays the distribution of groups for all negative contacts.

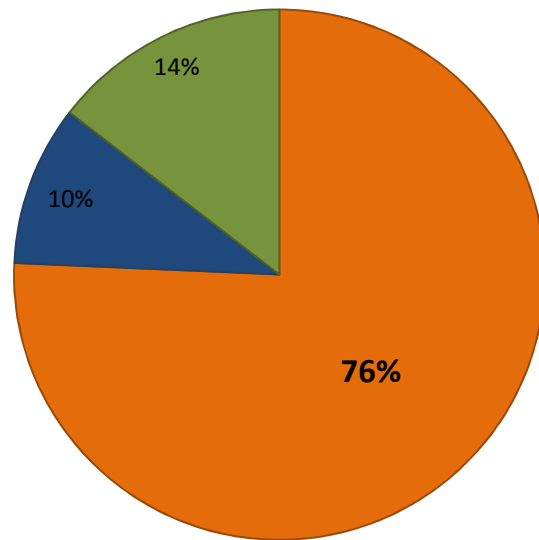
**Groups Contacted,
All Contacts**



■ Tourists ■ Vendors ■ Businesses
■ Buskers ■ Clients ■ Authorities
■ Other

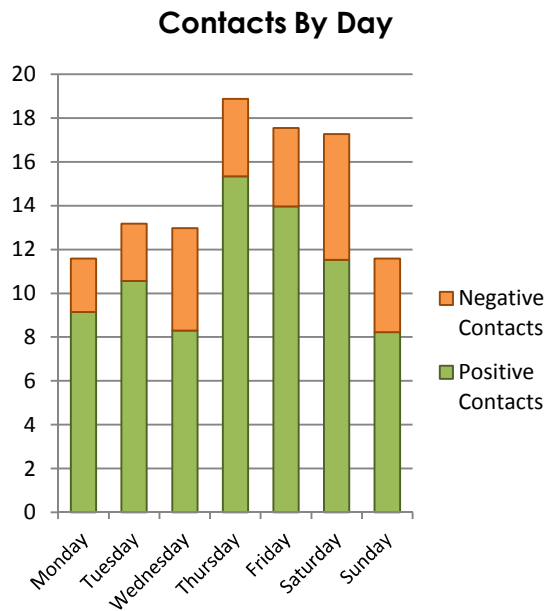
This chart displays the distribution of groups for all contacts.

Locations of All Contacts

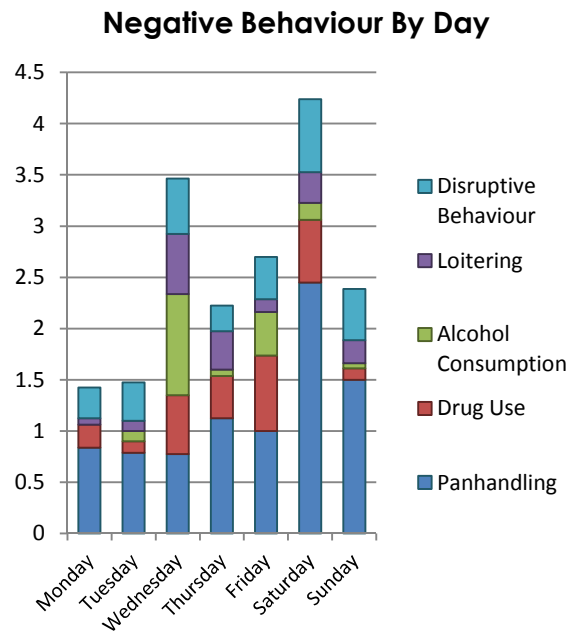


■ Block #1 ■ Block #2 ■ Block #3

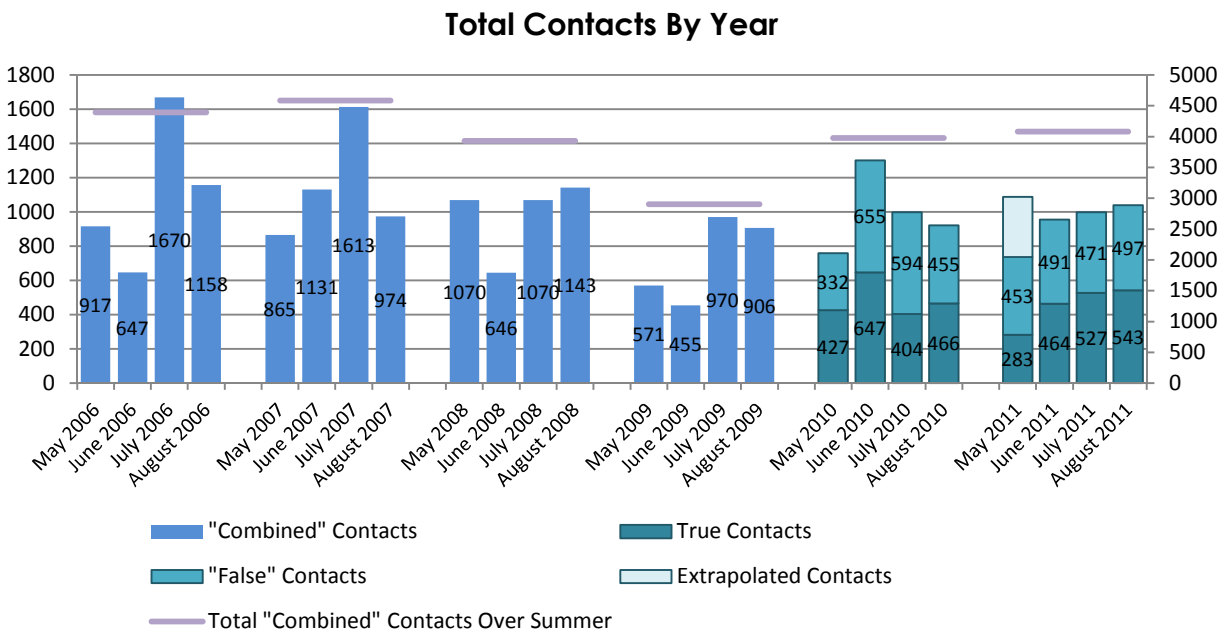
This chart displays the distribution of the locations of all contacts.



This chart displays the average distribution of negative and positive contacts recorded each day of the week this summer.



This chart displays the average distribution of five different categories of negative behaviour recorded each day of the week this summer.



This graph compares this summer's level of activity with those of previous years. Please note that prior to 2010, no statistical distinction was made between contacts (i.e. directions given to tourists) and non-contact issues (i.e. poster removal) consequently these numbers are included here as "combined" contacts. Non-contact issues since 2010 have been included as "false" contacts solely for the sake of comparison. May's "extrapolated contacts" are also included for the sake of accurate comparison; please refer to the [Monthly Statistics](#) section for further explanation.



One of the many outdoor planters maintained daily by the Ambassadors



Vendor stand and sidewalk damage due to high winds; such damage is frequently reported and/or repaired by Ambassadors.



Traffic congestion on Clarence Street, looking east from William Street; Ambassadors executed numerous traffic counts of this area throughout the summer.



Two Ottawa residents attempt to break the world record for "most eggs broken on head" on television; Ambassadors assist in set-up, supervision and coordination of events such as this.



Sidewalk programming by Lush on William Street; liaising with stakeholders helps Ambassadors to promote public awareness of such activities.



Heavy pedestrian traffic along the north end of ByWard Market Square on Canada Day; busy days such as this yield a significantly increased requirement for first-aid and information services.



Performers at the Festival Franco-Ontarien, one of many Ambassador-assisted special events this summer



"Freggie" (Ambassador Elizabeth McSheffrey) entertains children at the ByWard Market Charity Corn Roast



Buskers perform at the William Street Pedestrian Area



New York City's Asphalt Orchestra open Ottawa Chamberfest 2011 with a concert at the William Street Pedestrian Area

APPENDIX v: Relevant Links

- **City of Ottawa**
www.ottawa.ca
- **ByWard Market BIA**
www.byward-market.com
- **The Ottawa Police Service**
www.ottawapolice.ca
- **The Salvation Army Ottawa Booth Centre**
www.ottawaboothcentre.org
- **The Shepherds of Good Hope**
www.shepherdsofgoodhope.com
- **The Ottawa Mission**
www.ottawamission.com
- **The Lowertown Community Association**
www.lowertown-basseville.ca
- **The Sexual Health Centre**
http://ottawa.ca/health_safety/sexual/centre/index_en.html
- **Youth Services Bureau of Ottawa**
www.ysb.on.ca
- **Operation Come Home**
www.operationcomehome.ca
- **Casino du Lac-Leamy**
www.casinosduquebec.com/lacleamy/en/
- **Fido MobileIt**
www.mobile-it.ca
- **Savour Ottawa**
www.savourottawa.ca
- **Crime Prevention Ottawa**
www.crimepreventionottawa.ca
- **City of Ottawa By-Laws**
http://www.ottawa.ca/residents/bylaw/index_en.html
- **ByWard Market Program By-Law, #2008-449**
<http://www.byward-market.com/images/file/ByWard%20Market%20By-law%20English.pdf>
- **Ontario Safe Streets Act**
http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_99s08_e.htm