

Delray Beach Downtown Development Authority



**DOWNTOWN SECURITY
AMBASSADOR PROGRAM
MAY 23, 2017**



Vibrant Evolving Downtown District



CHALLENGES & OPPORTUNITIES



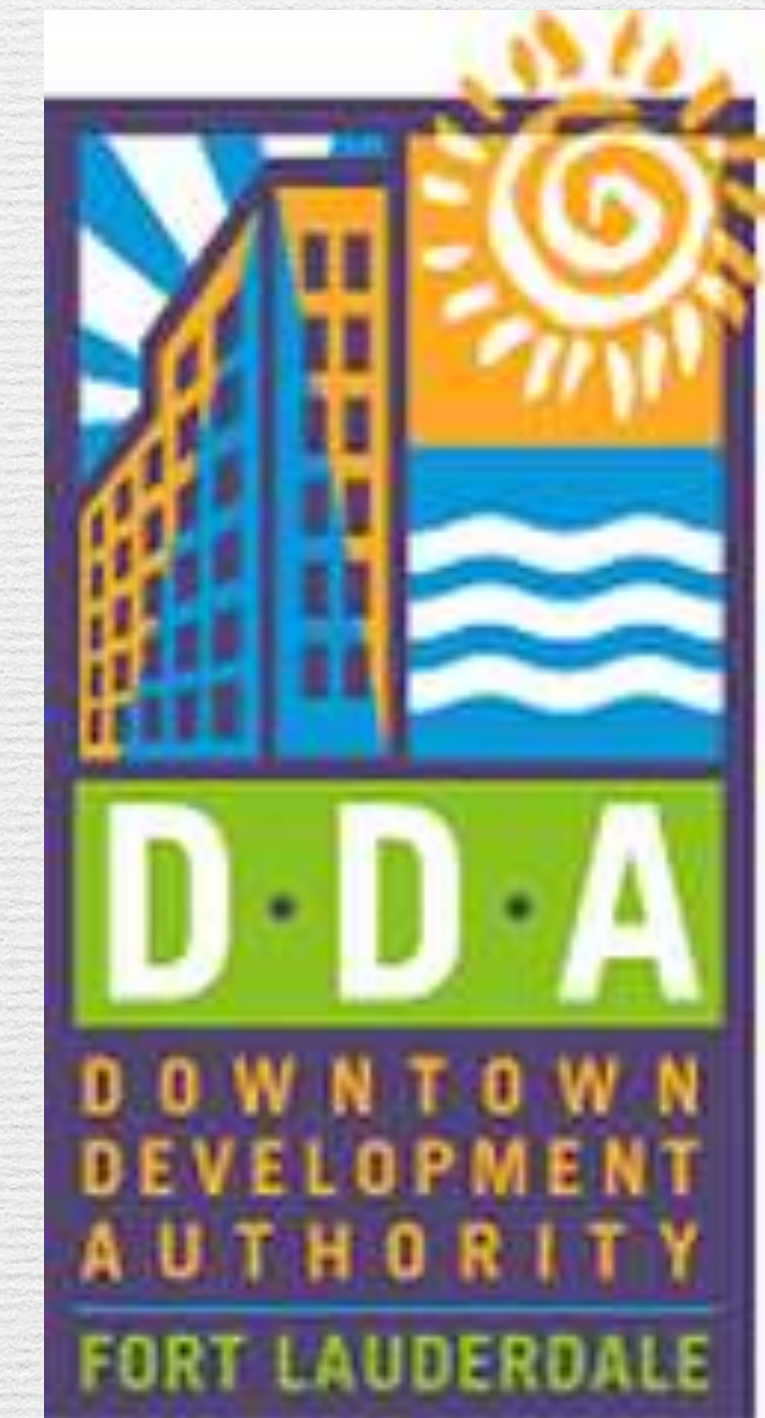
- Downtown is vibrant, strong and increasing in value
- Growing population of Downtown Residents and Visitors
- Business retention, attraction and development
- Growing population of Homeless, transient residents, panhandling and issues impacting the quality of life
- Code compliance after hours
- Safety Perception of Downtown decreasing and increasing complaints from businesses, residents, visitors
- City parks and open spaces increasing areas with nuisance crimes, litter and loitering



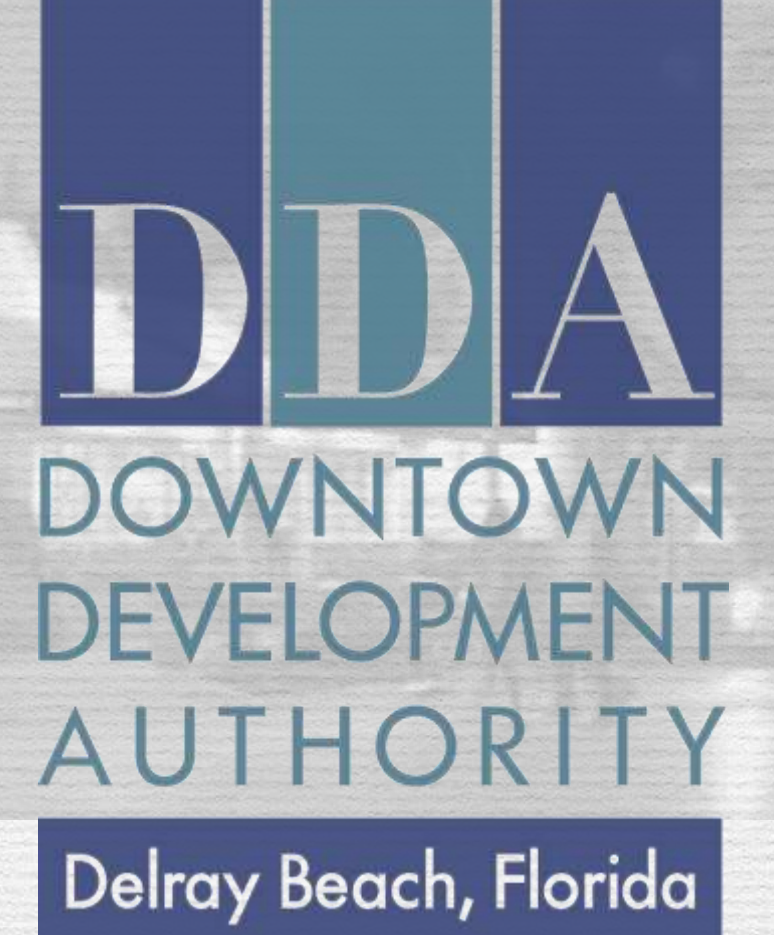
WHY SECURITY AMBASSADORS



- Learnings from other Cities' successes
- Proactive, customer friendly solution for business owners and residents
- Extra eyes and ears for the Clean and Safe team (PD and Community Improvement)
- Buy-in from the Police team, City Coordination with Police Department
- Large increase in nuisance crimes
- Goals:
 - Enhance the quality of life and increase the perception of safety
 - Increase support for the Police Unit



PILOT PROGRAM



- 16 Week program (Feb. 6 – June 5) ■
- Controlled coverage area directed by the Police Department
- Coverage times –
 - 6am – 11pm Sunday - Wednesday
 - 6am – 1am Thursday - Saturday
- Bike and Foot patrol
- Cellphone communication direct to on duty Ambassador and two way radio between team **(561-573-8915)**
- Monitor the “hot spots” within the Downtown
- **Reporting/Accountability:** Daily Shift Reports & Weekly Status Reports
- Funded by the DDA - \$50,290
 - Extended 4 additional weeks at \$16,000



Red Line = Pilot program area



AMBASSADOR PATROL

MORNIG SHIFT

Separate patrol: One officer eastside on NE 2nd Ave and the other on the Westside of NE2nd Ave

- VETERAN'S Park and public restrooms
- Under the Bridge
- Deck 84
- Atlantic Plaza
- Colonial Benches on East Atlantic Ave.
- Old School Square Park and Old School Square property (including public restrooms)
- Historical Building
- Garages
- Parking lots
- Wesley Park
- SW 6th Ave
- Parking Plaza
- Back Alleys
- SE 1ST Street
- NE 1st Street
- Block by block patrol
- Behind Café Blue/Local Cafe for any delivery trucks. Make sure they're not blocking the building entrance and driveway to condos.

AFTERNOON SHIFT Patrol the same but focus more on the garages, back alleys, Atlantic and between Swinton & Federal HWY. Also focus on the restaurant The Office restaurant and Johnny Brown. *All parks are checked by the Ambassadors an estimated 18 times per shift



PROGRAM RESULTS

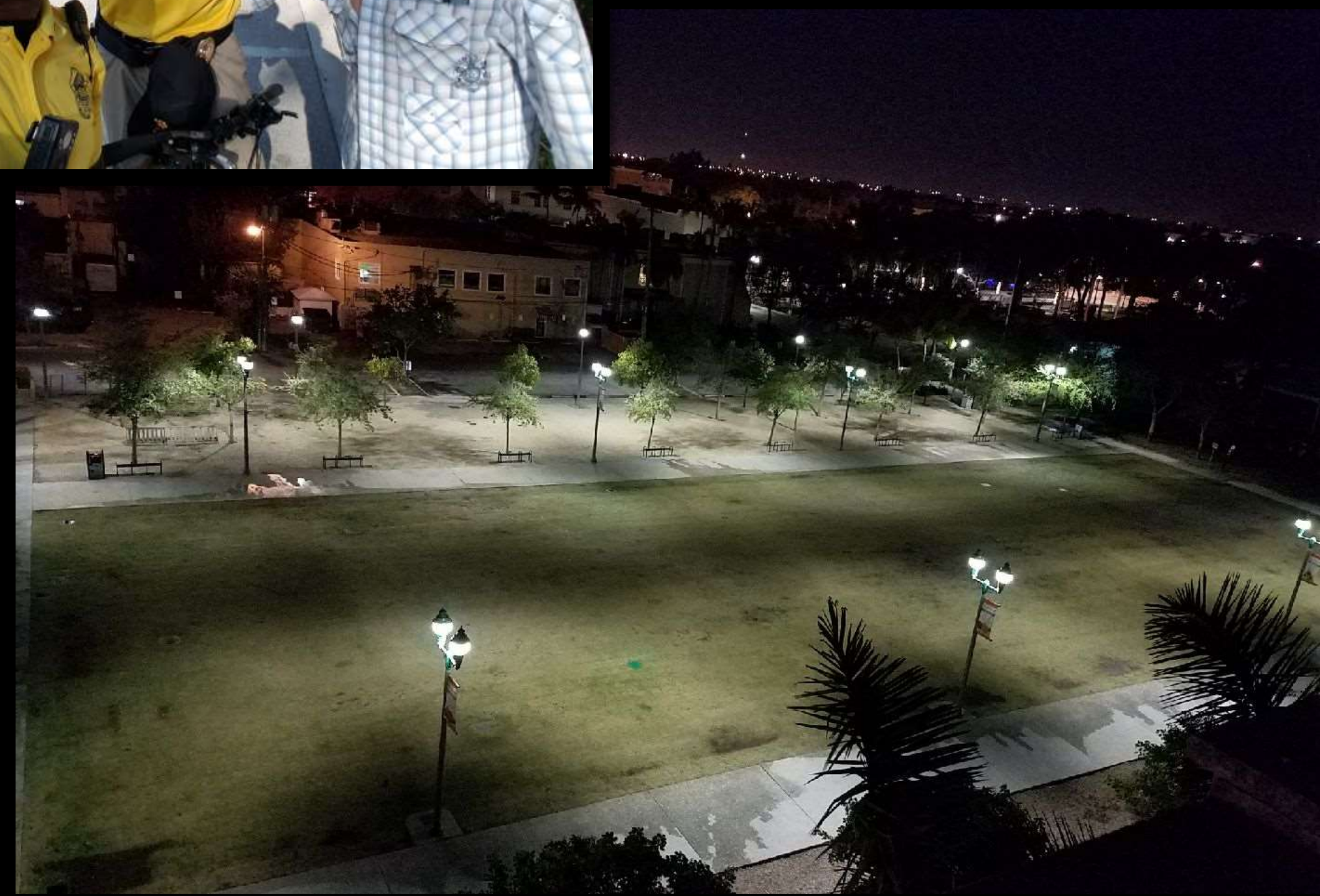
- Address and reduced panhandling
- Compliance of the homeless and reduction of sleeping, trespassing, criminal behavior in the public spaces (OSS PARK & Veterans Park)
- Assist with blocking of private parking and assist with Downtown delivery issues
- Law enforcement and Ambulance assist – those that are non-responsive and need help
- Identifying safety hazards and Code issues
- Assists tenants and customers
- Motorists assistance/accidents
- Escort employees from business to car
- Weekly reporting of issues and accomplishments



PROGRAM RESULTS DATA

SUBJECT	Feb-17	Mar-17	Apr-17	May-17
TENANT INTERACTIONS	471	718	779	421
TOURIST INTERACTIONS	157	243	194	42
POLICE ASSISTANCE	16	21	18	16
TRAFFIC ASSISTANCES	11	19	23	9
INCIDENTS	8	12	17	2
PARK PATROLS	244	719	731	366
TENANTS WALK THROUGH	9	21	44	17

- Ambassadors patrol each park an average of 18 times per shift
- Begin and end shift with park and parking garage checks





Prepared by: Roberto Portes
 Group: Delray Beach Ambassadors
 Date: Week of 02/27 - 03/05/17

Issues and Accomplishments

Red (Alerts to management/client)

Items below represent critical issues that may keep Ambassador Team from delivering services with ease.

These items need PSC and/or the Delray Beach DDA (client) help in resolving. Stated below issues may be time-sensitive in nature and, therefore, have a time frame in which they need to be resolved by. This will be the "Issue Resolution Date", if applicable.

Location	Issue / Possible Solution	Issue Resolution Date
N/A	Issue: N/A Possible Solution: N/A	N/A

Yellow (Issues)

Items below represent issues that management/client should simply be aware of, but do not require action by PSC/DDA.

Location	Issue / Possible Solution	Issue Resolution Date
Fresh Produce/ Atlantic Ave.	Issue: On 2/28, approx. 5 p.m., Ambassadors received a call from "Fresh Produce" manager in reference to a missing person (Mr. Art Katz). Notified police on non-emergency number. He was later found safely. Please reference attached report. Possible Solution: N/A	N/A
"Railroad lot", 25 NE 3rd	Issue: On 2/28, assisted with a vehicle accident (between SUV and a motorcycle). No injuries. See attached report and corresponding pictures. Possible Solution: N/A	N/A

Delray Beach

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0 p.m. on 3/1, assisted
 in a two-vehicle accident (Two
 very minor injury was sustained
 involved. Please reference attached

N/A

Issues, acknowledgments

or progress made on deliverables for the week.

Accomplishments	Task Accomplishment Date
Ambassadors have received many have continually "popped in" themselves on all shifts to the surrounding coverage tenants with security dispatch cell phone (561-573-8915) C business information cards, ambassadors continued to do so, the courtesy escort service to	2/6-2/12 2/13-2/19 2/20-2/26 2/27-3/5
In the first week, cell phone between Ambassadors and noted that police have been helpful; their efforts to assist upon are second to none. with members of Delray with regard to pending are/Oldschool Square	2/6-2/12 2/13-2/19 2/20-2/26 2/27-3/5
Used, constant interaction with ons, questions about nearby phone numbers + inform them nearby (hotel/residence).	2/6-2/12 2/13-2/19 2/20-2/26 2/27-3/5
An article was written about team by the Sun Sentinel on attached for full article.	3/5

Incident Report

Incident Identification

C.A.S.E. ID	
Security ID	1402
Insurance ID	

Property name and address

Delray Beach DDA

Incident Details:

Incident Category: Missing Person	Incident Date: 02/28/2017
Incident Sub Category: N/A	Incident Time: 1450
Level:	
Injuries:	Incident Submitted Date: 02/28/2017
N/A	Incident Submitted By: B. Pizzuti 140

Security ID:

Security Arrival to Scene:

Officer Name: B. Pizzuti 140 & J. Jn Louis 145	Nearest Tenant:
Arrival Date and Time: 02/28/2017 @ 1550	Fresh Produce
Reported By: Julie Haine (Fresh Produce Manager)	401 E. Atlantic Ave.
Date and Time: 02/28/2017 @ 1548	561-404-1050

Security Officer Narrative:

While on routine patrol, J. Jn Louis and I received a call on the Delray Beach DDA cell phone from the Fresh Produce manager, Julie Haine, in reference to a missing person. She said that a woman in the store couldn't find her husband and wanted to know if we could help.

Upon arrival, I made contact with Janis Katz who stated that her husband, Art Katz was sitting just outside Fresh Produce while she was shopping. She noticed he was missing when she went to use the bathroom and searched for him. It had nearly been an hour since the last time he was seen before Julie called us for help. Janis then gave me a description of what Art looked like and of what he was wearing.

I then sent J. Jn Louis westbound on E. Atlantic Ave. while I searched eastbound. I also called Delray Beach Police Dept on the non-emergency number to notify them of the situation. The full description was given to them and officers were sent to Fresh Produce.

We searched till Art was found at 1815 in the parking lot behind Lemongrass. He had been in the Lemongrass bathroom the entire time we were searching for him.

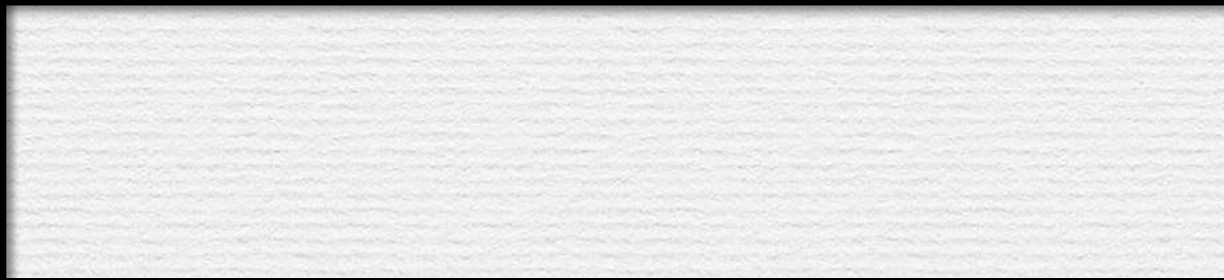
END OF SECURITY'S OFFICER NARRATIVE

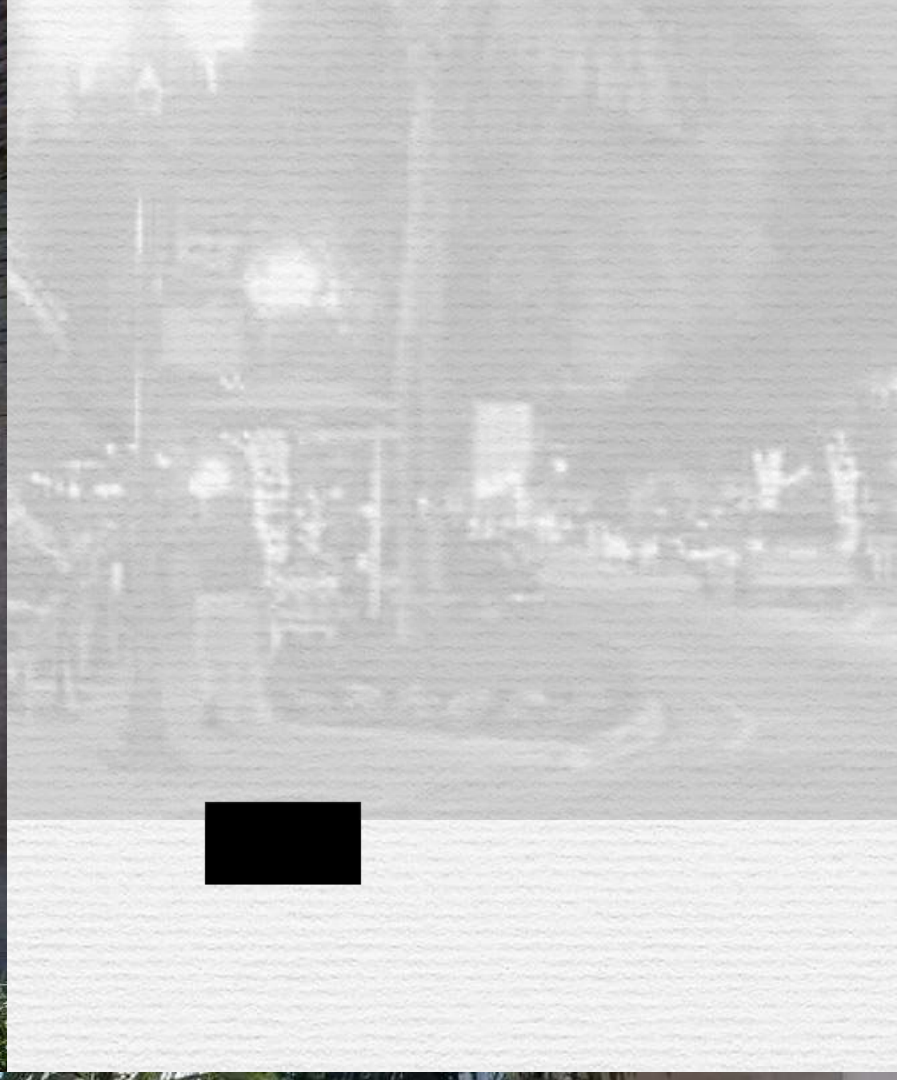


Before After

Caught him sleeping behind blue galleria







Before

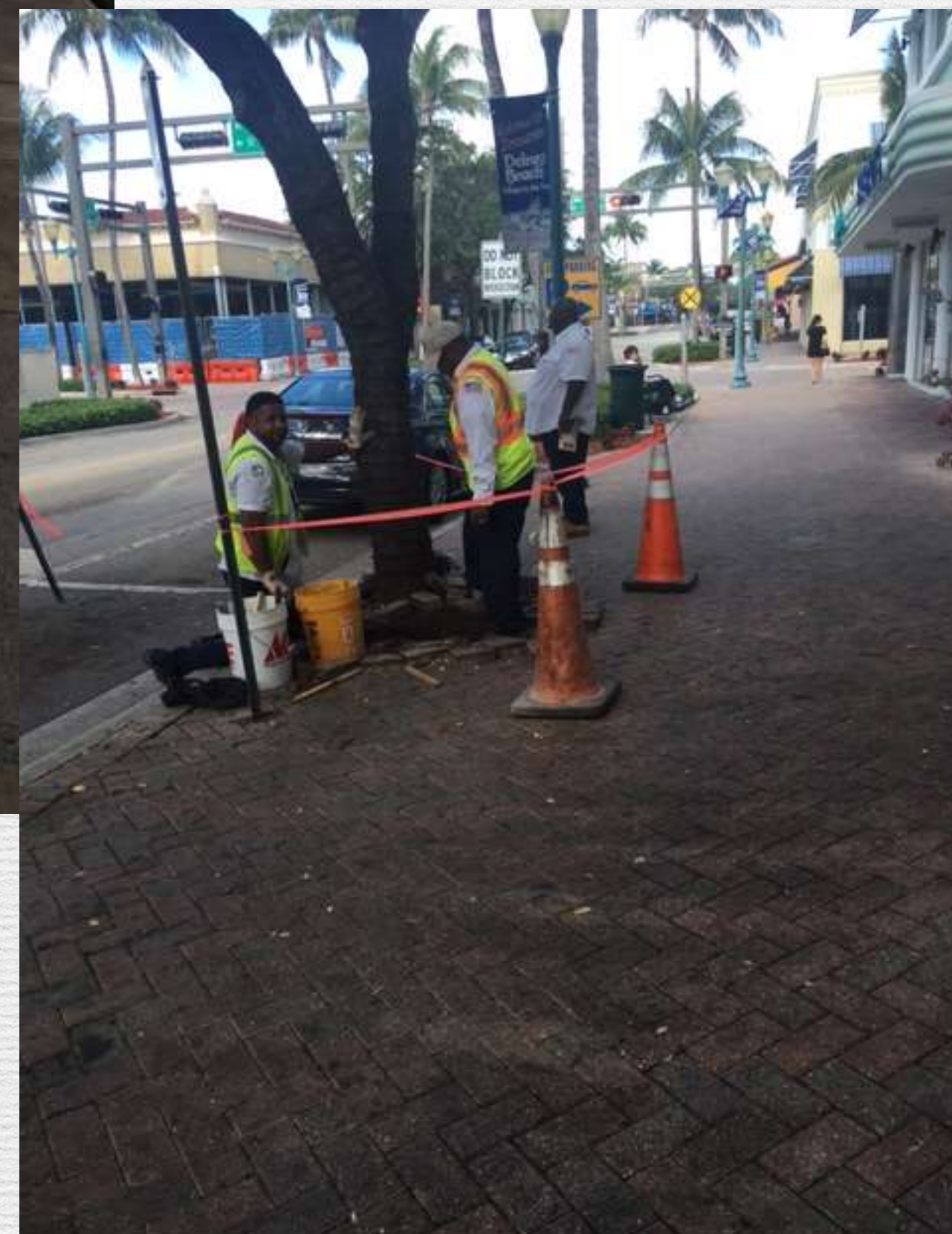
After

Reporting of City Issues

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Delray Beach, Florida



Feedback and Reporting

- Gather input from community stakeholders
 - through online and paper survey delivered door to door downtown
 - Detailed input and feedback from city partners – Police Department and Community Improvement
 - Data reports of service and call volume changes
- Send summary of the survey results and stats to the CRA and City Commission
- With positive feedback and support from agency partners, the goal is to launch a year Downtown Delray Beach Ambassador program that will cover the entire Downtown



COMMUNITY INPUT



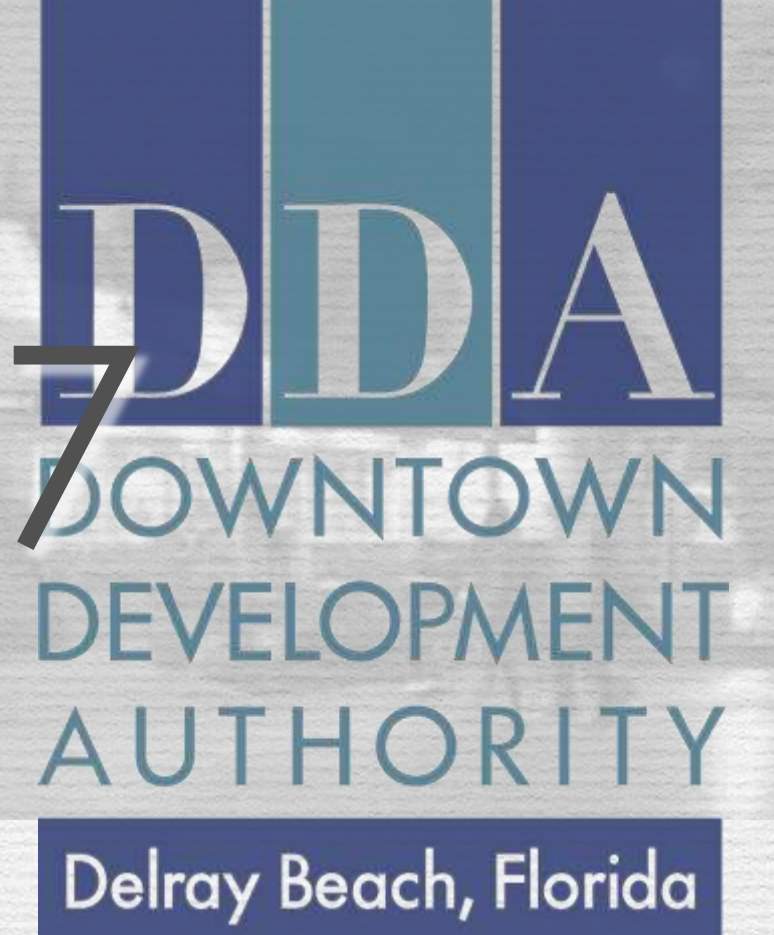
- Deployed printed and online survey to the businesses within the pilot boundaries as well as throughout the Downtown (over 400 delivered)
- Emailed online survey to over 2000 people and posted on Facebook
- Received over 200 responses



The Delray Beach Downtown Development Authority is **requesting your feedback** regarding the Downtown Security Ambassador Pilot Program. Please take a minute to complete the following **2 page** survey that will provide us with data to help make important decisions about the program. **Return the completed survey by email to DDA@downtowndelraybeach.com or fax: 561-243-1079 by April 26, 2017.**

1. Please indicate whether you are a:
 - a. Resident
 - b. Downtown Business Owner or Employee
 - c. Visitor
 - d. Other
2. How safe do you feel in Downtown Delray Beach?
 - a. Very Safe
 - b. Somewhat Safe
 - c. Not Safe at all
3. What is the greatest quality of life issue or challenge that Downtown Delray Beach is facing?
4. Where do you feel are the most unsafe places within Downtown?
 - a. Parking Garages
 - b. Parking lots
 - c. Alleyways
 - d. Side streets
 - e. Veteran's Park
 - f. Old School Square Park
 - g. Libby Wesley Park
 - h. Other:
5. Are you aware of the Downtown Security Ambassador program?
 - a. Yes
 - b. No

SURVEY RESULTS AS OF 5.19.17



- 66% Downtown Businesses and 33% residents
- 51% of respondents feel "Somewhat Safe" in Downtown
- Alleyways, Parking Garages, Parking lots, Veteran's Park and Side streets most unsafe feeling
- 82% of Respondents say the Ambassadors add to the feeling of safety Downtown
- 76% feel the Ambassadors provide a proactive approach to crime prevention
- 82% feel the Ambassadors provide an enhanced feeling of safety
- 90% of responses want the program boundaries extended
- 90% of responses feel the program is great or excellent and should continue
- Largest number of concerns or complaints were that the coverage area is limited; there needs to be more communication to the public about the program; customize the uniforms



COST OUTLINE

- Pilot Program Costs
 - \$66,000 for 16 weeks
 - 2 Ambassadors per shift
 - 7 days per week
 - Small footprint
- Full Program cost estimates
 - \$290,000
 - 4 Ambassadors
 - 7 days per week
 - Entire DDA District
- Proposed full program boundaries to be the entire DDA district in collaboration with the CRA and City partners and potential private partnerships



QUESTIONS & DISCUSSION

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