

Community Ambassadors Program

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OCEIA SAN FRANCISCO OFFICE OF
CIVIC ENGAGEMENT
& IMMIGRANT AFFAIRS





Community Ambassadors Program

The Community Ambassadors Program (CAP) was a community safety and neighborhood engagement program operated by the Office of Civic Engagement and Immigrant Affairs (OCEIA).

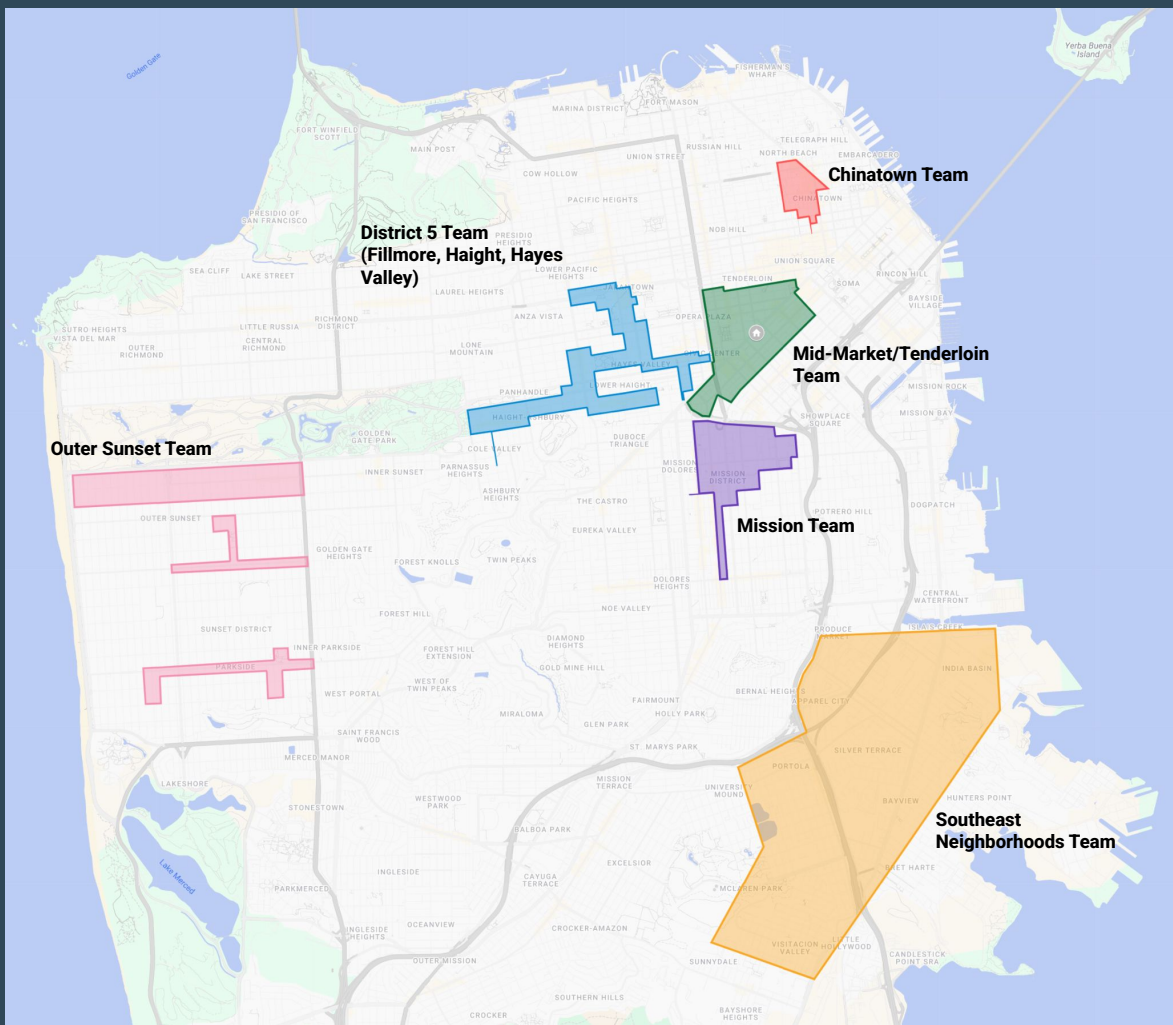
History of the Community Ambassadors Program

The Community Ambassadors Program (CAP) started in 2010 in the Bayview and Visitacion Valley neighborhoods in response to cultural and linguistic tensions, increased violence, and the need for better community safety options.

Since then, the program expanded to other neighborhoods across the city, including Chinatown, Fillmore, Haight, Hayes Valley, Mid-Market/Tenderloin, Mission, and the Outer Sunset. Our Ambassadors were San Franciscans that reflected the City's diverse communities.

History of the Community Ambassadors Program

- **2010:** Assault on elderly community member on Muni T station in Bayview
- **2010:** Community members, partners & stakeholders come together with the City for a community safety response
- **2010:** CAP pilot program is born in **District 10 Bayview** neighborhood
- **2011:** **Mid-Market/TL** neighborhood team launches with Mayor Ed Lee press conference
- **2014:** **Mission** neighborhood team launches
- **2015:** **Chinatown** neighborhood team launches
- **2021:** **District 5** neighborhood team launches
- **2022:** **Outer Sunset** neighborhood team launches
- **2026:** CAP concludes operations



At its peak, CAP operated as six neighborhood teams across San Francisco:

- Bayview and Visitacion Valley
- Mid-Market/Tenderloin
- Mission
- Chinatown
- Fillmore, Haight, Hayes Valley
- Outer Sunset

Community Ambassadors

Community Ambassadors worked in teams to:

- **Provide safety escorts:** Residents requested a safety escort in neighborhoods where we worked
- **Report emergencies:** We contacted medical and emergency services for community members in crisis
- **Report hazards:** We called SF 311 and City departments about safety hazards, street cleanliness, graffiti and other issues
- **Conduct wellness checks:** We checked on individuals in public spaces
- **Provide referrals:** We linked community members to available social services
- **Conduct outreach:** We educated and informed the public about City services and programs



For lease
Dock-High Office/Warehouse Units
241 266 Mendocino Street
San Francisco, CA
JLL
GROUP LEADERSHIP: 650 480 2100
BUSINESS DEVELOPMENT: 415 302 0858

About the Team

Our Community Ambassadors often lived in the neighborhoods where they worked. They brought a diversity of life experiences to their work. Many were long-time San Franciscans, immigrants, formerly unhoused, or re-entering the workforce.

Together, our team members spoke over 20 languages, including: *Amharic, Arabic, Azerbaijani, Burmese, Cantonese, Dutch, Filipino, French, German, Greek, Italian, Mandarin, Portuguese, Russian, Samoan, Spanish, Taishanese, Tigrinya, Turkish, Ukrainian, and Vietnamese.*

About the Team

CAP used trauma-informed and community-centered approaches.

As a workforce development program, Ambassadors received training in a variety of topics. These trainings were led by local community experts that worked in the areas of de-escalation, crisis intervention, violence prevention, homelessness, and more.



About the Team

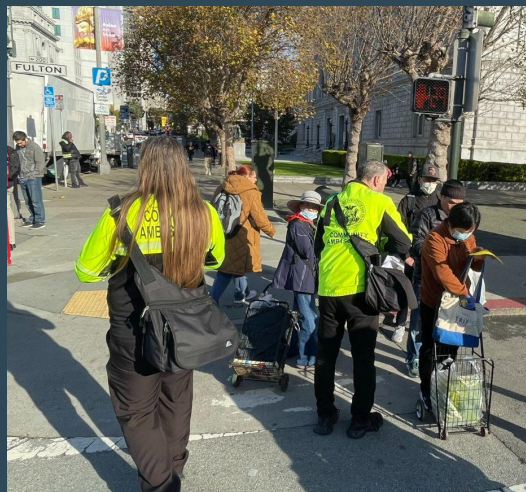
Some of the trainings and certifications all CAP team members completed:

- Alive & Free Prescription violence prevention training
- Homelessness and mental illness sensitivity training
- Trauma-informed de-escalation practices
- Implicit bias, cultural diversity, and harassment prevention
- Professional development and computer skills
- CPR and First Aid
- NARCAN / harm reduction training
- Neighborhood Emergency Response Team (N.E.R.T) training

Community Partners

In addition to close collaboration with City efforts and other departments, CAP aligned closely with community-based organizations, neighborhood groups, schools, and business organizations to promote safety and ensure inclusive, safe neighborhood activities.

Common support services provided by Ambassadors included language interpretation, line control, food distribution, safety escorts, and wayfinding.



Data Snapshot

CAP provided critical services to help ensure that neighborhood and commercial corridors throughout the City were safe, clean, and connected to City services and resources.

Over the past 16 years, Community Ambassadors conducted over 1.8 million interactions, including over 420,000 wellness checks, 420,000 merchant visits, 80,000 service referrals, and 50,000 safety escorts.

Community Ambassadors also saved dozens of lives by administering NARCAN and played a vital role in emergency response efforts during the COVID-19 pandemic.

Data Snapshot

From FY 21-26, CAP conducted over 200,000 interactions in a language other than English:

Amharic

Arabic

ASL

Burmese

Cantonese

Filipino

French

German

Hebrew

Mandarin

Russian

Samoan

Spanish

Taishanese

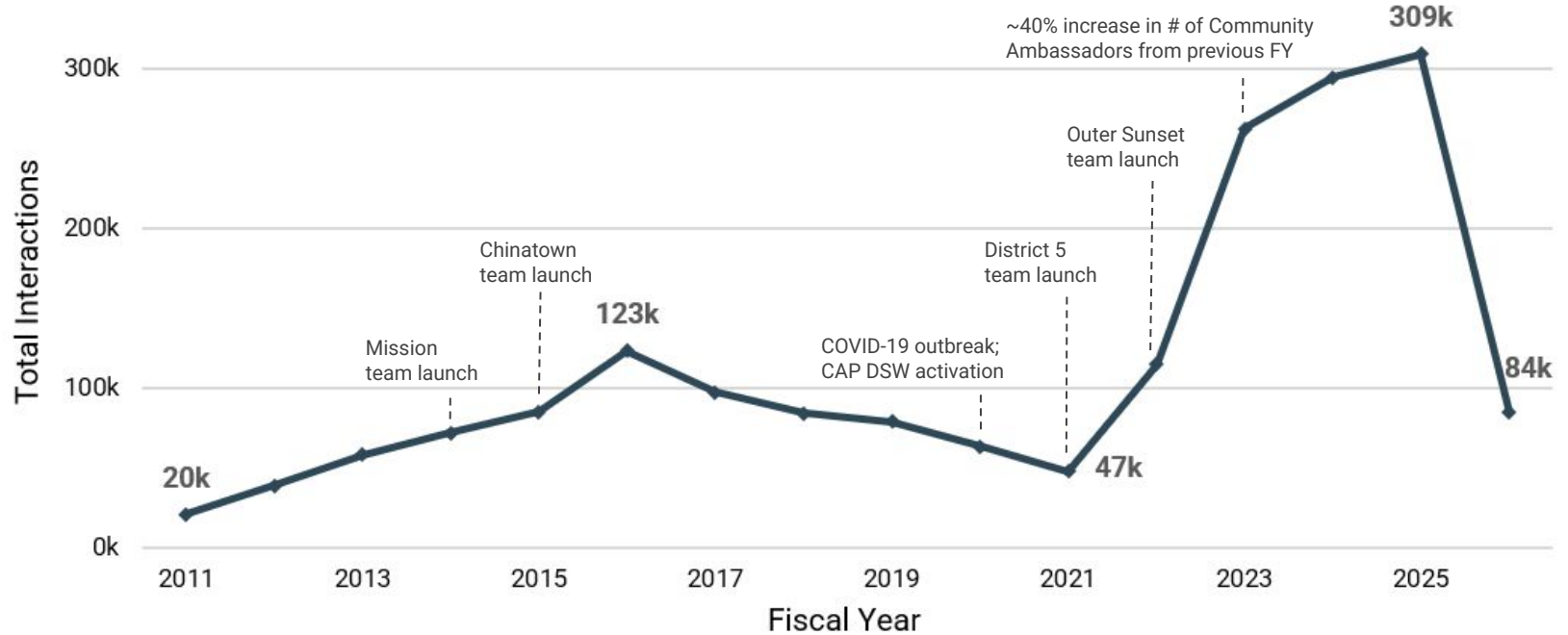
Tigrinya

Vietnamese



Community Ambassadors Program

All-Time Program Data



Thank You!

