

South Louisville Corridor Community Ambassador Program

"We are laying the foundation, brick by brick."



The South Louisville Corridor Community Ambassador Program has been established in partnership with Louisville Forward, Block by Block, and District 21 Councilwoman Nicole George's Office. This pilot program is a year-long project that began in October 2021, and serves the area between 6th St. to 3rd St. and Woodlawn Ave. to Southland Blvd.

Uniformed Ambassadors facilitate litter removal, hospitality and safety services, outreach and relationship-building, collaborative information sharing with partner agencies, address 'quality of life' scenarios, and complete other special projects. Metrics of all Ambassador services and accomplishments are captured daily.



SERVICES PROVIDED

TO THE SOUTH LOUISVILLE CORRIDOR (OCT 2021 - MAR 2022)

Activity	Total
Business Contacts	120
Graffiti Removed	18
Hospitality Assistance	19
Special Projects	31
Bags of Trash Collected	211
Zone Checks	162

Data Source: Block by Block

BENEFITS

- Addresses the unique elements and needs of the South Louisville Corridor
- Walking and bicycle patrols are a deterrent for unwanted activity and criminal behavior
- A first-line method for addressing quality of life issues
- Reduced demand on LMPD
- Ambassador presence and efforts contribute to more efficient use of city resources
- A public information resource to district visitors, workers, business owners and residents
- On-the-ground wellbeing recommendations and referrals for those in need
- Enhanced community connections to social service partner agencies
- Graffiti removal and other cleaning and beautification efforts

In the words of the Ambassadors...

- *"I am building relationships by being an Ambassador, not just a cleaner."*
- *"When they see us coming, business owners are coming out of their storefronts and sweeping...we are making an impact! What we are doing is contagious!"*
- *"The goal is not just to reduce crime, but to reduce the fear of crime."*
- *"Change takes time, energy, and resources. Change comes at the speed of trust."*

COVERAGE PROVIDED

- 2 Ambassadors
- 1 Homeless Outreach Coordinator
- 32 Working Hours a week
- Tuesday - Saturday

UPCOMING INITIATIVES

- Begin tending to 3rd & Florence and 3rd & Southern Heights
- Identify summer-specific projects
- Increasing bike patrols for higher visibility

CRIME REDUCTION

JAN-MAR 2022 COMPARED TO OCT-DEC 2021

Data Source:

<https://www.crimemapping.com/map/agency/211#>

