



DOWNTOWN AMBASSADOR PROGRAM

ID23-651

July 18, 2023

A vibrant mural on a wall, featuring a large blue parrot with white and yellow accents on its wings, perched among large yellow and pink flowers. The mural is set against a background of green foliage. The entire image is framed by a diagonal border of blue, white, and red stripes.

COMMUNITY SERVICES

BACKGROUND

GOAL: Identify solutions for a cleaner, safer, happier Downtown Denton.

March 7, 2023, Council directed staff to release a Request for Proposals for to obtain a clear pricing estimate for a third-party vendor to oversee daily operations of a Downtown Denton Ambassador Program.

Ambassador Program Pilot would consist of non-police, trained helpers to provide hospitality, safety and cleaning services to the downtown area

Strategic Plan Key Focus Area:

Strengthen Community and Quality of Life

IMPLEMENTATION LEVEL COMPARISON

Implementation Level	Total Cost *	Hospitality & Safety Services				Cleaning Services			
		Cost	Staffing (hrs/wk downtown)	Service Area	Services	Cost	Staffing (hrs/wk downtown)	Service Area	Services
Full	\$708,302.98	\$371,429.64	184	272.03 Acres (Congress to Eagle; Carroll to Railroad)	On-foot visible presence; Deter prohibited behaviors; Daily interaction with businesses; Social service referrals; Hospitality and information; Public assistance (umbrella service, parking lot escort, repair flat tires)	\$336,873.34	168	Core Service Area: 2.4 acres (McKinney to Mulberry; Cedar to Railroad)	Core Service Area: Daily sweeping/litter removal; Daily gutter debris removal; Wkly pressure wash of sidewalks
Partial	\$560,029.19	\$340,385.89	160			\$219,643.30	104	General Service Area: 272.03 Acres (Congress to Eagle; Carroll to Railroad)	General Service Area: Bi-monthly (every other week) sweeping/litter removal; Bi-monthly gutter debris removal; Pressure washing as needed Graffiti removal and minor repair of public infrastructure as needed.

*Cost estimates provided are annual amounts and also include cost of equipment and supplies.

SERVICE LEVEL IMPACT

Cleaning Service Level Impact

Task	Current Service Level	Service Level with Ambassadors
Pressure Washing	Quarterly (Contractor)	Monthly/As Needed
Sweeping/Debris Removal	Weekly (Contractor)	Daily
Graffiti/Sticker/Gum Removal	Monthly (Parks/CIS Staff)	As Needed
Minor Repairs to Public Infrastructure	As Needed (Parks Staff)	As Needed

Additional Services

- Data, Metrics & Reporting – Vendor will collect and report on real-time data to demonstrate impact and inform long-term program implementation.
- Events Support – Ambassadors may be available to support City of Denton and other special events.

OPTIONS

1. Direct staff to include Full Implementation of the Downtown Denton Ambassador Program Pilot in the FY23/24 proposed budget.
2. Direct staff to include Partial Implementation of the Downtown Denton Ambassador Program Pilot in the FY23/24 proposed budget
3. Do not direct staff to proceed with the Downtown Denton Ambassador Program Pilot.