

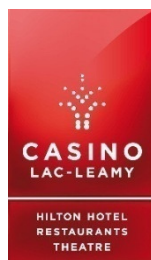


***Prepared for***

The ByWard Market Business Improvement Area  
City of Ottawa Markets Management

***With the generous support of***

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**OTTAWA POLICE SERVICE  
SERVICE DE POLICE D'OTTAWA**  
*Working together for a safer community  
La sécurité de notre communauté, un travail d'équipe*

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## Introduction

Initiated in 1997, the ByWard Market Ambassador Program serves as a hands-on safety and security resource for the ByWard Market. 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 thirteenth 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.



## 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 Markets Management and the ByWard Market 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 full lists 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. 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 thirteen Street Ambassadors and four Street Ambassador Leads. The Leads typically work more closely with the BIA, and convene for extra weekly meetings.



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## 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 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 1<sup>st</sup> 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 bound by ByWard, George, 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.

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 and maintaining positive relations with the public. It could also include 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](#).

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## *Operations*

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## 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

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## TRAINING

- First Aid, CPR and AED (automated external defibrillator) training
- Information sessions with local shelters and related services
- BIA summer staff training and tours
- 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

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## COMMUNICATION

- Two-way radio communication between all active Ambassadors and 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***

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## SAFETY AND SECURITY

The Ambassadors contribute to the safety and security of the ByWard Market by ensuring a constant presence on the street. Teams of two 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 utilize a range of action in such situations: from personal intervention, to involving a Manager, to notifying the relevant authorities. Typical contributions include providing first aid, finding missing children, halting By-Law violations, and reporting illegal or dangerous activity to the Ottawa Police, providing witness statements, and monitoring the location of potentially dangerous individuals. In addition, Ambassadors provide information on social services and programs available to those who are without homes, need support and assistance or those with mental illness. Please refer to the [“Notable Incidents”](#) section for specific examples.

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## TOURIST INFORMATION

In addition to assisting with safety and security issues, the Ambassadors act as an information resource for Market patrons, visitors and tourists. Ambassador teams 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.

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## 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.

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## MUNICIPAL AND BIA SERVICES

The Ambassadors are also assigned various other tasks including:

- Daily rounds to turn signage, collect traffic pylons;
- Set-up and take-down of periodic special events;
- The daily set-up and tear-down of various infrastructure elements, such as bollards, umbrellas, and movable furniture;
- Facilitating local food sampling and aiding with cooking demonstrations at The Demo Corner;
- Deliveries, notices and surveys to businesses and vendor;
- Various special projects.

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## FILING AND RECORDKEEPING

Extensive records of all Ambassador activities and contacts 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).

The Street Ambassadors meet with management every other Friday to review the past two weeks, to discuss concerns or incidents; to review or clarify policies and procedures etc... One Ambassador is responsible for meeting agendas and minutes. Other Ambassador responsibilities include the monthly report of negative behaviours (presented to the monthly Safety and Security Committee) and all recorded statistics such as total contacts, types of contacts and types of inquiries.

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## 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 friendly and constructive manner. Emergency street closures are sometimes required, barricades are manned by Ambassadors.

Six 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 north and south side of George Street between ByWard Market Square and William Street



Ambassadors are authorized to issue parking tickets throughout the free 15 min zone 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, blocking vendor stands, obstructing traffic flow, or crosswalks. Vehicles parked in the middle of the road and on sidewalks are also common.

After issuing a ticket, the Ambassadors fills 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.

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 incidents of vandalism taking place over the summer, as well as where they occur. This audit is updated weekly and filed with Management. This report enables the tracking of any trends in reference to tags and/or locations, 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 roof and secluded areas such as parking lots are also targeted, but usually take longer to remove.

### **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 posting has been especially prevalent on the black metal “heritage” lampposts throughout the Market. This has been addressed with on-going daily removal of such posters, coupled with periodic full-Market sweeps and replacement of any damaged or illegible “NO POSTERING – AFFICHAGE INTERDIT” stickers.

### **MAINTENANCE**

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 311. And follow-up to ensure repairs etc... are completed. Ambassadors will at times also make small repairs to hardware/street furniture etc.. under the administration of Management.

## ***Responsibilities***

### **BUSKER PROGRAM**

The summer of 2016 marks the eighth 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 per day up to a maximum of \$150, after which daily permits are free for the remainder of the Market year. This equals a total of \$200 for one year of busking. Busking is allowed in 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. In 2016, the available busking spots were 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 Hudson's Bay Company
- **P4:** William Street Mall, west side, between the Aulde Dubliner and the Highlander Pub
- **P5:** William Street, east side, in front of 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 Street, east side, next to Olive & Chili
- **P9:** William Street Pedestrian Area, between Your Corner Butcher and Tucker's Marketplace
- **P10:** York Street, north side, between Tucker's Marketplace and Lowertown Brewery.
- **P11:** York Street, north side, between The Keg and the Great Canadian Cabin
- **P12:** Dalhousie Street, west side, outside Money Mart

Other additional locations are reserved for "Street Artist Performers" (typically chalk artists) who require multiple consecutive hours to produce their art. 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 has been generally well-received by vendors and businesses. It is coordinated and enforced by the Ambassadors. As of September 30<sup>th</sup>, approximately 90 buskers were registered for the 2016 season. For comparison, 88 buskers had signed up for the season by September 30<sup>th</sup> last year.

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

### **ASSISTANCE WITH 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 throughout the year. The Market is a popular location for special events, fundraisers and celebrations, and this Ambassador ensures that all staff are properly informed about these occasions. This better equips everyone to serve visitors and business members. Most notably, this summer the Market has played host to numerous events:

- Movies in the Market - launched in the fall of 2015 – came back for a second year with monthly sessions and were a great success, starting off with a bang with the movie Grease and continuing into the fall with multiple French and English films.
- Fringe Festival was in the Market with an amazing night time fire show called ‘The Red Shoes’.
- Appealing to many residents of the ByWard Market and Ottawa the ByWard BARKet day was a big success. With many different types of dogs, wonderful treats from various businesses, as well as wonderful participation from multiple service and PTSD dogs.
- Clarence Street Patio Fest took place every weekend for the month of July with weekly food themes and extended patios and road closures.
- Thousands of people came out to celebrate Canada Day in the Market, despite the weather conditions, taking in the live performances on Parliament Hill and enjoying the fireworks from all over the Market.

In addition, Ambassadors help to support smaller activities, and programs in the Market such as the North Dalhousie Event, 3<sup>rd</sup> party activations and not-for-profits.

## ***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 Mall and George Street East**  
This area, consisting of George Street between Dalhousie and Cumberland as well as the Waller Mall to Rideau Street, 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, in proximity to the Salvation Army Ottawa Booth Centre, the Beer Store, LCBO on Rideau Street, the secluded Waller Mall, and various parking lots, makes this a very challenging location. Intoxicated individuals loiter daily on the sidewalk, on and around tree planters, and outside of the businesses (especially patios) in this area.
- **Recurring Persistent Aggressive Panhandlers**  
Certain “clients” known for aggressive panhandling from patrons on patios, at paid parking machines, at vendor stands, from school groups of children, and in the York St parking lot, have continued to be repeat offenders this summer. Many continue even after being verbally informed of the relevant By-Laws, warned repeatedly, and apprehended by Ottawa Police. This summer Ambassadors saw persistent cases of aggressive panhandling specifically among all restaurant patios, the courtyard restaurants and particularly those in proximity to William Street Mall, York Street and Clarence Street. The Ambassadors have little recourse in these situations but to remain persistent and vigilant themselves.
- **Garbage**  
This summer the returning Ambassadors noticed a marked decrease in issues with businesses leaving garbage and collection of garbage as a whole, from the previous summer. Though there were a few specific incidents regarding waste and garbage issues, for the most part, this issue has vastly improved.

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

## Statistical Overview

### OUTLINE

While on the street, the Ambassadors record all encounters with 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](#).

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:

- **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 stall, 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 By-Laws, 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” encounters 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:** With whom was the contact?
    - **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 (homeless):** 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.)
  - **Emergency Medical Services:** Instance of visual confirmation of Paramedics and Emergency services personnel, on bikes or in Emergency Services vehicles.
  - **Fire Service:** Instance of visual confirmation of Ottawa Fire Service personnel and/or vehicle(s).

- **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](#).

## **Ambassador Statistics**

### SUMMARY

The Ambassadors worked **129** days this summer, for a total of **1452** hours on duty. Within this period, we recorded **5022** total contacts, generating **223** inquiries, as well as **761** non-contact reports.

The group we interacted with most is tourists, and our most frequent type of contact was “casual” interactions (routine, non-urgent check-ins, typically with vendors, and other questions coming from visitors) accounting for **38%** of all contacts. Predictably, Block #1 was our busiest block, with **22%** of all contacts.

Our busiest day of the week (on average) was Friday, and our busiest time of day (on average) was 11:00 to 14:00. July was our busiest month.

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



MAY

| Instances of...                 | May 2006<br>(Bench-<br>mark) | May 2015   | May 2016  |
|---------------------------------|------------------------------|------------|-----------|
| Inappropriate panhandling       | 83                           | 113        | 30        |
| Observed drug abuse             | 75                           | 13         | 1         |
| Observed alcohol consumption    | 30                           | 19         | 3         |
| Loitering                       | 68                           | 23         | 2         |
| Disruptive behaviour            | 26                           | 3          | 0         |
| <b>Total negative behaviour</b> | <b>282</b>                   | <b>171</b> | <b>35</b> |

May saw **980** individual contacts recorded, decrease from 2086 in May 2015. Of these, **931** (or **95%**) were positive and 49 (or 5%) were negative. The latter included:

- **30** instances of inappropriate panhandling
- **1** instances of public drug use
- **3** instances of public alcohol consumption
- **0** instances of disruptive behaviour
- **2** instances of inappropriate loitering
- **13** instances of nuisance behaviour

In May, the Ambassadors also noted **134** Ottawa Police sightings with **12** direct contacts, **40** sightings of Emergency Medical Service personnel and **3** sightings of the Ottawa Fire Service.

**\*NB:** Numbers of contacts for the month of May is noticeably lower than other months due to approximately 2 weeks of training whereby Ambassadors have limited time on-street.

## JUNE

| Instances of...                 | June 2006<br>(Bench-<br>mark) | June<br>2015 | June<br>2016 |
|---------------------------------|-------------------------------|--------------|--------------|
| Inappropriate panhandling       | 74                            | 35           | 51           |
| Observed drug abuse             | 32                            | 3            | 8            |
| Observed alcohol consumption    | 35                            | 13           | 9            |
| Loitering                       | 57                            | 12           | 18           |
| Disruptive behaviour            | 19                            | 5            | 7            |
| <b>Total negative behaviour</b> | <b>217</b>                    | <b>68</b>    | <b>93</b>    |

June saw **1461** individual contacts recorded, decrease from 1678 in June 2015. Of these, **1353** (or **93%**) were positive and **108** (or **7%**) were negative. The latter included:

- **51** instances of inappropriate panhandling
- **8** instances of public drug use
- **9** instances of public alcohol consumption
- **7** instances of disruptive behaviour
- **18** instances of inappropriate loitering
- **15** instances of nuisance behaviour

In June, the Ambassadors also noted **135** Ottawa Police sightings with **14** direct contacts, **51** sightings of Emergency Medical Service Personnel, and **8** sightings of Ottawa Fire Service.

| Instances of...                 | July 2006<br>(Benchmark) | July<br>2015 | July<br>2016 |
|---------------------------------|--------------------------|--------------|--------------|
| Inappropriate panhandling       | 108                      | 32           | 57           |
| Observed drug abuse             | 43                       | 8            | 4            |
| Observed alcohol consumption    | 50                       | 7            | 10           |
| Loitering                       | 12                       | 12           | 10           |
| Disruptive behaviour            | 20                       | 3            | 5            |
| <b>Total negative behaviour</b> | <b>233</b>               | <b>62</b>    | <b>86</b>    |

July saw **1975** individual contacts recorded, decrease from 2249 in July 2015. Of these, **1880** (or **95%**) were positive and **95** (or **5%**) were negative. The latter included:

- **57** instances of inappropriate panhandling
- **4** instances of public drug use
- **10** instances of public alcohol consumption
- **5** instances of disruptive behaviour
- **10** instances of inappropriate loitering
- **9** instances of nuisance behaviour

In July 2015, the Ambassadors also noted **177** Ottawa Police sightings with **17** direct contacts, **63** sightings of Emergency Medical Service Personnel and **18** sightings of Ottawa Fire Service

## AUGUST

| Instances of...                 | August 2006<br>(Bench-<br>mark) | August<br>2015 | August<br>2016 |
|---------------------------------|---------------------------------|----------------|----------------|
| Inappropriate panhandling       | 87                              | 33             | 13             |
| Observed drug abuse             | 37                              | 5              | 1              |
| Observed alcohol consumption    | 31                              | 5              | 1              |
| Loitering                       | 48                              | 7              | 3              |
| Disruptive behaviour            | 37                              | 2              | 9              |
| <b>Total negative behaviour</b> | <b>240</b>                      | <b>52</b>      | <b>27</b>      |

August saw **606** individual contacts recorded a decrease from 1366 in August 2015. Of these, **579** (or **96%**) were positive and **27** (or **4%**) were negative. The latter included:

- **13** instances of aggressive panhandling
- **1** instances of public drug use
- **1** instances of public alcohol consumption
- **3** instances of disruptive behaviour
- **9** instances of inappropriate loitering
- **0** instance of nuisance behaviour

In August, the Ambassadors also noted **21** Ottawa Police sightings with **2** direct contacts, **6** sightings of Emergency Medical Services Personnel, and **4** sightings of Ottawa Fire Service.

## Statistical Analysis

### POSITIVE STATISTICS

Our most frequently provided service this summer other than casual and Market contacts was responding to inquiries, with a total of 223 contacts of this kind, most often about directions and parking. Relatively speaking our most positive area (that is to say, with the highest ratio of positive to negative contacts) was Block #3, and our most positive groups of interaction were, in descending order, tourists, vendors and clients (homeless). Our most positive days of the week were Friday-Sunday, and our most positive time of day was the period from 9:00 a.m. to 12:00 p.m. with July being our most positive month. Positive contacts also included Ambassadors passing on information and direction to social services and programmes available within the Market and the city as a whole.

### 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 #1, and our most negative groups of interaction were, in descending order, clients (homeless), buskers and vendors. Our most negative days of the week were Wednesday and Saturdays, and our most negative time of day; i.e. dealing with clients (homeless), was from 04:00 p.m. to 08:00 p.m. June being our most negative month. It should also be remarked that the number of negative contacts noted does not necessarily represent a number of individuals but rather illustrates a number of persistent repeat offenders that the Ambassadors deal with on a daily basis.

### COMPARATIVE REVIEW







The summer of 2016 shows a decrease in total negative contacts, but also a total decrease in contacts overall. The summer 2016 season saw a total of 426 negative contacts. 43% were contacts with clients (homeless), and 57% other negative behaviours. These make up only 8% of all contacts recorded in summer 2016. The different contacts and issues that make up this total have varied, with some increasing and others subsiding, as follows:

| Behaviour                | Incidents<br>Summer 2015 | Incidents<br>Summer 2016 |
|--------------------------|--------------------------|--------------------------|
| Aggressive Panhandling   | 213                      | 151                      |
| Drug Use                 | 29                       | 14                       |
| Alcohol Consumption      | 44                       | 23                       |
| Inappropriate Loitering  | 54                       | 33                       |
| Disruptive Behaviour     | 13                       | 21                       |
| Nuisance Behaviour       | 32                       | 37                       |
| TOTAL NEGATIVE BEHAVIOUR | 385                      | 279                      |

As the preceding table displays, occurrences in most all negative behaviours were less frequent this summer but this can be attributed to a decrease in total contacts overall. As well, many of the interactions this year, were with one or two very persistent and extremely challenging individuals. Often, these interactions lasted for an extended amount of time limiting the overall time spent patrolling and likely affecting numbers of contacts and numbers of observations. It should also be noted as well that some errors, oversights, and inconstancies regarding the tick sheet used to document incidents were identified and addressed later in the season. This misunderstanding impacted the number of incidents recorded.

Unauthorized busking issues decreased slightly in 2016 as well. While the number slightly decreased, Ambassadors continue to work hard to ensure a seamless and efficient busking program is run.

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

| Issue                     | Incidents<br>Summer 2015 | Incidents<br>Summer 2016 | Increase / Decrease, 2015–2016                                                                     |
|---------------------------|--------------------------|--------------------------|----------------------------------------------------------------------------------------------------|
| Graffiti Noted            | 6                        | 0                        | 100% decrease   |
| Posters Requiring Removal | 165                      | 18                       | 89% decrease    |
| Maintenance & Repairs     | 8                        | 1                        | 88% decrease    |
| Parking & Traffic Issues  | 3                        | 0                        | 100% decrease   |
| Garbage Disposal          | 12                       | 11                       | 8% decrease   |
| TOTAL REPORTING ISSUES    | 194                      | 30                       | 85% decrease  |

The decrease in noted graffiti can be attributed to a change in the tick-sheet recording. The BIA has a graffiti removal contract with Goodbye Graffiti, whereby weekly inspections are conducted. Only enduring graffiti is recorded. As well the BIA worked with their supplier to remove long-standing graffiti on upper levels and worked with property owners to identify access points to rooftops. The decrease in unauthorized posters may be due to a change in a promotional company, or as a result of the on-going direct communications with some businesses over the last couple of years to make them aware of the regulations. The Ambassadors’ increased presence and efforts to inform those wishing to post off the appropriate areas, could have contributed to preventing unauthorized poster-placing in general. The increased number of staff and their preventative measures could have also contributed to the decrease in parking and traffic issues.

## ***Additional Statistics***

In addition to on-street activities, Ambassadors also share responsibilities of manning the information kiosk. Various statistics are recorded at the info kiosk including: the Busker Licensing Program; Parking Enforcement on George Street, York Street and ByWard Market Square; the Demo Corner Initiative; and brochures ordered and distributed to the public.



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## KIOSK STATISTICS

The Information Kiosk at 55 ByWard Market Square is staffed by both ByWard Market BIA and City of Ottawa Markets Management Ambassadors from 7:30 a.m. until 6:00 p.m. every day of the week for a total of 1,314 hours all summer. During this time, the Kiosk assisted **26,824** individuals and assisted with **11,051** inquiries.

**9,659**, or **87%**, of these inquiries were from visitors while **1,392** or **13%**, were from outdoor vendors. **16%** of all inquirers were from the National Capital Region, while **84%** were from elsewhere; **45%** spoke English, **17%** spoke French, and **38%** spoke other languages. This summer Sunday May 22<sup>nd</sup> was the busiest day of the summer with **394** visitors at the kiosk; this was the Victoria Day long weekend. This means the Ambassadors at the kiosk helped, on average, 38 people per hour that day. The following busiest day at the kiosk this summer was August 10<sup>th</sup>, with **164** visitors and on average 16 people served per hour. Coming in closely as one of the busiest days in July was the 2<sup>nd</sup>, with a total of **160** people with an average of 15 people served per hour. Lastly the busiest day in June was Thursday the 2<sup>nd</sup> with **125** people overall and an average of 12 people served per hour.

These 11,051 inquiries can be broken down as follows:

- **40%** miscellaneous inquiries
- **15%** asked about tourist attractions and services (museums, Parliament, festivals, tours, etc.)
- **31%** asked about maps, brochures, or directions
- **14%** asked about restaurants and/or retail businesses in the Market

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## BUSKING STATISTICS

Busking Statistics record the attendance of all the Market's street artists and performers, as well as their frequency at each of the 18 available busking locations. Keeping track of this information provides valuable data as to the efficiency and effectiveness of the Busking Program.

This year, the in season (April-September) statistics reveal the following:

- **90** buskers registered for the 2016 season (as of September 30<sup>th</sup>), compared to 88 last year
- P5 (Beavertails), P9 (William Square), and P1 (EQ3) were the most popular spots in that order respectively.
- **5,291** performance-hours booked by buskers between April 1<sup>st</sup> and September 30<sup>th</sup>.
- On average **28.9 performance-hours** were booked per day during our core period of May-August.
- Our busiest month was July followed by June then August and May.
- Fridays, Sundays, and Saturdays were our busiest days (in that order)
- 12:00-17:00 was our busiest time of day

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



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## PARKING ENFORCEMENT STATISTICS

From May 1<sup>st</sup> to August 31<sup>st</sup> Ambassadors handed out 205 parking tickets. July saw the most tickets handed out with 64 or 31% of the total. 41% of all tickets were given on Sundays, while 23% were given on Saturdays; 36% were given on all other days combined. The most frequently-ticketed locations were the east side of ByWard Street (39%), the west side of ByWard Street (27%) and the north side of York Street (24%). For more information on the parking enforcement, please refer to the "[Responsibilities](#)" section.

## ***Notable Incidents***

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

### MAY–JUNE

- All of the Ambassadors had frequent encounters with a particular client (homeless), who would aggressively pan-handle for money at York street parking. Ottawa Police Service was called multiple times to deal with situations involving this client (homeless) as this individual was frequently very aggressive and intoxicated.
- Ambassadors Antoine, Brule, and Cortes-Kaplan responded to calls about a fight on George Street, Ambassadors witnessed the events and immediately called 911.
- A sink hole developed on Rideau Street causing a gas leak and complete evacuation of the Bay. Ambassadors helped to direct those being evacuated to seating while more information was gathered and given out.
- A young girl was separated from her tour group and Ambassadors helped her to stay calm and return to her tour group
- Ambassadors received a call about a medical on ByWard Street, Ambassador Poirier responded. An elderly man had stepped off the curb and fell into a stand causing him to cut his face badly. First aid was administered until EMS arrived and took over.

### JULY–AUGUST

- Ambassadors Poirier and Houlahan attended to a young girl after she had fainted by one of the stands in the front of the building. First Aid was administered until EMS arrived.
- Ambassadors Munro and Poirier noticed an intoxicated man walking on ByWard Street who was bleeding profusely from a facial wound. The man refused First Aid from the Ambassadors and EMS was called, they responded and he eventually agreed to aid from paramedics.

## ***Recommendations***

Based on the experiences and statistics gathered during the 2016 season, the ByWard Market Ambassadors present the following recommendations for the 2017 Market Season:

### INTERNAL

- **Providing Foreign Language Tourism Resources**  
It was remarked that a large amount of the tourists seeking information at the kiosk this past summer spoke German and Spanish. In addition to French and English materials, it may be worthwhile to provide German language versions of Ottawa tourism pamphlets and information in cases where this option is available. Specific categories on the kiosk tick sheet for speakers of languages that are not English or French may also be useful in providing statistics that could help to better serve the language needs of foreign tourists in the ByWard Market. That being said, this year's group of Ambassadors had someone who spoke Spanish as well as someone who spoke German.

- **Revision of the ambassador tick sheet's layout**

Though the tick sheet continues to change and evolve from year to year, in order to better reflect current realities, many members of the staff still found additional opportunities for change including the layout. It may be worthwhile to revise/edit the categories or to re-format the sheets to facilitate quick and efficient usage and to ensure numbers are not being repeated unnecessarily.

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## EXTERNAL

- **Increased Promotion of the Demo Corner Initiative**

The Demo Corner initiative proved to be a great success. Not only did the Demo Corner contribute to the vibrancy and animation of the main Market square, but it was also valuable promotion for the Market vendors, businesses, and farmers. For next year's season it may prove worthwhile to increase promotion of daily events and products at the Demo corner so that tourists as well as locals are better informed on specific events and products they may be interested in. The Demo Corner also provides an opportunity for staff to have additional presence on the street to help with service calls and visitor inquiries.

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## JOINT ACTION

- **Increased attention to clients (homeless) during Ambassador shift end**

Though the season saw a decrease in the number of clients (homeless) overall, it was observed however, that nearing 18:00 that many clients (homeless) would begin appearing in the Market because they knew the Ambassadors patrols would be ending or there would be less Ambassadors around at that time. It may be worth having additional foot patrol/police presence around this time of day to discourage panhandling at this busy time of day in the Market. It was also noted that increased panhandling coincided with the arrival of the dinner crowd especially on or around the patios of restaurants.

- **Additional training**

During Ambassador training this spring at the Sexual Health Centre we were made aware that additional training dealing with hazardous materials such as used hypodermic needles might be of use to the Ambassadors. This could be something to pursue in conjunction with the Sexual Assault Centre for next summer. This training existed in the past but it was suggested that it be brought back in a more in depth form of training.

- **Continuation of Beat Cops and the Foot Patrol**

The Ottawa Police Foot Patrol program continued to be a positive force this summer in the ByWard Market. The added and regular enforcement presence likely contributed to the decreases in observed panhandling and other negative behaviours. It also allowed for faster response times in non-emergency situations and provided direct and regular contact and interactions with police. This initiative contributes greatly to the overall safety of Market patrons, vendors and Ambassadors.

- **Mental Health Programming and Information**

It was also recognized (by return Ambassadors and BIA and City staff), that there seems to be more prevalence of mental health issues on the streets. Better awareness and education about mental health would be beneficial.

The clients (homeless) that the Ambassadors deal with in collaboration with Ottawa Police Service are often actively using drugs and/or have mental health issues that cannot be properly addressed without formal addiction services and/or mental health programs. There needs to be better communication between these service providers and Ambassadors.

## ***Conclusion***

Once again, this Market season has proven highly eventful and has highlighted the best that Ottawa has to offer in food, art, entertainment, tourism, community and commerce. It has also presented several challenges to stakeholders including a variety of recurrent concerns. With the assistance and coordination of our community partners, we continue our efforts to address and minimize negative impacts while also providing and contributing to a positive experience for all visitors and stakeholders of the ByWard Market. However, further efforts are necessary to address some of our more intractable issues.

Ambassadors are not only reactionary, but also work diligently in a proactive manner to not only solve problems, but also ensure 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. We have worked earnestly to maintain the Market's status as a highly significant historical and tourist destination. Our team strives to enhance its function as a site for local products.

For more information about aspects included in this report, please contact the ByWard Market BIA. Additional information and background regarding each 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.

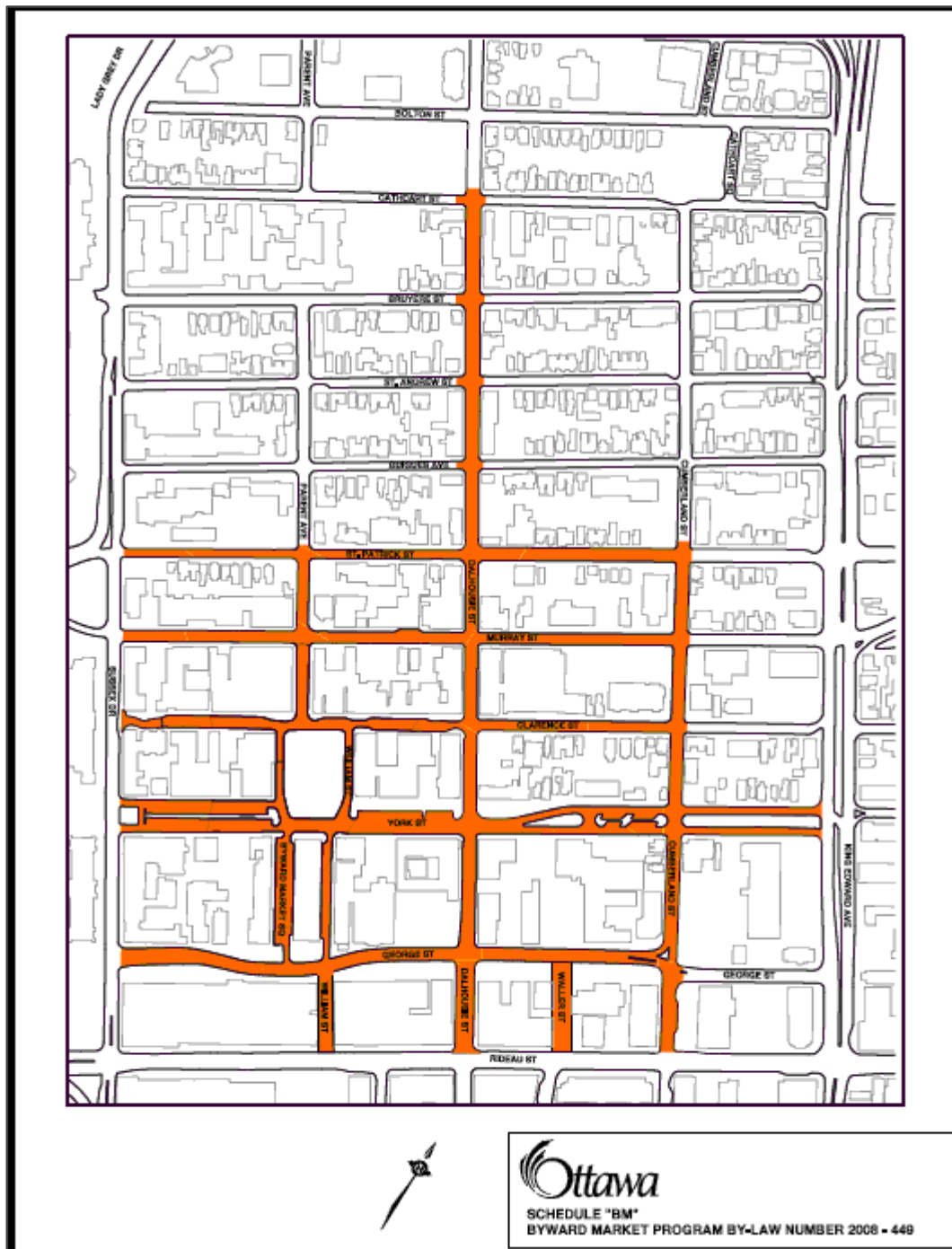
Sincerely,

The 2016 ByWard Market Ambassadors

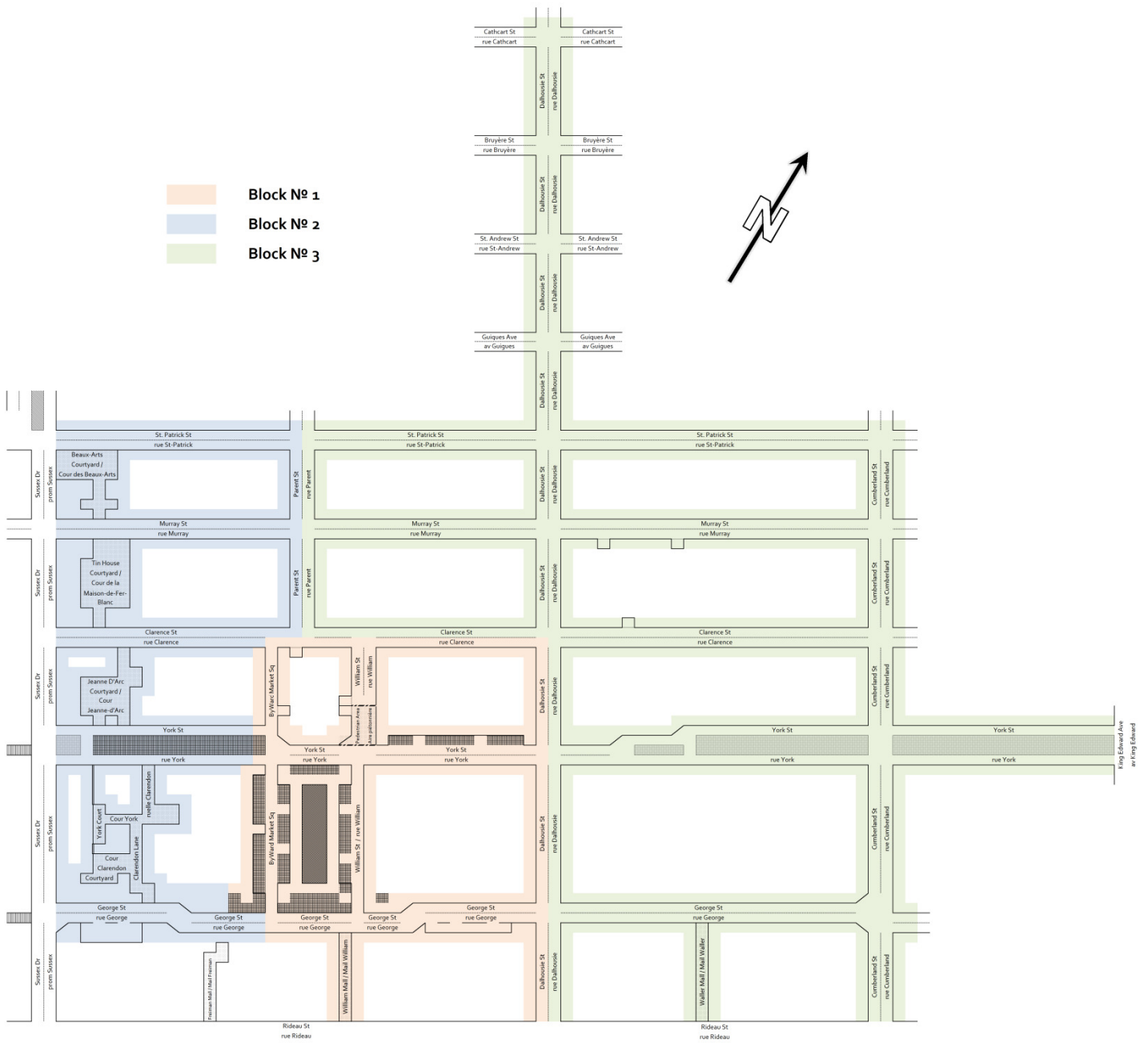
## Appendices

## APPENDIX i: Operational Documents

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:





[illegible]

| B01 _ - _ - |           | M T W TH F SA SU |        | MARKET MANAGEMENT KIOSK TICK SHEET |         |        |             |         |        |  |           |                 |  | SUN / CLOUD / RAIN / SNOW Weather: ____°C |     |       |       |           |              |       |  |         |           |          |       |  |  |  |
|-------------|-----------|------------------|--------|------------------------------------|---------|--------|-------------|---------|--------|--|-----------|-----------------|--|-------------------------------------------|-----|-------|-------|-----------|--------------|-------|--|---------|-----------|----------|-------|--|--|--|
| TIME SLOT   | GROUP #22 | DESCRIPTION      |        |                                    |         |        |             |         |        |  |           | MARKET BUILDING |  |                                           |     |       |       |           |              |       |  | INITIAL | TIME SLOT |          |       |  |  |  |
|             |           | NCR              |        |                                    |         |        | OUT OF TOWN |         |        |  |           | VENDOR          |  |                                           |     |       | HOURS |           |              |       |  |         |           | SERVICES |       |  |  |  |
|             |           | English          | French |                                    | English | French | Other       | English | French |  | Washrooms |                 |  | Phone                                     | JTL | Hours | CASH  | Tel / Jtl | Lost & Found | Other |  |         |           |          |       |  |  |  |
| 6-8         |           |                  |        |                                    |         |        |             |         |        |  |           |                 |  |                                           |     |       |       |           |              |       |  |         |           |          | 6-8   |  |  |  |
| 8-10        |           |                  |        |                                    |         |        |             |         |        |  |           |                 |  |                                           |     |       |       |           |              |       |  |         |           |          | 8-10  |  |  |  |
| 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 |  |  |  |
| TOTAL       |           |                  |        |                                    |         |        |             |         |        |  |           |                 |  |                                           |     |       |       |           |              |       |  |         |           |          | TOTAL |  |  |  |

| TIME SLOT | VISITOR SERVICES |      |       |       |    |                  |         |               |                   |          |             |      |       |      |            | RETAIL |        |      | PARKING              |     | VENDING     |      |         |                     |       | INITIAL | TIME SLOT |       |
|-----------|------------------|------|-------|-------|----|------------------|---------|---------------|-------------------|----------|-------------|------|-------|------|------------|--------|--------|------|----------------------|-----|-------------|------|---------|---------------------|-------|---------|-----------|-------|
|           | TOURISM          |      |       |       |    |                  |         |               |                   |          |             |      |       |      |            |        |        |      | APPLICATIONS / HOURS |     | STANDHOLDER |      |         |                     |       |         |           |       |
|           | Museum           | Rail | Hotel | Tours | OC | Public Transport | Cycling | Map/Direction | Festival / Season | Currency | Post Office | Bank | Other | Food | Restaurant | Other  | Change | Info | JAC                  | JGP | Railstop    | Misc | Weather | Washroom / Handicap | Other |         |           |       |
| 6-8       |                  |      |       |       |    |                  |         |               |                   |          |             |      |       |      |            |        |        |      |                      |     |             |      |         |                     |       |         |           | 6-8   |
| 8-10      |                  |      |       |       |    |                  |         |               |                   |          |             |      |       |      |            |        |        |      |                      |     |             |      |         |                     |       |         |           | 8-10  |
| 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 |
| TOTAL     |                  |      |       |       |    |                  |         |               |                   |          |             |      |       |      |            |        |        |      |                      |     |             |      |         |                     |       |         |           | TOTAL |

NOTE 8:

Washrooms: Loc = Location      Services: Cash = Parliament      Tourist region of origin: \_\_\_\_\_  
 OC = Clean      Complaint: OC = Quebec      \_\_\_\_\_  
 Misc = Handicap      \_\_\_\_\_

The following is a re-scaled version of the tick-sheet which the Ambassadors would carry:

| 201__ - __ - __ |             |      | AMBASSADOR TICKSHEET |      |        |                  | RAIN / CLOUDY / SUNNY |          |       | HC / BP / EM / AM |  |  |
|-----------------|-------------|------|----------------------|------|--------|------------------|-----------------------|----------|-------|-------------------|--|--|
| TIME<br>SLOT    | DESCRIPTION |      |                      |      |        |                  |                       | LOCATION |       |                   |  |  |
|                 | AUTHS       | VEND | BUSN                 | BUSK | CLIENT | TOURIST<br>EN FR |                       | BLK 1    | BLK 2 | BLK 3             |  |  |
| 9 - 10          |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 10 - 11         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 11 - 12         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 12 - 13         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 13 - 14         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 14 - 15         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 15 - 16         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 16 - 17         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 17 - 18         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 18 - 19         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |
| 19 - 20         |             |      |                      |      |        |                  |                       |          |       |                   |  |  |

| TIME<br>SLOT | CASUAL | INQUIRIES |      |        |      |      | NEGATIVE CONTACTS |       |      |      |       |            |      |       |  |
|--------------|--------|-----------|------|--------|------|------|-------------------|-------|------|------|-------|------------|------|-------|--|
|              |        |           |      |        |      |      | BEHAVIOUR         |       |      |      |       | NUISSANCES |      |       |  |
|              |        | DIR       | REST | RETAIL | SERV | PARK | PAN               | DRUGS | ALCO | LOIT | DIS B | BUSK       | VEND | OTHER |  |
| 9 - 10       |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 10 - 11      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 11 - 12      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 12 - 13      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 13 - 14      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 14 - 15      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 15 - 16      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 16 - 17      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 17 - 18      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 18 - 19      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |
| 19 - 20      |        |           |      |        |      |      |                   |       |      |      |       |            |      |       |  |

| TIME<br>SLOT | POCOT | NON-CONTACT |     |      |     | REPORTING |      |       |      |      | FIRST AID |         |
|--------------|-------|-------------|-----|------|-----|-----------|------|-------|------|------|-----------|---------|
|              |       | POL         | EMS | FIRE | PCO | GRAF      | POST | MAINT | PARK | GARB | URG       | NON-URG |
| 9 - 10       |       |             |     |      |     |           |      |       |      |      |           |         |
| 10 - 11      |       |             |     |      |     |           |      |       |      |      |           |         |
| 11 - 12      |       |             |     |      |     |           |      |       |      |      |           |         |
| 12 - 13      |       |             |     |      |     |           |      |       |      |      |           |         |
| 13 - 14      |       |             |     |      |     |           |      |       |      |      |           |         |
| 14 - 15      |       |             |     |      |     |           |      |       |      |      |           |         |
| 15 - 16      |       |             |     |      |     |           |      |       |      |      |           |         |
| 16 - 17      |       |             |     |      |     |           |      |       |      |      |           |         |
| 17 - 18      |       |             |     |      |     |           |      |       |      |      |           |         |
| 18 - 19      |       |             |     |      |     |           |      |       |      |      |           |         |
| 19 - 20      |       |             |     |      |     |           |      |       |      |      |           |         |

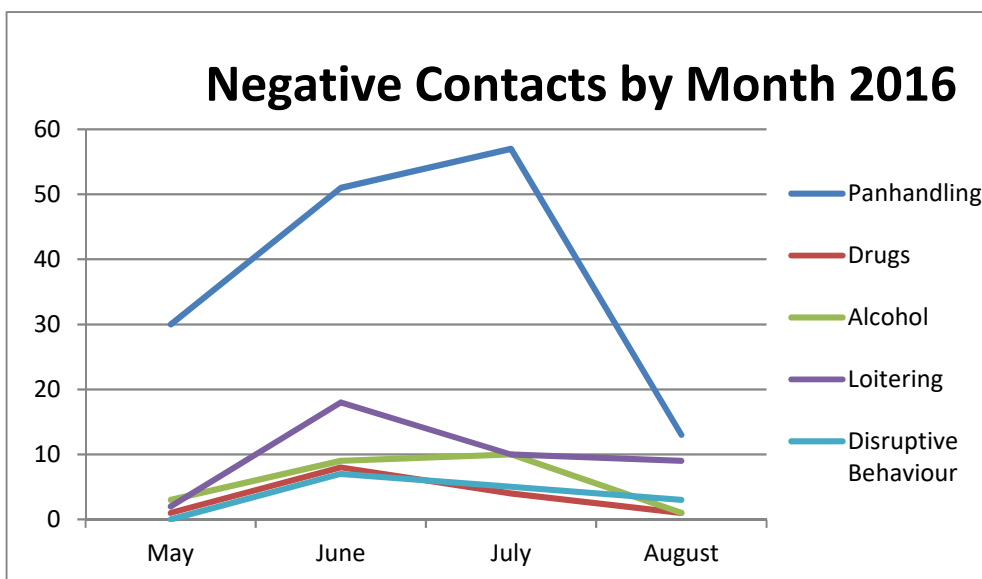
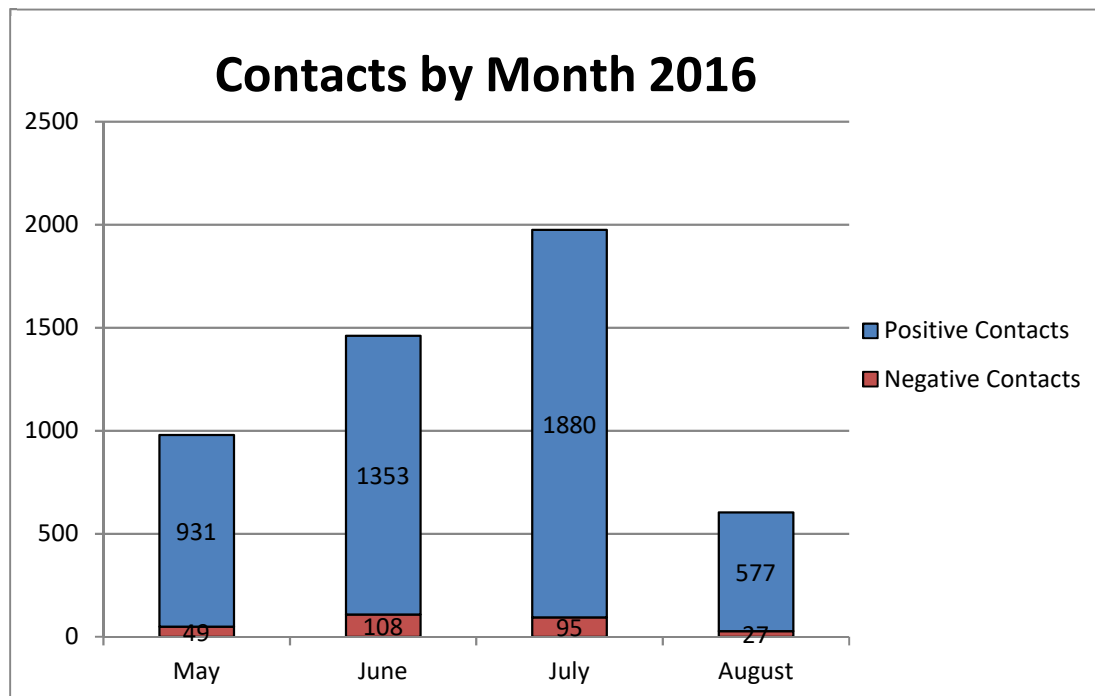
|                   |  |  |  |  |  |       |  |  |  |  |  |
|-------------------|--|--|--|--|--|-------|--|--|--|--|--|
| Notable Incidents |  |  |  |  |  | Notes |  |  |  |  |  |
|-------------------|--|--|--|--|--|-------|--|--|--|--|--|

Appendix II: RAW DATA

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

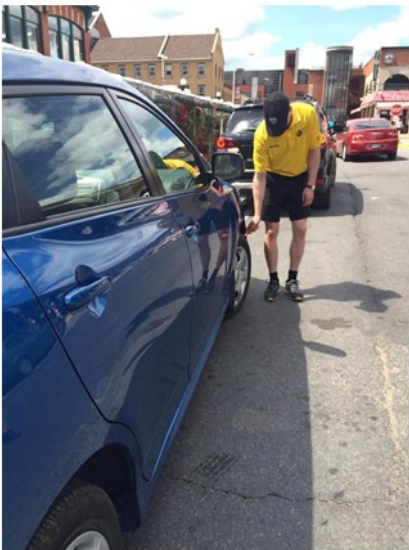
|                    |                 | May | June | July | August |
|--------------------|-----------------|-----|------|------|--------|
| Description        | total contacts  | 980 | 1461 | 1975 | 606    |
|                    | total positive  | 931 | 1353 | 1880 | 577    |
|                    | total inquiries | 63  | 43   | 93   | 24     |
|                    | total negative  | 49  | 108  | 95   | 27     |
|                    | authorities     | 2   | 9    | 15   | 50     |
|                    | vendor          | 137 | 242  | 339  | 99     |
|                    | business        | 286 | 20   | 30   | 5      |
|                    | busker          | 5   | 26   | 26   | 5      |
|                    | client          | 25  | 72   | 74   | 14     |
|                    |                 |     |      |      |        |
| Tourist            | Eng Tourist     | 30  | 48   | 79   | 15     |
|                    | Fr tourist      | 4   | 12   | 52   | 5      |
| location           | block1          | 198 | 329  | 439  | 114    |
|                    | block2          | 19  | 34   | 24   | 49     |
|                    | block3          | 8   | 25   | 14   | 2      |
|                    | casual          | 193 | 256  | 390  | 154    |
| Inquiries          | maps            | 26  | 24   | 62   | 18     |
|                    | restaurants     | 6   | 4    | 10   | 3      |
|                    | retail          | 11  | 4    | 6    | 1      |
|                    | services        | 3   | 5    | 6    | 2      |
|                    | parking         | 17  | 6    | 9    | 0      |
| Negative Behaviour | panhandling     | 30  | 51   | 57   | 13     |
|                    | drugs           | 1   | 8    | 4    | 1      |
|                    | alcohol         | 3   | 9    | 10   | 1      |
|                    | loitering       | 2   | 18   | 10   | 9      |
|                    | Disrup. Behav.  | 0   | 7    | 5    | 3      |
| Nuisance           | busker          | 2   | 5    | 3    | 0      |
|                    | vendor          | 0   | 8    | 0    | 0      |
|                    | other           | 11  | 2    | 6    | 0      |
|                    | police contact  | 12  | 14   | 17   | 2      |
| Non-contact        | police          | 134 | 135  | 177  | 21     |
|                    | EMS             | 40  | 51   | 63   | 6      |
|                    | Fire            | 3   | 8    | 18   | 4      |
|                    | PCO             | 15  | 11   | 26   | 4      |
| Reporting          | Graffiti        | 0   | 0    | 0    | 0      |
|                    | posters         | 3   | 7    | 4    | 4      |
|                    | maintenance     | 0   | 0    | 0    | 1      |
|                    | parking         | 0   | 0    | 0    | 0      |
|                    | garbage         | 3   | 7    | 0    | 1      |
| First Aid          | urgent          | 0   | 1    | 0    | 0      |
|                    | non-urgent      | 1   | 3    | 0    | 0      |

\*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 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.

## APPENDIX iv: Photographic Record



Chalking cars in 15 m free parking zone



Providing help and information at the info kiosk



Outdoor Movie Night!

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## APPENDIX v: Relevant Links

- **City of Ottawa**  
[www.ottawa.ca](http://www.ottawa.ca)
- **ByWard Market BIA**  
[www.byward-Market.com](http://www.byward-Market.com)
- **The Ottawa Police Service**  
[www.ottawapolice.ca](http://www.ottawapolice.ca)
- **The Salvation Army Ottawa Booth Centre**  
[www.ottawaboothcentre.org](http://www.ottawaboothcentre.org)
- **The Shepherds of Good Hope**  
[www.shepherdsofgoodhope.com](http://www.shepherdsofgoodhope.com)
- **The Ottawa Mission**  
[www.ottawamission.com](http://www.ottawamission.com)
- **The Lowertown Community Association**  
[www.lowertown-basseville.ca](http://www.lowertown-basseville.ca)
- **The Sexual Health Centre**  
[http://ottawa.ca/health\\_safety/sexual/centre/index\\_en.html](http://ottawa.ca/health_safety/sexual/centre/index_en.html)
- **Youth Services Bureau of Ottawa**  
[www.ysb.on.ca](http://www.ysb.on.ca)
- **Operation Come Home**  
[www.operationcomehome.ca](http://www.operationcomehome.ca)
- **Casino du Lac-Leamy**  
[www.casinosduquebec.com/lacleamy/en/](http://www.casinosduquebec.com/lacleamy/en/)
- **Fido Mobile It**  
[www.mobile-it.ca](http://www.mobile-it.ca)
- **Savour Ottawa**  
[www.savourottawa.ca](http://www.savourottawa.ca)
- **Crime Prevention Ottawa**  
[www.crimepreventionottawa.ca](http://www.crimepreventionottawa.ca)
- **City of Ottawa By-Laws**  
[http://www.ottawa.ca/residents/By-Law/index\\_en.html](http://www.ottawa.ca/residents/By-Law/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](http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_99s08_e.htm)