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24HOURDALLAS AMBASSADORS

The ultimate objective of our Ambassador program is to provide a calm and comforting presence on sidewalks in Dallas' entertainment districts

BACKGROUND

Dallas aspires to be a global city buzzing with a vibrant nighttime ecosystem.

24HourDallas believes we are at a moment in history where we have been presented with an extraordinary opportunity to retool Dallas' nighttime economy. We can help redefine how we work and play at night while lifting our city's international profile.

Our non-profit and charitable organization believes we can help customers, residents, employees, neighbors, visitors, and businesses enjoy a safer, more inclusive, and more vibrant night. *Carpe noctem.*

GOOD NEIGHBOR INITIATIVE

For 2022, 24HourDallas is developing and will manage the Good Neighbor Initiative.

Developed in partnership with Safe Night LLC—and built upon their Safe Night Out concept and other similar programs in Europe—the Good Neighbor Initiative will be a holistic collaboration between private and public stakeholders in Dallas' nighttime economy to:

- increase women's safety,
- decrease impaired driving,
- respect neighboring businesses and residents,
- reduce intrinsic racism, and
- boost economic vibrancy.

AMBASSADORS

An element of our Good Neighbor Initiative, 24HourDallas Safety volunteers are developing an Ambassador program. The program's ultimate objective will to provide a calm and comforting presence on sidewalks in Dallas' entertainment districts.

The Ambassadors program will be beta tested during our Ignite the Night Festival, Saturday evening, Nov. 20, 2021.

Teams of three volunteers will rove Thanks-Giving Square and the festival footprint demonstrating kindness and care. Teams will be identified in a branded hats and/or vests.

In advance, team leaders will receive training in bystander intervention. Bystander intervention prevents sexual assault or rape, binge drinking and harassment, and unwanted comments of a racist, homophobic, or transphobic nature.

If needed, rather than serving in a policing role, teams will also be prepared to call for assistance with policing or triage needs with social agency partners.

Our alternate objective is to demonstrate collaborative, community outreach in Dallas' sociable economy by Dallas faith leaders and others of goodwill who represent a wide range of faiths and cultures

Kindness can make the difference in feeling safe and being safe.

This program is inspired by volunteer “street team” programs in the UK, Amsterdam, and Sydney. Following the November “test drive,” the Ambassador program will be assessed and modified as needed for a larger rollout in 2022.

NEEDED NOVEMBER 20, 2021

AMBASSADOR ROLE	VOLUNTEERS NEEDED	DETAILS
Leader	1	Helps recruit six Crew Captains. Participates in advance training. Manages Ambassador communications, materials, set-up, wrap-up, and needs Oversees 4-10 p.m. operations Sat., Nov. 20, 2021.
Crew Captains	6	<ul style="list-style-type: none"> • Recruits two Crew Members. • Participates in advance training. • Serves as primary Crew contact for Leader. • Oversees one of the following Crew shifts Sat., Nov. 20, 2021: <ul style="list-style-type: none"> <input type="checkbox"/> Crew A – 4-6 p.m. (arrives early to help set up) <input type="checkbox"/> Crew B – 4-6 p.m. (arrives early to help set up) <input type="checkbox"/> Crew C – 6-8 p.m. <input type="checkbox"/> Crew D – 6-8 p.m. <input type="checkbox"/> Crew E – 8-10 p.m. (stays to help wrap-up) <input type="checkbox"/> Crew F – 8-10 p.m. (stays to help wrap-up)
Crew Members	12	<ul style="list-style-type: none"> • Is recruited by a Crew Captain • Volunteers for one of the following Crew shifts Sat., Nov. 20, 2021: <ul style="list-style-type: none"> <input type="checkbox"/> Crew A – 4-6 p.m. (arrives early to help set up) <input type="checkbox"/> Crew B – 4-6 p.m. (arrives early to help set up) <input type="checkbox"/> Crew C – 6-8 p.m. <input type="checkbox"/> Crew D – 6-8 p.m. <input type="checkbox"/> Crew E – 8-10 p.m. (stays to help wrap-up) <input type="checkbox"/> Crew F – 8-10 p.m. (stays to help wrap-up)

CONTACT INFORMATION

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