

Parks Ambassador Program

Parks and Environment Committee

October 16, 2017

Parks Ambassadors Program

- Introduced in 2003
- Helps ensure that parks are welcoming, accessible, equitable and safe places for all
- Leverages outreach provided through other city divisions to support early intervention for vulnerable individuals
- Focus has expanded beyond downtown wards
- 1 full time ambassador + 3 seasonal



Role of the Parks Ambassadors

- Positive community presence, acting as “the eyes and ears of our neighbourhood parks”
- Park visits, community night walks, safety audits across the city
- Engage with communities to enhance public safety and support vulnerable populations
- Outreach is delivered on a case-by-case basis and focused on a site-specific approach.



Multi-stakeholder approach

- Works closely with Park Supervisors and the Ravines and Watercourse team to maintain safe, welcoming parks and open spaces
- Identifies issues and opportunities to connect with programs and services in other City Divisions and Agencies
 - Coordinated efforts guided by the Interdepartmental Service Protocol
- Provides a parks lens to other services



Before



After

Impact – enhancing parks and changing lives

- Parks Ambassadors contribute to fulfilling:
 - The experience of City parks as happy, enjoyable places to be
 - The vision of the City as a desirable place to live, prosper and visit by investing in quality of life opportunities
- Parks, Forestry and Recreation will continue to work across the City to maximize impact and streamline efforts

