



INTRODUCING THE

San Francisco Welcome Ambassadors

The San Francisco Welcome Ambassadors Program is a two-year City-funded program to help welcome workers and visitors back to San Francisco. The Ambassadors are here to welcome you back to the office, answer questions, and report incidents of negative street behavior or conditions. All Welcome Ambassadors are trained in awareness and de-escalation and there is an additional team of Special Response Ambassadors who assist with more urgent situations.

Welcome Ambassadors will also help with directions, restaurant recommendations, public transportation, and translation requests. If you see an ambassador in an orange uniform, stop and say hello!

The team can also assist with local events in the downtown area, as well as help direct convention visitors in between meetings.

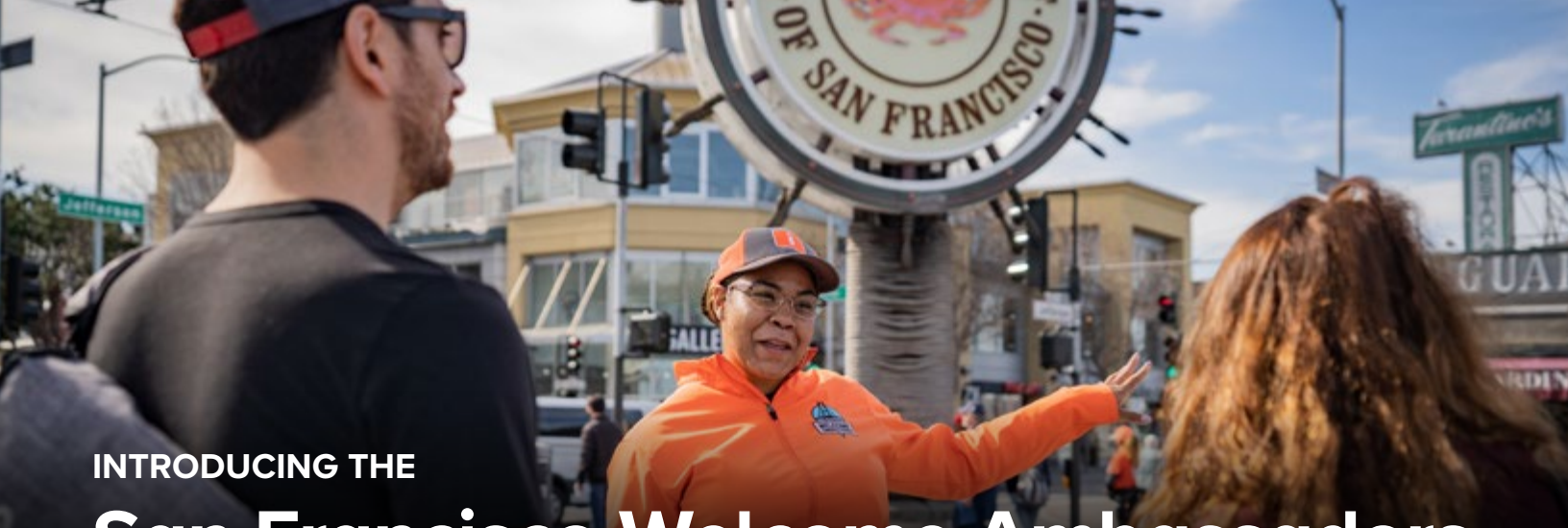
The program was officially launched on November 2, 2021 and operates 7 days per week. Hours vary based on location and day of the week, generally between 8 a.m. to 8 p.m. They are assigned to a large geographic area, including the following:

- Yerba Buena
- SoMa
- East Cut
- The Embarcadero
- Union Square
- Financial District
- Chinatown
- North Beach
- Fisherman's Wharf.



The ambassadors are here to help you feel welcome and safe when you return to the office or visit San Francisco.

For more information about the program, visit [sftid.com](https://www.sftid.com) or contact Mandy Hall at mandy@sftid.com.



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