



Cecil Williams Community Ambassadors

Program Overview & Frequently Asked Questions

GLIDE's Community Ambassador Program launched in July 2024 to honor the life and legacy of [Reverend Cecil Williams](#) and support the [City of San Francisco's 30x30 plan](#) for economic revitalization. Our "special sauce" is profound commitment to [Unconditional Love](#) and [Radical Inclusivity](#). We build [Beloved Community](#) through transformative goodwill, sidewalk/gutter cleaning, street engagement, de-escalation, and GLIDE's approach to low-threshold case management that quickly connects people to services and support groups.

Frequently Asked Questions

Q1: What do Cecil Williams Community Ambassadors do?

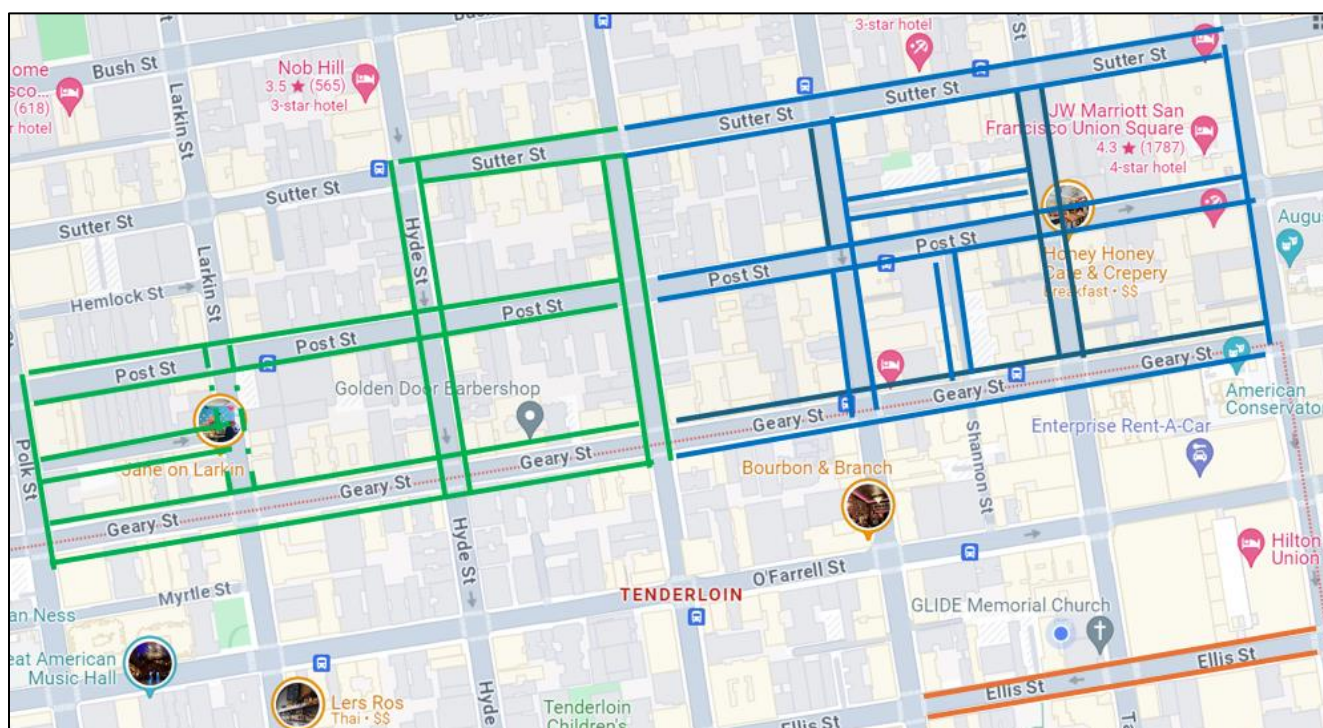
A: First and foremost, Ambassadors **help**. As part of GLIDE's mobile integrated services program, we take **immediate** action to improve safety, cleanliness, and community well-being in 10 Life Domains: Food, Shelter, Life Skills, Family, Community, Behavioral Health, Physical Health, Education, and Income. Our goal is to connect people directly to services and resources as quickly as possible.

Q2: When do Cecil Williams Community Ambassadors work?

A: Ambassadors work 40 hours each week within the hours of 7:30am to 9:00pm, 7 days per week.

Q3: Where do Cecil Williams Community Ambassadors work?

A: Our City contract stipulates 3 service areas: Area 1 (Sutter, Geary, Mason, Hyde), Area 2 (Post, Geary, Hyde, Polk), and Area 3 (Ellis, Mason, Jones). We serve these areas using 3 Routes (map below): Blue (bounded by Sutter, Geary, Mason, Leavenworth), Green (bounded by Sutter, Geary, Leavenworth, Post), and Orange (Ellis, Mason, Jones).



Q4: How many Cecil Williams Community Ambassadors are there?

A: There are 12 Ambassadors, a field manager, and a field director, for a total of 14 Ambassador staff.

Q5: How often are the Ambassadors "in the field"? How often should I see an ambassador on my block?

A: Ambassadors spend 90% of their time "feet in the street"; the field manager spends 75%-85%, and the Director 60-75%. Ambassadors are assigned to the Blue, Green, and Orange routes indicated (map above). Ambassadors walk approximately 7 to 10 miles every day, visiting each point on a route 2 to 6 times per shift. If you are located on a contracted block, you should notice Ambassadors morning, noon, and night. If you live on a surrounding block north of Sutter, south of Ellis, east of Mason, or west of Polk, we often service your area as we travel to contracted routes and during Volunteer Engagements. However, surrounding blocks are not part of our funded contract.



Q6. Who pays for the Ambassador Program?

The City of San Francisco. Glide helps supplement routes and unfunded surrounding blocks through frequent small-to-massive Volunteer Engagements: Over 140 volunteer hours were donated in August 2024 and over 160 hours of volunteer time is already scheduled for September 2024. To sign-up for a volunteer shift with the Cecil Williams Community Ambassadors, please visit <https://www.glide.org/volunteer/>.

Q7. Is there a difference between the services offered along Green, Blue, and Orange Routes?

A: In general, no. However, Orange route is a warm transfer zone: Ambassadors bring community members from Blue & Green to Orange route for more in-depth services. For example, on Fridays 10am-12pm, the San Francisco Homeless Outreach Team (HOT) is stationed on Orange route: Ambassadors bring community members from Blue & Green to Orange route for in-depth HOT services providing access to shelter and housing.

Q8. Will Cecil Williams Community Ambassadors add blocks to the Green, Blue, and Orange Routes?

A: We are actively seeking additional funding opportunities, grants, and partnerships with other community-based organizations to expand our service area and routes.

Q9: Do Ambassadors help clean sidewalks, illegal dumping, and graffiti?

A: Yes. GLIDE's Ambassadors conduct a range of neighborhood clean-up activities, including but not limited to "broom and pan" sidewalk/gutter cleaning and 311 reporting/follow-up to ensure graffiti, illegal dumping, and other hazards are removed.

Q10: How do Ambassadors fit into the GLIDE Integrated Mobile Services model?

A: In many ways, Community Ambassadors serve as a mobile extension of GLIDE's Walk-In Center, "walking out" to bring community members into [Beloved Community](#) for engagements, referrals, and direct services. Ambassadors handle low-threshold case management, CPR and Narcan administration, motivational interviewing, de-escalation, journey home referrals/connections, identification card vouchers, City service navigation, medical and behavioral health triage, direct transfers to shelters, access points, street medicine, and other services.

Q11: Is the Ambassador Program secure? Is it partnered with other community-based organizations?

A: The Ambassador Program has City funding for 3 years; GLIDE is working hard to find expanded grants, donations, and other resources to support and expand the program. We partner with dozens of community-based organizations, but our deepest partnership is with Code TL for nighttime Ambassadors, reciprocal support, and collaborative training.

Q12: What qualifications do I need to be a Cecil Williams Community Ambassador?

A: Community Ambassadors must be action-oriented and deeply committed to community service, de-escalation, and unconditional love. We walk a LOT, 7 to 10 miles each day, visiting each point on our route 2 to 6 times per shift because we know "showing up" matters. We stay active, upbeat, hopeful, and energetic while engaging unhoused and housed neighbors with unconditional love and a profound desire to help.

Q13: Do Ambassadors have access to GLIDE vehicles?

A: All GLIDE Ambassadors have direct access to GLIDE's Fleet and can call for a vehicle to assist with approved case management and service-connection activities.

Q14: Are Community Ambassadors GLIDE employees? Do they get benefits?

A: All Community Ambassadors are GLIDE staff members and part of our OPEIU labor union. GLIDE proudly offers one of the best regional non-profit benefits packages, including medical, dental, vision, and 403b retirement accounts. For more details, please contact GLIDE's Human Resources Department at hr@glide.org

Q15: How can I contact the Ambassadors?

A: The best way to contact us is at ambassadors@glide.org. You can also call/text our **service request line at 415-965-6001**; this number automatically creates a service request assigned to a team member. If you'd like a return call, please include your contact information. Our goal is to return calls within one business day.