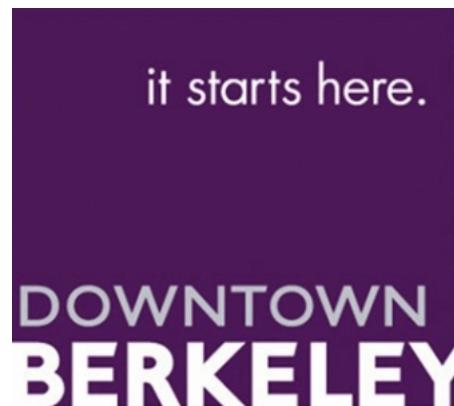




September 2012 Operations Report

Prepared By Lance Gorée, Operations Manager



Trying To Be Part of the Solution

Not Just A Business...

Berkeley is known as a progressive and compassionate city that hopes to protect, nurture and uplift the disenfranchised members of its community. The Downtown Berkeley Association and Block By Block saw the opportunity to be a responsible part of the solution, and the ambassador staff is indicative of their efforts.

At the time of this writing the DBA Ambassador staff consists of 14 ambassadors, an Operations Supervisor and an Operations Manager. We pride ourselves on the fact that out of the 14 street ambassadors, 8 are successful products of at least one Berkeley based social service agency. Homelessness, Drug/Alcohol Dependency and Unemployment are just a few of the problems that one or more of the ambassadors has had to overcome.

Each of these 8 ambassadors has a different story to tell as well as bringing a unique perspective to the position. The 8 ambassadors are also shining examples of the good work that the social service agencies in Berkeley can do. Berkeley Food & Housing, Rubicon, BOSS, Harrison House and Options Recovery are just a few of the agencies we have to thank for not only helping our ambassadors to reach the levels that they have, but many others in the bay area.

Our 8 ambassadors are living, breathing and working examples to many in Berkeley that hardships can be overcome. The Downtown Berkeley Association and Block By Block are very proud of the 8 individuals, as well as all of its ambassadors, and their efforts to reach a goal that will benefit many people in the community.



Just some of the Social Service Agencies that serve Berkeley and its residents

Downtown Berkeley Goes International

Berkeley Ambassador In London!

Downtown Berkeley Ambassador Okoye Jones had the fortunate opportunity to travel abroad over the summer. Okoye asked for and was granted a month long leave of absence to take an amazing trip in Europe.

Okoye and his girlfriend Sarra started their trip in London where Sarra has family. After a brief stay in London with the family Okoye and Sarra took a train to Paris. After Paris, they headed to Barcelona. Okoye felt that Barcelona was the most vacation like because of the beautiful sandy beaches and spending time just relaxing. After Barcelona they headed to Florence, after Florence they headed to Rome.

After Rome they spent time on the romantic 'streets' of Venice before heading back to Paris. Before hopping back across the pond to the United States they finished their trip with a final visit with family in London.

Okoye and Sarra visited the Louvre where they saw the Mona Lisa and experienced the nightlife in many of the cities that they visited. Okoye was especially interested and impressed with the Ambassador Program that he encountered in London.



Ambassador In Venice!



Ambassador Cap on Vacation!

Dinner on Sunday!

Ambassador Appreciation

By Lance Gorée

On Sunday the 23rd, I hosted the Ambassador Staff, John Caner, Shifra De Benedictis-Kessner, Jennifer Cogley and her partner at my house for dinner.

A lot of hard work goes into what the ambassadors do each and every day. A lot of the work that they do is transparent, a lot of it is easy to see. Very rarely is there appreciation for the spill that is cleaned before a business opens or the street that gets power washed in the wee hours of the mornings. I have an appreciation for these things because I am the one that sends them out, rain or shine, to complete these tasks.

Dinner on Sunday was a small way for me to show my appreciation, not just to the ambassadors, but also to those close to the program. We had a fun and interesting evening. Most importantly, it was a chance for the ambassadors to spend time together, relax and to receive the hospitality that they give so freely each day.

We were also fortunate enough to be entertained with a song and performance by Ambassador Deryl Dewitt. Our favorite James Brown impersonator performed a song with lyrics he wrote to the music of a BB King instrumental. That alone made the night UNFORGETTABLE!

Thank You to All, I definitely appreciate all that you do!



Pre Dinner Set Up



Deryl Dewitt as James Brown!

Cutting Edge Careers Event

Spreading the word in Pleasant Hill

story by Contra Costa Times

KTVU Channel 2 newscaster John Sasaki and 12 other professionals shared insider information with College Park High School students to inspire them to follow their interests into satisfying careers.

"I am here because I haven't made up my mind what to do yet," said College Park senior Salina Trujillo as she took her seat among an audience of like-minded students and their parents at the Cutting Edge Careers event Sept. 27. Their sense of relief was apparent as they heard how and why panelists became successful professionals. Most panelists used internship opportunities or lower-paying jobs as an entree into future employment.

Lance Gorée, Downtown Berkeley Association Operations Manager did follow his passion, but fate gave him a new one. He was a natural athlete who says he regrets wasting his scholarship while in college because he was focused on playing sports.

"I became a professional baseball player and was hit by a pitch. On Tuesday, I was playing ball and on Wednesday, I was on a bus," Gorée recalled. He built a retail management career at Macy's West and managed the Walnut Creek Rochester Big & Tall store before finding the right position as Operations Manager for DBA. He considers himself very very lucky.

"If you get a chance to go to college, take advantage of it," Gorée advised.

This was the second such program sponsored by the Pleasant Hill Education Commission. "We want the kids to be inspired," said vice chair Joann Jacobs. Interesting enough the panelists themselves, each successful in their own right, also felt a degree of inspiration that will motivate them in their chosen fields.



Lance Gorée, Operations Manager for the Downtown Berkeley Association, takes part in a panel discussion



KTVU Channel 2 Reporter John Sasaki, leads a panel discussion during the Cutting Edge Careers

Cleaning Statistics

January 2012 through September 2012

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
311 Requests	'12	0	0	0	20	5	15	40	21	6	--	--	--	107
Bills/Stickers Removed	'12	0	0	0	390	1974	2821	2238	1342	1413	--	--	--	10178
Graffiti (illegal posting) - Removed	'12	0	0	0	33	185	307	384	527	175	--	--	--	1611
Graffiti - Forwarded for Action	'12	0	0	0	13	66	14	27	47	2	--	--	--	169
Hazardous Waste Clean-up (human)	'12	0	0	0	5	18	82	40	23	19	--	--	--	187
Hazardous Waste Clean-up (pet)	'12	0	0	0	18	59	265	309	244	234	--	--	--	1129
Landscape Large Planters	'12	0	0	10	8	11	35	60	60	19	--	--	--	203
Landscape Median Fingers	'12	0	0	6	6	0	0	23	3	0	--	--	--	38
Power Washing (block faces)	'12	0	0	0	12	4	6	12	36	18	--	--	--	88
Public Fixture / Furniture Painted	'12	0	0	0	17	0	5	0	44	14	--	--	--	80
Trash (lbs)	'12	0	0	0	975	1625	2213	4410	4582	5983.5	--	--	--	19788.5
Trashcans Leveled Off	'12	0	0	0	22	39	103	113	100	90	--	--	--	467
Tree Wells Weeded	'12	100	100	100	42	21	45	92	56	17	--	--	--	573
Weed Abatement (block faces)	'12	0	0	0	8	5	42	56	60	28	--	--	--	199

Hospitality Statistics

April 2012 through September 2012

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Business Contact	'12	--	--	--	222	171	518	266	329	230	--	--	--	1736
Hospitality Assistance	'12	--	--	--	372	1785	3126	3824	4810	3990	--	--	--	17907
Maps / Publications Distributed	'12	--	--	--	110	0	1012	883	1137	898	--	--	--	4040
Referral to Shelter/ Resources	'12	--	--	--	9	78	59	125	146	108	--	--	--	525
Street Population Contact	'12	--	--	--	0	742	1113	1218	950	419	--	--	--	4442
Assistance Requested (business)	'12	--	--	--	26	113	270	242	117	137	--	--	--	905
Request for Police / Fire / EMS / Assistance	'12	--	--	--	9	18	13	16	14	11	--	--	--	81
Safety Escorts	'12	--	--	--	3	56	48	23	64	59	--	--	--	253
Safety Hazards Reported	'12	--	--	--	6	11	15	7	2	2	--	--	--	43
Trespassers / Loiterers	'12	--	--	--	132	163	185	177	161	80	--	--	--	898