

Post-Implementation Review

Project Title:	Palmerston North Māngai Atawhai / City Ambassadors
Supported by:	Palmerston North City Council, Library and Community Services

PROJECT SUMMARY — What did we do?

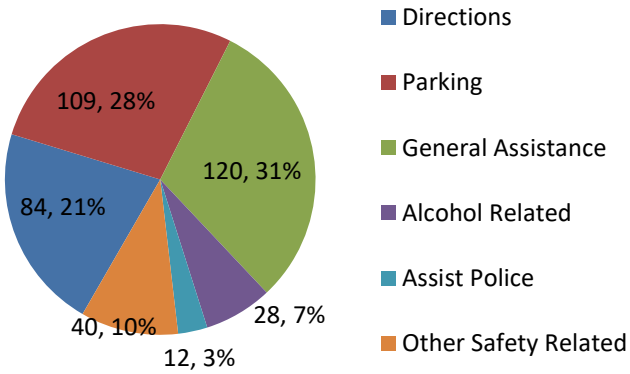
- We had individuals, Māngai Atawhai / City Ambassadors, roaming the Central Business District on Tuesday through Sunday from 11:00am to 5:30pm
- The Māngai Atawhai / City Ambassadors trial was contracted to the SafeCity Trust, and overseen by a steering group made up of Council staff and partners from the Palmerston North iSITE, and the New Zealand Police
- Trial ran for 13 weeks from start date of 12 December 2017 to 11 March 2018
- Positive and promising results have come out of reported data
- Trial ran within allocated budget (\$32,000)

RESULTS — Did the project results match the original objectives? Did the project fully solve the problem that it was designed to address?

- The success of the trial was to be gauged based on the following outcomes:
 - Increased vibrancy
 - Greater feeling of safety

Interaction Categories

- There were 393 interactions reported. It is noted; however, that a number of additional interactions were not recorded as they were more casual and did not warrant a report.
- Daily reports were completed by each Māngai Atawhai / City Ambassador
- Reporting included incident category, weather conditions, general comments, specific observations which were refined throughout the process to include hourly tallies of each type of interaction.



Post-Implementation Review

Increased vibrancy

- 85.2% of total interactions were vibrancy related public assistance (directions, events, parking, etc.)

Interactions falling into the “Ambassador” category were by far the larger of the two outcomes.

There may also be additional intangible links to the vibrancy outcome that played into a positive experience for those visiting the CBD in Palmerston North.

The Māngai Atawhai / City Ambassadors reported as having many positive interactions during time periods in, or leading up to, larger events in Town. They would be equipped with knowledge and brochures of these events.

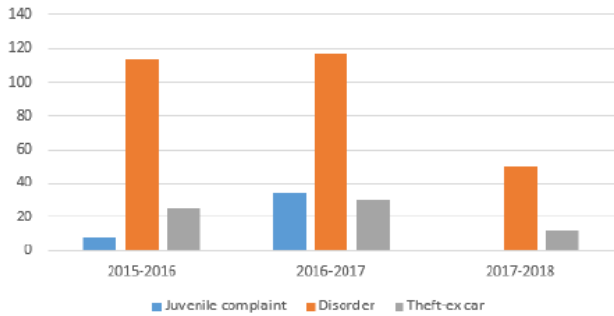
Social media posts indicated a generally positive outlook on the Māngai Atawhai / City Ambassadors.

Greater feeling of safety

- 14.8% of interactions were ‘safety’ related (alcohol related, disorder, police referrals, etc.)

The minority of interactions led to a marked decline in safety related statistics throughout the trial period compared to the two prior years.

	15 Dec 2015- 11 Mar 2016	15 Dec 2016- 11 Mar 2017	15 Dec 2017- 11 Mar 2018
Juvenile Complaint	8	34	0
Disorder	114	117	50
Theft from cars	25	30	12



Data provided by New Zealand Police

- Other tasks reported by the Māngai Atawhai / City Ambassadors included helping find missing children, assisting when people had fallen and required medical attention, looking for lost keys, and spoke to retailers about their role.
- Reports of graffiti and damage were sent directly to Council via public channels. These instances were not reported separately but daily reports indicate this happening.
- The Māngai Atawhai/City Ambassadors also answered or referred questions about Council programmes and initiatives.

Post-Implementation Review

COMMUNICATIONS — What were our messages to the public, and how did we get the messages out?

- Key Messages
 - Palmerston North City Council wants everyone to enjoy their time in the CBD in the summer months. (*vibrancy*)
 - Māngai Atawhai / City Ambassadors are there to help when you're in the CBD. (*safety*)
 - Palmerston North City Council is being proactive in using various mechanisms to create a more livable, vibrant, connected, and safe CBD. This includes addressing antisocial behavior by teaming up with the NZ Police and Safe City Trust on this initiative. (*collaboration*)
- How we got them to the community

- Launch Photos	- iSITE LED Screen
- Press Release	- Newspaper articles
- Social Media Posts	- Square Circular article
- Radio Interview with <i>Drive</i> on RadioLIVE	- Internal Portal Post to Council Staff
- Flyers to Businesses and Public	- Massey University students induction

TRAINING — What sort of training did the Māngai Atawhai / City Ambassadors receive?

- Various agencies including City Council, NZ Police, iSITE, SafeCity Trust covered:
 - Resources available for support the public
 - Levels of service and expectations from Council
 - The points of referral available to the Māngai Atawhai / City Ambassadors
- On-going support was offered by Council officers as needed

BRANDING — What was the look and feel of the Māngai Atawhai / City Ambassadors?

- Green polo shirts in familiar green shade with Summer Events branding on back.

- SunSmart and Weather appropriate	- Friendly and Approachable
- Promotional and Passionate	- Visible and Recognisable
- Bilingual Te Reo Māori name, Māngai Atawhai (hospitality ambassador), on shirts.

BUDGET — Did the benefits outweigh the costs of the trial?

- Trial was run on budget; in fact it was extended within existing budget
- Operational changes could lead to an increase in proactive engagements and interactions
- Difficulties acquiring data on evaluation from users
- Difficult to assess intangibles of presence leading to trust and vibrancy of the CBD, and situational prevention leading to altered antisocial behaviour

Post-Implementation Review

LESSONS LEARNED — How can we make things better next time?

- Recruitment for certain skill-sets
- Appropriateness of the delivery model (this model was contracted to a community group)
- Surveys after engagement to improve feedback
- Reporting model is only as effective as the information inputted by Māngai Atawhai / City Ambassadors
- Time intensive for Council staff
- Decrease in number of interactions after school holidays
- T-shirts even more vibrant and 'obvious' – so as to not be mistaken for Parking Officers
- Māngai Atawhai / City Ambassadors have more clear ground level communications streams to staff from key agencies
- Māngai Atawhai / City Ambassadors have a clear home-base (where they can leave lunches, change of clothes, etc.)
- Should our focus be on “People feel safe” or “People are safe”?

FEEDBACK – What did other people think of the project?

- **Public** – 242 likes/loves on social media with 73 shares of posts and articles, generally favourable comments
- **Māngai Atawhai / City Ambassadors** – Generally enjoyed experience of making connections with community; Enjoyed linking with specific events happening in CBD
- **iSITE** – Noticed increase in antisocial behaviour when trial was complete
- **SafeCity Trust** – Happy to continue as successful outcomes from trial show benefits
- **NZ Police** – Would like to see initiative continued as they see this as one of several initiatives that led to a decrease in negative statistics in the Palmerston North CBD
- **Safety Advisory Board** – Positive perspective, pleased with outcome of mixed-outcome model; Would like to give consideration to initiative running during holidays