



INTRODUCING THE

San Francisco Welcome Ambassadors

The San Francisco Welcome Ambassadors Program is a two-year City-funded program to help welcome meeting and convention attendees, commuters, and visitors back to San Francisco. In addition to offering a friendly greeting, they're here to answer questions and report any 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 be seen assisting with some local events, cruise ship passengers in transit and guiding convention visitors to and from 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 come to San Francisco.

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

