



Family Bridges Community Ambassador Program

Building upon the former “Chinatown Clean” Ambassador Project, and with support and encouragement from the Oakland Chinatown Coalition, Family Bridges established its latest program: The Community Ambassador Program.

Program Purpose:

The Family Bridges Community Ambassador Program serves the Oakland Chinatown community and its needs for public safety, community vibrancy and hope. This program helps create a welcoming, caring and safe environment in the Oakland Chinatown area, and sustains neighborhood health and wellness. We accomplish this by promoting community and relationship building; reducing violence; restoring feelings of security, especially for our seniors; and creating an integrated, coordinated model for public safety.

Program Goals:

Our ambassador work focuses on building relationships and valuing each individual’s role in our community. In collaboration with our diverse Oakland Chinatown community, we optimize and promote neighborhood health, foster and mend relationships between businesses and consumers, bridge cultural divides regardless of race, ethnicity, socioeconomic background, and promote inclusion and quality of life for all.

Our Ambassador Program also helps to stabilize and reintegrate individuals who are in transition, specifically, those at-risk of or are currently experiencing homelessness and those who were formerly incarcerated in California state prisons. Through community-oriented services, we provide them opportunities to contribute toward the vibrancy of Oakland Chinatown while gaining experiences that can provide a pathway to stable employment and housing.

Our Community Ambassadors:

Our Community Ambassadors wear green vests reflecting the Family Bridges logo on the front, and “Community Ambassador” on the back with an image depicting an ox (please see attached):

- Green is the color of life, energy and balance. It is associated with growth, safety, harmony, and vibrancy, and by extension unity and community.
- An ox signifies strength, security, stability, diligence, trustworthiness, and reliability. Additionally, the ox acknowledges the current lunar year in which our Community Ambassador Program has been established.

- Both the color green and the ox depiction (a) reflect the characteristics and traits that Family Bridges' Community Ambassadors and the greater Oakland Chinatown community possess; and (b) represent our hopes for this community through our ambassador work.

Our Community Ambassador staff are trained and/or experienced in de-escalation, CPR/1st Aid/Narcan, self-defense, motivational interviewing, trauma-informed care, and other interpersonal skills to ensure respectful communication with diverse community members.

Our role is to deter, defuse, and de-escalate and mitigate tense situations. Community Ambassadors do not replace the police nor perform police work, such as disarming a perpetrator.

Our Approach:

- Broker and facilitate genuine mutual respect, appreciation, and relationship building among the diverse Oakland Chinatown community.
- Deter, mitigate, de-escalate, and defuse situations where people are in distress.
- Increase street safety and cleanliness, abate graffiti and address non-criminal issues.
- Foster peaceful and visible interactions bridging racial and socioeconomic backgrounds.

Who We Serve:

We serve the seniors, residents, houseless, workers, merchants and establishments, and visitors of Oakland Chinatown and the immediate surrounding area.

What We Do (including but not limited to):

- De-escalate a tense situation
- Respond when the safety of seniors and others is threatened
- Assist and outreach to houseless individuals
- Report an incident or crime
- Provide [bystander assistance and documentation](#)
- Call 911
- Provide food, water, and/or PPE
- Clean public spaces and/or remove graffiti
- Administer CPR/First Aid
- Connect people to resources (e.g. healthcare, public benefits, housing, employment, etc.)
- Providing directions

Where We Serve:

Our Community Ambassadors can be found in our primary area from Webster to Oak Streets and 6th to 10th Streets and may be extended to Broadway to Fallon Streets and 6th to 14th Streets as resources allow.

The Community Ambassador Program is supported, in part, by the City of Oakland, Akonadi Foundation, Kataly Foundation, GoFundMe.org, Mando Clothing, Port of Oakland, Cut Fruit Collective, 18MillionRising, Asian Health Services, and many generous individuals, community agencies, and private entities.

Family Bridges' Community Ambassador Vest



Front view.



Back view.