SAFE & CLEAN

SAINT PAUL’S FIRST IMPROVEMENT DISTRICT

A core mission of the Saint Paul Downtown Alliance was to work with downtown property owners and managers to determine the feasibility of establishing the First Special Service District (more commonly referred to as a Business or Downtown Improvement District) in the city. After three years of research, a 90-day pilot program in 2019, and a global pandemic nearly derailing efforts, a dedicated steering committee of property owners petitioned their peers for support and created the Saint Paul Downtown Improvement District.

The SPID took effect on January 1, 2021. It includes the Safety Communications Center (SCC), which connects the various downtown public safety resources; the Street Team Ambassadors, who work in the public realm to keep downtown clean and offer assistance wherever needed; and the Director of Safety Strategies to oversee the program and work with downtown stakeholders.

SAFETYCOMMS NETWORK

During its first year the SPID built out and operationalized the SafetyComms network, a robust communications and information-sharing channel among downtown buildings and public safety partners. Prior to 2021, nothing of its kind had existed in downtown. The SCC and SafetyComms network have assisted in deploying the Street Team to de-escalate situations, coordinating with the Saint Paul Police Department to monitor issues that arise and proactively engaging with downtown stakeholders to improve downtown safety perceptions and outcomes.

MAINTAINING A DOWNTOWN THAT IS CLEAN, SAFE AND FRIENDLY

In 2021 the Alliance and the SPID were able to leverage more than $500,000 of additional, one-time federal relief funds from the City to add 14 more Street Team Ambassadors to the staff — more than quadrupling their impact. The Street Team helped thousands of visitors, provided outreach referrals more than 600 times and removed nearly 2,500 bags of litter.

In June, July and August of 2021, downtown Saint Paul crime rates hit a five-year low thanks to efforts from and supplemental federal resources for the SPID and coordination amongst SPPD, outreach organizations, and all public safety partners. During that same time, the overall crime rate in downtown was 23% lower than 2020, and 10% lower than the five-year average.

<table>
<thead>
<tr>
<th>22</th>
<th>11.5</th>
<th>2,267</th>
<th>310</th>
<th>603</th>
<th>654</th>
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<tbody>
<tr>
<td>SAFETYCOMMS PROPERTIES</td>
<td>AVG SIZE OF STREET TEAM</td>
<td>BAGS OF LITTER</td>
<td>SPECIAL PROJECT HOURS</td>
<td>SAFETY ESCORTS</td>
<td>OUTREACH REFERRALS</td>
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</tbody>
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“The past year has been especially challenging for the hospitality industry. However, when we look at the results and the positive impact the SPID has had on guest experience in its first year alone, we know that investing in SPID programming is the right move to help all of our industries rebound.”

[Source: Montreal, St. Peter Cathedral & St. Paul Skyline Hotel]

The SCC & Street Team are here to help!

The Street Team is out seven days a week, from 7 a.m. to 11 p.m.

They are available to:

- Give directions
- Remove graffiti
- Leant a hand
- Answer questions
- Provide a safety escort
- Make recommendations
- Remove sidewalk debris
- Solve problems

To request Street Team assistance, reach out to the SCC Dispatch.
851-236-0284 | info@spdid.org

COMMUNITY PARTNERS

Thank you to our member of the Saint Paul Downtown Alliance.

SAINT PAUL DOWNTOWN IMPROVEMENT DISTRICT

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