

CITY OF WEST HOLLYWOOD SAFETY AMBASSADORS

SANTA MONICA BLVD

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	2003	716	1,287	180%
BUSINESS CONTACTS	2887	2394	493	21%
UNHOUSED CONTACT	617	483	134	28%
CALLS FOR SERVICE	293	308	(15)	-5%
SAFETY ESCORTS	11	8	3	38%
BIKE MILES RIDDEN	351	411	(60)	-15%
SCOOTER IMPROPER PARKING	223	276	(53)	-19%
SHERIFF ASSISTANCE	13	12	1	8%
EMS/FIRE	8	4	4	100%

SUNSET BLVD

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	11	17	(6)	-35%
BUSINESS CONTACTS	193	232	(39)	-17%
UNHOUSED CONTACT	21	33	(12)	-36%
CALLS FOR SERVICE	17	11	6	55%
SAFETY ESCORTS	1	0	1	100%
BIKE MILES RIDDEN	149	119	30	25%
SCOOTER IMPROPER PARKING	9	15	(6)	-40%
SHERIFF ASSISTANCE	1	0	1	100%
EMS/FIRE	0	0	-	0%

MELSBROSE AVE

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	16	18	(2)	-11%
BUSINESS CONTACTS	72	131	(59)	-45%
UNHOUSED CONTACT	15	24	(9)	-38%
CALLS FOR SERVICE	21	17	4	24%
SAFETY ESCORTS	1	2	(1)	-50%
BIKE MILES RIDDEN	79	153	(74)	-48%
SCOOTER IMPROPER PARKING	11	21	(10)	-48%
SHERIFF ASSISTANCE	1	0	1	100%
EMS/FIRE	0	0	-	0%

CITY PARKS

PLUMMER PARK

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	337	321	16	5%
UNHOUSED CONTACT	69	117	(48)	-41%
BUSINESS REFERRALS	18	21	(3)	-14%
SOCIAL SERVICE REFERRALS	24	38	(14)	-37%
PARK CODE VIOLATIONS	51	73	(22)	-30%
SAFETY ESCORTS	3	7	(4)	-57%
RESTROOM COUNTS	246	349	(103)	-30%
SHERIFF ASSISTANCE	3	1	2	200%
EMS/FIRE	5	1	4	400%

WEST HOLLYWOOD PARK

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	314	141	173	123%
UNHOUSED CONTACTS	54	89	(35)	-39%
BUSINESS REFERRALS	33	23	10	43%
SOCIAL SERVICE REFERRALS	22	19	3	16%
PARK CODE VIOLATIONS	82	114	(32)	-28%
LIFE GUARD ESCORTS	2	4	(2)	-50%
SAFETY ESCORTS	6	4	2	50%
RESTROOM COUNTS	815	408	407	100%
SHERIFF ASSISTANCE	5	5	-	0%
EMS/FIRE	3	2	1	50%

KIOSK CONTACTS

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
LA BREA	71	43	28	65%
RAMADA	14	21	(7)	-33%
ROBERTSON	57	23	34	148%
FAIRFAX	75	17	58	341%
VETERANS PARK *began 5/24	19	0	19	1900%

LA JOLLA *began 11/24	21	0	21	2100%
FOUNTAIN/FAIRFAX *began 6/24	13	0	13	1300%

RESIDENTIAL PATROLS				
EAST				
TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	21	39	(18)	-46%
UNHOUSED CONTACT	19	27	(8)	-30%
CALLS FOR SERVICE	27	41	(14)	-34%
SAFETY ESCORTS	1	2	(1)	-50%
SHERIFF ASSITANCE	2	0	2	200%
EMS/FIRE	0	1	(1)	-100%
MID CITY				
TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	13	22	(9)	-41%
UNHOUSED CONTACT	10	16	(6)	-38%
CALLS FOR SERVICE	9	17	(8)	-47%
SAFETY ESCORTS	1	0	1	100%
SHERIFF ASSITANCE	1	0	1	100%
EMS/FIRE	0	0	-	0%
WEST				
TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
HOSPITALITY ASSISTANCE	37	48	(11)	-23%
UNHOUSED CONTACT	28	44	(16)	-36%
CALLS FOR SERVICE	17	29	(12)	-41%
SAFETY ESCORTS	1	3	(2)	-67%
SHERIFF ASSITANCE	0	1	(1)	-100%
EMS/FIRE	0	1	(1)	-100%

ALL CITY

EAST

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
BUSINESS CONTACTS	1062	1091	(29)	-3%
UNHOUSED CONTACT	334	431	(97)	-23%
CALLS FOR SERVICE	134	167	(33)	-20%
SAFETY ESCORTS	9	5	4	80%
SHERIFF ASSITANCE	9	7	2	29%
EMS/FIRE	6	2	4	200%

MID CITY

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
BUSINESS CONTACTS	726	405	321	79%
UNHOUSED CONTACT	180	74	106	143%
CALLS FOR SERVICE	85	96	(11)	-11%
SAFETY ESCORTS	5	4	1	25%
SHERIFF ASSITANCE	8	2	6	300%
EMS/FIRE	1	3	(2)	-67%

WEST

TASK	MAR 01 - MAR 31, 2025	MAR 01 - MAR 31, 2024	Variance	% Change
BUSINESS CONTACTS	1364	898	466	52%
UNHOUSED CONTACT	319	292	27	9%
CALLS FOR SERVICE	165	132	33	25%
SAFETY ESCORTS	15	6	9	150%
SHERIFF ASSITANCE	9	4	5	125%
EMS/FIRE	3	4	(1)	-25%



Response Times

Security Ambassador Report – MARCH 2025

Response Times

Call 1

- Incident Type: PROACTIVE PATROL (ASSAULT)
- Location: WEHO PARK
- Date/Time of Incident: 3/01/25 12:50 AM
- Police Response (Yes)
- Called: 12:52 AM
- Arrived: 1:04 AM

Call 2

- Incident Type: PROACTIVE PATROL (ENCAMPENT)
- Location: PLUMMER PARK
- Date/Time of Incident: 3/04/25 9:03 AM
- Police Response (Yes)
- Called: 9:10 AM
- Arrived: 9:32 AM

Call 3

- Incident Type: PROACTIVE PATROL (ASSAULT)
- Location: VETERANS PARK
- Date/Time of Incident: 3/04/25 12:03 PM
- Police Response (Yes)
- Called: 12:04 AM
- Arrived: 12:07 AM

Call 4

- Incident Type: PROACTIVE PATROL (UNHOUSED)
- Location: 8225 SANTA MONICA BLVD
- Date/Time of Incident: 3/04/25 11:35 AM
- Police Response (Yes)
- Called: 11:46 AM
- Arrived: 12:10 PM

Call 5

- Incident Type: CALL FOR SERVICE (TRESSPASSING)
- Location: 7404 SANTA MONICA BLVD
- Date/Time of Incident: 3/5/25 5:20 PM
- Police Response (Yes)
- Called: 5:32 PM
- Arrived: 6:06 PM

Call 6

- Incident Type: CALL FOR SERVICE (UNHOUSED)
- Location: 7335 SANTA MONICA BLVD
- Date/Time of Incident: 3/6/25 1:15 PM
- Police Response (Yes)
- Called: 1:29 PM
- Arrived: 2:00 PM

Call 7

- Incident Type: PROACTIVE PATROL (UNHOUSED-ENCAMPMENT)
- Location: PLUMMER PARK
- Date/Time of Incident: 3/6/25 11:10 PM
- Police Response (Yes)
- Called: 11:28 PM
- ARRIVED: 12:50 AM

Call 8

- Incident Type: PROCATIVE PATROL (ASSAULT/VANDALISM)
- Location: SANTA MONICA BLVD WEST
- Date/Time of Incident: 3/8/25 12:10 AM
- Police Response (Yes)
- Called: 12:12 AM
- Arrived: 12:30 AM

Call 9

- Incident Type: PROCATIVE PATROL (UNHOUSED)
- Location: ARC PARKING STRUCTURE
- Date/Time of Incident: 3/8/25 4:20 AM
- Police Response (Yes)
- Called: 4:41 AM
- Arrived: 4:53 AM

Call 10

- Incident Type: PROACTIVE PATROL (UNHOUSED-ENCAMPMENT)
- Location: 1111 N CRESCENT HEIGHTS
- Date/Time of Incident: 3/8/25 5:10 AM
- Police Response (Yes)
- Called: 5:22 AM
- ARRIVED: 5:32 AM

Call 11

- Incident Type: CALL FOR SERVICE (ASSAULT)
- Location: 7360 SANTA MONICA BLVD
- Date/Time of Incident: 3/9/25 12:50 AM
- Police Response (Yes)
- Called: 1:04 AM
- Arrived: 1:14 AM

Call 12

- Incident Type: PROACTIVE PATROL (UNHOUSED) CENTER
- Location: 8221 SANTA MONICA BLVD
- Date/Time of Incident: 3/10/25 7:09 AM
- Police Response (Yes)
- Called: 7:40: AM
- ARRIVED: 8:31 AM

Call 13

- Incident Type: PROCATIVE PATROL (UNHOUSED)
- Location: WEHO PARK
- Date/Time of Incident: 3/12/25 7:41 AM
- Police Response (Yes)
- Called: 7:55 AM
- Arrived: 8:26 AM

Call 14

- Incident Type: PROCATIVE PATROL (UNHOUSED) CENTER
- Location: 8225 SANTA MONICA BLVD
- Date/Time of Incident: 3/14/25 9:45 AM
- Police Response (Yes)
- Called: 9:59 AM
- Arrived: 10:36 AM

Call 15

- Incident Type: CALL FOR SERVICE (UNHOUSED)
- Location: 8305 W SUNSET
- Date/Time of Incident: 3/16/25 10:09 PM
- Police Response (Yes)
- Called: 10:14 PM
- ARRIVED: 10:32 PM

Call 16

- Incident Type: CALL FOR SERVICE (UNHOUSED) EAST
- Location: 7960 SANTA MONICA BLVD
- Date/Time of Incident: 3/17/25 10:30 PM
- Police Response (Yes)
- Called: 10:34 PM
- Arrived: 10:41 PM

Call 17

- Incident Type: PROCATIVE PATROL (UNHOUSED-ENCAMPMENT)
- Location: WEHO PARK
- Date/Time of Incident: 3/19/25 11:45 PM
- Police Response (Yes)
- Called: 12:05 AM
- Arrived: 12:36 AM

Call 18

- Incident Type: PROCATIVE PATROL (INTOXICATED INDIVIDUAL) EAST
- Location: 7750 FOUNTAIN AVE
- Date/Time of Incident: 3/20/25 1:00 AM
- Police Response (Yes)
- Called: 1:04 AM
- Arrived: 1:15 AM

Call 19

- Incident Type: PROACTIVE PATROL (UNHOUSED) CENTER
- Location: LA JOLLA KIOSK
- Date/Time of Incident: 3/24/25 8:12 PM
- Police Response (Yes)
- Called: 8:30 PM
- Arrived: 8:47 PM

Call 20

- Incident Type: CALL FOR SERVICE (UNHOUSED) EAST
- Location: 1049 HAYWORTH
- Date/Time of Incident: 3/25/25 11:39 PM
- Police Response (Yes)
- Called: 11:47 AM
- Arrived: 11:58 AM

Call 21

- Incident Type: PROCATIVE PATROL (VEHICLE ACCIDENT) CENTER
- Location: 1305 N HARPER
- Date/Time of Incident: 3/25/25 10:37 PM
- Police Response (Yes)
- Called: 10:40 PM
- Arrived: 10:44 PM

Call 22

- Incident Type: PROCATIVE PATROL (UNHOUSED- ENCAMPMENT)
- Location: PLUMMER PARK
- Date/Time of Incident: 3/29/25 3:00 AM
- Police Response (Yes)
- Called: 3:11 AM
- Arrived: 3:59 AM

Call 23

- Incident Type: PROCATIVE PATROL (INDECENT EXPOSURE) WEST
- Location: SMB/ SAN VICENTE
- Date/Time of Incident: 3/29/25 11:01 PM
- Police Response (Yes)
- Called: 11:08 PM
- Arrived: 11:21 PM

Call 24

- Incident Type: PROAVTIVE PATROL (UNHOUSED ENCAMPMENT)
- Location: WEHO PARK
- Date/Time of Incident: 3/30/25 3:30 AM
- Police Response (Yes)
- Called: 3:44 AM
- Arrived: 4:10 AM

Call 25

- Incident Type: CALL FOR SERVICE (INDECENT EXPOSURE)
- Location: 8565 MELROSE AVE
- Date/Time of Incident: 3/30/25 4:15 PM
- Police Response (Yes)
- Called 4:19 PM
- Arrived: 4:35 PM

Call 26

- Incident Type: CALL FOR SERVICE (PANHANDELING) CENTER
- Location: CRESCENT HEIGHTS/ SMB
- Date/Time of Incident: 3/31/25 9:45 AM
- Police Response (Yes)
- Called: 9:29 AM
- Arrived: 9:51 AM

-TOTAL CALLS FOR SERVICE- 384

-AVERAGE RESPONSE TIME- 14.2 MINS