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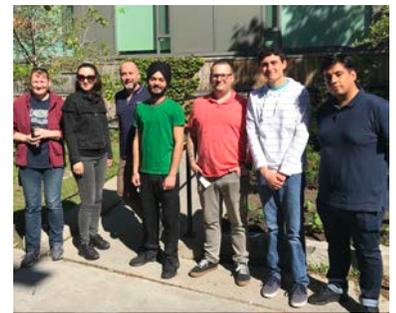
Ottawa -- June 7, 2019



Downtown Rideau B.I.A. and Centre 454 launch much needed Street Outreach program

The Downtown Rideau Business Improvement Area (DRBIA) Street Teams summer program launched this week and includes a brand new, much needed street outreach component produced in partnership with Centre 454 of the Anglican Social Services. The **Downtown Rideau Street Outreach** program provides **early intervention** to individuals in crisis by engaging them on street with support; and providing businesses with an **alternative to calling police or 911** for assistance.

This Street Outreach program also **includes a daytime drop-in service** at Centre 454 for individuals to go during inaccessible hours at homeless shelters. *“We knew an outreach program was a gap that could address our needs; and that we had a daytime drop-in service in our community that outreach could refer people to use instead of wandering the streets. We were pleased to learn that Centre 454 had Street Outreach experience and were happy to partner with us on this initiative”* says Peggy DuCharme, Executive Director of the DRBIA. The daytime drop-in offers a variety of services including food, socialization, showers, counselling and connection to social services support.



*Downtown Rideau Street Outreach and Street Ambassador teams during training this week. First day on the street is June 11.
3rd from left: Darren Graham, Executive Director, Centre 454
3rd from right: Evan Lloyd, DRBIA Public Space Operations Manager*

The DRBIA is responsible for program funding and development, member relations, communications, equipment, uniforms, office support and program evaluation. Centre 454 is responsible for implementation, hiring, training, payroll, reporting, operating the daytime drop-in, and managing personnel.

The Downtown Rideau Street Outreach (response) team, along with the DRBIA’s Street Ambassadors (safety) and Street Detail (maintenance) teams are an integral part of providing a welcoming experience in Ottawa’s Arts, Fashion & Theatre District. The DRBIA’s 2019 Street Teams Summer Program runs for 12 weeks, June 4 to August 24 averaging 9.5 hours a day. They have been in training this week. Their first day on the street will be June 11.

More About the Downtown Rideau B.I.A.

Formed in 1981 to represent business interests along Rideau Street, the DRBIA represents **600+ businesses** spanning **53-blocks** surrounding Rideau Street east of Parliament Hill between Elgin Street and the Rideau River. The district welcomes over **315,000 people daily**, is the **transportation spine** of the National Capital Region and location of the **LRT Rideau Station**, UNESCO World Heritage **Rideau Canal** and **CF Rideau Centre**. It is defined as the City of Ottawa’s Arts, Fashion & Theatre District, has a tourism district designation and pays 0.6% of the city’s budget through its members property taxes (\$24+million). Its mandate is to **promote** Downtown Rideau as a shopping, dining, cultural and tourism destination and **advocate** for its economic viability within the City of Ottawa in support of its vision to create an inviting, world-class, quality shopping ‘Main Street’ and ‘Cultural Hub’ **destination**.

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