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## **Operations Manager Named for City's Ambassador Service Program**

*Kris Zagyyva brings 13 Years of Experience in Building Community Safety and Hospitality*



*Beverly Hills, Calif.* – Kris Zagyyva has been named Operations Manager for the Ambassador Service Program, a one-year pilot program adopted by the City of Beverly Hills and run by the independent service company Block by Block to enhance the high quality of life for which the City is renowned. Kris will be responsible for leading a team of ambassadors to work in partnership with the City's Human Services department, police and other departments. Their focus will be in the City's downtown core serving residents, merchants and visitors. The ambassadors will connect individuals with social service needs to the City's Changing Lives and

Sharing Places (CLASP) Homeless Outreach Team; and, they will ensure that others are informed of the city policies regarding panhandling and issues related to quality of life. Kris comes with 13 years of experience in building safety and hospitality in the communities he has served.

While the City already has a number of policies that deal with aggressive panhandling and other quality-of-life issues, residents and merchants have reported an increase requiring additional intervention. The goal of the Ambassador Program is to supplement existing law enforcement and social services with the presence of professionally trained staff who will help implement the City's policies.

Under the one-year pilot program, set to launch on August 1, 2015, Block by Block will staff uniformed ambassadors for 21 hours each day who will traverse the business triangle bordered by Santa Monica Boulevard, Wilshire Boulevard and Rexford Drive, as well as the business area on South Beverly Drive.

The program was researched and recommended by the Human Relations Commission and is similar to programs in other local communities such as Santa Monica, West Hollywood and Pasadena. The budget for the pilot program stands at \$500,000.

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