



**NDAT Community Ambassadors 2025
Language Justice & Cultural Outreach Program**

About the NDAT Community Ambassador Program

The City of Sacramento’s [Neighborhood Development Action Team](#) (NDAT) Community Ambassador program is a language and cultural justice outreach program created to build and maintain relationships with community partners, businesses, and residents who represent cultural and linguistically diverse populations and/or historically underrepresented communities.

By working with individuals known and trusted in the community, the City hopes to increase trust and engagement with the broader community, to ensure that cultural or language barriers do not prevent access to information, resources, and opportunities. A community ambassador is an individual who is already leading outreach and engagement efforts and is willing to partner with the City in promoting City services and communications by sharing information with their networks and respective communities. City staff also wants to learn from community ambassadors on how best to outreach and engage in these communities.

Community Ambassadors are expected to serve as a liaison between the City and their community and will be required to learn about City resources and information useful to the community; share information with their community, such as events, resources, opportunities, initiatives and programs; and to share with City Staff what the most effective ways to outreach with their community and any concerns their community faces.

Please see below the full list of ambassador Roles and Responsibilities:

Roles and Responsibilities

Timeframe	February 2025 - January 2026
Time Commitment	The Community Ambassador Program will meet from February 2025 - January 2026 and will require an individual/organizational commitment to 100 – 120 hours over the course of this 12-month program (approximately 10 –12 hours per month).
Compensation Details	Community Ambassadors are eligible to receive an annual stipend amount of \$6,000. Each community ambassador is eligible to apply for a special projects/resource budget up to \$1,500, in consultation with City staff. Special projects/resources are intended to further the City’s communications, outreach, and engagement efforts in a culturally relevant way. Community Ambassadors who provide interpretation/translation services would be paid in addition to their stipend at t rate as agreed upon in their contract.
Roles and Responsibilities	Serve a 12-month term (February 2024 – January 2025)

Attendance & Participation Responsibility

1. Attend monthly 2.5-hour meetings with City to exchange information, ideas, and provide guidance on how best to meet the needs of diverse neighborhoods.
 - a. If an ambassador misses three consecutive meetings without prior notice, this will be considered implied disinterest and may result in rescinded invitation to subsequent meetings. The member will be advised to reapply in the following year.
2. Attending quarterly 3-hour training sessions.
3. Between meetings, meet with the City on an as-needed basis. (e.g. to receive additional 1:1 support with utilizing ambassador tools).

Outreach Role

1. Share information on City services, opportunities, programs, and resources through outreach, engagement, and networking to diverse communities.
2. Share flyers and outreach materials of the City of Sacramento to the communities, organizations, and businesses.
3. Provide culturally responsive outreach and communications assistance on-the-ground by sharing information with and feedback from respective language and/or cultural communities.
4. Exchange ideas and information with the City about concerns and issues that are relevant to respective ethnic and culturally diverse communities.
5. Attend events with City Staff as schedule allows

Administrative Duties

1. Respond to emails, phone calls, etc.
2. Submit a monthly progress report.
 - a. Keep track of all outreach activities related to being a community ambassador.
3. Support City staff in the planning of Community Ambassador meeting logistics (such as serving as a co-host, recommending a meeting location, facilitating an icebreaker activity, or other details).

Additional Services

1. **Special Project (*optional*):** Plan/host one or more culturally relevant engagement activities to share information on City services, opportunities, programs, and resources and/or obtain input from community on City plans/programs that are being updated and looking for input. The goal is to better connect the community and City and ensure community has access to City-provided opportunities, no matter their language or cultural background. "Activity" may include handing out flyers or other materials. Upon City staff approval, these would be funded through the "special projects" budget (up to \$1,500 per ambassador).
2. **Translation and Interpretation (*if applicable*):** Provide translation/interpretation services. The City will provide additional

	<p>compensation for these services, at individual rates agreed upon in the contract.</p>
<p>Ideal Criteria for Community Ambassadors</p>	<ol style="list-style-type: none"> 1. Multicultural and/or multilingual with the ability to speak, read, and/or write English and one or more languages. 2. At minimum, we are looking for persons well-known/well-connected in the following language and cultural communities: <ol style="list-style-type: none"> a. Black or African American b. Spanish c. Hmong d. Vietnamese e. Chinese (Mandarin and Cantonese) f. Arabic g. Farsi and/or Dari h. Pashto i. Tagalog j. Ukrainian, Russian k. Thai l. Urdu, Hindi, and/or Punjabi m. Additional languages not listed 3. Trusted by respective cultural/ethnic communities. While language skills are highly desired, the City is also looking for those who are culturally competent and comfortable in engaging with ethnically diverse communities and spaces: <ol style="list-style-type: none"> a. Black or African American b. Hispanic or Latino/Latinx c. Asian (Vietnamese, Chinese, Hmong, Japanese, Laos, etc.) d. South Asian/Indian e. Filipino f. Arabian, Middle Eastern, or North African g. Native American or Alaska Native h. Native Hawaiian or Pacific Islander i. Multicultural j. Other ethnic or linguistic cultural group 4. Have strong relationships and networks with community partners, businesses, or residents who represent linguistically diverse populations and/or historically underrepresented communities. 5. Working knowledge of diversity, racial equity, and inclusion with the ability to apply that knowledge to the work of cultural bridge building between the City of Sacramento and diverse communities. 6. Be accessible via various forms of communication such as in-person, by phone, text message, and/or email. 7. Assist in the dissemination of information to community members using a variety of communication channels and methods (i.e., social media, text, phone, email, or other preferred communications).