



## Presence

Always	
Respectful confidence	<i>Demonstrate strength with humbleness. Overconfidence or arrogance is counterproductive.</i>
Assertive, not offensive	<i>Be clear and direct. Don't be brash or dismissive.</i>
Calm and relaxed	
Have a purpose	<i>We have a job to do; let's be awesome at it.</i>
Establish trust	<i>Build relationships. Show respect to EVERYONE.</i>

Appearance	
Be a brand ambassador	<i>When you put on the vest, you ARE Safe Passage.</i>
Strive for consistency across teams	<i>Coordinate, communicate, follow Best Practices.</i>
Public should know what to expect, how we roll	