



PRESS RELEASE

*Seal Beach Police Department
911 Seal Beach Boulevard, Seal Beach, CA 90740*

June 30, 2026

Contact: Captain Nick Nicholas
(562) 799-4100 ext. 1160
nnicholas@sealbeachca.gov

FOR IMMEDIATE RELEASE

SEAL BEACH POLICE DEPARTMENT LAUNCHES DOWNTOWN AMBASSADOR PROGRAM BEGINNING FOURTH OF JULY WEEKEND

SEAL BEACH, CA — The Seal Beach Police Department will begin deploying its new Downtown Ambassador Program during the Fourth of July weekend, creating a dedicated, visible, and service-oriented presence in the downtown, Old Town, Main Street, and beach parking areas.

The program will assign Police Aides to serve as downtown ambassadors with a focus on parking compliance, merchant engagement, visitor assistance, and community support. While parking compliance will remain a primary responsibility, the program is intended to be broader than traditional parking enforcement. Police Aides will also answer questions, assist residents and visitors, identify recurring concerns, support parking turnover, and serve as a reliable point of contact for downtown businesses.

“This program is about visibility, service, and partnership,” said Chief of Police Michael Henderson. “Our goal is to support Main Street, assist our merchants, improve parking turnover, and provide a consistent, approachable Police Department presence during our busiest times.”

The summer launch will allow the Department to establish the program during the period of highest parking demand, visitor traffic, and downtown activity. Following the launch period, the program is intended to continue year-round, with seasonal adjustments as needed.

Police Aides assigned to the program will focus on Main Street, Old Town, beach parking lots, adjacent residential areas impacted by downtown and beach parking,

loading zones, accessible parking spaces, time-limit zones, paid parking areas, and other high-impact parking locations.

The Department will measure success through visibility, merchant contacts, public assistance, parking compliance, responsiveness, problem-solving, and the ability to identify recurring concerns related to parking, traffic flow, signage, cleanliness, safety, and quality-of-life issues.

Beginning after the Fourth of July launch weekend, the baseline deployment schedule is expected to provide coverage during the highest-use periods for downtown and beach-area parking. The Police Aides will be supported by existing parking compliance staff, supervision, and available technology to help improve coverage in dense and high-demand areas.

The Seal Beach Police Department encourages residents, visitors, and business owners to say hello when they see the new Downtown Ambassador Police Aides in the community.

####