



**Request for Proposals for
Community Safety Ambassador Services
Central Avenue Historic Business Improvement District (BID)**

Date Issued: March 30, 2016

I. Introduction

The Central Avenue Historic Business Improvement District (“District”) is seeking community safety ambassador services proposals to implement its Enhanced Safety program for the parcels on Central Avenue between Vernon Avenue and Washington Boulevard in Los Angeles (See the Boundary Map in Attachment A). The selected Contractor is expected to commence contracted services in April 2016 for a 21-month period.

The neighborhood of Central Avenue between Vernon Avenue and Washington Boulevard is renowned for its important role in the cultural history of Los Angeles. This includes its role in jazz history from the 1920’s to 1950’s. This stretch of Central Avenue is the location of nationally registered historic landmarks such as the Florence Mills Theater, and the Dunbar Hotel.

The Central Avenue Historic Business Improvement District will strive to improve the economic vitality for each individual assessed parcel in the District, celebrate the rich cultural history of the neighborhood, and promote cultural events along the corridor, such as the annual Central Avenue Jazz Festival, to attract consumers and pedestrians to the individual assessed parcels in the District.

District Vision

In recognition and appreciation of the important history, rich culture and diverse businesses, residents and visitors in the Central Avenue Historic District, the stakeholders envision a thriving, healthy and attractive business and residential district that supports and sustains the kind of neighborhood everyone wants to do business in, live and visit: clean, safe, bustling with commerce and positive community interaction; a cultural treasure, an attractive destination, and a place where young people can grow up safe and strong, where businesses can prosper, and *where we honor the past, invest in the present, and manifest a bright and beautiful future.*

District Mission

Through mutual cooperation, forward thinking, and timely action, the stakeholders of the Central Avenue Historic District are committed to investing in ongoing thoughtful improvement and development of the neighborhood; and initiatives that promote and sustain cleanliness, safety, aesthetic beauty and continuity, cultural richness and diversity, environmental health, and an overall atmosphere of well-being that is inclusive and invites prosperity, community involvement, and positive interaction among all peoples.

Management Plan

The Central Avenue Historic Business Improvement District Management Plan is proposed to improve and convey special benefits to assessed commercial, industrial, government, non-profit, and residential properties located within the District area. The District will provide continued improvements and activities, including:

1. Clean Streets Services Team,
2. Safety Ambassadors,
3. Parking Demand Management Services,
4. Branding and Marketing, and
5. Community Engagement Events

Each of the programs is designed to meet the goals of the District; to improve safety and cleanliness and increase building occupancy within the District, to attract more customers to District businesses, to encourage new business development and attract ancillary businesses and services for parcels within the District, to promote cultural events in the District.

The District will be managed by the Central Avenue Historic Business Improvement District Board of Directors. The RFP process is being facilitated by Urban Design Center.

The District reserves the right to reject any or all bids and to waive any informality in the bid. This RFP is subject to the District receiving funding from the City of Los Angeles Office of the City Clerk.

II. Scope of Services

A Community Safety Ambassador Program will be established for the parcels of land affronting Central Avenue from Washington Boulevard to Vernon Avenue as well as the side street frontage for corner properties. The BID is 1.53 miles long and consist of approximately 23 blocks. (See the attached boundary map in Attachment A). The selected Community Safety Ambassador contractor ("Contractor") will provide public safety services to the District in cooperation and coordination with the nonprofit organization manager of the Central Avenue Historic Business Improvement District.

The Contractor will only provide service to the individual assessed parcels within District boundaries. A multi-dimensional approach has been developed consisting of the following elements:

- Community Safety Ambassadors (CSA) will be outfitted with distinctive uniforms, including shirts, pants, belts and safety vests to identify them as part of the BID effort to provide public safety. They will be ambassadors for the business community. The uniforms will be designed and provided by the District.

- Contractor will be expected to provide and maintain bicycles, helmets, belt holders, and any other necessary equipment for the CSAs;
- Contractor will ensure that at least 2 CSAs are on duty at all times from 11 am to 7 pm, seven (7) days a week, fifty-two (52) weeks a year, or the equivalent number of man hours, as per agreed upon by the contractor and the BID. It is preferred that a team of 4 CSA's be made available to work 28 hours each per week.
- Contractor will be responsible for providing security guard certification ("guard cards"), First Aid and CPR training for all CSAs. Furthermore, in partnership with the BID, the contractor will be responsible for providing training to all CSAs regarding the history of the corridor, businesses on the corridor, events, features, cultural aspects, and any other topics deemed relevant by the BID.
- Contractor will provide a line item in their budget submittal for an electronic geographic check-in system for the CSAs.
- Uniformed CSAs will create a perception of safety on the corridor and will provide a variety of public safety services by assisting visitors and employees, passing out information about the local businesses and programs, and reporting concerns to the local police and other security services. CSAs will provide safety services for the individual assessed parcels located within the District in the form of patrolling bicycle personnel, and foot patrol. The Safety Ambassadors will deter and report illegal activities taking place on the streets, sidewalks, storefronts, parking parcels, and alleys;
- The District will install WiFi security cameras along the Central Avenue corridor and CSAs will have access to these through an online monitoring program set up by the District. CSAs will coordinate utilization of the security camera program with the existing property owners and business owners;
- The Community Safety Ambassadors Program will supplement, not replace, other ongoing police, safety, and patrol efforts within the District. The Contractor will:
 - Coordinate efforts with other property security officers working within the BID boundaries;
 - Coordinate quarterly meetings with other security officers in the area;
 - Assess existing security plans that are in place on Central Avenue;
 - Attend police advisory meetings and other community meetings;
- CSAs will pass out information about Central Avenue events and resources;
- The Contractor will provide a monthly district safety report that details the type and number of incidents reported and status of follow-up, businesses surveyed, business requests and comments, types and amounts of collateral distributed and meetings attended. These costs should be factored into your pricing for services.

The services described in this RFP are subject to the operating requirements detailed in the Central Avenue Historic Business Improvement District Management District Plan.

III. Proposer Qualifications

Each submitted proposal shall include the following:

- A. **Company Introduction** - Contractor shall provide a detailed introduction including a brief history and description of the company and the services provided.
- B. **Experience** - Contractor shall provide a narrative detailing and demonstrating its experience with CSA/security services, including the neighborhoods where it has worked. Contractor shall also describe its experience working in business improvement districts.
- C. **Key Staff** - Contractor shall detail the key staff members that will work on and manage this contract.
- D. **Safety Plan** - Contractor will answer the following questions:
 - a. what kind of safety plan does the Contractor propose for the District?
 - b. how will the Contractor work with the District to serve as an ambassador of the District's programs?
 - c. how will the Contractor Coordinate its services and work with the Los Angeles Police Department (LAPD)?
- E. **References** - Contractor shall provide the following information for three (3) references
 - a. Description of contract
 - b. Total contract amount
 - c. Organization name
 - d. Organization address
 - e. Contact name
 - f. Contact phone number
 - g. Contact email address
- F. **Additional Resources** - Contractor shall describe any additional resources it would require to implement the scope of work.
- G. **Equipment** - Contractor shall explain what equipment it owns that will be used to complete the scope of work.

- H. **Local Hire and Local Purchasing** - Contractor must make an effort to hire local workers. Contractor shall explain its plan to hire workers who live within the boundaries of City of Los Angeles Council District Nine to work on this Safety Ambassador contract. Contractor shall also explain its plan to purchase equipment for this Safety Ambassador contract from providers that have an office or manufacturing site located within the boundaries of City of Los Angeles Council District Nine.
- I. **Veteran Hiring** - Contractor must make an effort to hire veterans. Contractor shall explain its plan to hire veterans to work on this Safety Ambassador contract.
- J. **Spanish Speaking** - Contractor must have at least one staff member who is bilingual in English and Spanish. Contractor shall explain how it will meet this requirement.
- K. **Licenses** - Contractor shall list and provide copies of the licenses it has that are relevant to this scope of work.
- L. **Insurance Requirements** - Please state in your proposal that you are able to comply with the insurance requirements below. Contractor shall maintain limits of insurance no less than:
 - a. Commercial General Liability: \$1,000,000 per occurrence for bodily injury, property damage, personal and advertising injury and products/completed operations. The general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
 - b. Workers Compensation: Statutory limit; Employer's Liability: \$1,000,000 each accident; \$1,000,000 disease each employee; \$1,000,000 disease policy limit.
 - c. Automobile Liability: \$1,000,000 per occurrence (Bodily Injury/Property Damage combined) for hired, scheduled and non-owned autos.
 - d. All insurance is to be provided by State of California licensed or admitted insurance carriers, well rated by recognized insurance rating services such as Bests. The BID may reject any insurance certificate preferred which does not meet the requirements of this section.

Please state in your proposal that you are able to comply with the above insurance requirements.

IV. **COST PROPOSAL**

Proposer shall complete the attached "Appendix B - Proposed Bid" worksheet.

V. **SUBMITTAL REQUIREMENTS**

A mandatory pre-bid and walk through meeting will be held on April 13, 2016 at 2:00 pm at the Central Avenue Historic Business Improvement District (BID), 4301 S. Central Avenue, Los Angeles, CA 90011.

Responses to this RFP are due and must be received by 4:00 pm PST on May 4, 2016. Late submissions will not be accepted. Please email or hand-deliver your proposal to:

Central Avenue Historic Business Improvement District (BID)
4301 S. Central Avenue, Los Angeles, CA 90011
[BID@CentralAvenueHistoricDistrict.org](mailto: BID@CentralAvenueHistoricDistrict.org)
Fax: 323-230-7171

If you have any questions, please contact Urban Design Center at 323-230-7070 or [BID@CentralAvenueHistoricDistrict.org](mailto: BID@CentralAvenueHistoricDistrict.org)

Appendix A - Boundary Map





**Request for Proposals for Community Safety Ambassador Services
Central Avenue Historic Business Improvement District (BID)
Appendix B - Proposed Bid**

To: Central Avenue Historic Business Improvement District Date _____

Contractor: _____

Business Address: _____

Number of years in business: _____

Total number of employees: _____

Total number of employees at locations in Los Angeles County: _____

Can meet insurance requirements of this RFP: ____ Yes ____ No

Current insurance provider: _____

Anticipated insurance provider for this contract: _____

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

The undersigned, having read the instructions and requirements of the RFP, and having personally visited and inspected the site of work, hereby proposes to furnish Community Safety Ambassador services for the Central Avenue Historic Business Improvement District for the Base Bid Price of \$_____.

Schedule of Prices

- Pricing should include costs for vehicles, bags, tools, and any other supplies that are needed to complete the job, aside from those specifically identified as being provided by the District.

- Community Safety Ambassador Program personnel must be outfitted with distinctive uniforms, including shirts, pants, belts and safety vests to identify them as part of the BID effort to provide public safety. They will be ambassadors for the business community. The uniforms will be designed by the District. Contractor will be expected to provide and maintain bicycles, helmets, belt holders, and any other necessary equipment for the CSAs;

- All administrative costs (this includes the creation of simple monthly report) should also be factored into pricing. Pricing for each item must be all inclusive.

<u>Item No.</u>	<u>Prices in Dollars</u>
Clean Streets Team	\$ _____
Trash Removal:	\$ _____
Graffiti Removal Service:	\$ _____
Sidewalk Pressure Washing:	\$ _____
Monthly Reports:	\$ _____
TOTAL AMOUNT OF BID:	\$ _____

Staff

Contractor shall detail the total number of staff and hours expected for each element of the scope of work.

Community Safety Ambassadors Team

Title or Job Category	Number of Staff Expected	Hours Worked Per Week	Hourly Cost (Wages plus Benefits)

Monthly Reports

Title or Job Category	Number of Staff Expected	Hours Worked Per Week	Hourly Cost (Wages plus Benefits)

NOTE: The Central Avenue Historic Business Improvement District will take the lowest responsive bid. The contractor is advised that the BID reserves the right to waive any or all irregularities and to reject any or all bids without explanation.

Contractor Representative Signature: _____

Contractor Representative Name: _____ Date: _____

THIS FORM MUST BE SUBMITTED WITH THE SEALED BID