

REQUEST FOR PROPOSAL  
FOR  
CLEANING AND MAINTENANCE SERVICES  
AND  
INFORMATION AND SAFETY AMBASSADOR SERVICES  
FOR DOWNTOWN SAN JOSE PBID SERVICE AREA

PRE-PROPOSAL CONFERENCE:

June 29 @ 10 a.m. PST

Oracle  
488 S. Almaden Blvd.  
2<sup>nd</sup> Floor, Conference Room 2010  
San Jose, CA 95110

PROPOSAL DUE DATE:

July 27, 2018

TIME: Before 5 p.m. PST

Attention: Chloe Verrey, Operations Manager  
28 North First Street #1000  
San Jose, CA 95113  
cverrey@sjdowntown.com

## **Overview:**

The Downtown San Jose Property-Based Improvement District (PBID or District) is a special benefit assessment district that conveys special benefits to the properties located within the district boundaries. It is issuing this Request For Proposal (RFP) in order to solicit proposals from qualified firms to perform the District's core programs: cleaning & maintenance and information ambassador services starting January 15, 2019.

Proposals are due by 5 p.m. PST on July 27, 2018 and should be submitted to the PBID in care of the San Jose Downtown Association (SJDA), the organization contracted by the PBID to manage District operations.

## **Definitions (General):**

- City: The City of San Jose, a municipal corporation of the State of California.
- San Jose Downtown Association (SJDA): A non-profit membership based organization founded in 1986. SJDA represents business and property owners working to enhance the vitality and livability of downtown San Jose. SJDA has been managing the PBID since its inception in 2007.
- Operations Manager: SJDA staff member who will be the primary contact for the Contractor with respect to services provided to the District, per this RFP.
- Contractor: Company that is to be selected for the services described in this RFP and who will enter into an agreement described therein.
- District: The service area that encompasses the San Jose PBID Benefit Zones, including both the Premium and Basic service areas. A map of the district boundary is attached as Exhibit 1.
- Benefit Zone: Two benefit zones are proposed with two different levels of service. The deployment and frequency of clean and safe services in the premium zone will be approximately double the deployment and frequency of clean and safe services in the basic zone. The benefit zones are delineated as follows:
  - Premium Service Area encompasses the core of the downtown PBID and is bounded roughly by St. John to the north, Almaden to the west, First and Reed Streets to the south and 4<sup>th</sup> Street to the east.
  - Basic Service Area includes the remainder of the downtown PBID and generally includes the perimeter to the district to the west and north.
- Clean Team: Service providers employed by Contractor responsible for the cleaning and maintenance services defined in this RFP.
- Ambassador Team: Service providers employed by Contractor responsible for the information and safety ambassador services defined in this RFP.

## **Proposal:**

- SJDA will accept proposals based on the scope of services (Appendix A) included in this packet. Proposals submitted must be for cleaning and maintenance, and information and safety ambassador services. The District also provides other ancillary services such as landscape maintenance and welcomes any additional recommendations for services and

programs that would benefit the District. Such services will be separately described and priced.

- It is essential that the Proposal clearly define and demonstrate how the services to be provided will be accomplished. Please include as much detail as applicable and specific examples of how your firm has planned, deployed, executed, evaluated and refined service delivery. In addition, please provide your expectations of how the PBID is involved in the oversight of the contract and program management.
- Proposers must describe what criteria they intend to use in deploying the services across the District. Deployment plans may vary with seasonal requirements, special projects, emergency operations, major special events and other factors, so Proposers are required to clearly demonstrate how they would assign, schedule and dispatch staff, both routinely and in response to changing conditions.
- The District reserves the right to make reasonable changes in the general scope of work and in the work force, including shifting working schedules to accommodate holiday staffing needs or other seasonal fluctuations. Any such changes will be directed by SJDA.

Please submit four (4) printed copies of the proposal, including one un-bound copy, and one electronic copy.

Proposals must be accompanied by a summary sheet addressing the following items in numerical order (please number responses).

1. Contractor's name and address.
2. Name of parent company (if any).
3. Number of years in business.
4. Total compensation for services over a twelve (12) month period (broken into sections for areas of service).
5. Location of Contractor office(s). The District has an agreement in place with the City's Department of Transportation for parking and equipment storage in a City owned parking garage.
6. Audited or Reviewed Financial Statements for previous two (2) years.
7. Three business references.
8. Two financial references.
9. Description of Contractor's experience (both in San Jose and outside the region). Please include:
  - Name of contracting agency or business, duration of contract, scope of work and value of contract.
  - Profile of experience with general and special public maintenance services.
  - Profile of experience with hospitality and/or public safety services.
10. Brief resume of persons proposed to be assigned to this project (primarily managerial or supervisory roles).
11. Implementation plan providing detail on timely and cost-effective roll out of services on January 15, 2019.

12. Overarching Contractor service philosophy and delivery approach and explanation of why contractor is uniquely qualified over all other proposers to deliver the services requested in this RFP.
13. Description of additional innovative service delivery techniques, equipment or service frequencies, including any approaches for services that would benefit the District that are not explicitly stated in this RFP or currently being performed.
14. Description of methodologies and processes for handling an unexpected increase in service levels during contract period. The description should include specific strategies for handling increases in both residential and commercial properties within the District during the contract period.
15. Description of Contractor's experience and strategies as they relate to adherence to the City's environmentally preferable procurement policies (green purchasing) and waste water reclamation practices as they apply to the services requested in this RFP.

Proposals should be sent to:

Downtown San Jose PBID  
San Jose Downtown Association  
Attention: Chloe Verrey, Operations Manager  
28 North First St, #1000  
San Jose, CA 95113

Proposals must be received at the office of the San Jose Downtown Association at the above address no later than 5 p.m. PST on July 27, 2018.

**Term and Length of the Agreement:**

Upon selection, Contractor must execute a formal agreement with the term of the resulting contract being three (3) years, with two one-year options that can be exercised at sole discretion of the SJDA. A final option year (for a total of six (6) years) may be mutually agreed upon by both parties. The SJDA reserves the right to negotiate for upgrades to services, equipment, or both, at any point during the contract term upon mutual agreement with the Contractor. Agreement between Contractor and the SJDA for District services may be terminated by the SJDA at anytime during the term of the agreement with 60-days written notice to Contractor.

**Insurance:**

Contractor shall procure and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors. Contractor's insurance shall be primary in all occurrences associated with the services outlined in this RFP. The cost of such insurance shall be included in the Contractor's bid, covering, at a minimum, the following categories:

1. Commercial General Liability: \$2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage. If Commercial Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately

to this project/location or the general aggregate limit shall be twice the required occurrence limit.

2. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.
3. Workers' Compensation and Employers Liability: Workers' Compensation limits as required by the California Labor Code and Employers Liability limits of \$1,000,000 per accident.
4. Professional Liability Errors & Omissions \$1,000,000 Aggregate Limit.

It will be required that the Contractor name: (1) The City of San Jose, its officials, employees and agents, (2) The San Jose Downtown Association, its officers, directors, employees, agents and subcontractors and (3) The San Jose Downtown Property Owners' Association, its officers, directors, employees, agents and subcontractors as additional insured parties under its policies. Contractor shall provide SJDA with all required certificates and endorsements upon awarding of this contract. Additional provisions, as necessary, will be made available prior to and integrated into the final contract.

### **Human Resources:**

1. Contractor shall be subject to living wage payment and reporting requirements as outlined by the City of San Jose. Detailed specifications on these requirements should be obtained from the City of San Jose Office of Equality Assurance (408-535-8430) or [www.sanjoseca.gov/purchasing](http://www.sanjoseca.gov/purchasing).
2. It will be required that all supervisory staff providing services in the District be approved prior to assignment by the Operations Manager. All Contractor employees providing services in the District must provide evidence of a criminal and a California Department of Motor Vehicles background check. Records must be kept by Contractor and be available for review as requested by the Operations Manager.
3. Operations Manager reserves the right to request a Contractor's employee providing services in the District be replaced at any time, for any reason.

### **Metrics:**

The District has established metrics that are used to track and measure services. The Contractor will be required to keep these service statistics as defined by the District in order to produce regular benchmarking reports. The Contractor will have an opportunity to make recommendations on modification of these metrics, including data analysis and optimization. It is highly recommended that the Contractor utilize a designated system to manage the data.

See Exhibit 3 for a sample of service statistics.

### **Training:**

Contractor employees are to receive training specific to their assigned role, at the expense of the Contractor, with training process and material reviewed by the Operations Manager. Training must be at a level deemed sufficient to successfully provide the services described in this RFP. Please include in the RFP proposal, how many hours of training each employee will receive upon hire and on an annual basis. Also include examples of training topics and identify how new topics will be developed and incorporated. Training is expected to be an ongoing and an evolving process to ensure that both the Clean Team and Ambassadors are able to adjust to the changing

needs of the District. Collaboration between the Contractor and Operations Manager on District specific training is required.

**Evaluation Criteria / Process:**

The PBID/SJDA is seeking a highly qualified and experienced contractor to provide a superior service level in a cost efficient manner to help achieve the goals of the District of a clean, safe and inviting place for people to work, live and visit. The Contractor must understand the mission of the District and have a designed program that addresses the unique characteristics and challenges of providing services in the District and public right-of-way. Suggestions for changes and improvements to the service levels and hours that, in the Contractor's opinion, would better achieve the District goals of being the cleanest, safest, friendliest and most inviting downtown are welcome and expected.

The SJDA and representatives of the San Jose Downtown Property Owners' Association will evaluate each proposal pursuant to this RFP on the following criteria:

1. Demonstrated experience and capability of Contractor, its management, and employees in providing public and private outdoor space maintenance, ambassador and safety services, including coordination, scheduling, management, monitoring, and attention to detail. Contractor should also detail their ability to coordinate and work effectively with public and private entities. Contractor should also detail their methods for reporting and analyzing outcome indicators with clients.
2. Demonstrated ability of Contractor, through a detailed implementation and operations plan, to assume all contract responsibilities and to perform the scope of services in a high quality manner, on the schedule and frequencies outlined in this RFP, including being fully operational on January 15, 2019. Contractor must demonstrate and ultimately be in possession of sufficient equipment, office, warehouse, storage space and waste disposal equipment and to house personnel, equipment and supplies necessary to fulfill the provisions of this proposal.
3. Responsiveness to RFP in terms of proposing innovations, improvements and cost savings measures that demonstrate the Contractor's ability to continuously evaluate and improve its methods of service delivery, specifically integration of technology for public reporting, equipment application, management, employee training, and compliance with the City's environmental standards and purchasing policies, which will result in continuous improvement of service delivery through the term of the agreement.
4. Overall cost for the provision of services and its individual sub-elements. Respondents must include a completed cost sheet by category (example Exhibit 2).
5. Response of business and financial references and contractor track record in the industry.

Please be advised that the SJDA reserves the right to reject any and all proposals, or portions thereof.

Up to three (3) finalists may be invited to interview with the PBID Contractor selection committee. These interviews will be conducted on August 16 and 17. Notification of the award of the contract is expected no later than September 1, 2018.

A pre-proposal conference will be held on June 29 2018, beginning at 10 a.m. PST at Oracle, 488 S. Almaden Blvd., 2<sup>nd</sup> Floor, Conference Room 2010, San Jose, CA 95110.

Should a proposer find a discrepancy in or an omission from this RFP or should be in doubt as to any meaning therein, the proposer shall at once notify SJDA in writing, who will send written instruction to all who received the RFP. Any such notice from a potential proposer must be received by SJDA by July 13, 2018. SJDA will not be responsible for any oral instructions.

**Timeline:**

|  |                  |
|--|------------------|
| RFP Released                                     | June 1           |
| Pre-proposal meeting                             | June 29          |
| Deadline for questions                           | July 13          |
| Proposal / Responses due                         | July 27, 5 p.m.  |
| Finalist (s) invited for interview no later than | August 3         |
| Selection committee interview                    | August 16 & 17   |
| Notify contractor no later than                  | September 1      |
| Begin new contract                               | January 15, 2019 |

## **APPENDIX A**

### **SCOPE OF SERVICES**

The scope of services for this RFP is broken into two sections, Appendix A.1 covering the requirements for cleaning and maintenance services in the District and Appendix A.2 covering requirements for the information and safety ambassador services in the District.

As shown in Exhibit 1, there are two border areas on the map, one separating the Premium and Basic Service Areas, and one separating the District itself from the surrounding area. In both cases, the sides of the streets that fall on the outer side of the borders are to be treated as either Basic or non-service areas. Examples: (1) The south side of St. John Street is in the Premium Service Area while the north side is in the Basic Service Area. (2) The west side of 6<sup>th</sup> Street is in the District while the east side is not.

The performance standards noted in this appendix shall be maintained by the Contractor (and apply to any and all subcontractors performing at the behest of the Contractor) throughout the term of the contract on a daily basis, seven days a week, unless otherwise noted. It is understood that the Contractor will operate on upwards of an eighteen (18) hour daily schedule. Regularly scheduled special events such as San Jose Sharks games and other SAP Center events, Christmas in the Park, Downtown Ice, San Jose Jazz Festival, South First Fridays and a weekly farmer's market can be expected to occur in the District. During special events, Contractor will be expected to make necessary adjustments to maintain the performance standards outlined in this scope of services.

The integration of employees from agencies that work with individuals who are disabled, unhoused, or have other similar needs may be encouraged in situations that will benefit the District. SJDA has a work experience program in place with Downtown Streets Team, a local homeless services nonprofit, to provide job training for homeless individuals completing volunteer service in the District. This program doubles as a recruitment tool for clean and safe staff.

The Operations Manager or designated SJDA representative will monitor compliance on a regular basis. Contractor will accompany the Operations Manager (or SJDA representatives) on a weekly basis to monitor and discuss compliance.

#### **Uniform / Logo Requirements**

Contractor is responsible for supplying, at its own expense, uniforms to all employees, which will be specified in style, logo compliance and color by the Operations Manager. All employees are expected to be in uniform while on duty, and the uniform is to be kept clean and in good condition. Employees, likewise, should be neat and clean and present a good image. Contractor must provide employees with sufficient quantities of the uniform and provide replacements as needed. A minimum of 5 sets of the uniform is required. In addition to uniforms, adherence to District branding and imaging requirements provided by the Operations Manager will be required on all equipment and vehicles providing services in the District.



## **A.1 PERFORMANCE STANDARDS FOR THE CLEANING SERVICES WITHIN THE DISTRICT**

The intent of the cleaning and maintenance services detailed in this RFP is to make Downtown San Jose a cleaner and more inviting place for people to live, work and visit. The Clean Team’s primary function is to sweep, scrub, pressure wash sidewalks, cross walks and more; remove litter and graffiti; frequent trash removal; and maintenance of public spaces within the district. The PBID must maintain a consistently high standard of cleanliness.

It is important that companies wishing to provide cleaning and maintenance services to the PBID understand the philosophy behind the program and the need to staff these positions with individuals with different skill sets from those that fill positions for ordinary janitorial services. Clean Team members will work outdoors, among the public, in different types of weather and should be able to work with a minimal amount of supervision.

Clean Team members will also be expected to work closely with Ambassador Team members, reporting any unusual activities that might require additional intervention to Ambassador Team supervisors. Clean Team members will be expected to provide information and directions to users of the District, in general by providing walking maps and/or aiding in the contact with one of the ambassadors.

### **Definitions (Cleaning/Maintenance)**

- Transit Mall: The limits of the Transit Mall are shown below and consist of the public right-of-way of the following street sections (refer to map in Exhibit 1):

| <b>Street</b>       | <b>From</b>       | <b>To</b>     |
|---------------------|-------------------|---------------|
| First Street        | San Carlos Street | Julian Street |
| Second Street       | San Carlos Street | Julian Street |
| Devine Street       | First Street      | Second Street |
| Santa Clara Street  | First Street      | Second Street |
| San Fernando Street | First Street      | Second Street |

- Refuse: All deposits of loose dirt, rocks, glass, cans, leaves, sticks, papers, or any like materials, which can be practically removed by mechanical sidewalk cleaning, or hand-sweeping operations.
- Decorative Planter Maintenance: Removing refuse from planters, and cleaning outside surfaces of the planters.
- Hand-Sweeping: Removal of refuse by the use of hand tools including brooms and shovels.
- Pressure Washing (with hot/cold water)/ Power Scrubbing: Removal of objectionable materials adhering to or absorbed by the sidewalk and street furniture surfaces using high-pressure washing/power scrubbing equipment. Approved soaps and detergents may be used, but must be reclaimed.
- Manual Scrubbing: Removal or pre-treatment of objectionable materials adhering to sidewalk and street furniture surfaces using hand brushes, soaps and detergents (approved soaps and detergents may be used, but must be reclaimed).
- Public Right-Of-Way: A roadway, sidewalk and/or parkstrip dedicated for public use.

- Sidewalk Cleaning: Removal of refuse from public walkways and sidewalks using power vacuuming equipment, or other approved methods. Also included in this item is the servicing of trash receptacles, servicing slot drains and cleaning of tree wells in the District.
- Supplemental Work: Providing miscellaneous maintenance and repair services not included in the services listed above but as directed and authorized by the Operations Manager or authorized SJDA representative.
- Swat Patrol: On-call maintenance team that responds to special maintenance needs and “hot spots.”

## **Equipment**

The Downtown San Jose PBID intends to set a standard of environmentally preferable procurement and align with the City’s commitment to environmental, economic, and social stewardship, adhering when possible, to the highest national standards. Whenever practicable, Contractor will be expected to provide services using equipment and products that have a lesser or reduced negative effect on human health and the environment when compared with competing products that serve the same purpose. Contractor will be encouraged to:

- Use products that contain the highest percentage of post-consumer recovered material, the highest percentage of total recovered material available in the marketplace, and reduce waste in the manufacturing and use of products and packaging purchased by Contractor.
- Procure environmentally preferable goods and services where environmental criteria have been established by governmental or other widely recognized authorities.
- To address water conservation requirements, utilization is not to exceed 30% beyond usage levels documented for 2018. Contractor will be required to pay for water usage beyond 30% of usage levels in 2018. Integrate environmental factors into buying decisions where external authorities have not established criteria.

*Note:* No mechanical leaf blowers are to be used by Contractor in the cleaning of debris and/or leaves from surface areas.

## **Service Requirements**

### **1. General**

- Contractor will be required to show centralized 24-hour reporting ability throughout the District and have an established, ongoing communication link with both the Clean Team and Ambassadors.
- The program operates seven days a week. It is clearly expected that a program manager and/or supervisor will be on duty during all times that the cleaning and maintenance services are being performed within the District. The individuals who have these positions must be flexible about the days and hours they work. Total labor hours may be extended / shifted due to the changing needs of the District during the contract period, but will be kept within the limit of the agreed budget.

- Contractor will be able to reduce staffing and use skeleton crews on six mutually agreed upon holidays. Services will not be provided in the District on Thanksgiving Day, Christmas Day and New Years Day.

## 2. Sidewalks and Alleys

All foot traffic surface areas including sidewalks, paths, concrete edging, and light rail tracks / platforms must be maintained on a daily basis to meet the following standards:

- Litter and all other debris must not accumulate and must be removed from the surface areas as soon as detected by Contractor and no later than one (1) hour after being reported to Contractor.
- Spots, gum and other substances must be removed from surfaces as soon as detected by Contractor but no later than two (2) hours after being reported to Contractor. It is also understood that certain stains may require repeat applications over a period of several days. Likewise, weeds must be removed from sidewalks and curbs as detected.
- Mechanical methods used to perform sidewalk cleaning include vacuuming in conjunction with miscellaneous hand tools such as brooms, rakes, shovels, etc. Vacuuming is the preferred method. Contractor is responsible for ensuring that all work is performed in full compliance with City, County, State and Federal noise ordinances, permits and environmental clearance. Contractor shall be responsible for minimizing noise or other environmental impacts upon the public resulting from the sidewalk cleaning operation. Contractor is responsible for development of alternative cleaning methods and schedules where noise or other environmental impacts upon the public are determined by the SJDA to be unacceptable.
- Equipment needed to perform this work is preferred to include environmentally acceptable hand tools, (i.e. brooms, shovels, hoses, etc.) and hand power vacuums. Contractor shall utilize the quietest commercial quality equipment.
- Repair needs in the public right of way and private property condition reports will be identified, and written notification of recommended repairs and estimated costs will be forwarded to the Operations Manager for approval.

## 3. Trash Receptacles

- Collection of trash will be required for public litter cans on the **Transit Mall only**, with overflow monitoring and emptying of other cans within the District as observed/needed. Service must be timely to prevent receptacle overflow. Overflowing trash cans indicate deficient performance. Some areas of the Transit Mall might require more frequent trash collection due to higher usage. Any disposal or related fees will be Contractor's sole responsibility.
- Surfaces must be cleaned and scrubbed daily to prevent residue build-up. All spots and spills identified on surfaces must be removed as soon as detected by Contractor but typically no later than two (2) hours after being reported to Contractor.

- Disposal of trash bags must be timely. If stacking of trash bags on the Transit Mall surface is necessary for collection, it must be limited to 20 minutes at a time.
- Contractor is responsible for the proper and lawful disposal of all trash.

#### **4. Trees**

- Grates over tree wells must remain flush with the surface throughout the District. To respond to tree growth, Contractor must report all overgrowth situations to Operations Manager who will coordinate with the appropriate City agency or property owner to resolve. Contractor will assist with filling tree wells with decomposed granite or pea gravel when directed to do so by the Operations Manager.

#### **5. Graffiti**

- Perform daily inspection and removal of graffiti within the District. Clean team is to remove all graffiti (including paint, stickers, posters/handbills), using a combination of solvents/cleaners and equipment. Contractor also has the option to paint over the graffiti when appropriate.
- Contractor will notify Operations Manager if there are tags that fall outside the Contractor's scope of work or ability to adequately abate. Examples include graffiti above the ground floor (up to 12'), on private property or sensitive materials/porous surfaces. Graffiti on private property may be abated, but only after property owner consent is given.
- Contractor will notify the Operations Manager of significant new graffiti on private property adjacent to the District.

#### **6. Street Furniture/Fixtures/Art**

- Surfaces of all street furniture, fixtures (e.g., planters, benches, directories, electrical boxes and water fountains) must be cleaned and scrubbed regularly to prevent residue build-up. Contractor will notify Operations Manager if there is damage to public art pieces in the District prior to attempting to clean. All spots and spills must be removed from surfaces as soon as detected by Contractor but no later than two (2) hours after being reported to Contractor.
- Notify Operations Manager of damage to, or loss of street furniture, fixtures or public art.

#### **7. Lighting**

- Light fixtures and traffic signal poles must be cleaned and scrubbed as needed to minimize residue build-up. All spots and spills identified on surfaces must be removed as soon as detected by Contractor but no later than twenty-four (24) hours after being reported to Contractor.

- Notify the Operations Manager of any electrical problems, such as the functionality of timers for tree lights and malfunctioning streetlights.

**Maintenance Frequencies (approximate):**

| Service   | Premium Zone               | Basic Zone                 |
|---|----------------------------|----------------------------|
| Average Weekly Coverage   | 7 days/week                | 7 days/week                |
| Pan & Broom Litter Removal/Vacuumping/Machine Sweeping/Transit Stop Maintenance | 16 hours per day           | 8 hours per day            |
| Steam Cleaning  | Four to six times per year | Two to four times per year |
| Graffiti Removal  | Daily As Needed            | Daily As Needed            |
| Light Landscape/Weed Removal  | As Needed                  | As Needed                  |
| Swat Patrol or “emergency cleaning”   | As Needed                  | As Needed                  |

**Additional Enhanced Maintenance Services:**

The cleaning and maintenance services described above represent the District’s core services and programs. As mentioned earlier in this RFP, the District also provides other ancillary services and is interested in any additional services that could be of benefit. Landscape maintenance is one example of this type of service. The District has installed in multiple locations, planters, flowering pots and flowerbeds through its beautification program which need to be maintained. Typical maintenance includes watering, inspection of plant material and irrigation, dead heading/pruning and occasional replacement of plants.

Other examples of enhanced maintenance may include minor sidewalk repairs, such as grinding of raised concrete, grout and granite tile replacement on the transit mall, and tree well repairs. Please demonstrate previous experience/expertise and describe the methods that will be implemented and equipment to be utilized.

The District provides fee for service contracts with public and private entities for cleaning and maintenance services. Currently, one fee for service contract between the District and the City’s Parks, Recreation and Neighborhood Services Department exists. Recommendations on the management of this and other possible fee for services contracts are welcome. Recommendations should include information on billing best practices and equipment purchases and management. Please demonstrate previous experience/expertise and describe the management methods that will be implemented.

**A.2 PERFORMANCE STANDARDS FOR THE INFORMATION AND SAFETY AND AMBASSADOR SERVICES WITHIN THE DISTRICT**

Information and safety ambassadors will be required to perform a variety of tasks, ranging from providing information to visitors to offering safety escort services for employees to holding and bearing witness against persons that commit nuisance crimes. Ambassadors will also work in concert with local social service providers, offering service referrals and aiding in the

management of street population issues. In addition, they will promote the image of a safe downtown by offering visible customer service/concierge assistance.

The philosophy to govern the performance of this program is one of service and outreach, with the intent of making downtown San Jose a safer and more inviting place for people to live, work, and visit. This is dramatically different from the usual fixed-post security philosophy, which works to exclude and restrict the use of a place by people. Ambassadors will act as an extra set of eyes and ears for law enforcement and social services agencies operating in the District. Additionally, ambassadors will provide information and directions to users of the District, as well as routinely identify those conditions that warrant formal police and sanitation interventions. Ambassadors must be professional, assertive, friendly, courteous, and people-oriented individuals. They should be energetic and enthusiastic about interacting with the business community and the various complexities within the District.

The information and safety ambassador program includes bike and foot patrols seven days a week. Foot patrols will be required in areas or certain times that have either higher foot traffic and/or higher concentration of visitors.

It is expected that the Ambassador Team will work together with the Clean Team, reporting any cleaning and/or maintenance issues to Clean Team supervisors.

## **Service Requirements**

### **1. General**

- Contractor will be required to show centralized dispatch, a regular deployment schedule throughout the District, and should be able to adjust the schedule for special events or as the needs of the District change. Ambassadors must have an established, ongoing communication link with the Clean Team.
- Contractor will arrange for and coordinate the proper assignment of ambassadors to locations that match the needs of the area served. For example, ambassadors assigned to areas such as the Convention Center and City Hall may need to be more visitor guide focused while those assigned to park areas may need to be more security focused.
- As required by the Operations Manager, information kiosks may need to be setup and staffed to accommodate the needs of high-visibility events. Contractor is also encouraged to make suggestions as to when a fixed location ambassador should be utilized.
- Contractor will communicate with Operations Manager, city staff and homeless services agencies on trends and issues with the homeless population in the District. This communication could include sharing information on specific individuals, providing homeless individuals with contact information for service providers, and alerting the Operations Manager to changes in the status quo.
- The program operates seven days a week. It is expected that a program manager and/or supervisor will be on duty during all times that the information and safety ambassador services are being performed within the District. The individuals who have these positions

must be flexible about the days and hours they work. Total labor hours may be extended / shifted due to the changing needs of the District during the contract period, but will be kept within the limit of the agreed budget.

- Contractor will be able to reduce staffing and use skeleton crews on six mutually agreed upon holidays. Services will not be provided in the District on Thanksgiving Day, Christmas Day and New Years Day.

**Information & Safety Ambassador Frequency (approximate):**

| Coverage                      | Premium Zone                    | Basic Zone                     |
|-------------------------------|---------------------------------|--------------------------------|
| Coverage in All Service Areas | 7 days/week<br>16 hours per day | 7 days/week<br>8 hours per day |

The number of ambassadors may vary as a result of changes in service levels, such as the implementation of the enhanced security program, which could reduce the number of ambassadors.

**Additional Enhanced Ambassador Services**

The PBID surveys have shown that property owners continue to have concerns with both the reality and perception of public safety within the PBID. There are a variety of elements contributing to this concern, including ongoing challenges with homeless populations, and nuisance crimes ranging from aggressive panhandling to vandalism. Proposers to this RFP are invited to make additional recommendations on how to address ongoing security issues. The District is looking for innovative ways to improving downtown safety.

As previously mentioned in the RFP, the District is exploring fee for service contracts with public and private entities, which includes ambassador services. The aforementioned fee for service contract with the City’s Parks, Recreation and Neighborhood Services Department includes ambassador services. Recommendations on the management of this and other possible fee for services contracts are welcome. Please demonstrate previous experience/expertise and describe the management methods that will be implemented.

# EXHIBIT 1

## MAP OF DISTRICT

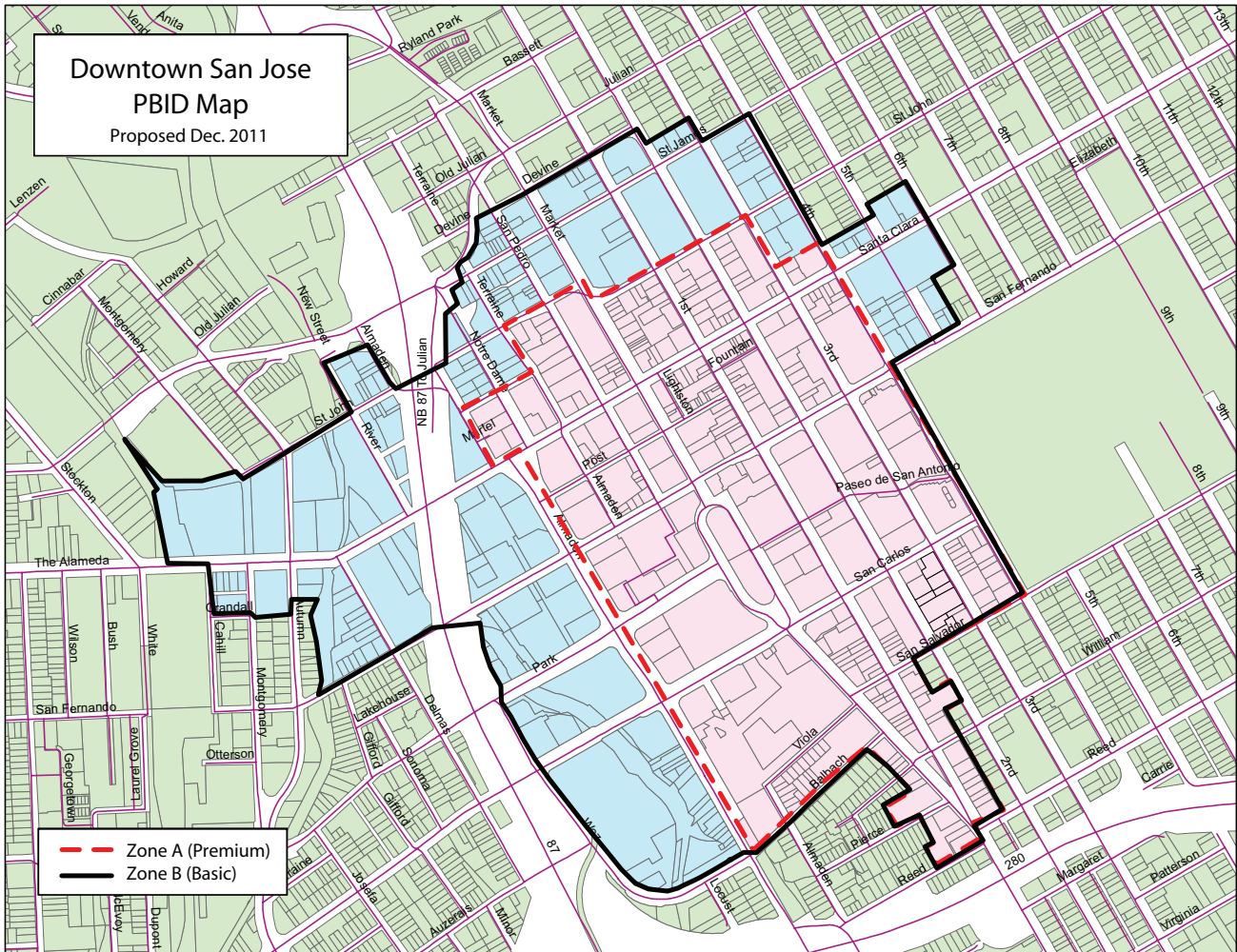




Exhibit 2

Cost Sheet

| Service                         | Projected weekly hours | Total Cost |
|---------------------------------|------------------------|------------|
| Cleaning and Maintenance        |                        |            |
| Ambassdor Program               |                        |            |
| Options for Additional Services |                        |            |
| Option 1                        |                        |            |
| Option 2                        |                        |            |
| Option 3                        |                        |            |

Please use this form to identify projected service costs. Proposers are encouraged to include estimates for some of the other services that the District is interested in.

## Exhibit 3

### Sample Statistics

| Task  | Staffing | Task  | Staffing |
|---|----------|---|----------|
| Block Faces Cleaned                                   | Clean    | Street Furniture Cleaned-Mail Boxes                     | Clean    |
| Directions- Total                                     | Both     | Street Furniture Cleaned-News Racks                     | Clean    |
| Directions-Art & Entertainment                        | Both     | Street Furniture Cleaned-Utility Boxes                  | Clean    |
| Directions-Bars & Nightclubs                          | Both     | Street Vacuum-Hours                                     | Clean    |
| Directions-Churches                                   | Both     | Street Vacuum-Number of Bags                            | Clean    |
| Directions-Convention Center                          | Both     | Tennant T5-Hot Spots/Alcoves                            | Clean    |
| Directions-Dining                                     | Both     | Tennant T5-Hours in Service                             | Clean    |
| Directions-Handouts & Maps                            | Both     | Weed Abatement (block faces)                            | Clean    |
| Directions-Health & Beauty                            | Both     | Ambassador Hours  | Safe     |
| Directions-Hotel                                      | Both     | Bicycle (miles)   | Safe     |
| Directions-Martin Luther King Library                 | Both     | Business Contacts - Safety                              | Safe     |
| Directions-Other                                      | Both     | Business Contacts-Store Closing                         | Safe     |
| Directions-Parking                                    | Both     | Business Contacts-Store Opening                         | Safe     |
| Directions-Parks                                      | Both     | Graffiti reported to SJDA-Paint                         | Safe     |
| Directions-Retail & Services                          | Both     | Kiosk Directions  | Safe     |
| Directions-Special Events                             | Both     | Kiosk Handouts  | Safe     |
| Directions-Transit                                    | Both     | Notification-CSJ (DOT, Parks, Signs/Markings)           | Safe     |
| DST Block Faces Cleaned                               | Clean    | Notification-Fire/Police                                | Safe     |
| DST Litter/Debris/Leaf (Brute Cans)-Number of Bags    | Clean    | Notification-Utilities (PG&E, Phone/Cable, Water Compar | Safe     |
| DST Street Furniture Cleaned-Fire Hydrants            | Clean    | Notification-VTA  | Safe     |
| DST Street Furniture Cleaned-Light Poles              | Clean    | Observations-Abandoned Bikes/Locks                      | Safe     |
| DST Street Furniture Cleaned-Mail Boxes               | Clean    | Observations-Bus Stop                                   | Safe     |
| DST Street Furniture Cleaned-News Racks               | Clean    | Observations-Decorative Fountain                        | Safe     |
| DST Street Furniture Cleaned-Utility Boxes            | Clean    | Observations-Fire Hydrant                               | Safe     |
| Graffiti Removed - Handbills                          | Both     | Observations-Mailbox                                    | Safe     |
| Graffiti Removed - Stickers                           | Both     | Observations-Newspaper Rack                             | Safe     |
| Graffiti Removed-Paint                                | Both     | Observations-Other                                      | Safe     |
| Gum Weight in Ounces                                  | Clean    | Observations-Private Building                           | Safe     |
| Litter/Debris (Public Trash Cans) - weight in pounds  | Clean    | Observations-Public Litter Cans                         | Safe     |
| Litter/Debris (Public Trash Cans)-Number Cans Emptied | Clean    | Observations-Public Restroom                            | Safe     |
| Litter/Debris/Leaf (Brute Cans) - Weight in pounds    | Clean    | Observations-Sidewalk/Curb                              | Safe     |
| Litter/Debris/Leaf (Brute Cans)-Number of Bags        | Clean    | Observations-Street Light                               | Safe     |
| M20-Block Faces                                       | Clean    | Observations-Street Sign                                | Safe     |
| M20-Hours in Use                                      | Clean    | Observations-Total                                      | Safe     |
| Paint Light Poles                                     | Clean    | Observations-Toters/Dumpsters                           | Safe     |
| Paint Other   | Clean    | Observations-Traffic Signal                             | Safe     |
| Paint Trash Receptacles                               | Clean    | Observations-Tree Grate                                 | Safe     |
| Paint Utility Boxes                                   | Clean    | Observations-Utility Box                                | Safe     |
| Pan & Broom-Hours in Service                          | Clean    | Observations-Utility Pole                               | Safe     |
| Pan & Broom-Public Trash Cans Cleaned                 | Clean    | QualityofLife-Drinking in Public                        | Safe     |
| Power Washing-Hot Spots: Urine                        | Clean    | QualityofLife-Drug Activity                             | Safe     |
| Power Washing-Hot Spots: Feces                        | Clean    | QualityofLife-Medical Emergency                         | Safe     |
| Power Washing-Hot Spots: Blood                        | Clean    | QualityofLife-Other                                     | Safe     |
| Power Washing-Hot Spots: Vomit                        | Clean    | QualityofLife-Public Disturbance/Panhandling            | Safe     |
| Power Washing-Hot Spots: Beverage Spills              | Clean    | QualityofLife-Public Urination                          | Safe     |
| Power Washing-Hot Spots: Unknown                      | Clean    | QualityofLife-Sitting/Lying on Sidewalk (loitering)     | Safe     |
| Power Washing-Hours                                   | Clean    | QualityofLife-Vandalism                                 | Safe     |
| Power Washing-Landings                                | Clean    | SafetyEscorts   | Safe     |
| Power Washing-Platforms                               | Clean    | SafetyHours   | Safe     |
| Shopping Carts Removed                                | Clean    | SJP Directions Given(All)                               | Safe     |
| SJP Graffiti Removed (All)                            | Both     | SJP Quality of Life (All)                               | Safe     |
| SJP Graffiti Reported                                 | Both     | SJP Safety Ambassador Hours                             | Safe     |
| SJP Litter/Debris/Leaves (# of Bags)                  | Clean    | SJP Safety Escorts                                      | Safe     |
| SJP Litter/Debris/Leaves (Weight)                     | Clean    | Social Service-Handouts                                 | Safe     |
| SJP Pan & Broom - Hours in Service                    | Clean    | Social Service-Homeless Surveys                         | Safe     |
| SJP Power Washing - Hours                             | Clean    | Social Service-Service Providers                        | Safe     |
| SJP Public Trash Cans Emptied                         | Clean    | Supervisor Hours  | Safe     |
| Street Furniture Cleaned-Fire Hydrants                | Clean    | Needles Removed   | Both     |
| Street Furniture Cleaned-Light Poles                  | Clean    |   |          |