

# Venice Beach Business Improvement District

## Operations Service Agreement

### Request for Proposals

[October 22, 2024]

Respond to:

Board of Directors

Venice Beach Business Improvement District

[admin@venicebeachbid.com](mailto:admin@venicebeachbid.com)

Proposal Due:

[November 15, 2024]

[2PM PST]

Q&A Session:

[October 29, 2024]

[10AM]

TBD (within Venice)

Please RSVP all attendees to : [admin@venicebeachbid.com](mailto:admin@venicebeachbid.com) by no later than [October 25, 2024]. We will confirm the location prior to the meeting.

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## **I. Intro**

### **A. Overview**

The Venice Beach Business Improvement District (VBBID aka District) is managed by the non-profit Venice Beach Property Owners' Association ("VBPOA"). The District lies entirely within Venice, a coastal community in the City of Los Angeles. The District is set to continue until 12/31/2026, when it intends to renew through a vote by property owners for at least another 5-year cycle.

The District includes all non-residentially-zoned properties between the Los Angeles City Boundary with Santa Monica on the north, the Pacific Ocean on the West and Venice Boulevard on the south. The eastern boundary is irregular, and is primarily determined by where commercially and industrially-zoned properties end and residential zoning begins. For additional information, see our boundary map (<https://venicebeachbid.com/map>).

VBBID is mandated by stakeholders and ratified by the City of Los Angeles to help create a safer, cleaner, more welcoming, and all-inclusive experience in Venice. VBBID and VBPOA are requesting proposals from qualified providers (Contractors) that offer innovative tools and approaches while continuing to build on the success of our clean and safe programs.

### **B. Expectations**

This request for proposals (RFP) lists two service categories, Clean and Safe, which are further broken into subcategories. Contractors may choose to respond to one or both of the categories listed in the RFP. Proposals must cover one or both entire categories; however Contractors may choose to include subcontracted services as part of a comprehensive proposal.

This is an independent contractor Fee-for-Service, Service Level agreement (Agreement) proposal request. The District will not dictate the number of staff nor types of equipment required; the District will leave that up to the individual Contractor to determine.

As a means of retaining talent the District expects that the Contractor will provide a full range of benefits, including required sick time, vacation, overtime, meal and break times, and insurance options, to FTE vested in their role. These benefits should be reflected in the price quoted as one hourly rate. However, the hourly rate should be broken down by pay rate, labor costs (wc/insurance), benefits, admin and profit. A note shall be provided specifying what benefits are included in the rate.

The District is seeking a Contractor that desires to operate as an integral part of the District team, providing comprehensive, measurable, high impact services in a creative, flexible and compassionate manner that meets the needs of the District.

The desirable Contractor will have demonstrated experience in the following areas:

- Providing Clean and Safe services to other BIDs or similar DMOs
- Providing outdoor custodial and/or ambassadorial services
- Working in collaboration with government agencies
- Operating with flexibility, creativity, and a “can do” attitude
- Hiring and retaining staff on the Westside of Los Angeles
- Utilizing data-based decision making practices

The chosen Contractor(s) will offer clean /safe programs that proactively meet the needs of the entire array of commercial, light industrial, live/work, and public parcels within the District. In particular, while Ocean Front Walk is an internationally recognized tourist destination that requires a significant focus, Contractors must deliver programs that are equally attentive to all parts of the District.

VBBID delivers Clean and Safe services to the District 7 days a week, 365 days a year. However, the time and manner of delivery of specific District programs, services and deployment schedules will need to be customized and tweaked over time to address the needs of different streets, blocks, or land uses.

The Contractor should demonstrate adaptability, tailoring services to the District’s specific needs. Contractor must develop flexible deployment schedules and understand the District’s geography, current issues, and stakeholder needs to ensure comprehensive coverage. The District expects all Contractors to be familiar with federal, state and local laws that apply to BIDs and their Contractors.

## II. Timeline

Tuesday 10/22: RFP Release date

Tuesday 10/29: District walk through and Q/A with interested applicants

Friday 11/15: Proposals due at 2pm (digitally sent to admin@venicebeachbid.com)

11/20 thru 11/22: Applicant Interviews via Zoom

11/27: Recommendation Notification

12/5: Recommendation to the Board and Approval

1/1/25\*: New contract start date

\*Start date dependent on contract negotiations

### **III. Contractor Duties & Level of Service**

The Contractor will maintain a highly visible operational force, identifying, reporting and resolving issues in collaboration with District staff and/or appropriate City of Los Angeles personnel. The Contractor shall embody a customer-focused approach across all interactions. Service frequency for district blocks will be mutually determined with the VBBID.

All services will follow industry standards including proper classroom and in-field training and compliance with all local, state and federal laws. The services will foster a clean/safe environment as outlined in our Management District Plan which is available at: [https://clkrep.lacity.org/onlinecontracts/2021/C-139310\\_C\\_10-28-2021.pdf](https://clkrep.lacity.org/onlinecontracts/2021/C-139310_C_10-28-2021.pdf)

The safe Contractor is responsible for providing safety patrols and ambassadorial services, and the clean Contractor is responsible for [cleaning services] across 60 varied blocks (see District Map: <https://venicebeachbid.com/map/>). Contractors should tour the District, study the Management District Plan in detail, and note the differences in service levels/assessments in Zone 1 and Zone 2, tailoring resource allocation to meet both daily and event-specific needs. The District seeks a collaborative Contractor to enhance safety/cleanliness through strategic deployment, especially in high-traffic areas like the boardwalk and mixed-use spaces, with flexible staffing, to ensure comprehensive coverage for residents, visitors, and businesses.

Although there is no residentially-zoned property in the District, residential uses do exist, and any service plan must consider resident and live-work needs. Since the hours of operation for these uses vary considerably, the Contractor's service plan must address how these different needs will be serviced effectively.

The district includes many alleys, which must be serviced as part of the Clean and Safe programs. Additionally, the District encompasses improved and landscaped areas on the west side of Ocean Front Walk (OFW.) These include but are not limited to the "grassy knoll" adjacent to OFW, all landscaped areas, all paved areas, and all areas improved with structures. Team members should report hazards and coordinate with District staff and local authorities, specifically including County and City law enforcement and maintenance agencies and their staffs, to maintain a clean and safe environment.

Clean and Safe Team members will receive district-specific training to ensure thorough knowledge of the area, hazard identification, and proper reporting protocols. Team members are encouraged to engage with local residents, business owners, and other stakeholders to foster relationships and better understand community needs. The Contractor will work in concert with District staff to address and report any issues, contributing to a safe, clean, and welcoming environment for all.

#### IV. PROPOSAL

##### A. General Terms & Conditions

- **Term:** The District seeks a one-year Service Agreement with a one-year option to extend at the rate(s) identified in said agreement. The District shall not enter into any agreement with any Contractors beyond 12/31/2026.
- **Cancellation:** The District reserves the right to cancel or terminate the agreement with 30-day written notice for convenience or less for cause as defined in the written agreement with the Contractor. If the Contractor cancels or terminates the agreement, Contractor agrees to provide 90-day written notice so the District may avoid service interruption.
- **Deployment and Budget:** Please clearly define how the Contractor will assign, schedule and dispatch staff throughout the District and include a detailed deployment schedule. Taking into account the entirety of the VBBID service needs across both deployment zones, provide sufficient itemized budget detail, which must include
  - equipment and supplies costs
  - uniform costs
  - training costs
  - vendor profits
  - any additional fees.

The price you quote should be inclusive of the above in addition to all wages and benefits, in one hourly rate. Please take into account wages paid and benefits offered by other Districts and organizations that compete for similar talent, as well as the City of Los Angeles minimum wage and upcoming increases. As a means of retaining talent the District expects that the Contractor will provide a full range of benefits, including required sick time, vacation, overtime, meal and break times, and insurance options, to FTE vested in their role. These benefits should be reflected in the price quoted as one hourly rate. However, the hourly rate should be broken down by pay rate, labor costs (wc/insurance), benefits, admin and profit. A note shall be provided specifying what benefits are included in the rate. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Your price must specify the type, quantity and cost of any equipment outlined in your proposal. Separating standard services from optional services may aid us in evaluating your proposal. The District may request during the negotiation process to consider an itemized pricing plan.

- **Cost Plus:** As District needs may vary, and additional personnel may be required from time to time, please include a cost plus fee for each classification.
- **Subcontractors:** If the execution of work to be performed by the Contractor requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be

identified and the work the subcontractor will perform must be defined. The District will not refuse a proposal based upon the use of subcontractors; however, we retain the right to refuse subcontractors you have selected. Subcontractor agreements shall include all applicable requirements included in this RFP.

- **Authorized Representative:** The proposal must be signed by an authorized representative of the Contractor, which must be the actual legal entity that will perform the contract if awarded. If the proposal represents more than one firm/organization, an authorized representative of each firm/organization must sign the proposal.

- **Applicable Laws & Conditions:** The selected Contractor must be knowledgeable of and comply with all federal, state and local laws, including all Los Angeles city and county codes, policies and procedures that relate to the provision of District services. The Contractor must obtain any certification or licensure deemed required by all jurisdictional agencies including the City of Los Angeles, the County of Los Angeles, the State of California, and the federal government before commencing operation of the Clean/Safe program. During Contractor negotiations, the District shall furnish the Contractor with a copy of the City-Venice Beach Property Owners Association (VBPOA) contract. This document contains numerous terms and conditions that govern District operations. The Contractor must agree that it has reviewed and will abide by the terms and conditions of this contract. If the Contractor cannot agree to these terms and conditions, the District may withdraw from negotiations with said Contractor.

## **B. Insurance**

All Contractors and their subcontractors must meet the minimum insurance requirements as outlined below. Your proposal should clearly state current insurance/limits. If the Contractor's existing insurance does not meet the District minimum insurance requirements, please attest in the proposal that, if awarded a Service Agreement, you will obtain the required insurance within 30 days as a condition of award, or before work commences (whichever is sooner,) and that the costs outlined in your proposal have already taken into account all such costs of insurance.

During the life of the contract between the District and the Contractor, through companies approved by the District, the Contractor shall provide, pay for, and maintain insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance of the work described in this RFP, by the contractor, his agents, representatives, employees, or subcontractors. Specific types are described below. 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:



- **Commercial General Liability** insurance shall include Premise and Operations, Personal and Advertising Injury, Contractual Liability, Independent Contractors, Broad Form Property Damage including Completed Operations and Products, and Completed Operations Liability Coverage. Such policy insurance shall have limits of liability not less than \$1,000,000 each occurrence; medical expenses \$5,000 (any one person); \$1,000,000 personal injury, and general aggregate of \$3,000,000. Liability Insurance Certificate will name the VBPOA as an additional insured. Policy will include a waiver of subrogation, primary and noncontributory endorsement in favor of the District.
- **Automobile Bodily Insurance and Property Damage Liability** insurance shall be written for not less than \$1,000,000 combined single limit. Limits of liability can be met by a Combined Primary Liability and Excess and/or Umbrella Liability Insurance policy of \$1,000,000 and contain a waiver of subrogation in favor of the District.
- **Workers' Compensation and Employers' Liability** insurance shall be provided for all employees engaged in the work under this request, in accordance with the laws of the State of California. The amount of the employers' liability insurance shall not be less than: \$1,000,000 each accident, each employee, and include a waiver of subrogation in favor of the District.

Coverage in excess of these limits is welcomed. An umbrella policy of up to \$5,000,000 may be requested.

**Additional Insurance Terms**

All insurance coverage shall be provided by responsible agencies licensed to do business in California and with an A.M. Best's rating of no less than A:6 unless otherwise approved by the City of Los Angeles' Risk Manager. The insurance coverage and dollar limits required must be evidenced on properly executed Certificates of Insurance. The certificates and endorsements should be on forms provided by the District or the City of Los Angeles, or on other than the District and City of Los Angeles's forms, provided those forms and endorsements conform to the requirements. All certificates and endorsements are to be received and approved by the City of Los Angeles before work commences. The District and the City of Los Angeles reserves the right to require complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications at any time. Renewal certificates shall be provided no less than thirty working days prior to the expiration date of current coverage. Insurance policies shall contain, or be endorsed to contain the following provisions:

- **Commercial General Liability, Automobile Bodily Insurance and Property Damage Liability:** Venice Beach Property Owners Association dba Venice Beach Business

Improvement District, its officers, officials, employees, and volunteers as well as the City of Los Angeles, its officers, officials, employees, and volunteers are to be covered as additional insureds with respect to liability arising out of automobiles owned, leased, hired, or borrowed by or on behalf of the Contractor; and with respect to liability arising out of work or operations performed by or on behalf of the Contractor including materials, parts or equipment furnished in connection with such work or operations. Under the CGL policy, using the Insurance Services Office additional insured endorsement form CG 20 10 or a substitute providing equivalent coverage, and under the commercial umbrella, if any. The VBPOA, the City and other additional insureds mentioned in this paragraph shall not, by reason of their inclusion as additional insureds, become liable for any payment of premiums to carriers for such coverage. For any claims related to this project, the Contractor's insurance coverage shall be primary and noncontributory and contain a waiver of subrogation as respects the VBPOA, its officers, officials, employees, and volunteers, as well as the City of Los Angeles, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the City of Los Angeles, its officers, officials, employees, or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

- **Workers' Compensation and Employers' Liability:** The insurer shall agree to waive all rights of subrogation against the VBPOA and the City of Los Angeles, its officers, officials, employees, and volunteers for losses arising from activities and operations of the Contractor in the performance of services under the Agreement.
- **All Coverages:** Each insurance policy required by this clause shall be endorsed to state that coverage shall not be canceled except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the VBPOA and the City as set forth in the notice requirement of this Agreement. If the Contractor, for any reason, fails to maintain insurance coverage that is required pursuant to this Agreement, the same shall be deemed a material breach of contract. The VBPOA and the City, at its sole option, may terminate this Agreement and obtain damages from the Contractor resulting from said breach. Alternatively, the VBPOA and the City may purchase such coverage (but has no special obligation to do so), and without further notice to the Contractor, the VBPOA and the City may deduct from sums due to the Contractor any premium costs advanced by the VBPOA and the City for such insurance.
- **Subcontractors:** The Contractor shall include all subcontractors as insureds under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.
- **Indemnity Agreement:** The Contractor shall sign an Indemnification and Hold Harmless Agreement, agreeing to the following: Indemnitor shall defend, indemnify, and hold harmless the VBPOA, board, officers, director, staff, property owners, merchants

and vendors, the City of Los Angeles, members of its Council, boards, commissions, officers, agents, employees and volunteers from and against any and all loss, damages, liability, claims, suits, costs and expenses whatsoever, including reasonable attorney's fees, regardless of the merit or outcome of any such claim or suit, resulting from the alleged acts or omissions of Contractor, its officers, agents, or employees in connection with the Agreement. Nothing contained herein shall be construed as obligating Indemnitor to indemnify VBPOA or City of Los Angeles, their Council, boards, commissions, officers, agents, volunteers, and employees for losses resulting from their sole or active negligence or willful misconduct.

### **C. Required Program Elements**

Proposals must clearly define how service provision will be accomplished. The District strongly recommends that after structuring your proposal as outlined on p. 24, you review this section to ensure that your proposal addresses all of the following elements:

#### **On-Site Program Manager:**

The Program Manager must be a proactive, customer-focused leader, fully engaged with both field teams and district executive staff. This role requires a thorough understanding of the district's layout, challenges, and community needs. Key responsibilities include identifying, and resolving operational issues, managing staff assignments and developing strategic deployment schedules.

The Program manager will oversee team performance, daily operations, and ensure that service delivery consistently meets or exceeds expectations. Strong leadership skills are essential to support, motivate, and discipline team members, while focusing on operational efficiency and measurable improvements in service response times, stakeholder satisfaction, and overall effectiveness.

Given the importance of this position, the District must approve the final hire. The District also reserves the right to require the Contractor to terminate or reassign the on-site manager.

Please provide the job description, qualifications, hiring process, timeline, and the training procedures. Describe the management structure of this role, along with available resources in human resources, training, and technology.

#### **Team Members:**

The individuals selected to serve as Safe/Clean Team members must be task-oriented, capable of performing their duties with minimal supervision, and able to consistently deliver services with a high degree of professionalism. In order to fulfill this requirement, the Contractor will be required to develop an excellent recruitment program to ensure the right employees are selected and trained.

Safe/Clean Team members will exhibit professionalism, a strong work ethic, and comprehensive knowledge of the district layout, with special attention to high-traffic zones. They must adhere to established safety and operational protocols to ensure efficient, compliant service delivery.

Team members must meet the necessary physical standards and demonstrate adaptability and resourcefulness. Flexible scheduling, including night and weekend availability, is required to provide thorough district coverage during peak periods and special events.

**Maintaining and Replacing Staff:**

The successful Contractor will provide the required long term/permanent staffing to execute the work required. The Contractor will be required to replace staff lost through attrition, disciplinary action, resignations, etc. within seven (7) days in an effort to maintain adequate staffing. Temporary staffing may be approved for up to 30 days.

**Wages:**

The Contractor can anticipate that staff will be compensated hourly at wages commensurate to the market rate necessary to attract and retain quality personnel. Please take into account wages paid by other Districts and organizations that compete for similar talent, as well as the City of Los Angeles minimum wage and upcoming increases.

**Benefits:**

The Contractor should identify in its proposal any medical or other benefits provided to its employees. The contractor should specify PTO available to FTE as a retention mechanism, but inclusive PTO shall not exceed 80hrs/year/employee. Benefits so outlined are the sole responsibility of the employee and/or Contractor and not the District.

**Audit:**

The Contractor shall furnish a weekly and monthly summary of the hours of service performed, including a breakdown of key services delivered. These reports should include a summary of significant activities, any challenges encountered, and overall service performance, with recommendations for any corrective action if necessary. The Contractor must supply measurable performance targets relevant to Safe/Clean Team operations to evaluate the ongoing success of the Safe/Clean Team Program. These performance metrics will help evaluate the ongoing effectiveness of the Safe/Clean Team program in maintaining the district's safety, cleanliness and appearance.

**Policies and Procedures:**

The Contractor shall establish and publish detailed policies and procedures and provide an employee handbook for all employees. The Contractor will adopt and include in its employee handbook policies relating to personal conduct while on duty, conduct in the Operations Center, and customer service consistent with District policies.

## **Training:**

A top-quality training program is critical for the success of the Safe/Clean Team program. The Contractor's training program should combine classroom and field components, ensuring Clean and Safe Team members are equipped with skills to deliver high-quality service and minimize risk exposure.

Initial and ongoing training shall include, but not be limited to:

- **Trauma Informed Care:** addressing issues related to homelessness, mental health, addiction, and cultural sensitivity to foster a respectful and supportive environment.
- **Waste Management:** Including recycling protocols and safe handling of hazardous materials.
- **Safety & Emergency Procedures:** Covering operating protocols, emergency response roles and appropriate escalation practices.
- **Professional Conduct & Community Engagement:** Instruction on communication, etiquette, and engaging positively with district stakeholders.
- **Data Collection & Reporting:** Procedures for accurate service tracking, performance assessment, and effective incident reporting.
- **District Familiarization:** Training on history, culture, and geography of Venice Beach, along with comprehensive understanding of VBPOA services and operations.

Additional training may be requested by the District to align with evolving service needs and standards.

## **Termination:**

The District needs assurances that problematic or underperforming employees will be dealt with in an expeditious manner. Hence, the District must have the right, at our sole discretion, to require the Contractor to terminate from the District assignment the On-Site Manager or any Contractor employee with or without cause.

## **Uniforms:**

The Contractor's staff is required to provide uniforms which are distinctive, highly visible and approved by the District. Uniforms shall feature the District logo and maintain a distinctive color scheme. Uniforms should be professional, clean, and appropriate for outdoor, public safety operations in a variety of weather conditions. The uniforms are also required to be comfortable, durable, task appropriate, and designed for use in inclement weather. The Contractor will be responsible for providing and maintaining the uniforms. Uniforms are to be worn at the start of any shift and during working hours only. All Team members must be aware that all of their behavior while wearing the District uniform reflects upon the District and that any unprofessional behavior while in uniform can result in discipline or termination

from District assignment. The District reserves the right to approve all uniform accessories and equipment prior to distribution.

**Logo, Advertising:**

The District logo shall not be used for other purposes without the written consent of the District. The Contractor will not use or refer to the VBPOA, VB BID, or the District, directly or indirectly, in any advertisement, news release or release to any publication without written consent of the District.

**Equipment:**

All equipment used by the Safe/Clean program shall be provided and maintained by the Contractor and must be for the exclusive purpose of performing contracted services for the District. The District will entertain the possibility that equipment purchased may be amortized for the duration of the contract so the District retains ownership. Each piece of large equipment must have the District logo prominently placed upon it. In the event that a piece of equipment is temporarily replaced, all interim equipment must also prominently display the District logo. The District may require the Contractor to paint the equipment a specific color. The contractor shall be responsible for the maintenance and presentation of the equipment.

**Supplies:**

The Contractor shall provide all supplies based on the District's needs and requests including but not limited to disposable gloves, first aid/hygiene kits, office/administrative supplies, breakroom supplies, and all other supplies that will be necessary for the proper execution of safety services. All products and supplies must be used in conformance with product instructions and the highest industry standards.

**Parking:**

Parking in the Venice area is extremely limited. Please identify any required parking for Contractor/District equipment or Contractor personnel as outlined in your proposal.

**Trip Reduction:**

The District will explore opportunities to encourage Contractor, its employees and subcontractors (if any,) to utilize carpools, public transit, bicycles and any other means that will reduce Contractor's vehicle trips to and within Venice. If your firm/organization has successfully implemented or has been involved in the implementation of any such trip reduction plans, please provide this information in your proposal.

**Reporting & Performance Management:**

The Contractor should provide a clear communication plan with the District including regular written reports and standing meetings to discuss operational and managerial issues. Contractors are also encouraged to provide a list of recommended and optional metrics for the Safe/Clean Team. Contractors should describe the data collection and reporting process as well as the time, resources and equipment (including any hardware or software) required to produce

the reports. Contractors are encouraged to select data collection and reporting methods that are as efficient, paperless and customizable as possible. The Contractor must provide regular, periodic reports (daily, weekly, monthly, quarterly and/or annual) that may include, but are not limited to:

- Staffing levels.
- Hours worked.
- Calls for service.
- Incident Reports
- Emergency assistance provided.
- Stakeholder contacts and engagements
- Requests to 9-1-1, 3-1-1 or other government agencies for services.
- Bulky Item removal.
- Incidents of waste & hazardous material removed.
- Graffiti/gum/sticker/flyer removal.
- Vandalism

**References:**

Please include a list of BIDs, DMOs or any other relevant organizations with which you have contracted or partnered. For each, please include: 1) a contact (name, title, organization, phone, email,) 2) the nature of the relationship, 3) the duration of the relationship, and 4) a succinct description of the key achievements of each contract or partnership.

If a Contractor disagrees with any of the suggested program areas or elements above, please clearly identify and explain your alternative approach to that particular program element in your proposal.

## V. SAFE Program

Safe team / ambassadorial services will follow industry standards including proper classroom and in-field training and compliance with all local, state and federal laws. The services will foster a safe environment as outlined in our Management District Plan which is available at: [https://clkrep.lacity.org/onlinecontracts/2021/C-139310\\_C\\_10-28-2021.pdf](https://clkrep.lacity.org/onlinecontracts/2021/C-139310_C_10-28-2021.pdf).

The District strongly recommends that after structuring your proposal as outlined on p. 24, you review this section to ensure that your proposal addresses all of the following program areas and subcategories:

### **Program Area 1: Crime Deterrence & Prevention**

The Safe Team will play a crucial role in deterring and preventing crime through proactive measures, strategic patrols and rapid response in incidents. Responsibilities include:

- **Patrol Services:** Conduct regular foot, bike, and vehicle patrols throughout the District to maintain a visible presence and deter criminal activity.
- **Observation & Reporting:** Identify and report suspicious behavior, potential criminal activity, and other security concerns to the onsite Dispatch Coordinator and to local law enforcement as needed.
- **Emergency Response:** Assist in emergencies such as fire response, medical incidents, or urgent public safety threats within the capacity they are able to, until law enforcement or emergency services arrive. Safe Team members should not intervene beyond their training and capabilities but should instead focus on providing support, securing the area, and communicating with emergency responders.
- **Property Checks:** Regularly inspect properties for signs of break-ins, vandalism, and other security issues, providing deterrent effects through visible presence.
- **Initiative & Innovation:** Proactively recommend & help implement safety measures based on your informed observations & input from businesses & stakeholders.

### **Program Area 2: Community Assistance Engagement**

Safe Team members will serve as community ambassadors, providing support, information and a welcoming presence to all stakeholders in the District. Responsibilities include:

- **Public Assistance:** Provide directions, information on local businesses, public amenities & attractions, and general assistance to visitors and local residents.
- **Business Engagement:** Establish and maintain relationships with local business owners & employees to help build rapport with the local community.



- **Safety Escorts:** Provide escort services to individuals needing assistance or seeking a sense of security as a form of public safety.
- **Event Support:** Provide support during community events by managing crowd safety, providing information, ensuring a safe environment and a visible presence.

### **Program Area 3: Engagement Services**

Team members leading Engagement Services will connect with all community members, including those experiencing homelessness, providing consistent support and guidance to local resources. They will also lead ambassadorial efforts, building strong relationships with local businesses, government agencies and service organizations such as LAPD, LAFD, and St. Joseph's Center. Developing rapport with all stakeholders is essential to fostering a collaborative and responsive service environment.

- **Business Outreach:** Proactively engage with local businesses to build strong relationships, foster trust and provide information about BID & City services. The Engagement Team will serve as a bridge between businesses, the local community and the VBPOA.
- **Fostering Trust with Individuals Experiencing Homelessness:** Establish and maintain regular communication with individuals experiencing homelessness, offering support, providing information on available services, and fostering trust to encourage positive engagement with local service providers and resources.
- **Identify Community Needs:** Actively listen to business owners, employees, & stakeholders to identify emerging issues, concerns, or areas requiring attention, such as increased security presence or cleanliness efforts.
- **Assessing & Relaying Service Needs:** Evaluate and document requests for services, such as increased patrols or maintenance needs, and ensure timely communication with BID management to coordinate and prioritize resources effectively.
- **Follow - Up & Support:** Provide ongoing support to businesses by following up on previous concerns, checking in after service requests, and ensuring businesses feel heard and supported by the BID.

## VI. CLEAN Program

### Program Area 1: Pressure Washing Services

Pressure washing is a key service and helps to maintain the cleanliness and visual aesthetic of high-traffic areas within the district, as well as helping to maintain public infrastructure.

Schedules should be adjusted as needed based on weather, events, or district needs.

Responsibilities Include:

- **Pressure Washing:** The Clean Team will ensure pressure washing of sidewalks, public infrastructure, and building facades occur at regular intervals based on high-traffic areas and cleanliness levels to address grimes, stains, dirt and other buildup.
- **Boardwalk Pressure Washing:** Pressure washing focused on the boardwalk due to its high-traffic environment to ensure cleanliness and maintain its visual aesthetic. The contractor shall set a schedule for pressure washing of the entire boardwalk at an agreed upon interval.
- **Compliance with Regulations:** Ensure that pressure washing services comply with local, state, and federal regulations governing water use and cleaning practices.

### Program Area 2: General Maintenance & Cleaning

The Clean Team plays a vital role in maintaining the cleanliness, safety, and appearance of the District. Through routine cleaning services and responsive actions, the Clean Team will ensure public spaces are inviting and well-maintained. Street cleaning and maintenance services will follow industry standards including proper maintenance and cleaning techniques in an environmentally sensitive and appropriate manner in compliance with all local, state and federal laws. Responsibilities include:

- **Sidewalk Sweeping:** Perform routine sweeping of sidewalks, curbs, curb lines, walkways, gutters, and alleys to clear away litter and debris.
- **Unique Assignments:** Respond to rare or special requests, such as the removal of unusual debris or addressing non-standard cleaning challenges in the district.
- **Inventory & Mapping of Public Infrastructure:** Develop and maintain a map of public infrastructure (trash receptacles, seating, etc.) to better assess ongoing and future maintenance needs.
- **Safety Flagging:** Clean Team members will report hazardous conditions, such as damaged public infrastructure, to appropriate authorities (e.g. 3-1-1) and district staff to effectively and quickly coordinate a solution.

### **Program Area 3: Waste Management & Public Health:**

The Clean Team is responsible for waste-related tasks, keeping public spaces free of trash and waste. Efficient waste removal is critical to maintaining a clean, healthy environment.

Responsibilities include:

- **Human/Animal Waste Removal:** Remove human or animal waste from public spaces to prevent health risks and maintain a clean and hygienic district.
- **Trash Removal:** Remove trash from sidewalks, public spaces, alleys and grassy or planted areas to ensure cleanliness.
- **Trash Overflow Response:** Monitor and respond to overflowing trash receptacles, ensuring timely removal of refuse or debris and topping off trash bags to maintain public health standards.
- **Hazardous Waste Removal:** Safely remove hazardous materials such as needles, broken glass, or sharp objects that pose risks to public health.
- **Storm Drain Cleaning:** Regularly clean storm drains to prevent blockages and ensure efficient drainage, especially during heavy rain periods.
- **Illegal Dump Cleanup:** Remove large debris from illegal dumpsites within the district to restore public spaces to their intended use.

### **Program Area 4: Aesthetics, Vandalism & Beautification**

Contributing to the aesthetic appeal of the district, the Clean Team will ensure that public landscaping, green spaces in the public right of way, planters, planter beds, boardwalk amenities and walkways are well maintained and serviced on a routine schedule. Clean Team must avoid using materials or methods that could damage exterior surfaces or infrastructure. In the event that damage occurs, the Contractor will be responsible for correcting the issue and promptly reporting it to District staff. Preserving the visual appeal of the district is essential for maintaining a positive environment for both visitors and residents. The Clean Team's proactive approach to vandalism ensures the district remains an attractive and inviting place.

Responsibilities Include:

- **Graffiti Abatement:** Remove graffiti from public infrastructure, benches, and other surfaces within 24 hours of notification.
- **Sticker/Flyer Removal:** Remove unauthorized stickers and flyers from poles, benches, facades, and other public infrastructure.
- **Vandalism Reporting:** For vandalism involving a broken window or damaged lock on private property, identify and contact the owner within two (2) days.
- **Weed Abatement:** Remove weeds from public walkways and landscaped areas, contributing to the overall cleanliness and accessibility of public spaces.

- **Sand Removal (Walkways/Pathways):** Remove excess sand from public walkways and pathways to ensure safe accessible routes for pedestrians.
- **District Plant Care:** Plant Watering/maintenance to support City plans for greener infrastructure that fights urban heat and filter stormwater.

#### **Program Area 5: Proactive Response**

Contractor must routinely make visual assessments of District conditions and initiate appropriate responses, including additional team training, to correct any deficiencies.

- **Special Projects:** The Clean Team will take a proactive approach to coordinating and addressing cleanliness and maintenance issues that fall outside the scope of routine maintenance and cleaning schedules. Clean Team leadership will actively assess opportunities for special projects with visible impacts that advance Clean Team goals.
- **Proactive Reporting:** The Clean Team is expected to proactively report any issues that require attention, including non-working utilities, inoperable infrastructure, or graffiti. This reporting should be part of daily observations, and Clean Team members should communicate with on-site managers immediately for issues requiring urgent attention.

## **VII. Submission Process**

Proposals in response to this request will be accepted until Thursday, November 14, 2024 at 2PM(PST). Complete proposals must be submitted via email to Eleni Polakoff at [admin@venicebeachbid.com](mailto:admin@venicebeachbid.com).

- Proposals must clearly define and demonstrate how the services to be provided will be accomplished.
- The price you quote must be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Please refer to “Deployment and Budget” on p.7.

### **A. Proposal Format**

Proposals are to be in compliance with the format defined below. Proposals must address each section fully and are highly encouraged to be organized in the following manner to ensure a uniform review process.

Please use the exact same Section (1, 2, 3, 4 etc.) and Subsection (a, b, c, d, etc.) headings below. This is essential to make it easy for the Venice Beach BID to compare proposals. If a subsection question does not apply to your organization/proposal, include the subsection (a, b, c, d, etc.) followed by N/A and an explanation if needed.

1. Table of Contents
2. Letter of Transmittal which shall:
  - State the proposer’s understanding of the work to be done, making a positive commitment to perform the work.
3. General Information
  - a. Contractor name contact information and website.
  - b. Name of parent company (if any) or subsidiary.
  - c. State if business is local, national, international and indicate the business legal name and form of entity.
  - d. Number of years in operation, date and location of incorporation.
  - e. Location of the home office from which the support work is to be provided and the number of professional staff employees at the office.
  - f. Authorized contact name with phone and email.
  - g. Authorized backup contact with phone and email.

#### 4. Pricing

Contractor should provide cost, overhead, profit, and total expense for each category for each of two years for all district services included in your proposal. Pricing is subject to all regulatory requirements. Please attach requested budget and deployment schedule (as described on p.7) in addition to responses below:

- a. Total number of hours and associated costs for safe/ambassadorial/cleaning functions, excluding management time, by week, month, and year.
- b. Total number of hours and associated cost of management hours, by week, month, and year.
- c. Employee cost by month and year by class and function of employee, including hourly rate, benefits, worker's compensation, overhead, and profit. The proposal should also identify employees who are full time versus part time, and spell out benefits that are provided to each part-time and full-time employee.
- d. Other operating costs by class and function, for example training, uniforms and cleaning supplies.
- e. Equipment cost, and amortization over term of contract.
- f. A list of supplies, uniforms, and equipment anticipated for purchase.
- g. Using experience from other markets, the Contractor should also identify an appropriate amount that should be set aside for contingencies, including unanticipated hours, equipment, supplies, fees, or other expenses.
- h. Any other overhead, profit allocation, surcharges, or expenses of any kind.
- i. (CLEAN) Planter and greenscape maintenance
- j. (CLEAN) Additional pressure washing (cost per hour)
- k. Additional team personnel (cost/hour)

#### 5. Qualifications & Insurance

- a. Business unit individuals by name to be responsible for providing/managing contracted services, including resumes of individuals.
- b. Describe role of individual(s) in managing contract and percentage of time expected to be devoted to contract.
- c. Identify the frequency that Senior Management will make announced and unannounced on-site visits, include a description of the evaluation criteria to be

used. Present your management and service philosophy and how your firm would partner with the District in providing Clean/Safe Team services.

- d. Provide an overview of experience and expertise in providing Clean/Safe Team services to other Business Improvement Districts, and include a list of current and past BID clients.
  - e. Identify your Commercial General Liability Insurance policies held in conjunction with current contracts for programs like the District's Clean/Safe Program. Include details of policy limit amounts, as well as a summary of your risk management policies and practices.
6. Narrative Description
- a. Include an overview of services to be provided.
  - b. Addressing all *Program Elements* (see section IV, C) and *Clean and/or Safe Program Areas* (see section V and VI), clearly define how the services will be provided and accomplished. Please include as much detail as applicable.
  - c. Describe your management team depth, including the ability to manage and support the team(s) if the On-Site Manager decides to leave or is terminated.
  - d. Describe any other company systems, services, and or procedures that augment or enhance your Clean/Safe Team services offering.
7. Recruitment
- a. Description of general personnel policies and practices, including licenses, certification, and equipment requirements, and background screening.
  - b. Describe your ability to hire, train, and manage your employees, and in particular your On-site Manager. Give examples from other programs or BIDs.
  - c. Provide complete information about employee benefits.
  - d. Explain how Venice-based, West LA-based, and/or Los Angeles-based staff will be recruited and what criteria and means will be used to recruit staff.
  - e. Training
8. Performance Improvement, Management & Reporting
- a. Please describe the methods you use to evaluate these attributes—proactive reporting, team accountability, staff visibility—and methods for seeking improved performance.

- b. Provide sample copy of Contractor's forms and procedures for investigating and reporting incidents.
- c. Explain how performance of the Clean/Safe Team program will be measured and demonstrated.
- d. Describe the various periodic reporting matrices that will be used that support data-based decision making and "telling the story".

#### 9. Equipment & Uniforms

Provide a complete list of proposed equipment and uniform requirements for ongoing Clean/Safe Team work, including details.

Contractors are encouraged to include within their proposals any additional equipment that may enhance the services provided by the Clean/Safe Team.

#### 10. Communications and Technology

Describe the following aspects of the Clean/Safe Team communications and reporting system to include details such as:

- a. What equipment will be needed to maintain contact with the office, fellow team members, and supervisors and management?
- b. How will complaints and requests for service be received and dispatched for action?
- c. What are the capabilities of the communications system to make reports, track incidents, and provide analysis?
- d. How will technology be used to collect, access and utilize activity data?

#### 11. References

Provide at least three contact names and contact information including phone and email addresses for similar-sized BID contracts with other organizations, or, work with other businesses where outdoor Clean/Safe Team work has been performed. Additional references are welcomed.



## **B. Additional Information**

The District reserves the right to choose any vendor for this service, regardless of the bidding price. The District also reserves the right to refuse any and all vendors who submit proposals. Many factors will be weighed in the selection process. The District will review all proposals for completeness; any that are incomplete may be deemed as nonresponsive and rejected. The District reserves the right to request additional information from any Contractor during the District's evaluation process and any contract negotiations.

The District reserves the right to reject any or all proposals and to accept or reject any part of the proposal. It also reserves the right to waive any technical defects or minor irregularities, which in its discretion, is in the best interest of the District. The District shall not pay any costs or losses incurred by any applicant at any time, including but not limited to the cost of responding to the RFP.

All proposals may be subject to requests made under the California Public Records Act. As such the District will follow the law as it relates to third-party proprietary information and will notify all applicants if all or a portion of their proposal is requested under the Act.

The District shall not pay any costs or losses incurred by any Contractor applicant at any time, including but not limited to the cost of research, or preparation or presentation of proposal, suspension or termination of agreement negotiations, opening negotiations with additional Contractors, selection of a new Contractor or negation of Service Agreement.

Pacific Ocean



# VENICE BEACH BUSINESS IMPROVEMENT DISTRICT

**ZONE 1** property owners are assessed at approximately twice the rate of Zone 2 owners.

**ZONE 2** property owners are assessed at approximately half the rate of Zone 1 owners.

Both zones will receive corresponding levels of Clean & Safe services.



## Venice Beach BID Office

1320 Pacific Avenue, Venice, CA 90291  
admin@venicebeachbid.com

