

HED-TDOZ ENHANCED SECURITY PROGRAM

Scope of Service

May 21, 2019

Section One: Summary

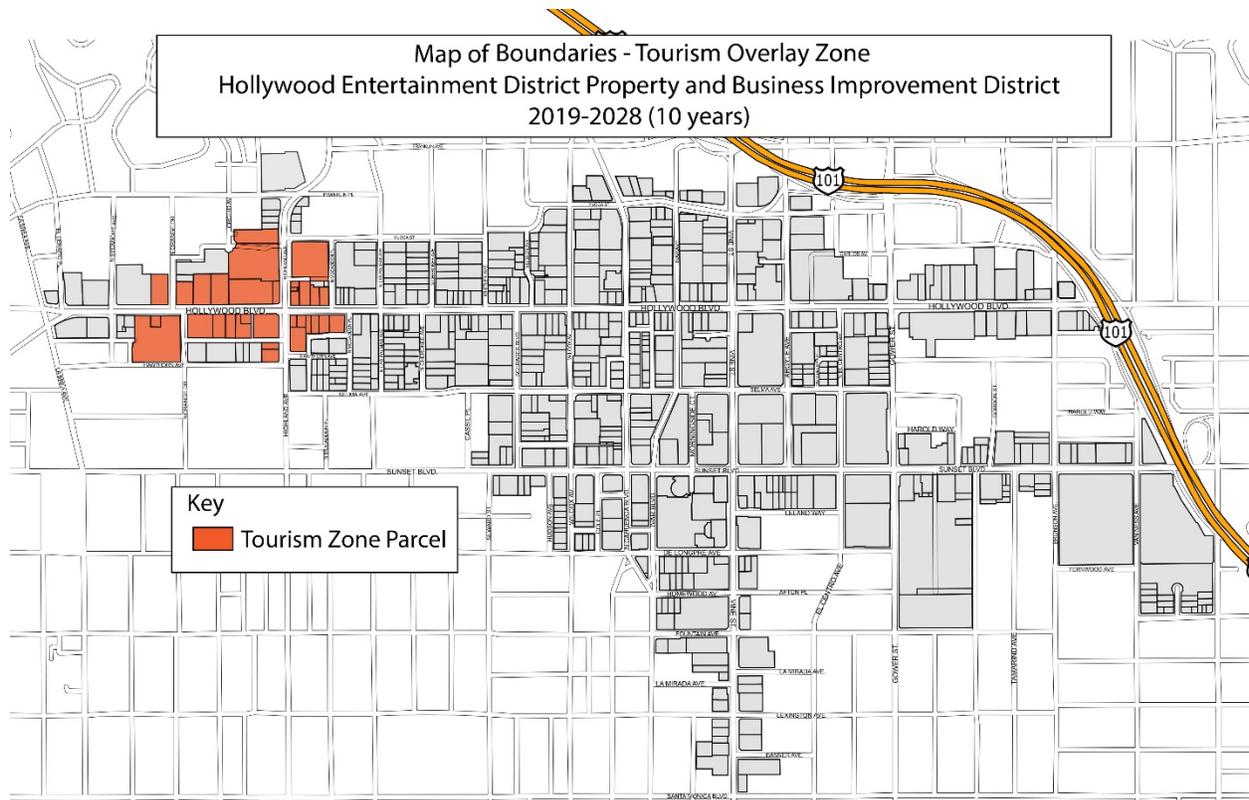
The Hollywood Property Owners Alliance (HPOA) is seeking to contract with an experienced security services company to provide private security services within the common/public areas of the Hollywood Entertainment District business improvement district (BID), specifically within the Tourism District Overlay Zone (TDOZ). The District's current security Contractor, Andrews Global Security, provides services under contract to the entire BID area since January 1, 2019.

Section Two: TDOZ Description

The HED was originally formed in late 1996, and, in 2019, merged with the Sunset & Vine Business Improvement District (SVBID) to become the largest BID in the city of Los Angeles. The new, expanded BID consists of more than 600 property owners and has a general operations budget of \$7.4M, including \$250,000 from the Tourism District Overlay Zone (TDOZ).

The TDOZ includes all parcels having linear street front footage on Hollywood Boulevard between one parcel west of Orange Drive and McCadden Place (Area A) and Highland Avenue between Hawthorn Avenue and Yucca Street (Area B). Parcels that are within the TDOZ pay the overall BID assessment in the zone or zones that they are in, in addition to the overlay assessment. In addition to the clean, safe, beautification and management services provided to each individually assessed parcel, TDOZ assessed parcels are provided enhanced services paid through the additional assessment on street front footage in the TDOZ. A map of the TDOZ is included within the solicitation.

The TDOZ area within the Hollywood Entertainment District experiences the most significant density of tourists, visitors, tour buses, movie premieres, street concerts, televised awards shows, first amendment gatherings, athletic events, protests and other activities unique to Hollywood. Services related to additional enhanced security, maintenance, streetscape, beautification, lighting, marketing and planning, which further the TDOZ's vision for a safe, accessible and well-maintained visitor destination. TDOZ parcels specially benefit from District programs which increase pedestrian foot traffic, create a positive user experience, and provide an enhanced sense of safety and cleanliness. These programs and services work to attract and retain new businesses and attract customers.



Section Three: Objectives of the TDOZ Enhanced Security Program

Through the retention of a private security service, the HPOA seeks to accomplish the following:

1. **Visible presence:** Create a visible, professional presence of security personnel within the boundaries of the TDOZ in order to support the priorities of the parcel owners and improve the perception of public safety in the area.
2. **Public Relations:** Provide assistance and information to visitors to Hollywood Boulevard and Highland Avenue and be willing to and capable of performing non “law-enforcement” responsibilities (e.g., serving as an “ambassador,” pointing out tourist attractions, providing directions, answering questions about Hollywood landmarks, etc.)
3. **Building Awareness and Education of Existing Laws and Ordinances with regards to street vending, panhandling, soliciting, and freedom of speech:** Inform those using the sidewalks of the laws and regulations pertaining to street vending; performing; skating/bicycling/e-scooter usage; soliciting for tips; etc., to be a source of trusted information. Relaying violations of these regulations to the appropriate authorities, including LAPD, Bureau of Street Services, County Health Department, etc.

Section Four: Scope of Services

Patrol and Supervisory Services

1. Vendor will provide 1-2 security personnel to patrol the TDOZ area and provide the services outlines in Section 3 between the hours of 1200 and 2400 on Fridays and Saturdays.
2. Vendor should demonstrate the administrative & supervisory resources available to support the security personnel during the deployment.
3. Vendor will work with the HPOA in designing and providing appropriate uniforms to support the security personnel.
4. Vendor will provide activity tracking technology sufficient to catalog the number and types of interactions performed during the delivery of the services. This data shall be translated into insightful reports developed in conjunction with HPOA direction.
5. The initial term for the services will be three months, beginning in July, 2019 or as soon as is feasible. Following the completion of the three month assignment, the TDOZ and HPOA will evaluate the service's performance and explore a longer term commitment with the Vendor.

Section Five: Submittal Instructions

A digital copy of your proposal should be submitted in PDF format by 5 p.m. June 7, 2019, and directed to:

Hollywood Property Owners Alliance
Devin Strecker
Devin@Hollywoodbid.org

Qualified vendors are encouraged to send an email ASAP indicating their intent to submit a quote or proposal.

Faxed submittals are not acceptable. Late bids are not acceptable and will not be considered in this process.

Any questions regarding this Request for Proposals (RFP) should be emailed to Devin Strecker at Devin@Hollywoodbid.org before Friday, May 31. Answers will be forwarded to all vendors whom sent an email indicating their intent to submit. Phone calls and other solicitation discouraged.

Proposals should include: Service understanding and approach, firm profile, portfolio of three (3) comparable deployments, proposed scope, cost (including an hourly breakdown for both armed and unarmed personnel with detailed overhead costs), proposed technology, and Vendor's availability to perform the services described herein.

Section Six: Evaluation and Selection Process

Each proposal shall be evaluated based upon all information submitted. The overall cost of providing the security services is one element in the evaluation process. However, cost will not be the only factor used to evaluate proposals and select a vendor.

The TDOZ Steering Committee will serve as the selection committee (Committee), and will recommend hiring a vendor who best understands the mission of the BID, the objectives of the services as described herein, and has designed an approach that addresses the unique characteristics and challenges associated with enhancing the Hollywood experience within the TDOZ boundaries.

Selection Process / Timeline

The Committee will review and evaluate all proposals submitted in response to this RFP. The Committee will be comprised of individuals representing property owners within the TDOZ.

The Committee members will evaluate the proposals according to:

- Company experience and expertise in providing security and ambassadorial services within public and iconic places,
- Demonstrated ability through comparable deployment successes,
- Proposed scope / project approach,
- Proposed budget, and
- Demonstrated ability to use technology to demonstrate service effectiveness.

If needed, the Committee will invite a maximum of three companies to meet in a face-to-face interview. The Committee, as a result of the evaluation, interviews and subsequent reference checks, will then recommend a vendor for consideration by the HPOA Board of Directors. It is currently anticipated that the HPOA Board of Directors will consider the Committee's recommendation in June, 2019.