



**Request for Proposal
Hospitality Ambassador Program
Released July 8, 2021 - Due August 6, 2021**

Introduction and Background:

The Uptown Whittier Improvement Association (“UWIA”) is a non-profit 501(c)(3) Community Benefit District (“CBD”) that is requesting proposals to fulfill needed services of our organization. This Request for Proposal (“RFP”) will be publicly posted online, including at the following locations:

- A. International Downtown Association website at:
<https://www.ida-downtown.org/eweb/DynamicPage.aspx?webcode=IDAJobsRFPS>
- B. California Downtown Association website at:
<https://californiadowntown.com/jobs-rfps/>

The UWIA is announcing the release of an RFP for the provision of hospitality ambassadors (“Ambassadors”), to ensure that the designated public spaces in the boundaries of the Uptown Whittier CBD (“District”) in Whittier (see attached map) are an inviting, safe place to live, work, visit, shop, dine and experience. Ambassadors should be visible, mobile, and responsive. Ambassadors provide the highest level of hospitality and customer service possible—they are friendly, personable, approachable, knowledgeable, and also able to handle situations involving conflict. They greet and welcome visitors, as well as provide directions and other hospitality services as needed. Ambassadors are the eyes and ears of the District—reporting problems to be addressed to the appropriate authorities.

The contract will commence on approximately November 1, 2021, and run for a period of one (1) year with annual options for renewal by UWIA for another two (2) years, for a total possible period of three (3) years.

The UWIA’s mission is a challenging one and not every company will have the ability to meet the demand. The UWIA requires that the contractor(s) provide sufficient personnel to staff an Ambassadors program with those who have the requisite skills and who can professionally interact with the members of the UWIA.

UPTOWN WHITTIER IMPROVEMENT ASSOCIATION

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info@uwia.org ■ www.uwia.org



The UWIA's mission is to improve the quality of life within the District. Positive change in a community can only come about as a result of focused personnel who have been designated to provide a service to the property, business owners, their employees, and visitors who are funding these services.

The UWIA may experience seasonal fluctuations and may require the contractor(s) to periodically supply additional personnel to the regular roster of attendants. The seasonal fluctuations primarily occur over the holiday season and when special events occur throughout the year.

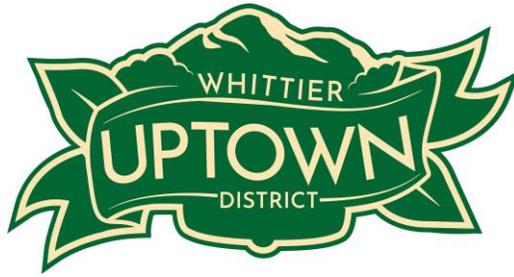
The UWIA works closely with the Whittier Police Department. The UWIA employees and all contractors must meet a standard of professionalism and excellence that maintains a healthy relationship with the City of Whittier staff and the community.

Not to Exceed Contract Amount:

Contractor(s) shall provide a *not to exceed* price of \$4,800.00 per month with a thorough breakdown of the wages provided for each work position, basic personnel costs, the proposed hours and days for each work position and the overhead and administrative costs, including a description of benefits provided to personnel, and any additional administrative costs.

Overall Program Description:

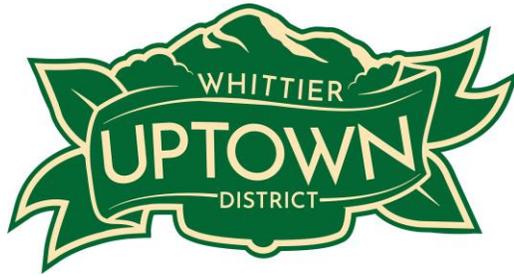
- 1. Hospitality and Customer Service.** The Ambassadors will circulate throughout public areas of the District on a schedule designed to provide the public with information and other assistance. The Ambassadors will be trained and knowledgeable about points of interest in the District, businesses, special events, and services located in and surrounding the District. The Ambassador Program should incorporate all "best practices" and be equipped with electronic device(s) to both communicate with appropriate agencies and document maintenance issues and all interactions with the public.
- 2. Business Relations.** The Ambassadors, as part of their regular routine, will engage businesses to develop and maintain a working relationship, share and receive information, and generate good will in furtherance of the District's mission.



3. **Maintenance Assistance.** The Ambassadors will report maintenance issues, pick up loose trash that can be placed in a trash can, and remove graffiti, stickers, and handbills that, due to their specific nature, can be addressed immediately.
4. **Observe and Report.** The Ambassadors serve as a welcoming and hospitable presence to enhance a pleasant, safe and fun experience in the District, and to provide information to the District, Police, Fire and other appropriate government organization, when situations, conditions or individuals require attention (crime afoot, suspicious or disorderly individuals, potentially dangerous environmental conditions, or other scenarios that would require immediate or eventual solutions). Ambassadors will not be or function as deputized/authorized law enforcement officers, nor will they carry weapons of any kind. Related to safety in the District, Ambassadors will observe, note, accurately and swiftly report/provide information to Police, Fire, and/or District officials to summon help, and report issues.
5. **Professionalism.** The Ambassadors will also be trained in customer service and public relations in a manner that promotes the image of the District and the City of Whittier. Ambassadors will be outfitted with uniforms selected by the District.

Contractor Responsibilities:

- Staff, supervise, train, and administer the Ambassadors Program;
- Uphold rigorous hiring standards that include background checks and drug testing;
- Comply with above Program Description;
- Schedule appropriate personnel for task, noting that personnel may vary based on special events or other activities;
- Develop and provide a training program for the Ambassadors Program;
- Provide and maintain uniforms to the Ambassadors in collaboration with the District;
- Provide communication devices to the Ambassadors;
- Report maintenance needs to the District;



- Report criminal or unlawful activity to the Whittier Police Department.



Hours and Staffing:

The Ambassador Program anticipates a need for two Ambassadors serving three days a week. Hours are as follows:

- Thursday: 3:30 p.m. to 11:30 p.m.
- Friday: 3:30 p.m. to 11:30 p.m.
- Saturday: 3:30 p.m. to 11:30 p.m.

Hours may be adjusted at the discretion of the District with notice to the Contractor. Contractor must ensure adequate staffing levels to ensure that two Ambassadors are in service to the district at all times during the hours outlined above.

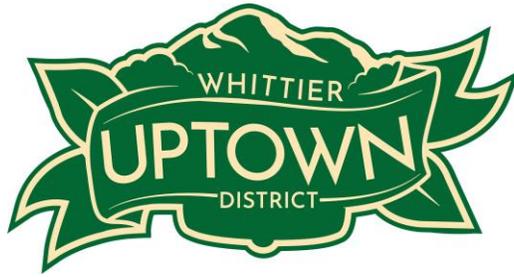
Contractor's Employees:

- Contractor must treat employees in a non-discriminatory manner when recruiting, hiring, firing, and verifying their identity and authorization to work.
- Personnel shall have good communication and public relations skills to effectively interact with visitors, business owners and property owners in the District. Contractor will assure that personnel understand that public relations and public assistance are a primary part of their duties and are willing to assist in surveys, distribute community information, provide directions, and assist the public as needed.
- Daytime personnel must be able to speak, write and understand the English language to interact with the public, property and business owners, and UWIA staff. Bilingual capabilities are preferred. Contractor is to provide list of language skills in its proposal.

Contracts for work under this proposal will obligate the Contractor not to discriminate against any person on account of race, color, religion, sex or national origin.

Management, Supervision and Training:

Contractor shall assign one responsible management level person or an Operations Director to meet with the UWIA District Manager on an as-needed basis. This Operations Director shall attend all appropriate Committee and Board meetings.



Contractor is responsible for all training required to ensure that employees clearly understand their duties and responsibilities. Such training shall include pre-assignment training and remedial training, as necessary. Contractor understands that the UWIA will have the right to request that any employee receive remedial training or be removed from the project upon request.

Equipment:

Personnel shall be equipped with all necessary equipment to perform the essential functions of this proposal.

Insurance:

The successful contractor shall be required to carry the following insurance and name the Uptown Whittier Improvement Association, its Board members, Directors and Officers as well as the City of Whittier, its elected and appointed officials, officers, agents and employees as an additionally insured. Primary and Non-Contributory Wording and Waiver of Subrogation also apply with respects to general liability. Neither UWIA nor the City or their insurers shall be required to contribute to any loss and will contain a severability of interest clause. Insurance companies and limits shall meet the standards of the UWIA and the City and shall be provided in forms acceptable to UWIA and City. Insurance company issuing the policy shall be an “admitted” insurer in the State of California and shall carry an A.M. Best and Company minimum rating of AA:VII. Additional insurance provisions shall conform to Section 17 of the approved Management and Disbursement Agreement by and between the City of Whittier and the UWIA, copy of which will be provided upon request.

1. **Worker's Compensation & Employer's Liability.** In accordance with state compensation laws, the Contractor shall carry worker's compensation & employer's liability insurance for all persons employed in the performances of services at all times, described in this proposal.
2. **Liability/Bodily Injury and Property Damage.** The Contractor shall carry liability insurance/bodily injury and property damage in the amount not less than \$1,000,000 per occurrence with a \$2,000,000 aggregate.
3. **Automobile Liability Insurance.** The Contractor shall carry automobile liability insurance/bodily injury and property damage liability in the amount

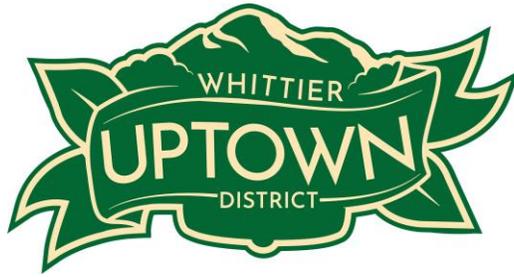


not less than \$1,000,000 per combined single limit. All vehicles shall be registered and maintained by the selected Contractor.

Uptown Whittier Improvement Association, its Board members, Directors and Officers, as well as the City of Whittier, shall be named as additionally insured on all policies.

Agreement:

The Contractor to whom award is made shall execute a written contract with UWIA in the form of agreement provided, and shall secure all insurance required within ten (10) working days after receipt of written Notice of Award. Failure or refusal to enter into a contract as herein provided or to conform to any of the stipulated requirements in connection therewith shall be just cause for annulment of the award. If the successful proposer refuses or fails to execute the contract, UWIA may award the contract to the second most qualified responsible proposer. If the second most qualified responsible proposer refuses or fails to execute the contract, the work may then be re- advertised.



Other:

The Contractor(s) must be licensed to do business in the State of California and hold a valid City of Whittier business license.

Specifications for Proposal:

Contractor is requested to submit four (4) copies of its proposal by August 9, 2021, in accordance with the following format requirements:

- **Introduction** – Summarizing the scope of work to be performed.
- **Scope of Work** - List work to be performed with the accompanying cost proposed for that service. Proposal shall describe procedure, materials and resources (e.g., staff), which will be utilized to complete each task in the scope. It is understood that services will be "as needed" and may ultimately be increased or decreased during the phase of negotiating a service agreement with the successful bidder. The contractor is to provide the number of hours that personnel shall be provided in the UWIA, not to exceed the budgeted amount for the District.
- **Identification of Personnel and Equipment for the Uptown Whittier** – The contractor shall provide a list of the number of personnel that will be provided to maintain the District for a 12-month period commencing November 1, 2021 (or earlier) and ending on October 31, 2022. The contract may be extended by the District, subject to two, one-year options.
- **Company Background** – Describe the organization/company's background, including list of owner(s)/principal(s) (if private sector) or Board of Directors (if non-profit); include resumes of key management personnel, length of time company/organization has been in operation, size (annual revenues), and organizational structure (e.g., staff and organizational chart); and listing experience in similar types of Ambassador Programs is essential.
- **Current and Prior Experience** – Provide a comprehensive list of all contracts or work performed during the past five years regarding any/all of the items in the scope of service. The list should include:
 1. Job location;



2. Contract Amount;
 3. Role in the job (subcontractor or contractor);
 4. Equipment/general procedures used on the job; and
 5. References - past and present including contact information.
- **References** - Must provide at least three (3) reference names and contact information.
 - **Training** – Provide details of proposed training (both initial and ongoing), including topics, instructors, schedule, etc. Provide sample copy of Contractor’s forms and procedures for investigating and reporting incidents.
 - **Deployment** – Provide a deployment plan covering two (2) ambassador posts seven days a week based on the hours outlined in the “Hours & Staffing” section above. The deployment plan should demonstrate how breaks will occur in compliance with California labor law.

Submittal of Proposals:

Four (4) copies of all bids should be submitted in a sealed envelope marked “Ambassadors Program Bid” - **No later than 5:00 pm on August 9, 2021.** Please ensure that all bids are addressed to:

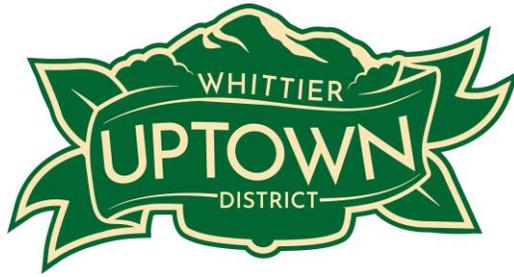
**Uptown Whittier Improvement Association
c/o GM Properties
13305 Penn Street, Suite 200
Whittier, CA 90602**

RFP responses may also be e-mailed to: brent@gmpropertiesinc.com or stephanie@gmpropertiesinc.com by the listed due date and time.

Contractor's Representations:

The Contractor(s), by submitting a bid, represents that:

- A. The contractor has read and understands the contents of the RFP information pack and the bid is made herewith.



- B. The contractor, before submitting a proposal, understands that the contractor must:
1. examine the RFP information pack and exhibits;
 2. visit the site and become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services; and,
 3. become familiar with all applicable federal, state and local laws, ordinances, codes, rules and regulations that may in any way effect the cost, progress or performance of the services.

Award of Contract:

The award date of the contract is anticipated to be no later than October 14, 2021, that date should provide for the commencement of services on November 1, 2021. The rates established in the contract are to be maintained for the entire term of the contract. The selected contractor shall be expected to set up a base for operations, acquire all equipment and be ready to implement services on or around November 1, 2021.

Conclusion:

Applicants should carefully consider the nature of the requirements of this Request for Proposal. The awarded vendor must demonstrate the ability to provide staff that can perform at a high level in the UWIA environment. "Outside-the-box" thinking is a critical component of the management process for this UWIA. Vendors and/or sub-contractors should expect that the contract will be challenging and will involve a very "hands-on" customer service dimension.

The UWIA staff or Board reserves the right to accept, amend, reject or completely alter the use of a private contractor in this RFP process. The UWIA may also determine that it is most cost effective to provide such services with in-house UWIA employees. The responses to this RFP will determine that course.

