



THE HOLLYWOOD PARTNERSHIP

CLEANING, SAFETY AND HOSPITALITY AMBASSADOR PROGRAM REQUEST FOR PROPOSALS

JULY 1, 2022

SUBMISSION INSTRUCTIONS

One electronic copy on a flash drive and five hard copies of the complete proposal must be received no later than 4:00 p.m. on Friday, July 29, 2022.

The proposals should be addressed to:

The Hollywood Partnership
Attn: Ruben Lechuga
6562 Hollywood Blvd.
Los Angeles, CA 90028

The Hollywood Partnership (HP), is a private, non-profit public benefit corporation, funded by a Property-Based Improvement District (PBID) to assist the City of Los Angeles in managing the daily operations and promotional efforts for the iconic Hollywood neighborhood. The HP seeks proposals from those interested in administering the Cleaning, Safety and Hospitality Ambassador Program(s) within the boundaries of the Hollywood Entertainment District (HED).

Interested applicants are invited to submit either:

- **A comprehensive proposal addressing all functions (i.e. cleaning AND safety AND hospitality) - OR -**
- **A proposal addressing one or more functions (e.g. cleaning OR safety OR hospitality – or any combination thereof)**

In its sole discretion, The HP reserves the right to:

- withdraw this Request for Proposals (RFP) without notice
- accept or reject any or all submittals
- accept submittals which deviate from the RFP as The HP deems appropriate and in its best interest
- negotiate with any, all or none of the applicants responding to this RFP

Following submission, each applicant agrees to deliver such further details, information, and assurances as may be necessary relating to the purpose of providing an Ambassador Program. Presentations regarding submissions may be required at the sole discretion of The HP and may include a review of current services offered at other locations.

Any and all costs and expenses associated with the preparation of any report or statement in response to the RFP shall be borne by the applicant.

The HP shall have no obligation or liability with respect to this RFP and/or this selection and award process, regardless of whether or not an award is made. Any recipient of this RFP who responds hereto fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof. THP reserves the right to use any information submitted in response to this document in any manner it deems appropriate in evaluating the services proposed.

Only written proposals will be considered. Any materials submitted will become part of the proposal and may be incorporated into any subsequent contract(s) between THP and the selected vendor(s).

One electronic copy on a flash drive and five hard copies of the complete proposal must be received no later than 4:00 p.m. on Friday, July 29, 2022.

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Los Angeles, CA 90028

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Overview

The HP, which encompasses both a 501(c)(3) and 501(c)(6) organization, administratively manages the HED PBID. The map for the boundaries of the HED PBID is included as **Attachment C** and the zones of benefit, which correlate with varying levels of service, are also delineated.

The HP is governed by 20+ property owners and/or representatives representing the diverse array of property types in the district: commercial, residential, hotel, parking lot, nonprofit and government. The HED is funded by over 600 property owners who collectively assess themselves approximately \$7.4 million annually to pay for cleaning, security, hospitality, placemaking, marketing, and economic development.

In 2019, the HED PBID was renewed and expanded to include the area formerly known as the Sunset & Vine District. The PBIDs in Hollywood have been renewed four times, with the most recent approval extending the HED until 2028. In 2019, The HP Board of Directors unanimously adopted Hollywood in Focus, a 5-year strategic plan for the organization. Hollywood in Focus introduced the concept of an integrated, comprehensive cleaning, safety, and hospitality ambassador program to more efficiently and effectively meet the needs of the Hollywood community.

Area of Services

The contractor(s) will provide The HP with an Ambassador Program that works within the boundaries of the district (*see Service Area Map, Attachment C*). The HP is divided into four service zones along with an Alley Overlay Zone and Tourism District Overlay Zone. It is crucial for the success of the Ambassador Program that proper deployment across the benefit zones be documented, and records of the selected vendor(s) deployment may be audited at The HP's discretion. Ambassadors cover designated areas on a specific schedule, determined in advance by The HP and the contractor(s).

Terms and Conditions of the Contract

The initial term of this contract will be for thirty-six (36) months commencing on January 1, 2023. Thereafter, The HP will have the option to renew said contract for a minimum period of three (3) months for up to three (3) additional years. The HP may terminate the contract without penalty at any time, with or without cause, by giving the contractor thirty (30) days prior written notice of its election to terminate. In the event the contractor fails to perform services or is in default under the terms of the contract, The HP may terminate the contract immediately and the contractor shall be paid only for the services provided, less any damages or costs incurred by The HP in the termination of the contract.

Ambassador Program

Ambassador Program Overview

The Ambassador Program will be divided into three functional deployments – cleaning, safety and hospitality. These Ambassadors will be deployed throughout the district, with a frequency that corresponds to the four benefit zones of service in Hollywood. Ambassadors will be on foot, bike or vehicle and wear distinctive and colorful, pre-approved uniforms that maximize their visibility as well as complement overall HP branding efforts. It's important these deployments present as one unified team regardless of whether there are multiple vendors performing services for the district. In other words, these functional deployments should not be siloed. All Ambassadors must be able to provide a basic level of service to district stakeholders and perform the tasks below in addition to the primary duties required of their functional deployment.

All Ambassadors will offer courteous hospitality services to visitors, workers, and residents. These duties include giving directions, offering escort service, providing restaurant and retail information, and any other customer-oriented support that will make the HED more inviting. The Ambassadors are a friendly resource for all HED users and will always remain helpful and professional.

All Ambassadors will work collaboratively with the Los Angeles Police Department (LAPD) by observing anti-social or criminal behavior, graffiti, and illegal use of public property, including code violations. They will be trained in understanding municipal codes that govern activity within public space. Ambassadors will also be trained in de-escalation tactics along with how to properly report activities via the radio to The HP Operations Center or phone calls to LAPD via 911 or non-emergency dispatch.

All Ambassadors shall report maintenance issues including, but not limited to burned-out streetlights, damaged newsracks, and tripping hazards on sidewalks and in crosswalks. If the issue is minor, Ambassadors must address it immediately, like picking up trash on the sidewalk and placing it in an appropriate receptacle or removing a flyer or stickers attached to a light pole. If an Ambassador is assigned to vehicle patrol, they will have a pan and broom readily available in the event they are able to assist with cleaning duties while on patrol.

Current Circumstances / Deployment

Currently, Ambassador services within each of the functional deployments are provided by a separate vendor, as follows. Respondents to the RFP may propose for consideration to The HP any modifications to the team structure they believe will result in the best outcomes for the program.

Safety Ambassadors: are specifically responsible for the overall safety, security, and quality of life duties and observations in the public rights of way and other areas as assigned. The staff that provide safety/security services out in the public space may be either armed or unarmed. Imbedded in the safety team are outreach workers who specialize in interactions with individuals experiencing homelessness. The entire team works in concert with local social service providers, offering service referrals when appropriate. This team also manages the dispatch center and are responsible for the overall information sharing with all teams and stakeholders. Historically, the safety program has been the largest program funded by The HP, having a \$2.6 million budget in 2022. Their current hours of operation are 7 days per week, from 6 a.m. to 9:30 p.m. For a detailed scope of services, see Safety Activity Chart - Attachment D.

Cleaning Ambassadors: are responsible for cleaning and janitorial services in the public right of ways and other areas as assigned. This includes porter service, pressure washing, street sweeping, hazardous waste/graffiti removal, trash/bulky item removal, and other duties as assigned. Imbedded in the cleaning team is a special projects crew who address more specialized maintenance duties in the public rights of way (e.g. light pole painting, repositioning of street furniture, deep cleaning, etc.). Historically, the cleaning program was the second largest program funded by The HP, having a \$1.98 million budget in 2022. Their current hours of operation are 7 days per week, 24 hours per day (with general porter service available between 6 a.m. and 11 p.m.). For a detailed scope of services, see Maintenance Activity Chart - Attachment D.

Hospitality Ambassadors: focus on engaging, guests, workers, and property/business owners. They are also responsible for minor cleaning and sharing information that The HP deems is important. The hospitality team is newest to the district and is the third largest program funded by The HP, having an \$800 thousand budget in 2022. This team also provides both hospitality and cleaning services within the Tourism District Overlay Zone (TDOZ). For a detailed scope of services, see Hospitality Activity Chart - Attachment D.

Potential Program Expansions

Following are brief descriptions of programs currently under development by The HP that may result in expansion of the cleaning, safety, or hospitality programs. Though not currently implemented, vendors responding to the RFP may wish to address their skills and expertise relevant to any or all of the pending potential programs.

Social Service Dispatch: The HP may contract with local social service providers to utilize the Operations Center to dispatch and document incident management for outreach workers not directly employed by one of The HP's programs.

Security Video Monitoring: The HP may deploy grant funding to utilize the Operations Center to monitor video surveillance from a network of public and private security cameras in Hollywood.

Workforce Development Program: The HP may deploy grant funding to hire early-career employees within the Ambassador program and provide professional development opportunities to create a pathway to employment with the City of Los Angeles.

Public Restroom Management: The HP may construct public restrooms, which would require Ambassador staffing to ensure safety and cleanliness during all hours of operation.

Visitor Center Management: The HP may establish one or more visitor centers, which would require Ambassador staffing to ensure hospitality services during all hours of operation.

Additional Pressure Washing: The HP may enter a number of contracts for service to significantly increase the frequency of pressure washing for designated public and private spaces.

Ambassador Program Expectations

The HP expects any contractor(s) involved in the provision of Ambassador services to commit to the following minimum expectations for the program.

- Ambassadors circulate throughout public areas of the district on a daily schedule to provide the public with information and other assistance. Ambassadors will be trained and knowledgeable about points of interest in Hollywood, businesses, and services available in the district, and upcoming special events.
- Ambassadors routinely visit district businesses and make The HP aware of any concerns or pending service requests.
- Ambassadors report maintenance issues, pick up loose trash that can be placed in a trash can, and remove graffiti, stickers, and handbills that can be addressed immediately.
- Ambassadors will be trained in customer service and public relations in a manner that promotes the best image of The HP, the Hollywood community, and the City of Los Angeles.
- The Ambassador Program should incorporate “best practices” and be equipped with electronic device(s) to both communicate with appropriate agencies and document activity.
- Ambassadors will be trained to document observations and create records of job activity and incidents in a software system(s) to be agreed upon by contractor(s) and The HP.
- Ambassadors serve as a presence to enhance the perception of safety in the district and provide an additional information resource to law enforcement. Ambassadors will not function as deputized law enforcement officers.
- Ambassadors will be trained to assist HP staff with other duties, such as setup and teardown of HP sponsored events.
- Ambassadors will appear neatly dressed in uniforms selected by The HP.

Contractor’s Responsibilities

The HP expects to rely on any contractor(s) involved in the provision of Ambassador services to professionally execute the following responsibilities.

- Recruit, train, supervise and otherwise administer all staff involved in the provision of services
- Uphold rigorous hiring standards that include background checks and appropriate licensing
- Implement a schedule that can fluctuate daily, seasonally, and as-needed by The HP to accommodate special events or other conditions
- Provide and maintain all components of staff uniforms as approved by The HP
- Provide and require routine use of appropriate communication devices by all Ambassadors
- Provide and maintain all equipment and supplies used in the provision of services, exercising care to extend and maximize the useful lifespan of program equipment
- Accurately track labor and expenses and submit detailed invoices and associated reporting to The HP in a timely manner
- Accurately track program activity and submit required reporting to The HP in a timely manner
- Maintain ethical, professional standards in interacting with partners and stakeholders

Personnel

All personnel used by the contractor under this program will be employees of the contractor. Contractor shall pay all salaries and wages, benefits, and expenses, including all federal, state, and local taxes and withholdings. Contractor must comply with legal requirements including the Federal Fair Labor Standards Act, Equal Opportunity Employment, Americans with Disabilities Act, and the City of Los Angeles Living Wage.

The contractor, the contractor's employees, and its subcontractors, shall be competent and careful workers skilled in their respective trades and comply with the city of Los Angeles Living Wage. In submission packet, contractor must address how wages will escalate across the duration of the contract to keep pace with living wage requirements and encourage employee retention.

The Contractor shall not knowingly employ nor contract with any person who engages in misconduct or is incompetent/negligent in due and proper performance of their duties and the contractor must warrant the fitness of all employees. The HP has the right to reject any contractor employees or request immediate replacement without cause. The HP shall have the right to require the contractor to remove any employee who displays misconduct toward the public or public property or is in any way discourteous or inappropriate. Subcontractors shall be subject to prior approval by The HP.

Training

Proper training will be critical to the success of the Ambassador Program. Training will include extensive initial training as well as ongoing training programs to refresh basic knowledge. Initial training will consist of classroom and field instruction prior to Ambassadors working in assigned zones. Contractor shall provide for initial training and appropriate in-service training. Contractor shall submit a detailed training plan/program and schedule with this proposal. The HP will coordinate with all City of Los Angeles departments involved in Ambassador training. Detailed training practices and manuals must be made available to The HP prior to training.

Training provided by the contractor at contractor's expense shall include, but may not be limited to:

- Philosophy and mission of The HP and the Ambassador Program
- Policies regarding personal conduct, attitude, etiquette
- Public relations and customer service
- Employee code of conduct and rules/regulations
- Scheduling and assignment of duties
- Uniform maintenance, appearance
- Equipment use and maintenance
- Radio/communications device use and etiquette
- Daily procedures and protocols
- Special event procedures and protocols
- Data collection, report writing, emergency reporting procedures
- Program activity reporting
- Personal safety policies and procedures; emergency procedures
- Legal responsibilities
- Street smarts, situational awareness, dealing with conflict
- Chain of command
- CPR/First Aid

- District awareness: geography, points of interest, businesses, and services
- History and organization of the City of Los Angeles and Hollywood neighborhood
- Dealing with emotional and aggressive behavior, mental illness, and homelessness
- Community sensitivity/cultural diversity
- Dealing with youth/gang activity

Hours of Operation

The HP desires to, at minimum, maintain hours of service consistent with the presently deployed program, and ideally to expand the total number of hours during which services are available. The HP proposes that the Contractor will provide Hospitality Ambassadors seven days a week from generally 11:00 a.m. until 11:30 p.m. Maintenance and Safety Ambassadors will be utilized 24 hours, 7 days per week. A Dispatch Center will be established and open 24/7 to ensure radio communications and information sharing are streamlined among the deployments and stakeholders.

Final schedules and staffing will be determined by The HP and the contractor(s) and may be modified based on seasonal demand or special events. A schedule of holidays observed will be agreed upon in advance, and employees whose regular work schedule includes an observed holiday will be compensated with holiday pay. Proposals should outline the proposed holiday schedule.

Any schedules or services to be performed outside of the normal scope of the program must be approved in advance by The HP. In those cases, Contractor and HP will agree on a fee, hourly rate, or use of banked hours for providing services for special situations or events not included in the regular weekly schedule. Ambassadors shall not perform services for private individuals, other organizations, or special events without the prior approval of The HP.

Equipment

Cell Phone Communication Devices - Each Ambassador will be equipped with a communications device(s) that allows them to communicate with their supervisors and other ambassadors. Ambassadors must also be able to access information from a handheld device and be able to submit activity logs, maintenance requests and incident reports for data collection purposes.

The contractor will procure all communication equipment for use by the Ambassadors. Contractor shall provide regular maintenance for the communications equipment. Contractor shall be responsible for damage to communications equipment above normal wear and tear and shall replace, at contractor's expense, any equipment lost, stolen, or destroyed. All communications devices shall be maintained in good working order throughout the contract period. Problems with function of or damage to communication equipment must be reported to The HP immediately.

Radio Communication Devices – Each Ambassador on duty must possess and use a digital radio when communicating amongst the team. Dispatch equipment owned by The HP will be utilized by the assigned Dispatch Center personnel. Contractor agrees to safeguard this equipment and understand any loss or damage to this equipment will be the responsibility of the contractor. Any faulty equipment and servicing of the radios and dispatch equipment will be the responsibility of The HP.

Software – All deployments will utilize an online database system that aggregates and stores all Ambassador interactions, maintenance requests, and other statistics. This software also documents all maintenance reporting as well as public and business interactions and is accessible immediately to The HP via a Web-based platform. All information/reports housed by the Contractor belongs to The HP and must be returned at HP's request, an obligation that shall survive contract termination.

Armed Weapons – All respondents proposing to provide safety services should clearly indicate whether or not they propose to have any personnel carry armed weapons, the percentage of staff to be armed during deployment, and the related costs thereof.

Other Equipment - Other equipment necessary to perform the above-described scope of services will be provided by the contractor and should be detailed in response to the RFP. The HP will have to approve all equipment proposed for use by the contractor. The HP shall have the option to display The HP logo and other information on all equipment used by the contractor to provide these services. All equipment purchased with funds under this contract shall belong to The HP and shall, in The HP's sole discretion, revert to The HP at the termination of the contract.

Uniforms

All Ambassadors will be distinctly identified (uniformed) as working on behalf of The HP. The HP will specify the uniform elements and the contractor will procure through a vendor/source agreed to by The HP. The uniform that the contractor will use will consist of black shorts in warmer months and black pants in cooler months with a button captain's shirt (color as specified by HP). The shirt will have HP's logo and be designed at HP's specifications. The contractor will require all Ambassadors and other program employees to wear a black belt without adornment and black walking shoes. The contractor will pay for these uniform elements. The contractor's employees providing services for The HP will be required to wear uniforms while on duty and the uniform will not be used at any other time, except for the commute to and from work. Contractor will always maintain these uniforms in a clean and acceptable condition. Ambassadors must not wear dirty or disheveled uniforms while on duty. Additionally, the Ambassador uniform must differentiate between experienced Ambassadors and new hires who are still in training. All uniform elements paid for by the contractor are the properties of The HP and will be accounted for and returned by the contractor upon program termination.

The contractor will also supply certain other uniform elements. These items may include but are not limited to uniform caps or hats, fanny packs, rain ponchos/suits, and lightweight/heavy jackets. Contractor will always maintain these uniform elements in a clean and acceptable condition. These uniform elements are the property of The HP and shall always remain in the Operations Center when not in use. Ambassadors shall not wear uniform items or items with The HP logo for purposes other than assigned duties or during scheduled working hours.

Operations Center

The HP will provide an Operations Center, including a Dispatch Center, for use as a base of operations for the Ambassadors. The contractor(s) must plan this space to maximize its use for all functional teams. The contractor(s) and HP shall work together to furnish the space.

The Contractor will be responsible for overall maintenance of the Operations Center and its furnishings, which are to be used by their personnel. The contractor at the contractor's expense shall repair any damage to the facility, other than normal wear and tear. The Operations Center and its contents shall be always maintained in a clean and acceptable condition.

Contractor's Insurance Requirements

Prior to commencing work, contractor(s) shall procure and maintain at contractor's own expense 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 or services hereunder by the contractor, its agents, representatives, employees, or subcontractors. The cost of such insurance shall be included in contractor's bid. *See Attachment E for complete insurance requirements.*

Policies

Contractor shall establish and publish detailed policies and procedures and provide an employee handbook for all employees. Contractor will adopt and include in employee Handbook policies relating to personal conduct while on duty, conduct in the Operations Center, and customer service. These policies will be suggested by and must receive prior approval from The HP.

Audit

The HP reserves the right to audit contractor(s)' financial records regarding the Hollywood program and review policies and procedures and other written information. Contractor shall furnish weekly and monthly detailed reports of service hours provided.

Use of Program Logo

The HP has developed the district logo for exclusive use by The HP. This logo shall not be used for other purposes without the written consent of The HP. Contractor will not use or refer to The HP or the District, directly or indirectly, in any advertisement, news release or release to any publication without written consent of The HP.

Attachments

ATTACHMENT A	Proposal Instructions
ATTACHMENT B	RFP Timeline
ATTACHMENT C	Service Area Map & Description
ATTACHMENT D	Sample Ambassador Duties by Functional Program
ATTACHMENT E	Contractor Insurance Requirements

Attachment A: Proposal Instructions

A complete, competitive proposal submission should include the following minimum information.

GENERAL INFORMATION:

- Contracting entity's name and mailing address, phone, fax, and website
- Primary contact's name, phone, and email
- Name of parent company and/or subsidiaries, if any
- Number of years in operation and experience in providing similar services to other private and/or public entities
- Any known exceptions or objections to the contract terms or program requirements proposed herein
- Statement of ability to provide requested insurance coverage

NARRATIVE DESCRIPTION:

- Summarize the scope of services to be provided and the roles and responsibilities of the contractor and HP in program development.
- Explain how Ambassadors will be instructed to perform their duties and handle a variety of situations; how they will communicate with team members, stakeholders, and others; and how they will document their activities.
- Clearly define and demonstrate how the services to be provided will be accomplished. Include as much detail as applicable and specific examples of how the company has planned, executed, evaluated, and refined services.

RECRUITMENT & PERSONNEL:

- Explain the recruitment strategy for staff and criteria to be used in determining whether to offer employment.
- Provide a description of key personnel policies and practices, including protocols for pre-employment screenings, onboarding processes, and disciplinary policies.
- Summarize proposed employee compensation and benefits.
- Describe the role, if any, The HP will play in the initial and ongoing recruitment activities.

TRAINING:

- Provide details of proposed training (both initial and ongoing). For clarity, you may separate the cleaning, safety and hospitality components, but please indicate how you will ensure Ambassadors are cross-trained.

PERFORMANCE MANAGEMENT & EVALUATION:

- Provide a sample of contractor's forms and procedures for investigating and reporting incidents.
- Explain how the performance of the Ambassador program will be evaluated and reported to The HP.

EQUIPMENT:

- Identify any equipment that will be required or recommended in order to achieve the desired program outcomes.

BUDGET & DEPLOYMENT:

- Provide a detailed, itemized budget for any functional program (e.g. cleaning, safety, hospitality) for which the contractor desires to be considered. Include labor, benefits, equipment and supplies, training, uniforms, overhead, management fees, and vendor profits.
- Include a proposed management structure and clearly distinguish expenses related to program management from those for line level ambassadors.
- Provide a detailed deployment for any functional program (e.g. cleaning, safety, hospitality) for which the contractor desires to be considered. Explain how coverage will be allocated across HP service areas.

REFERENCES:

- Provide at least three reference names and contract information for similar contracts with other organizations.

TRANSITION:

- Include a detailed transition plan inclusive of both the 90-day period immediately preceding service commencement and the 90-day period immediately following service commencement.

Attachment B: RFP Timeline

July 1, 2022:	RFP Published / Response Period Opens
July 12, 2022, 12:30 p.m.	Pre-Submittal Meeting via Zoom (<i>See Details Below</i>)
July 29, 2022, 4 p.m.	Proposal Submissions Due
August 10, 2022	Finalist Vendors Notified
August 22, 2022	Finalist Vendors Present to Selection Committee
August 26, 2022	Selected Vendor(s) Notified / Contract Negotiations Commence
September 15, 2022	Contract Approved
January 1, 2023	Selected Vendor(s) Commence Services

Instructions for Joining Pre-Submittal Meeting

The Hollywood Partnership is inviting you to a scheduled Zoom meeting.

Topic: Hollywood - Ambassador RFP Pre-Submittal
Time: Jul 12, 2022 12:30 PM Pacific Time (US and Canada)

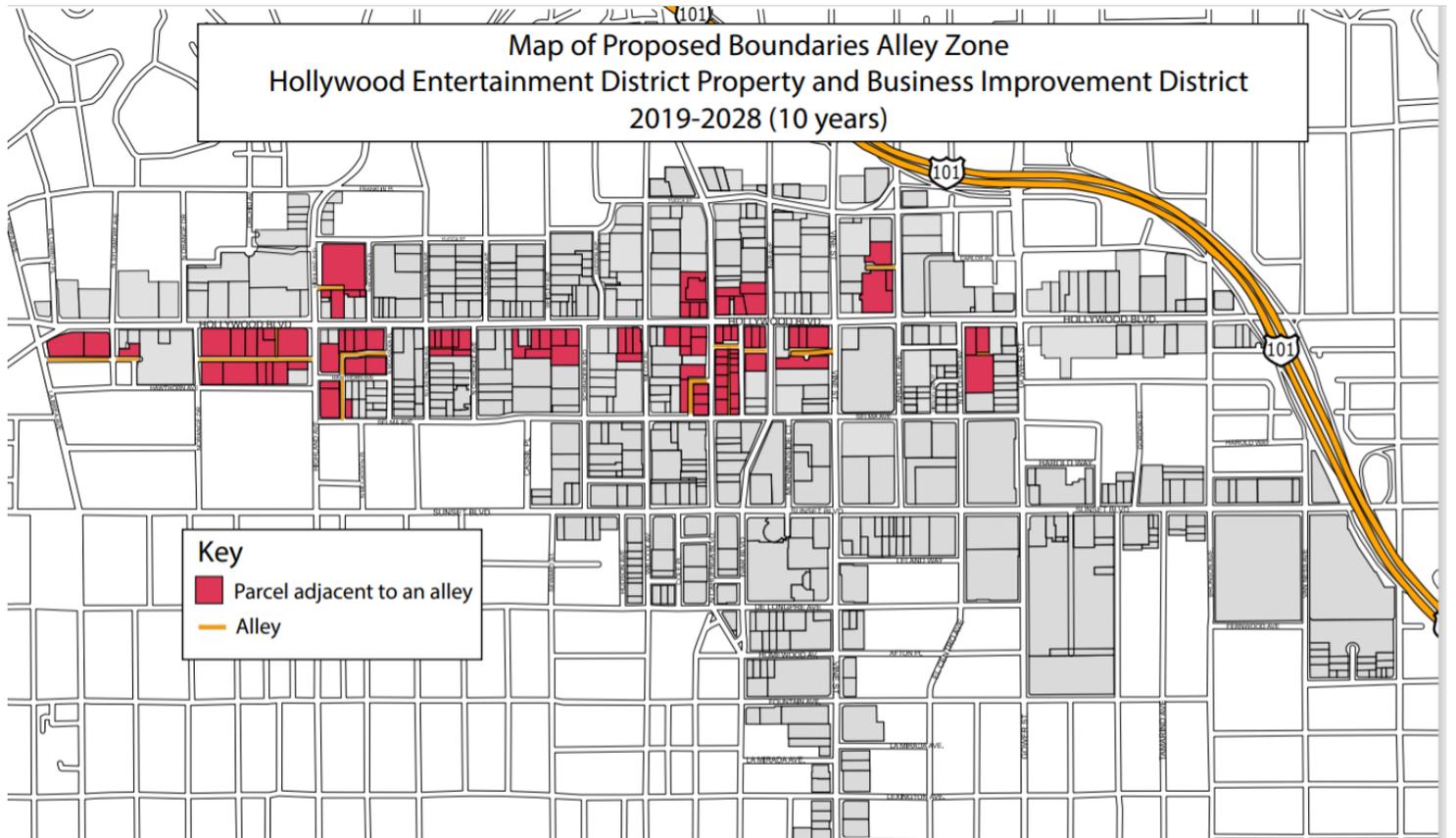
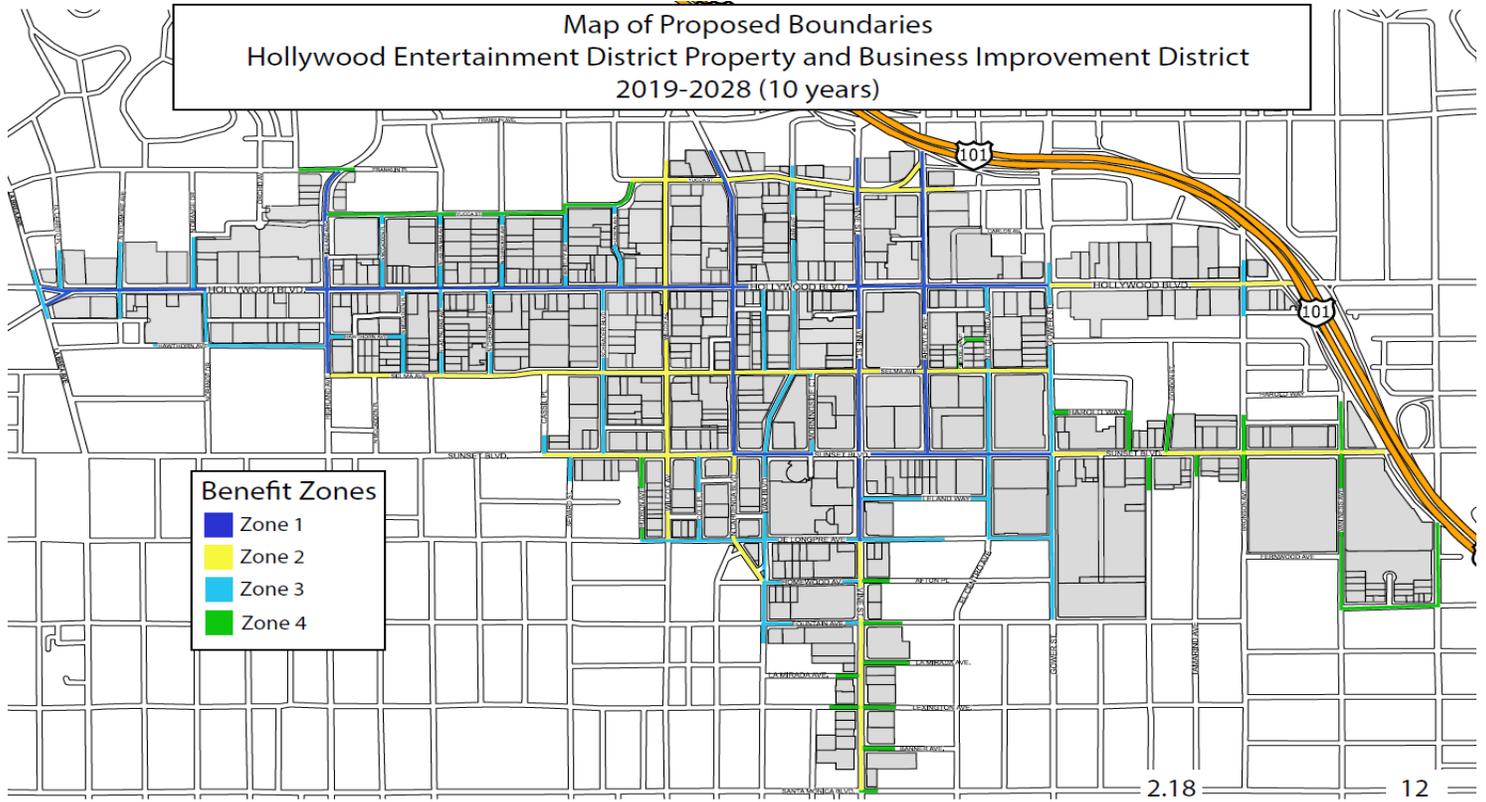
Join Zoom Meeting
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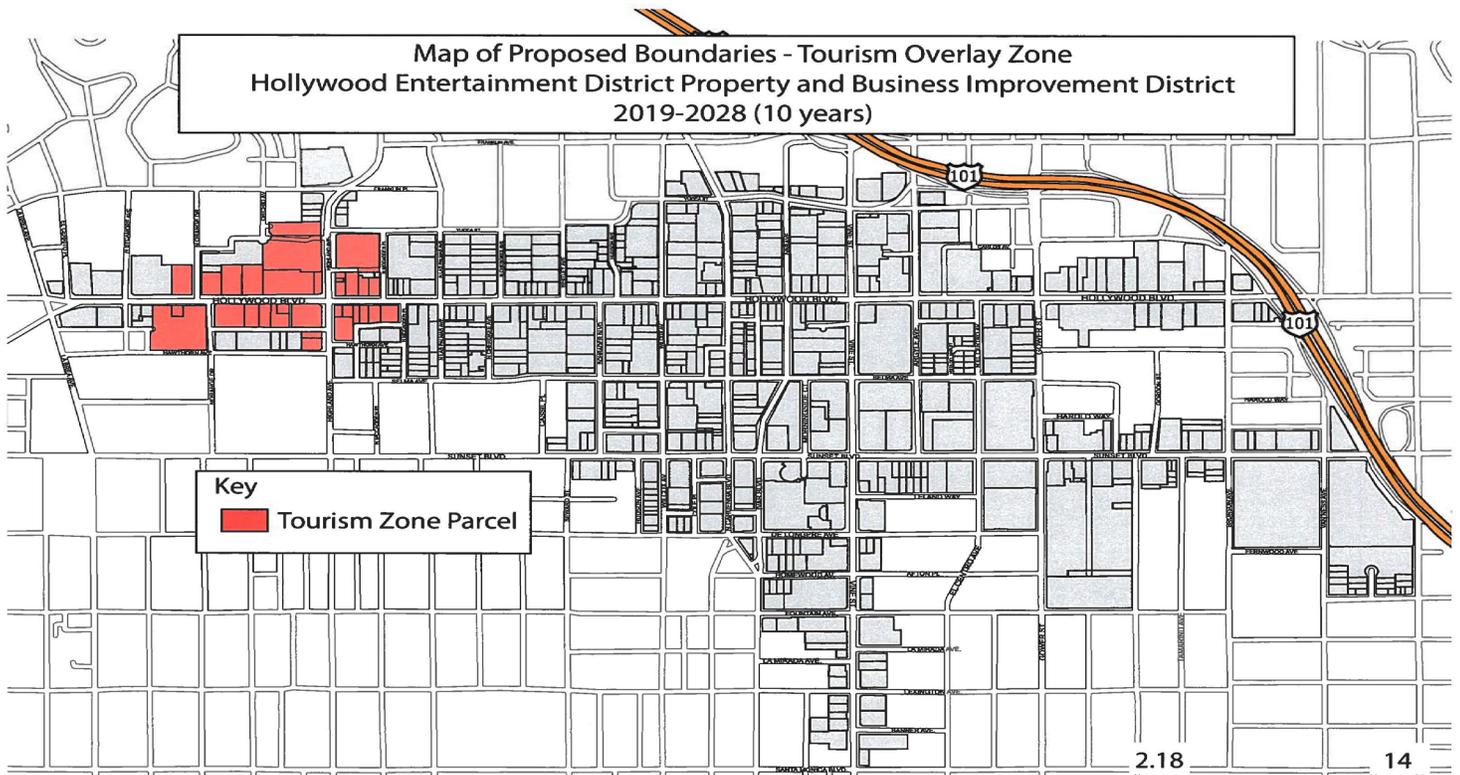
Meeting ID: 875 3461 3462
One tap mobile
+16699009128,,87534613462# US (San Jose)
+12532158782,,87534613462# US (Tacoma)

Dial by your location
+1 669 900 9128 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 646 558 8656 US (New York)
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)

Meeting ID: 875 3461 3462
Find your local number: <https://hollywoodpartnership.zoom.us/u/kGqCM7l4m>

Attachment C: Service Area Map & Description





Zone	Streets
1	Hollywood Boulevard from La Brea to Gower Street Sunset Boulevard from Cahuenga Boulevard to Gower Street Highland Avenue from Selma Avenue to Franklin Place Cahuenga Boulevard from Sunset Boulevard to Yucca Street Vine Street from De Longpre Avenue to Yucca Street Argyle Avenue from Sunset Boulevard to Yucca Street
2	Yucca Street from West of Wilcox Avenue to Argyle Avenue Hollywood Boulevard from Gower Street to 101 Freeway Selma Avenue from Highland Avenue to Gower Street Sunset Boulevard from Cassil Place to Cahuenga Boulevard Sunset Boulevard from Gower Street to 101 Freeway Vine Street from De Longpre Avenue to Santa Monica Boulevard Wilcox Avenue from De Longpre Avenue to Yucca Street Cahuenga Avenue from Homewood Avenue to Sunset Boulevard
3	Fountain Avenue from Ivar Avenue to Vine Street Homewood Avenue from Ivar Avenue to Vine Street De Longpre Avenue from Hudson Avenue to east of Vine Street De Longpre Avenue from El Centro Avenue to Gower Street
3	Leland Way from Vine Street to El Centro Avenue Hawthorn Avenue from West of Orange Drive to McCadden Place Gower Street from Fountain Avenue to Hollywood Boulevard El Centro Avenue from De Longpre Avenue to Hollywood Boulevard Bronson Avenue north and south of Hollywood Boulevard Ivar Avenue from Fountain Avenue to Yucca Street Morningside Court from Sunset Boulevard to Selma Avenue Cole Avenue from De Longpre Avenue to Sunset Boulevard

	<p>Schrader Boulevard from Sunset Boulevard to Hollywood Boulevard Hudson Avenue from Hollywood Boulevard to Yucca Street Whitley Avenue from Hollywood Boulevard to Yucca Street Cherokee Avenue from Selma Avenue to Yucca Street Las Palmas Avenue from Selma Avenue to Yucca Street McCadden Place from Selma Avenue to Yucca Street Orange Drive from Hawthorn Avenue to North of Hollywood Boulevard Sycamore Avenue north and south of Hollywood Boulevard El Cerrito Place north of Hollywood Boulevard La Brea Avenue north and south of Hollywood Boulevard Seward Street south of Sunset Boulevard Cassil Place north of Sunset Boulevard</p>
4	<p>Yucca Street from Highland Avenue to Hudson Avenue Vista Del Mar Avenue from Selma Avenue to El Centro Avenue Harold Way from Gower Street to La Baig Avenue La Baig Avenue from Harold Way to Sunset Boulevard Gordon Street north and south of Sunset Boulevard Tamarind Street south of Sunset Boulevard Bronson Avenue north and south of Sunset Boulevard Van Ness Avenue from Fountain Avenue to 101 Freeway Wilton Place from Fountain Avenue to 101 Freeway Alton Place east of Vine Street Fountain Avenue east of Vine Street La Mirada Avenue east and west of Vine Street Lexington Avenue east and west of Vine Street Banner Avenue east of Vine Street Santa Monica Boulevard east of Vine Street Hudson Avenue from De Longpre Avenue to Sunset Boulevard South side of Franklin Place from one parcel east and west of Highland Avenue</p>
Alley	<p>Parcels adjacent to the network of alleys within the district.</p>

Attachment D: Sample Ambassador Duties by Functional Program

Cleaning Specific Activity Chart

	Service	Description
A.	Street and Gutter Sweeping	Utilizing state of the art vehicular street sweeping equipment to sweep streets. This service should be performed after the debris has been blown from the sidewalk into the street and preferably on residential streets after 7 a.m.
B.	Sidewalk Cleaning (pressure washing, steam cleaning, etc.)	Cleaning should be done primarily after midnight and before 7 a.m. (apart from residential streets). All debris on the sidewalk should be picked up prior to washing. Tree wells comprised of dirt, decomposed granite, or other material should NOT be pressure-washed and care should be taken by the operator not to erode those surfaces by either direct or indirect application of water under pressure or by way of drainage. Any dirt or DG that is misplaced, should there be erosion, shall be replaced by the contractor. This will also include the 11,358 linear feet of alleys in the HED.
C.	Trash Removal	There are both wrought-iron and wire receptacles located throughout the district. Trash should be emptied according to intensity of use, which is generally reflected by the zones. Ambassadors will collect/replace trash bags from receptacles, pick up loose debris and attend to other requests. Ambassadors will maintain simple collection reports and report any merchants using public receptacles for disposal of private trash. Note: Contractor must assume the cost of supplies and trash bags.
D.	Waste Disposal/Dumpster	The HP will provide adequate space for dumpster storage; however, the contractor is responsible for entering into a contract with a trash hauling service to pick up trash on a routine basis. Contractor will need to maintain adequate locked dumpsters to accommodate trash removed and keep the area surrounding the dumpsters clean and orderly.
E.	Graffiti and Weed Abatement	Paint over, clean with solution, sandblast or pressure wash graffiti and stickers from buildings, trees, poles, utility boxes or other surfaces daily. Roll down doors and other heavy work is performed in the early mornings (e.g. 6 to 8 a.m.). The program must have available a phone number for property owners to contact that is answered daily. Additionally, the immediate identification and removal of weeds and unruly plants on public rights of way and medians within the district. This will also include the 11,358 linear feet of alleys in the HED.
F.	Day Porter Service	Using manual and power sweeping equipment, clean and remove all trash and debris from sidewalks, gutters, driveways, tree wells, and around trash receptacles. Perform duties in uniform along a specified route or "coverage area." Personnel shall be courteous and helpful to neighborhood merchants, tourists, and pedestrians. This will also include the 11,358 linear feet of alleys in the HED.
G.	Star Polishing	Approx. 2,637 brass medallions are polished on all stars along the Walk of Fame.

Safety Specific Activity Chart

	Service	Description
A.	Safety Patrols	Safety Ambassadors will generally patrol the district by foot, bicycle and/or vehicle. Zones 1 & 2 areas will receive a higher level of safety patrols. High visibility will be the priority for such patrols.
B.	Calls for Service	Safety Ambassadors will respond to calls for service from district stakeholders. The overall objective will be to resolve and/or de-escalate the situation. Last resort will be to affect a private person's arrest. Calls for service will be logged by the on-duty dispatcher with the safety ambassador adding any pertinent information to the call log so the information is clear, concise and descriptive.
C.	Proactive Engagement	Safety Ambassadors will engage district visitors, guests, employees, and property/business owners. These contacts and any feedback obtained will be documented in the designated data system for review and analysis.
D.	Dispatch Services	Under the Safety Ambassador umbrella, assigned dispatchers will be responsible for answering phone calls, emails, text messages and system-generated requests for service from area stakeholders. They are the information hub for all deployments. Dispatchers will be conscious of the importance of their roles and be able to multitask in a fast-paced work environment.
E.	Street Outreach	Under the Safety Ambassador umbrella, street outreach workers are embedded in the daily deployment to aid and provide service referrals to those in need. All Safety Ambassadors must be cross trained with the ability to provide outreach services when the designated street outreach team are unavailable to respond.

Hospitality Specific Activity Chart

	Service	Description
A.	Hospitality Patrols	Hospitality Ambassadors will generally patrol the district by foot and will be the extra eyes and ears for both our safety and cleaning ambassadors. Zones 1 & 2 areas will receive a higher level of hospitality patrols/interactions. High visibility will be the priority for such patrols. Assisting with wayfinding and general information sharing are some of the key objectives while out on patrol. Secondary is providing district information about HP events and initiatives to area properties/businesses.
B.	Proactive Cleaning	Hospitality Ambassadors will provide minor cleaning services while out on patrol. Sticker, graffiti, and litter removal are some of the top tasks. Scooter related issues will also be addressed daily. All other cleaning requests requiring equipment will be sent timely to the Dispatch Center for assignment. Hospitality Ambassadors and Porters are assigned to the TDOZ to perform supplemental services for the area.

Attachment E: Contractor Insurance Requirements

Minimum Limits of Insurance

Contractor(s) shall obtain insurance of the types and in the amounts described below (subject to modification prior to contract execution):

1) Commercial General Liability Insurance

Contractor shall maintain commercial general liability (CGL) with a limit of not less than \$1,000,000 each occurrence/\$2,000,000 in the annual aggregate.

2) Business Auto Liability Insurance

Contractor shall maintain business auto liability with a limit of not less than \$1,000,000 each accident.

3) Workers' Compensation and Employer's Liability Insurance

Contractor shall maintain workers' compensation insurance as required by the State of California and Employer's Liability Insurance in the amount of \$1,000,000 per accident for bodily injury or disease.

4) Umbrella Liability Insurance

Contractor shall maintain umbrella liability insurance with a limit of not less than \$5,000,000.

Minimum Scope of Insurance

- 1) CGL insurance shall be written on Insurance Services Office form CG 00 01 (or a substitute form providing equivalent coverage) and shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury, and advertising injury liability assumed under an insured contract (including the tort liability of another assumed in a business contract), and explosion, collapse and underground hazards.
- 2) Business Auto Insurance shall cover liability arising out of any auto (including owned, hired, and non-owned autos). Coverage shall be written on Insurance Services Office form CA 00 01, CA 00 05, CA 00 12, CA 00 20, or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01.

Deductibles and Self-Insured Retentions

Any deductibles or self-insured retentions must be declared to and approved by The HP and the City of Los Angeles. At the option of The HP and City of Los Angeles, either: the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects to The HP and the City of Los Angeles, its officers, officials, employees, or volunteers; or the Contractor shall provide a financial guarantee satisfactory to The HP and the City of Los Angeles guaranteeing payment of losses and related investigation, claim administration and defense expenses.

Other Insurance Provisions

The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

- 1) The Hollywood Partnership, 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 insured's 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 2010 or a substitute providing equivalent coverage, and under the commercial umbrella, if any; The HP and City and other additional insureds mentioned in this paragraph shall not, by reason of their inclusion as additional insured's, become liable for any payment of premiums to carriers for such coverage.

- 2) For any claims related to this project, the Contractor's insurance coverage shall be primary as respects to the HP, 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 Employer's Liability

The contractor shall agree to waive all rights of subrogation against the Hollywood Partnership and the City of Los Angeles, its officers, officials, employees, and volunteers for losses arising from activities and operations of contractor in the performance of services under the contract.

All Coverage

- 1) Each insurance 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 HP and the City as set forth in the notice requirement of this Agreement.
- 2) If contractor, for any reason, fails to maintain insurance coverage that is required pursuant to this Contract, the same shall be deemed a material breach of contract. The HP and the City, at its sole option, may terminate the contract and obtain damages from the contractor resulting from said breach. Alternatively, The HP and the City may purchase such coverage (but has no special obligation to do so), and without further notice to the contractor, The HP and the City may deduct from sums due to the contractor any premium costs advanced by The HP and the City for such insurance.

Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:6 unless otherwise approved by the City of Los Angeles' Risk Manager.

Verification of Coverage

Contractor shall furnish The HP and the City of Los Angeles with original certificates and amendatory endorsements effecting coverage required by this section. The certificates and endorsements for each policy are to be signed by a person authorized by the insurer to bind coverage on its behalf. The certificates and endorsements should be on forms provided by The HP or City of Los Angeles or on other than The HP and City of Los Angeles' 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 HP 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.

Subcontractors

Contractor shall include all subcontractors as insureds under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverage for subcontractors shall be subject to all the requirements stated herein.