



THIRD  
STREET  
PROMENADE

## **DOWNTOWN SANTA MONICA OPERATIONS SUPPORT SERVICES**

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**Respond by February 29, 2024 To:**

Jeremy Ferguson, Director of Operations  
Downtown Santa Monica, Inc. (DTSM, Inc.)  
jeremy@downtownsm.com

1351 Third Street Promenade, Suite 201  
Santa Monica, CA 90401

## Overview

Downtown Santa Monica, Inc. (DTSM, Inc.) is a private 501c (3) non-profit organization that partners with the City of Santa Monica to manage services and operations in Downtown Santa Monica while promoting economic stability, growth, and community life within this unique neighborhood.

DTSM, Inc. is mandated by its stakeholders and contracted by the City of Santa Monica to deliver services that create a clean, secure, well-maintained, and safe environment for businesses, employees, residents, and visitors in Downtown Santa Monica. DTSM, Inc. contracts with various service providers to deliver on this mandate and coordinates with the City of Santa Monica Public Works, the Police Department, and other departments and governmental agencies.

DTSM, Inc. seeks responses to this RFP from qualified service providers who can successfully provide services that meet the goals of DTSM, Inc. This RFP lists seven service categories. *Service providers may choose to respond to any or all of the categories listed in the RFP.* These categories are as follows:

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## **Terms and Conditions**

The term of this contract shall be for three years from the commencement date of the contract. DTSM, Inc. shall have the option to renew said contract for a period of three (3) months for up to two (2) additional years. DTSM, Inc. may terminate the contract without penalty at any time, with or without cause, by giving the selected provider thirty (30) days prior written notice of the election to terminate. In the event the selected provider fails to perform services or is in default under the terms of the contract, DTSM, Inc. may terminate the contract immediately, and the selected provider shall be paid only for the services provided, less any damages or costs incurred by DTSM, Inc. in the termination of the contract.

## **Contractor's Responsibilities**

- Staff, supervise, train, and administer program(s) for DTSM, Inc.
- Uphold rigorous hiring standards that include background checks.
- Carry out a schedule that can fluctuate daily, seasonally, and as specified by DTSM, Inc. to accommodate special events or other conditions.
- Provide and maintain uniforms. All Team Members will be distinctly identified as working on behalf of DTSM, Inc.
- Provide appropriate communication devices and all related equipment.
- Professionally provide services to the satisfaction of DTSM, Inc.
- Use an electronic reporting system to document all services, reporting, and interactions.
- Interact with the appropriate DTSM, Inc. and City of Santa Monica staff.
- Provide Monthly reporting for ongoing activities in formats approved by DTSM, Inc.

## **DTSM, Inc. Responsibilities**

- Oversee Contractor services and contract administration.
- Provide an Operations Center and storage area for applicable Programs.
- Provide assistance and direction to the Contractor in training Team Members.
- Coordinate with the City of Santa Monica and other entities.

## **Budget and Deployment**

While thinking holistically about the DTSM, Inc. programs across all deployment areas, provide sufficient itemized detail on budget and deployment, including equipment and supplies costs, training costs, uniform costs, overhead, management fees, vendor profits, and any additional fees. Please submit a proposed management structure and clearly distinguish expenses related to program management from those for line-level team members.

Please clearly demonstrate how the contractor would assign, schedule, and dispatch staff. Please include a detailed deployment schedule covering all DTSM, Inc. service areas

## **Area of Service**

The selected provider(s) will work within the boundaries of Downtown Santa Monica (see Service Area Map, Attachment A). Downtown is divided into five zones. Services may vary by zone.

## **Insurance Requirements & Hold Harmless**

Prior to commencing operations, the selected provider(s) shall, at its own cost and expense, procure and maintain in full force and effect the below-listed types of insurance. All insurance must be in compliance with Downtown Santa Monica, Inc. and the City of Santa Monica standards.

- A. *Worker's Compensation and Employer's Liability Insurance* covering all agents, servants, and employees providing service to the Client under this Agreement with limits of no less than \$1,000,000 per accident for bodily injury or disease.
- B. *Commercial General Public Liability* policy of insurance protecting Company and the Client (as an additional insured) against claims for bodily injury, personal injury, wrongful death, property damage, products, and completed operations, personal and advertising injury, and false arrest based upon, involving or arising directly or indirectly out of Company's services under this Agreement. Such insurance shall be Insurance Services Office Form CG 00

01 covering Commercial General Liability on an "occurrence basis" with limits of no less than \$8 million per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this Agreement (Insurance Services Office Form CG 25 04) or the general aggregate limit shall be twice the required occurrence limit.

- C. *Professional Liability (Errors and Omissions)*: Insurance appropriate to the Company's profession, with limit no less than \$2,000,000 per occurrence or claim aggregate, if applicable.
- D. *Auto insurance* with limits of not less than \$2 million per occurrence for bodily injury and property damage.
- E. If Company maintains broader coverage or higher than the minimums shown above, the Client and the City of Santa Monica shall be entitled to the broader coverage or higher limits maintained by Company. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to Client and the City of Santa Monica.
- F. Company shall maintain current certificates of all such insurance at all times during the term of the Agreement.

Additionally, the selected provider must execute an indemnification and Hold Harmless Agreement containing the following provisions:

Indemnitor shall defend, indemnify and hold harmless Downtown Santa Monica, Inc. board, officers, director, staff, property owners, merchants and vendors, the City of Santa Monica, members of its Council, boards, commissions, officers, agents, or 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 the outcome of any such claim or suit resulting from the alleged acts or omissions of the permittee, its officers, agents or employees in connection with the permitted event or activity. Nothing contained herein shall be construed as obligating the indemnitor to indemnify Downtown Santa Monica, inc. or the City of Santa Monica, their Council, boards, commissions, officers, agents, volunteers, and employees for losses resulting from its sole or active negligence or willful misconduct.

If the selected provider, for any reason, fails to maintain insurance coverage that is required pursuant to this contract, this shall be considered a material breach of contract. DTSM, Inc. and the City of Santa Monica, at its sole discretion, may terminate the contract and obtain damages from the selected provider resulting from said breach.

All coverage must be submitted to DTSM, Inc. in writing for verification and approval.

**Audit**

DTSM, Inc. reserves the right to audit employee payroll records and review testing programs, policies and procedures, employee handbook, and other written information, and observe training.

The contractor(s) shall furnish a weekly and monthly summary of the hours of service provided. A weekly and monthly summary shall include significant events, problems noted, and an overall evaluation of performance with suggested corrective action where necessary.

## **Proposal Materials**

Please submit the following information and any information requested in this Request for Proposals.

### **General Information**

- Name and mailing address, phone, fax, and website
- Name and contact's phone and email
- State if the business is local, national, or international and indicates the business's legal status (corporation, partnership, etc.)
- Name of the parent company (if any) or subsidiary
- Number of years in operation, date, and location of incorporation
- Location and address of the home office and the number of professional staff employees at the office
- Experience in providing similar services to other private and/or public entities
- Demonstrated experience in working with the unhoused in a public/private partnership
- Company experience working with assistance programs for the unhoused
- Business unit and individuals by name to be responsible for providing/managing contracting services, including resumes of individuals. Identify the frequency that Senior Management from the corporate headquarters will make announced and unannounced on-site visits and include a description of the evaluation criteria to be used
- Statement of ability to provide requested insurance coverage
- Any exceptions to the contract terms proposed herein

### **Narrative Description**

- Include the scope of services to be provided, a training description, how personnel will be instructed to perform their jobs, and how they will report on their activities.
- Clearly define and demonstrate how the services will be accomplished. Please include as much detail as applicable and specific examples of how your company has planned, deployed, executed, evaluated and refined services.

## **Recruitment and Training**

- Provide a description of personnel policies and practices, including equipment requirements, protocols for pre-employment and hiring process, drug tests, training, background screening, and selection procedures.
- Explain how personnel will be recruited and what criteria will be used to recruit personnel.

## **Performance Management and Evaluation**

- Provide a sample of forms and procedures for reporting incidents. Contractor(s) will use a Web-based platform for tracking work and reporting incidents to DTSM, Inc.
- Explain how you propose to be held accountable by DTSM, Inc. and how the performance of the program Category will be measured and demonstrated.
- Software – Contractor(s) will utilize an online database that aggregates and stores 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 DTSM, Inc. via a Web-based platform.

## **Equipment**

- Include within proposal(s) any additional equipment that may enhance the services provided by the team members.

## **References and Other Pertinent Information**

- Provide at least three reference names and contact information for similar contracts with California municipalities or other organizations.
- Please disclose whether your company or parent company has filed for bankruptcy and whether either has been or currently is, in litigation, If so, please outline the details of the case.
- Please list any additional comments and/or suggestions for consideration.



## **Program Category 1, Clean Team**

### **Zone 1-3 Tasks.**

Sweep/remove trash, leaves, and debris from sidewalks and alleys.  
Wipe down/clean public infrastructure as needed.  
Clean up spills and biohazards.  
Clean off or paint over graffiti.  
Remove stickers, posters, and flyers from infrastructure and buildings.  
Remove illegal dumping from alleys/garages.  
Document maintenance issues for reporting.  
Weeding, trimming as needed.

### **Lincoln Blvd and Colorado Ave Daily Tasks.**

Sweep and clean all sidewalks on the east and west sides of Lincoln Blvd from Colorado to Wilshire; Sweep and clean sidewalks on Colorado Ave's north and south sides from Ocean Ave to Lincoln Blvd; wipe down and clean all public infrastructure as needed.

### **Parking Structure Cleaning, Structures 1, 2, 4, 5 & 6.**

Overnight:

Run Sweeper/Scrubber machine(s) on a rotational schedule in all structures.  
Close all restrooms for deep cleaning floor-to-ceiling.  
Sweep, mop, and wipe down stairwells and landing areas.  
Conduct pan and broom service throughout structures.

Daytime & Evening:

Clean restrooms: empty trash, clean toilets/urinals, clean sinks, counters, mirrors, and replenish toiletries, sweep and mop as needed.  
Remove or paint over graffiti.  
Pull all trash, replace bags on every level, and wipe down cans.  
Wipe down all structure interior signage as well as fire and electrical boxes.  
Conduct pan and broom service as needed.

## **Program Category 2, Pressure Washing**

### **Pressure Washing.\***

Services deployed in accordance with the following minimum schedule:

Zone 1: Third Street Promenade Intersections	4x Annually
Zone 1: Alleys (2nd & 3rd Courts)	Weekly
Zone 2: Alleys (1st & 4th Courts)	Weekly
Zone 3: Alleys (5th, 6th and 7th Courts)	Bi-Weekly
Zone L: Lincoln Blvd Sidewalks	4x Annually
Downtown Hotspots (areas of need)	As needed
Parking Structure Stairwells (1,2,4,5,6)	Weekly

\*note the City of Santa Monica's noise ordinance and plan on pressure washing areas adjacent to residential zones in the early evening or after 7:00 a.m.

Additional services may be requested. Please provide the following information:

- Flat Work pricing per square foot.
- Fences/Wall cleaning up to 6' in height per linear foot.
- Miscellaneous areas by work order hourly rate.

### **Water filling and dumping:**

A water filling station with a 2" service at Parking Structure 6 will be provided, and a water dumping site is located at Parking Structure 5. There is an overhead clearance maximum of 8' 4" at Parking Structure 5.

### **Program Category 3, Operations Center**

The Operations Center will act as the central communications center for the Operational aspects of Downtown Santa Monica, Inc., and shall be the operational support clearing house. All program areas, plus the Private Security team, will utilize the Operations Center when it is in operation. Currently, the Operations Center is open from 0600 - 2200 daily. Ideally, the Operations Center would run 24 hours a day, seven days a week. Examples of the responsibilities of the Operations Center include the following:

- Dispatching Private Security, Outreach, and Clean Teams.
- Support outside operations with radio, computer, and phone technology, including assistance in calling 9-1-1 or other providers/vendors when needed.
- Call intake and transfers from DTSM, Inc.'s published numbers & call distribution system.
- Create and update incidents and call logs using vendor-supplied software and applications.
- Observe security cameras and dispatch appropriate resources.
- Enter 311 requests and defects.
- Provide information to the public regarding district businesses, events, activations, and other relevant information.
- Record Lost and Found items and store them in designated spaces.
- Proficient in using systems, web pages, and web-based applications such as district camera systems, activation websites, special events pages, and operational orders.

## **Program Category 4, Support Team**

The Support Team bridges the gap between several program areas and has some of the most varied work in the district. Due to the sporadic nature of events and activations, DTSM, Inc. will establish a notification process with the successful respondent to schedule extra Support Team help when needed. A morning and evening shift will be required daily.

Each morning during/after the Private Security Promenade check, a Support Team member will set up street furniture, interactive games, and displays and help load-in activations on the Promenade. This work usually begins at 7:30 a.m. and takes about 30 minutes per Promenade Block.

In the evening, street furniture, interactive games, and displays must be secured on sidewalks or transported by hand cart to a storefront or parking garage storage area. All assets/furniture except for special events or activations should be stored or secured by 10:00 p.m.

Other duties needed in this program include the following:

- Event Support - assembling stages and setting up for events with tables, chairs, electrical cords, canopies, booths, etc.
- Light janitorial and maintenance in indoor and outdoor areas. Examples may include office or store fixture hangings, furniture assembly, repairs or moves, assembling large games, or assisting with activation space building. Clean up after events, meetings, or activations.
- Courtesy shuttle services & lost vehicle assistance.
- Car Battery jumpstarts.
- Safe walk to car or bus stop assistance for district employees.
- Flyer distribution.
- Relief Operations Center or relief work in another program area, such as Park or Restroom Attendant.
- Spot cleaning and pressure washing.
- Graffiti, stickers, poster removal, and cleaning.
- Painting - indoor or outdoor.
- Weeding, minor landscape work.

## **Program Category 5, Outreach Services**

An Outreach Services Coordinator will be the central point of contact for homeless outreach efforts within the district.

The Outreach Services Coordinator will work throughout the district to collaborate with other advocacy groups and service providers to expedite services for individuals in need. This service will partner with the City of Santa Monica and other community organizations in supporting initiatives to combat crime and homelessness and work in concert with DTSM, Inc.'s Private Security, Parks Attendants, and Restroom Attendants.

This role will forge relationships with local businesses, service providers, government agencies, and community organizations to help individuals tap into existing networks of support for individuals experiencing homelessness.

This role must develop trust and rapport with all stakeholders to facilitate effective collaboration.

Examples of outreach services provided by the Coordinator, Parks and Restroom Attendants, and Security Personnel may include the following:

- Regular Outreach walks to connect with individuals experiencing homelessness.
- Offering support, resources, and referrals to shelters, housing assistance, healthcare, and other social services.
- Maintaining a Person of Interest record for those needing recurring assistance to share collected information with case workers or social service entities.

## **Program Category 6, Parks Attendant**

Palisades Park: 0700 - 2300 daily (two restroom locations, north, and south)

Tongva Park: 0600 - 2300 daily

Reed Park: 0700 - 2100 daily

- Attendants circulate throughout public areas daily to provide the public with information and other assistance. Attendants will be trained and knowledgeable about points of interest, business, and services available in the area.
- Attendants will be trained in customer service and public relations in a manner that promotes the best image of the city.
- The attendant program should incorporate “best practices” and be equipped with an electronic device to communicate with appropriate agencies and document activity.
- Attendants will be trained to document observations and record activity and incidents.
- Attendants serve as a presence to enhance the perception of safety in the district and provide an additional information resource to law enforcement.
- Attendants will appear neatly dressed in uniforms.
- All attendants will offer courteous hospitality services to visitors, workers, and residents.
- Provide directions.
- Offer escort service to park users and employees.
- Provide restaurant and retail information.
- Provide any other customer-oriented support that will make the parks more inviting.
- The attendants are a friendly resource for all park users and will always remain helpful and professional.
- Park attendants will also work in concert with local social service providers.
- All attendants will work collaboratively with the Santa Monica Police Department (SMPD) by observing and reporting anti-social or criminal behavior, graffiti, and illegal use of public property, including code violations.
- They will be trained to understand municipal codes governing activity within public spaces.

- Attendants will advise park users of perceived or potential park rule violations.
- Attendants shall report maintenance issues and if the issue is minor, attendants must address it immediately (i.e. picking up trash on the sidewalk and placing it in an appropriate receptacle or removing a flyer or stickers attached to a light pole).
- Attendants are expected to provide minimal custodial services as needed in the Parks, such as picking up and disposing of litter, conduct intermittent restroom cleanings, check and replacing stock of restroom supplies as needed.
- Restroom attendants will be stationed near the entrance of public restrooms
- The City shall provide all cleaning supplies and paper products.
- Attendants must clean consistently on a daily basis so as to provide a clean, safe, presentable, and odor-free restroom
- Dispensers for hand towels, toilet tissue and soap shall be stocked. Paper products and cleaning supplies will be provided at each site.
- Water closets, urinals, lavatories, drinking fountains, all fixtures, dispensers, partitions, walls and areas under sinks shall be cleaned and disinfected with an effective germicidal, bacterial cleaner.
- Splash marks, paper, writing, insects, spider webs, or other marks and material shall be removed from walls, doors, partitions, exterior doors, and any other surfaces.
- Floors shall be swept and then mopped.

## **Program Category 7, Restroom Attendants, Parking Structures**

Parking Structure 2 Wednesdays and Saturdays only 0500 - 1400.

Parking Structure 4 daily 0800 - midnight (Wednesday and Saturday 0600).

Parking Structure 5 daily 0800 - 2230.

The Downtown Farmers Market operates twice weekly, on Wednesdays and Saturdays. City staff and vendors start arriving at 5:00 a.m. The Wednesday and Saturday markets, rain or shine, are open from 8:00 am to 1:00 pm and may be closed for selected holidays. Structures 2 and 4 restrooms support market operations.

- Attendants staff a kiosk near the restroom entrance on a daily schedule to provide the public with information and other assistance. Attendants will be trained and knowledgeable about points of interest, business, and services available in the area.
- Attendants will be trained in customer service and public relations in a manner that promotes the best image of the city.
- The attendant program should incorporate “best practices” and be equipped with an electronic device(s) to communicate with appropriate agencies and document activity.
- Attendants will be trained to document observations, create records of activity and incidents, and provide a monthly report to the city.
- Attendants serve as a presence to enhance the perception of safety in the district and provide an additional information resource to law enforcement. Attendants will not function as deputized law enforcement officers.
- Attendants will appear neatly dressed in uniforms.
- All attendants will offer courteous hospitality services to visitors, workers, and residents.
- Provide directions
- Provide restaurant and retail information
- Provide customer-oriented support to make the parking structures more inviting.
- The attendants are a friendly resource for all parking structure users and will always remain helpful and professional.



- Park attendants will also work in concert with local social service providers.
- All attendants will work collaboratively with the Santa Monica Police Department (SMPD) by observing and reporting anti-social or criminal behavior, graffiti, and illegal use of public property, including code violations.
- They will be trained to understand municipal codes governing activity within public spaces.
- Attendants shall report maintenance issues. If the issue is minor, attendants must address it immediately (i.e., picking up trash and placing it in an appropriate receptacle or removing a flyer or stickers attached to a wall).
- Attendants are expected to provide minimal custodial services as needed, such as picking up and disposing of litter, conducting intermittent restroom cleanings, and checking and replacing the stock of restroom supplies.
- Restroom attendants will be stationed near the entrance of public restrooms
- The City shall provide all cleaning supplies and paper products.
- Attendants must clean consistently daily to provide a clean, safe, presentable, and odor-free restroom
- Dispensers for hand towels, toilet tissue, and soap shall be stocked. Paper products and cleaning supplies will be provided at each site.
- Water closets, urinals, lavatories, drinking fountains, all fixtures, dispensers, partitions, walls, and areas under sinks shall be cleaned and disinfected with an effective germicidal, bacterial cleaner.
- Splash marks, paper, writing, insects, spider webs, or other marks and material shall be removed from walls, doors, partitions, exterior doors, and other surfaces.

### **Submission Process**

Responses to this Request will be accepted until Thursday, February 29, 2024, at 11:59 PM. Complete proposals must be submitted via email to Jeremy Ferguson at [jeremy@downtownsm.com](mailto:jeremy@downtownsm.com)

### **Submission Timeline**

The responses will be administered according to the following timeline and is subject to change:

January 31, 2024	Release Date
February 16, 2024	District Walk 9:00 a.m. to noon
February 29, 2024	Deadline to submit proposals
March 7-12, 2024	Provider Interviews with DTSM, Inc.
March 15, 2024	Recommendation notifications
March 28, 2024	Board Approval
March 29, 2024	Award Notifications
May 1, 2024	Contract Start Date

### **Statement of Rights**

At its sole discretion, Downtown Santa Monica, Inc. reserves the right to withdraw this request for qualifications without notice; accept or reject any or all proposals; and accept submissions that deviate from the request for qualifications as seems appropriate and in its best interests. Downtown Santa Monica, Inc. reserves the right to negotiate with any, all, or none of the applicants submitting proposals. Downtown Santa Monica, Inc. may request additional information from any applicant for the purpose of evaluating proposals and/or negotiating the license agreement. Any and all costs and expenses associated with the preparation of any report or statement in response to the request for proposals will be borne by the applicant.

# Attachment A: Service Area Map

