



**Downtown Chattanooga Alliance  
Maintenance and Hospitality Program  
Request for Proposals  
April 1, 2024**

**Introduction**

**Downtown Chattanooga Alliance Background**

Located in southeastern Tennessee, nestled along the Tennessee River with the backdrop of the Appalachian Mountains, Chattanooga is a mid-sized city that melds the urban experience with unmatched outdoor amenities. With an almost 35-year laser like focus on Downtown, Chattanooga and its urban core aims to continually create an authentic downtown experience for all. The Downtown Chattanooga Alliance (DCA/BID) was created by the Chattanooga City Council in July 2019 and is governed by a 15-member Board of Directors. The district’s annual budget is approximately \$900,000.00 dollars and is funded by a fee assessed to property owners within a 49-block area.

To augment services currently provided by the City of Chattanooga, the Downtown Chattanooga Alliance is releasing this Request for Proposals (RFP) in search of a qualified Vendor to set up and manage a comprehensive program utilizing Ambassadors for maintenance and hospitality services to enhance the overall downtown experience. These services may also be referenced as “clean and safe” services throughout this RFP.

**Proposals**

**All proposals must be received on or before 5:00 p.m. E.S.T. on April 1, 2024,** and should be submitted to:

Downtown Chattanooga Alliance  
407 Broad St STE 202  
Chattanooga, TN  
37402  
Attn: Steve Brookes

THIS PROPOSAL IS NOT AN OFFER TO ACCEPT SERVICES AND SHOULD NOT BE DEEMED TO BE A BINDING AGREEMENT BY ANY PARTY. UPON SELECTION, THE SELECTED VENDOR SHALL BE REQUIRED TO ENTER INTO A SERVICES AGREEMENT AND/OR OTHER TERMS AND CONDITIONS WITH THE DOWNTOWN CHATTANOOGA BUSINESS IMPROVEMENT DISTRICT WHICH SHALL CONTAIN THE ENTIRE AGREEMENT BETWEEN THE PARTIES.

## **Clean and Safe Program Requirements**

To achieve the objective of establishing and maintaining a standard for the downtown environment which is consistently clean, hospitable, and safe, the Vendor that is hired by the Downtown Chattanooga Alliance will fulfill the requirements outlined in this RFP.

### **Expectation of Ambassadors**

- All Ambassadors working on behalf of the Downtown Chattanooga Alliance must be highly visible, wearing distinctive uniforms, serving as BID representatives.
- All Ambassadors are expected to be approachable, friendly, knowledgeable, and proactive to assist the public, engage with business owners, downtown employees, residents, visitors, etc. They will provide hospitality services to encourage and welcome visitors and residents alike to enjoy Downtown Chattanooga.
- Whether performing maintenance and/or hospitality related tasks, Ambassadors are expected to communicate in a manner that is clear, courteous, pleasant and welcoming; Ambassadors should be equipped with knowledge about downtown attractions, key points of interest, special events, venues, and activities.
- Ambassadors should be adequately and professionally trained to interact with the public and have the skills and abilities that are pertinent for interacting with community members who may have mental health issues, substance use issues or are experiencing homelessness.
- Whether performing tasks related to hospitality or maintenance, every Ambassador should serve as extra “eyes and ears” to compliment the Chattanooga Police Department.
- It is understood that while all employees (Ambassadors, supervisors, operations manager, or others) are employed by and are the sole responsibility of the Vendor, they work on behalf of and are representatives of the Chattanooga BID.

### **BID Maintenance Service Needs**

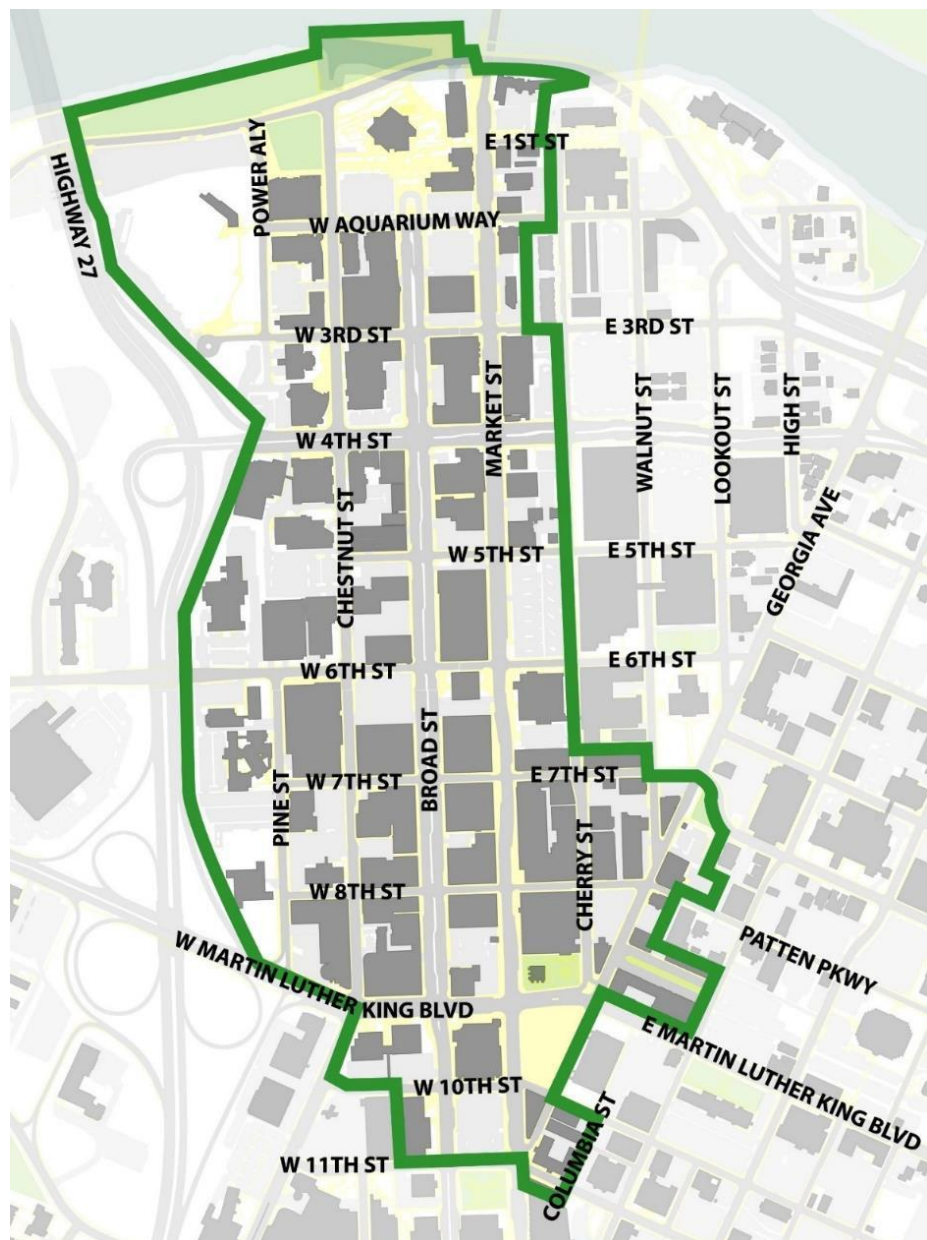
Daily maintenance services should include but not be limited to:

- Removal of litter and debris in the public right-of-way
- Graffiti abatement – daily inspection and immediate removal
- Removal of stickers, flyers, and other materials, from light poles, utility boxes, etc.
- Wiping trash receptacle tops and outer surfaces
- Pulling trash or topping off trash receptacles
- Identifying and reporting trash receptacles that are damaged
- Identifying and reporting trip hazards in the pedestrian right-of-way or the street
- Identifying and reporting access issues that impede pedestrian mobility, including strollers, wheelchair users, walkers and other mobility aids

- Monitoring the condition of tree wells, removing trash, feces, and any non-organic material
- Wiping down public furniture and fixtures
- Conducting weekly light fixture and lamp audits, and reporting lights or other public amenities in need of service
- On-demand spot cleaning
- Gum removal
- Assistance with traffic management/road closures
- Event Support
- Landscape Duties including flower watering

### DCA Boundaries

This map outlines the Downtown Chattanooga Alliance boundaries which encompass a portion of downtown bounded roughly by the Tennessee River to the north, US-27 to the west, 11th Street to the south, and primarily Cherry Street and Georgia Avenue to the east. The boundary shall extend through the centerline of 11th Street, Cherry Street, Georgia Avenue, and any other thoroughfare along its exterior boundaries.



## **Vendor Responsibilities**

The Vendor is expected to incorporate “best practice” industry standards for its clean and safe operation. The Vendor will uphold rigorous hiring standards that include background checks to make sure that all employees working on behalf of the Downtown Chattanooga Alliance are adequately vetted and sufficiently qualified to meet the demands and expectations of their positions.

In addition to hiring employees, the Vendor is responsible for training and supervising employees to ensure that all tasks are undertaken in a manner that follows documented safety protocols and that interaction with the public occurs in a way that is consistently courteous and helpful.

The operation should be fully equipped with two-way radios, cell phones and/or other electronic communication devices needed so that the program is efficient and responsive, and also allows for interaction with staff of the Downtown Chattanooga Alliance, the Chattanooga Police Department, and any additional agencies identified by the DCA.

It is required that all maintenance and security related issues and interactions with the public be documented. The Vendor should utilize and maintain an electronic online data and work order system that is easy to use and capable of generating reports and analyzing data statistically, spatially, and in real time.

The Vendor should provide and maintain uniforms for the Ambassadors from a source agreed upon by the Downtown Chattanooga Alliance. All Ambassadors will be distinctly uniformed and thereby clearly identified as working on behalf of the DCA. The vendor is required to provide sufficient and appropriate outer clothing and uniforms (color, type of material and logo as determined by the DCA), and protective gear, supplies and equipment as needed.

### **Ambassador Training**

Proper and thorough training is paramount for the clean and safe program to be successful. Vendor shall provide for initial training and appropriate in-service training, involving classroom and field instruction prior to Ambassadors working in the Downtown environment. Vendor shall submit a detailed training plan/program and schedule with this proposal. Detailed training practices and manuals must be made available to the DCA prior to training being conducted.

Training is provided by the Vendor at the Vendor’s expense and shall include, but may not be limited to:

- Overview of the Downtown Chattanooga Alliance’s mission and philosophy
- Policies outlining personal conduct, attitude, etiquette
- Public relations and customer service

- Employee Code of Conduct/Rules and Regulations
- Scheduling, assignments, procedures
- Uniform maintenance, appearance
- Equipment use and maintenance
- Communications/use and etiquette for 2-way radio device
- Daily procedures
- Special Events procedures
- Procedures and protocol for working with the Chattanooga Police Department
- Data collection, report writing, emergency reporting procedures
- Daily program activity reporting
- Personal safety policies and procedures; emergency procedures
- Legal responsibilities
- Street smarts; awareness; dealing with conflict; cultural diversity
- Chain of command
- CPR/First Aid/CERT and related trainings
- Training and certification to administer Narcan
- Classroom and field training: downtown geography, points of interest, businesses, and services
- Segway, bicycle and other equipment safety, as applicable
- Downtown attractions – in depth understanding
- Dealing with emotional behavior, mentally ill, drug addicted, aggressive behavior, etc.
- Interacting with individuals experiencing homelessness
- Community sensitivity/cultural diversity
- Interacting with youth
- Dealing with gangs

### **Insurance**

Vendor shall carry and maintain insurance written by a reputable insurance company, with respect to any work or service to be performed on behalf of the DCA.

In addition to the Vendor's responsibility for the hiring and payment of employees to perform the services requested by the Downtown Chattanooga Alliance, the Vendor shall maintain a current policy of workers' compensation insurance or such other workers' compensation coverage as required by law, and shall provide the BID with evidence of such coverage. Contractor shall maintain such other employee benefits as required by law for Vendor's employees and, shall provide evidence of such benefits on an annual basis.

The Vendor shall maintain a comprehensive general liability policy with limits of not less than one million dollars (\$1,000,000.00) for bodily injury and one million dollars (\$1,000,000.00) for property damage per occurrence. Coverage shall include premises liability, products liability, and completed operations liability. Vendor shall also maintain a comprehensive automobile

liability policy with limits not less than six hundred thousand dollars (\$600,000.00) for bodily injury and six hundred thousand dollars (\$600,000.00) for property damage per occurrence. Vendor shall maintain Excess-umbrella Insurance to include terrorism coverage.

Vendor shall supply the BID with a Certificate of Insurance verifying these coverages including naming the Downtown Chattanooga Alliance, and the City of Chattanooga as additional insureds. All policies and certificates shall provide for 30 days notification to the Downtown Chattanooga Alliance in the event of cancellation, reduction in limits or changes in coverage.

Vendor's should provide a sample Certificate of Insurance including limits with their proposal response.

### **Benefits**

Vendor shall provide detail regarding all benefits offered to employees, including holiday pay, vacations and any other benefits. Detail specific plans offered and employee cost sharing arrangements, particularly as it relates to:

- Medical / health insurance - indicate cost to the employee and coverage options for employee, employee and spouse and employee and family. Indicate any waiting periods and coverage levels and annual limits.
- Dental - Indicate coverage waiting periods, monthly premiums and annual limits.
- Vision - Indicate coverage waiting periods, monthly premiums and annual limits.
- Life insurance - Indicate amount provided at no cost to employee and any optional coverages available.
- Additional benefits that are part of vendor's standard benefits package.

Outline all incentive and recognition programs which will be made available to employees and explain how these programs are implemented and financed.

The Vendor shall provide any and all appropriate and necessary management and supervision for its employees and shall have the sole responsibility for instituting and invoking disciplinary action of employees not in compliance with Vendor's and/or the BIDs rules and regulations, to include any other policies established by the contracting parties. Vendor shall not perform services for private individuals, other organizations, or special events without the prior knowledge and approval of the DCA.

### **Equipment**

Communications is fundamental to the clean and safe program, so each Ambassador should be equipped with a communications device(s) that allows them to communicate with their supervisor(s) and other Ambassadors. Ambassadors must also be able to access information from a handheld device and be able to submit activity logs and incident reports for data collection purposes.

Ambassadors must be able to report maintenance needs via a handheld system that is compatible with software that is accessible by the Vendor and the DCA.

It is expected that the Vendor will purchase any/all communication equipment to be used for the clean and safe operation. Vendor shall also provide regular maintenance for the communications equipment. Vendor is responsible for damage to communications equipment beyond normal wear and tear and shall replace, at Vendor'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 DCA immediately.

Regarding software, Vendor will utilize an online database that aggregates and stores all Ambassador interactions, maintenance activity, and other statistics. This software also documents all maintenance reporting as well as public and business interactions and is accessible immediately to the DCA via a Web-based platform.

All information housed by the Vendor belongs to the DCA and must be returned to the DCA at the BID's request. This obligation shall survive contract termination.

Any other equipment necessary to perform the above-described scope of services (e.g., trucks or other vehicles, including utility vehicles, Segway's, bicycles, power washers, blowers, brooms, dust pans, hand tools, etc.) will be provided by the Vendor and should be listed in detail as part of the RFP response.

The DCA will have to approve any and all equipment proposed for use by the Contractor. It is expected that the logo for the DCA shall be displayed on all equipment used by the Vendor in public spaces. All equipment purchased with funds under this contract shall belong to the DCA and shall at the BID's option revert to the DCA upon termination of this contract.

### **Hours of Operation**

At least initially, the DCA proposes that the Vendor will provide clean and safe services seven days a week, generally from 6:00 a.m. until 8:00 p.m. Sunday through Thursday and 6:00 a.m. until 10:00 p.m. Friday and Saturday. Schedule adjustments will be considered as it relates to seasonality and events.

As part of the RFP response, Vendors are encouraged to suggest service schedules that respond to perceived demands and opportunities in a way that is efficient, yet makes a meaningful impact in support of the BID's objectives.

Final work schedules and staffing will be agreed upon by the DCA and the Vendor, and may be modified based on seasonal demand or special events. A schedule of holidays observed will also be agreed upon in advance, and employees whose regular work schedule includes an observed holiday will be compensated with holiday pay. RFP responses should outline a proposed holiday schedule.

Once a set schedule for operations is approved by the DCA any schedule changes or services to be performed outside of the normal scope of the program requires advance approval from the DCA. In those cases, the Vendor and the DCA will jointly determine a fee or hourly rate for providing services for special situations or events not included in the regular weekly schedule. The Vendor and its employees shall not work on behalf of individual property owners or other entities without prior knowledge and approval from the DCA.

## **Evaluation Criteria**

Award criteria may include, but is not necessarily limited to, Vendor's:

- Background and experience in performing requested services
- Track record of innovation and ability to drive continuous improvement
- Clear understanding of the mission and the goals of the Downtown Chattanooga Alliance
- Best financial value

The DCA may, at its sole discretion, decline to make an award or award all or a part of the scope of work to one or more Vendors and is in no way bound to award the work to one Vendor or to the lowest price response.

This is an opportunity for the Vendor to submit a creative proposal, which will warrant the success of a newly established clean and safe program. The total of the proposal shall not exceed \$705,000 per year.

The initial contract period is for three years, with 2 one-year renewals conditional upon satisfactory performance.

## **Other Requirements:**

- A minimum of 2 years of experience successfully operating a clean and safe program in either a major or second-tier city is preferable.
- A high level of service is expected for this newly founded program, and therefore it is strongly recommended that all vendors become familiar with Downtown Chattanooga to best customize their proposals prior to submittal.
- The purpose of the RFP is to demonstrate the background, qualifications, competence, and capability of the Vendor to undertake the full breadth of clean and safe services for this program.
- Vendor is expected to clearly outline a diverse hiring strategy that best represents recruitment of the city's diverse demographics, and ensure "living wage" pay to such staff.
- Along with services, service levels, equipment requirements, etc., the Vendor should also detail a staffing plan that accommodates and projects future needs of the DCA.



- Only written proposals will be given consideration, and any and all materials submitted are considered part of the proposal and might be incorporated into any contracts between the DCA and the selected Vendor.
- All proposals will be valid for 90 days from the date that the proposal is submitted.
- Each prospective Vendor agrees to assume any and all costs and expenses associated with their preparation and response to this RFP.
- Vendor should indicate if the company has any pending litigation regarding contract disputes, and provide details of dispute(s) if applicable.
- Vendor should provide at least three client references from downtowns, BIDs or similar entities that are comparable to the Downtown Chattanooga Alliance. Include client name, address, contact person and contact number and email.
- Provide a company overview, including:
  - A brief history of the organization
  - The company mission and vision statement and values
  - Indicators of the size of the company (past year revenue, detailing total compensation for services for the full year), number of offices, approximate number and size of accounts, total number of employees, etc.)
  - Summary of Vendor's experience with BID's, downtowns or large public outdoor areas with characteristics similar to a downtown or urban space
  - Brief resume of the person or persons that will be assigned to managing this project

### **Program Operational Costs**

Provide a detailed fee for services as set out in the Scope of Services contract. Detail all management fees, personnel salaries (distinguishing actual hourly wage paid along with the billable hourly rate).

All expenses associated with the provision of services should be detailed. This includes but is not limited to overhead costs, health and liability insurance, mileage, radio or cell phone expenses, uniforms, equipment, all equipment related expenses, vehicles and supplies, benefits, insurance, training costs, etc. , along with hourly rates for employees and the Vendor mark up.

The Vendor agrees that any charges assessed for uniforms or parking fees shall not be applied as a deduction or be set-off against the minimum hourly pay rate.

### **Diverse Hiring Practices**

The Downtown Chattanooga BID requires its Vendor to share in the commitment to diverse hiring practices and equal employment opportunity regardless of race, color, gender, age (40 or older), disability, pregnancy, genetic information, religion, national origin, military service, or

any other classification or characteristic which is protected by an applicable local, state, or federal law, Executive Order or regulation.

Vendor shall make a reasonable effort to ensure that at least twenty percent (20%) of the Ambassadors are individuals who come from second chance community outreach programs, including those individuals who have overcome challenges with substance abuse or incarceration, and/or whose current income falls below 100% of the poverty line in Chattanooga, TN.

**Timeline**

<b>Activity</b>	<b>Date</b>
RFP presented to BID Board	February 21, 2024
Issue RFP	February 23, 2024
Vendors RSVP for Pre-Bid Mtg, Site Overview/Walk	March 5, 2024
Pre-Bid Meeting for Vendors, Site Overview/Walk	Week of March 12
<b>Proposal Submission Deadline</b>	<b>April 1, 2020</b>
Committee Review of RFP responses	Week of April 1, 20204
Vendor Presentation/Interviews	Week of April 8, 2024
Award Date for Contract	Approx. 45 – 60 days in advance of start date
Start Date for Contract	NLT August 1, 2024

**RFP Submittal**

**Proposals must be received on or before 5:00 p.m. E.S.T. on April 1, 2024.**

**In addition to submitting hard copies, proposals should also be emailed in a PDF format to [dtchattalliance@gmail.com](mailto:dtchattalliance@gmail.com)**

**Please deliver two (2) hard copies to:**

Downtown Chattanooga Alliance  
 407 Broad St STE 202  
 Chattanooga, TN  
 37402  
 Attn: Steve Brookes

**Submittals that are late, or incomplete will be rejected.**