



## REQUEST FOR PROPOSALS

# Downtown Glendale Association

Release Date: March 22, 2018  
Due Date: April 19, 2018

The Downtown Glendale Association (“DGA”) invites qualified firms to submit a proposal for the provisions of maintenance to designated public areas and cleaning/pressure washing/ornamental landscaping ambassadors to provide services within the boundaries of the Downtown Glendale Association Community Benefit District Area (see attached map). Proposals must be submitted in accordance with all requirements of this Request for Proposal (RFP). Any questions regarding this request for proposal should be directed to:

**RICK LEMMO**

PRESIDENT

DOWNTOWN GLENDALE ASSOCIATION  
100 N. BRAND AVENUE, SUITE 508  
GLENDALE, CALIFORNIA 91206  
PHONE 818.476.0120

EMAIL: [INFO@DOWNTOWNGLENDALE.COM](mailto:INFO@DOWNTOWNGLENDALE.COM)



## INTRODUCTION

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The Downtown Glendale Association (“DGA”) invites qualified firms to submit a proposal for the provisions of maintenance to designated public areas and cleaning/pressure washing/ornamental landscaping ambassadors to provide services within the boundaries of the Downtown Glendale Association Community Benefit District area (see attached map). The personnel assigned to those varied functions may come from one vendor or a combination of vendors that specialize in the various needs of the Downtown Glendale. This contract will commence on approximately June 1<sup>st</sup>, 2018 for a period of one (1) year with annual options for renewal for a total of three (3) years. The DGA retains the right to give a 30-day notice for termination of services based upon dissatisfaction with the quality and level of service provided by the selected contractor.

The DGAs' mission is to improve the quality of life in patrolled areas. Environmental change in a community can only come about as a result of focused personnel who have been designated to provide a service to the property, business owners, their employees and visitors who are funding these services. The Downtown Glendale Association is not a public agency, although it does engage in public safety, cleanliness, and community services.

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

The DGA will work closely with the Glendale Police Department. *The contractor(s) must also be capable of sustaining the DGA with support in the event of a major natural disaster.* The DGA employees must meet a standard of professionalism and excellence as to maintain a healthy relationship with the City of Glendale staff and the community.

## BACKGROUND

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### HISTORY

The Downtown Glendale Association (DGA) is a public benefit corporation whose primary function is to administer the Downtown Glendale Community Benefit District (CBD or District). The Downtown Glendale Community Benefit District was approved by an overwhelming vote of the affected property owners in July 2012, and authorized by City Council action on July 31<sup>st</sup>, 2012. The DGA has a contract with the City of Glendale to administer the revenues for this assessment district. The Fiscal Year 2017-2018 revenues for the CBD are anticipated to generate around \$1,000,000. This will be the sixth year of operation of the District.

The special benefit services funded by this CBD include maintaining cleanliness and order in the public rights of way, improving district identity, running the web site and all district events, serving the corporations' administrative needs and advocating on behalf of the area's property

owners, business owners and residents. The CBD is a mandatory assessment district that funds special benefits or those services over and above currently provided by the City of Glendale. The District includes all property owners within the boundaries of the attached map. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

## CONTEXT

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### CITY OVERVIEW

The City of Glendale was incorporated on February 16, 1906. The City encompasses approximately 30.6 square miles with a current population of approximately 199,182. Over the last 100 years, the City has grown from a small community at the edge of Los Angeles into a dynamic cosmopolitan City as diverse in its culture as it is in opportunities. Today, Glendale is the fourth largest city in Los Angeles County and is surrounded by Southern California’s leading commercial districts including Los Angeles, Pasadena, Hollywood, and Universal City.

### Downtown Glendale

Downtown Glendale has seen significant transformation in the past decade. Today, it is a place that is home to major corporations, retailers, diverse restaurants and luxury apartments. The Americana and Glendale Galleria alone have an estimated 26 million visitors a year. With the addition of nearly 600 new hotel rooms and 4,000 luxury apartments the activity in downtown Glendale will only continue to increase. The downtown specific plan was adopted in 2006, and today serves as the planning document that guides development in downtown Glendale.

The Specific Plan calls on Downtown Glendale to be an exciting, vibrant urban center that provides a wide array of excellent shopping, dining, working, living, entertainment and cultural opportunities within a short walking distance. The plan outlines the different districts that comprise Downtown Glendale, including Alex Theatre, Maryland, which is the Arts and Entertainment District, mid-Orange, Americana and Galleria Gateway, among others. Most of these districts comprise the Downtown Glendale Association purview. Specifically, the Downtown Glendale Association is bounded by Sanchez Drive to the north, Louise Street to the east, Central Avenue to the west (though it extends to the Glendale Galleria), and Colorado Street to the south.



## OVERALL OBJECTIVES

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Through the retention of a private maintenance Contractor(s) the DGA seeks to accomplish the following:

- 1. Visible Distinction** - To create a visible distinction within the Downtown Glendale area when compared to the surrounding parts of the District, as far as standards of cleanliness are concerned.
- 2. Visible Program** - To provide visible evidence that the DGA-funded maintenance program is working on a day-to-day basis by making personnel visible with district colors on uniforms. In the future branding may be added with the district colors and logos on trash receptacles and machinery.
- 3. Public Interaction** - To provide assistance and information when requested to visitors, residents, property owners, business owners and their employees in the Downtown Glendale area and be willing to and capable of interacting with these individuals and businesses on a daily basis.
- 4. Security Interaction** - To communicate observed suspicious behavior within Downtown Glendale to the Glendale Police Dept. as well as to provide field reports of those observations. Each individual employee will be required to carry one handheld radio or cell phone to communicate with the Contractor(s), Operations Manager, and/or Downtown Glendale Executive Director as directed, and other maintenance co-workers. The selected contractor is responsible to provide and maintain all radios for maintenance personnel.
- 5. Public Space Development** - Visitors and employees should be able to enjoy the great micro-climate found in Glendale by patronizing public spaces including current and future significant corner public spaces. Part of the tasks of the employees will be to lock and unlock tables and chairs in the public rights of way every day, as well as secure or collapse umbrellas on windy days, particularly along Brand Blvd.

## PROJECT SCOPE: DESCRIPTION OF EXPECTED DUTIES

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The DGA Board is seeking a private or non-profit contracted maintenance and landscaping company (contractor(s)) to provide cleaning and landscaping services in the CBD public rights of way as further designated in this RFP. The DGA's mission is a challenge and not every maintenance company will have the ability to meet the demand. The DGA requires that the Contractor(s) provide sufficient personnel to staff a comprehensive maintenance program, who have the requisite skills to maintain the private and public rights of way and who can professionally interact with the members of DGA, the public and have the skills and abilities necessary in dealing with unruly or marginalized persons.

The purpose of the proposal is to enter into an Agreement with a qualified company. Expectations of the selected candidate or company are inclusive of, but not limited to the requirements listed below:

**MAINTENANCE AND CLEANING SERVICES/LANDSCAPING PERSONNEL TO BE PROVIDED- REQUIRED:**

The mission of the DGA is to create a dynamic Glendale urban district that will attract new businesses, retain existing businesses, create a safe living environment for residents, and attract visitors to a clean, beautiful, and overall vibrant community. This shall be accomplished through the use of designated cleaning and landscaping personnel.

- 1. Sidewalk/Gutter Sweeping/Ornamental landscaping employees** - Using hand or power sweeping equipment, clean and remove all trash, gum, stickers, debris and human bio-waste from sidewalks, gutters, driveways, tree wells, landscaped areas and on or around street furniture, including trash receptacles. Perform duties in a uniform fashion based upon directed frequency. Personnel shall be courteous and helpful to district merchants, residents, visitors, pedestrians and City personnel.

In addition, the cleaning personnel shall have at least one qualified person designated to maintain, water, change out, and install the ornamental landscaping throughout the district. This person is expected to be at least a half time worker and have experience in the field of ornamental landscaping in urban areas;

- A. Cleaning/landscaping personnel: Base your proposal on the following minimum schedule:**

Monday through Friday: (cleaning/landscaping ambassadors for coverage, total of 32 – 40 hours per day, a total of 160 – 200-person hours per week)  
Approximately 7:00 AM – 3:30 PM, perhaps put on split shifts

Saturday through Sunday (2 people for coverage, 16 hours per day, 32 hours per weekend), working approximately 9:00AM through 5:30PM

The above total of 132 hours minimum per week shall be subject to adjustment due to special events or changes in demand, upon reasonable notice to contractor(s) from Downtown Glendale Executive Director or District Manager. In addition, the maintenance crew will be expected to help construct and set holiday and seasonal decorations at least three times per year. This work shall be done within their existing schedule.

- B. Sidewalk Pressure Washing:**

To be determined; however, the entire district will be pressured washed no less than four times per year.

Pressure washing should be done at a time of day that is convenient for business and property owners and not after 8AM. Water temperature shall be at least 180 degrees Fahrenheit with a pressure of not less than 3500 psi and a volume not less than 5 gpm. All spray nozzles shall have a 25-degree pattern or greater. All storefront areas including storefront glass areas shall be protected to avoid water seepage into storefronts and debris on the sidewalk areas should be picked up immediately prior to washing. The contractor(s) shall have the capability to provide their own water source if needed or arrangements shall be made to use public or private sources. It is the responsibility of

the contractor(s) and not the DGA to ensure that the pressure washing conform to all applicable governing laws and regulations, including state and local laws governing storm water disposal. The pressure washing is to be conducted following tree and planter watering, as may be done, to remove soiled runoff. Appropriate safety measures shall be taken at all times. The minimum schedule should be as follows:

1. Gum is to be removed from sidewalks through hand scraping or pressure washing as needed but at least quarterly;
2. Spot cleaning will be done as necessary;
3. The pressure washing schedule shall be posted on the respective websites so businesses, property owners and managers and residents can check on when their next rotation will occur.
  - a. Sweep/Rake/Remove trash from all bus stops and areas with high pedestrian concentration as many times as possible per day;
  - b. Contractor(s) shall be able to provide special maintenance services, if needed, to and after special events as instructed by the Contractor(s) Operations Manager and/or Downtown Glendale Executive Director.
  - c. Estimated hours per week for pressure washing – 80 hours per week

**3. Trash Collection/Removal** - There are multiple city-maintained trash receptacles which are located throughout the district. Downtown Glendale maintenance personnel will be responsible to top off full receptacles as frequently as is necessary and to report damage to the receptacles to the City Public Works Dept. in a timely manner as necessary. Contractor(s) shall be responsible to clean the exterior surfaces of all trash receptacles on public rights of way and keep them free of minor graffiti by using appropriate methods which will not harm the receptacle surfaces. Major graffiti and vandalism shall be reported to the Contractor(s) Operations Manager in a manner determined by the Downtown Glendale Executive Director.

- A. Wipe down trash receptacle covers frequently, frequently mopping or washing the bottoms of the receptacles to remove dog urine, spilled drinks or other liquids;
- B. Clean and/or pressure wash under trash receptacles at a minimum of once monthly or as needed;
- C. Maintain daily cleaning reports. Daily distribute the reports to Contractor(s) Operations Manager and/or Downtown Glendale Executive Director, District Manager or District management company as directed in order to ensure compliance with contract.

**4. Graffiti Removal** – Clean with solution or pressure wash graffiti, stickers and unauthorized or illegal signs from pavements, trees, poles, planters, street furniture, news racks, bus stops, utility bases and any other relevant surfaces each day. Such removal shall be done in a manner not to damage the surface of the receptacle, pavement or public street furniture. All graffiti is to be removed from ground and wall surfaces within 24 hours of the occurrence. All other graffiti, including that on private property shall be noted and the private property owner shall be notified, or the City department notified in a manner to be determined by the Contractor(s) Operations

Manager and/or Downtown Glendale Executive Director or District Manager.

5. **Human Bio-waste** – Remove all human bio-waste, by sprinkling kitty litter on the bio-waste, thoroughly clean with a disinfecting agent or pressure wash with a similar agent from pavements, trees, poles, planters, street furniture, news racks, bus stops, utility bases and any other relevant surfaces when applicable. Such removal shall be done in a manner not to damage the surface of the receptacle, pavement or public street furniture. All human bio-waste is to be removed from ground and wall surfaces immediately once discovered. All other bio-waste, including that on private property shall be noted and the private property owner shall be notified, or the City department notified in a manner to be determined by the Contractor(s) Operations Manager and/or Downtown Glendale Executive Director or District Manager.
6. **Painting/Touch-up/Washing** – Provide an ad-on for touch-up painting of trashcans, planters, benches and light bases throughout the DGA as requested.
7. **Special Events, Holiday Decorations, Banners and Planter Watering** - Maintenance personnel will be called upon to install banners, holiday decorations, pedestrian way-finding systems and maintain those amenities as long as they are displayed in the boundaries of the District. The Downtown Glendale Executive Director or District Manager shall give contractor(s) at least thirty (30) days-notice of the need for personnel to implement various special events and/or seasonal displays in specifically designated areas in the district. This shall be considered a standard and not an extraordinary service of the regular maintenance crew.
8. **Informing District Personnel Regarding Non-conforming News Racks** - It shall be the responsibility of the contractor(s) staff to inform the Downtown Glendale Executive Director or District Manager when news racks have been placed in the public rights of way which:
  - a. Are covered with graffiti;
  - b. Have been abandoned;
  - c. Have been placed on the sidewalk but are unsecured;
  - d. Have been placed on the sidewalk and are chained to an adjacent news rack;  
or
  - e. Act as an obstacle in the public right of way;
  - f. Are not in compliance with City ordinances governing news racks in the public rights of way.
  - g. Display of sexually explicit photographs, headlines or printed material (publications)

9. **Uniforms:**

The DGA shall provide to the contractor(s) an appropriate number of customized shirts, caps and windbreakers. It shall be the responsibility of the contractor(s) to provide uniform pants in a style and color selected by the Downtown Glendale Executive Director or District Manager. It shall be the responsibility of the contractor(s) and their employees to care for and maintain all uniform apparel. All employees, at all times shall be in uniform. Uniforms shall be neat and presentable at all times. Uniforms shall be

replaced as they are worn out paid from the DGA.

## NOT TO EXCEED CONTRACT AMOUNT

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Contractor(s) shall provide a *not to exceed price* with a thorough breakdown of the wages provided for each work position, basic employment costs, the proposed hours and days for each work position and the overhead and administrative costs including a description of benefits provided to personnel, and any additional administrative cost. Maintenance and pressure washing of the public rights of way proposals shall not exceed \$510,000.00 per year.

## PROPOSAL REQUIREMENTS

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Contractor is requested to submit electronic copies of the proposal by Friday, April 19<sup>th</sup>, 2018 in accordance with the following format requirements:

- **Introduction** - Summarizing the scope of work to be performed.
- **Scope of Work** - List work to be performed, with the accompanying cost proposed for that service. Proposal shall describe procedure, materials and resources (e.g. staff), which will be utilized to complete each task in the scope. It is understood that services will be "as needed" and may ultimately be increased or decreased during the phase of negotiating a service agreement with the successful bidder. *The contractor is to provide the number of hours that cleaning and landscaping personnel shall be provided, in the DGA, not to exceed the budgeted amount for the district.*
- **Identification of Personnel and Equipment for the Downtown Glendale:** The contractor shall provide a list of the number of personnel that will be provided to maintain the Downtown Glendale for a 12-month period commencing June 1, 2018 (or earlier) and ending on May 31<sup>st</sup>, 2019. The contract may be extended by mutual agreement of both parties. *The contractor shall provide the costs of the following personnel, equipment, or sub-contractors including, but not limited to:*
  - i. Full time Operations Director;
  - ii. Monthly supplies for operations;
  - iii. Uniforms or special apparel in addition to those provided by the DGA; (paid for by the DGA);
  - iv. Maintenance employees, hours and days, not less than 308 hours per week;
  - v. Overhead factor (if applicable)
  - vi. Other costs considered relevant including contingency;
  - vii. Any start-up funding required to acquire equipment and supplies related to this contract;
- **Company Background** - Describe your organization/company's background including list of owner/principals (if private sector) or Board of Directors (if non-profit) including resumes of key management personnel, length of time company/organization has been

in operation, size (annual revenues), and organizational structure (e.g. staff and org chart). Experience in maintenance of public rights of way and development of public spaces is key.

- **Current and Prior Experience** - Provide a comprehensive list of all contracts or work performed during the past three years regarding any/all of the items in the scope of service. The list should include:
  1. Job location;
  2. Contract Amount;
  3. Role in the job (subcontractor or contractor);
  4. Equipment/general procedures used on the job;
  5. References - past and present including contact information;
  
- **Public Space Development:** Special consideration will be given to companies who have demonstrated experience in the development and daily management of dynamic public spaces in the public rights of way. Development, planning, implementation and maintenance of these public spaces is key to the goals of the DGA. List any relevant examples of public space development in similar areas;

#### **IV. Contractor's Employees**

- All employees shall be U.S. citizens or be legal residents of the United States with supporting documentation.
- Personnel shall have good communications and public relations skills to effectively interact with visitors, business and property owners in the DGA. Contractor will assure that personnel understand that public relations and public assistance are a primary part of their duties and are willing to assist in survey, distribute community information, provide directions, and assist the public as needed.
- Daytime personnel must be able to speak, write and understand the English Language to interact with the public, property and business owners, and DGA staff. Bilingual capabilities are preferred. Provide list of language skills in proposal.

#### **V. Management, Supervision and Training**

- Contractor shall assign one responsible management level person or Operations Director to meet with the DGA District Manager on an as needed basis. This Operations Director shall attend all appropriate Committee and Board meetings.
- All shifts must be supervised by an individual who monitors cleaning and landscaping personnel, makes client calls, contacts city departments to correct area maintenance problems, makes route inspections, makes graffiti lists, maintains service reports, reports suspicious/nuisance activity and homeless/vagrant issues to the Glendale PD.
- Contractor is responsible for all training required to ensure that employees clearly understand their duties and responsibilities. Such training shall include pre-assignment training and remedial training, as necessary. Contractor understands that the DGAs will

have the right to request that any employee receive remedial training or be removed from the project upon request.

**VI. Insurance**

The successful contractor shall be required to carry the following insurance and name the Downtown Glendale Association, its Board members, Directors and Officers as well as the City of Glendale as an additionally insured. Insurance companies and limits shall meet the standards of the DGA and the City and shall be provided in forms acceptable to DGA and City.

Insurance company issuing the policy shall be an “admitted” insurer in the State of California and shall carry an A.M. Best and Company minimum rating of AA:VII. Additional insurance provisions shall conform to Section 17 of the approved Management and Disbursement Agreement by and between the City of Glendale and the Downtown Glendale Association, copy of which will be provided upon request.

- **Worker's Compensation** - In accordance with state compensation laws, the contractor shall carry worker's compensation & employer's liability insurance for all persons employed in the performances of services described in this proposal.
- **Liability/Bodily Injury and Property Damage** - The contractor shall carry liability insurance/bodily injury and property damage in the amount not less than \$ 2,000,000 per occurrence with a \$ 3,000,000 aggregate.
- **Automobile** - The contractor shall carry automobile liability insurance/bodily injury and property damage liability in the amount not less than \$1,000,000 per combined single limit. All vehicles shall be registered and maintained by the selected contractor.
- **Additional Insured** – The DGA Downtown Glendale Association shall be named as additionally insured on all policies.

**VII. Other**

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

**VIII. Submittal of Proposals**

Please send all submittals electronically to [info@downtownglendale.com](mailto:info@downtownglendale.com). Subject line should be marked “Maintenance and Landscaping Ambassador Program Bid.” The deadline is **5:00 pm on Friday, April 19, 2018**. Late submittals will not be accepted. Staff of the DGA are available to meet and walk the district with Contractor, if requested.

**IX. Contractor's Representations:**

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

- a. The Contractor(s) has/have read and understands the contents of the RFP

information pack and the bid is made herewith.

b. The Contractor, before submitting a proposal, understands that the Contractor must:

1. examine the RFP information pack and exhibits;
2. visit the site and become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services; and,
3. become familiar with all applicable Federal State and local laws, ordinances, codes, rules and regulations that may in any way effect the cost, progress or performance of the services.

**X. Award of Contract**

The anticipated award date of the contract will be no later than May 20, 2018, that provides for the commencement of services on June 1, 2018. The term of the contract will be for one year, with possible two additional year extensions based upon mutual consent. The DGA reserves the right to terminate the contract with a 30-day written notice based upon dissatisfaction of the quality and consistency of work by the contractor. The rates established in the contract are to be maintained for the entire term of the first year of the contract. The selected contractor shall be expected to set up a base for operations, acquire all equipment and be ready to implement services on June 1, 2018.

**Conclusion**

Applicants should carefully consider the nature of the maintenance requirements of the DGA. This RFP is not designated for traditional maintenance companies. The awarded vendor must demonstrate the ability to provide staff that can perform, even thrive, in the DGA environment. This area of maintenance and placemaking is in a constant state of evolution. "Outside-the-box" thinking is a critical component of the management process for this DGA. Vendors and/or sub-contractors should expect that the contract will be challenging and will involve a very "hands-on" customer service dimension.

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

# Proposed Glendale Community Benefit District Map

May 2012

Surrounding Boundaries  
(Not Included in District)

