

Downtown Reno Business Improvement District

Hospitality and Street Outreach Program

Request for Proposals

July 9, 2018

On behalf of the Downtown Reno BID, please respond to:

Progressive Urban Management Associates

1201 E. Colfax Ave. #201

Denver, CO 80218

Attn: Yvette Freeman

PROPOSALS DUE: July 25, 2018, no later than 4 p.m. MST

Introduction and Overview

Overview

The **Downtown Reno Business Improvement District (DRBID)** is a newly established private sector led, funded and managed Neighborhood Improvement Project created under the Nevada Revised Statute, Chapter 271.

The Downtown Reno BID Objectives include:

- **Stabilize Downtown Streets:** Provide advocacy, leadership, and services that address downtown's most pressing challenges/opportunities, such as improving public safety, reducing homelessness, enhancing cleanliness, increasing mobility (transportation and access), and activating quality public spaces.
- **Economic and Community Development:** Increase business activity for existing operators and attract new investment to downtown through housing, economic development, and diversification initiatives. Enhance property values, sales, and occupancies.
- **Unified Voice and Champion for Downtown:** Align existing groups to speak with a single unified voice on behalf of downtown
- **Accountability:** Offer accountability to ratepayers through a property and business owner-managed governance structure.

BID Boundaries

The Downtown Reno BID encompasses a large area of the downtown, bounded roughly by Interstate 80, 9th Street to the north, Wells Avenue to the east; the Truckee River, California, and Moran Streets to the south, and Keystone Avenue to the west. A map of the DRBID is below.

BID Service Levels

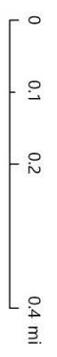
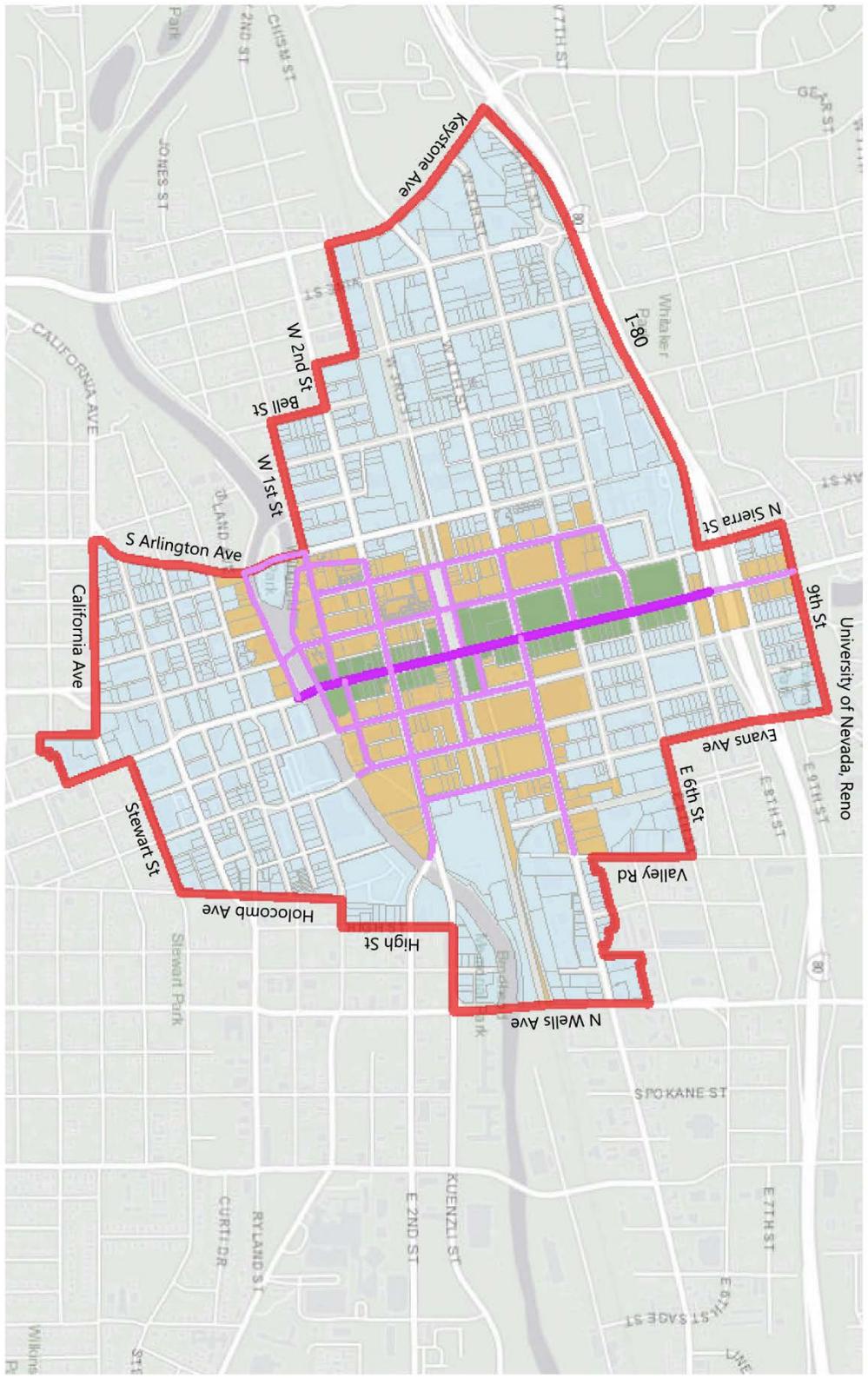
The Downtown Reno BID has three levels of service:

Standard Services – includes a “clean and safe” program that deploys teams of safety ambassadors and maintenance patrols throughout the downtown. Ambassador services include quality of life crime deterrence, engagement of the homeless populations, on-demand safety escorts, ongoing public engagement, and hospitality services. These services augment supplemental City of Reno police services, including foot and bike patrols that will be supported by BID funds. District-wide maintenance services will include “on-demand spot cleaning” throughout downtown. In addition, the program includes support for a downtown management organization providing leadership, economic development, communications, marketing services, and advocacy to advance issues and policies that benefit downtown and improve the area's overall image and appeal for employees, visitors and residents.

Premium and Premium-Plus Services – include maintenance patrols concentrated within the core of downtown providing periodic removal of litter, weeds and graffiti; cleaning of public furniture and fixtures; power washing; and special maintenance needs as they arise. The Virginia Street corridor will receive daily maintenance services and properties along this corridor will pay a higher “premium-plus” service rate.

The map below illustrates the boundaries for the Downtown Reno BID, and highlights the aforementioned service level and corresponding areas.

-  BID Maintenance Grid
-  BID Boundary
-  Premium Plus
-  Premium Services
-  Standard Services
-  Premium Plus Services



Reno BID

Ambassador Program

Overview

The 100-block Downtown Reno BID seeks a highly qualified vendor to fast track the creation of a strong, comprehensive and efficient Hospitality/Safety Ambassador Program. In addition to Hospitality/Safety Ambassadors, the program must include several experienced outreach workers designated to interface with downtown's street populations, and a seasoned onsite operations manager overseeing the entire program, reporting directly to the DRBID Executive Director.

The Ambassadors should maintain high visibility as they circulate around every part of the DRBID throughout each day and evening, providing the public with information and other assistance. The Ambassadors will be knowledgeable about points of interest and attractions, including public art and the best photo opportunities, special events, venues and activities.

The Ambassadors are generally expected to serve as:

- "Eyes and ears" to compliment Reno's Downtown Police Unit.
- Highly visible representatives of the BID wearing distinctive uniforms, mobile with the use of Segways, bicycles and on foot.
- Hospitality Guides, effectively welcoming and assisting visitors to enjoy Downtown Reno.
- Interfacing with the street populations, connecting them with the appropriate service providers, including the local Community Assistance Center that serves the population without homes.

For the BID's inaugural year, maintenance services are provided by the City of Reno, but the vendor is expected to monitor maintenance standards as part of the routine patrols throughout downtown and to provide "on-demand spot cleaning," including, but not limited to, litter removal, graffiti and sticker abatement as needed.

The vendor will ensure that Ambassadors, outreach workers and operations manager are adequately vetted, and sufficiently qualified to meet the demands and expectations of the respective positions and the DRBID. In addition to hiring employees, the vendor will constantly train and supervise all employees to ensure that all interaction with the public occurs in a manner that is courteous and helpful.

It is expected that Ambassadors will be approachable, friendly, knowledgeable and proactive to assist the public, engage with residents, business owners, downtown employees, visitors, etc. Ambassadors are expected to communicate in manner that is clear, pleasant and welcoming. It is understood that while the Ambassadors, outreach workers and operations manager are the vendor's employees, they are representatives of the DRBID.

The vendor is expected to incorporate "best practices" for its operation and be fully equipped with electronic devices to communicate with the DRBID, Reno Police and other relevant agencies and to document all interactions with the public in addition to all maintenance issues.

The vendor should utilize and maintain an electronic online data and work order system capable of generating reports and analyzing data statistically, spatially and in real time.

Vendor Responsibilities

- Staff, supervise, train, and administer the Ambassador Program for DRBID
- Uphold rigorous hiring standards that include background checks
- Execute above Program Description
- Carry out a schedule that can fluctuate daily, seasonally, and as specified by the DRBID accommodate special events or other conditions
- Develop and provide a training schedule for the Ambassador Program that includes both classroom and in-the-field training
- Provide and maintain uniforms for the Ambassadors from the source agreed to by the DRBID. All Ambassadors will be distinctly identified (uniformed) as working on behalf of the DRBID. The vendor is required to provide sufficient and appropriate outer clothing and uniforms (color, type of material and logo as determined by the DRBID), and protective gear as needed, supplies and equipment to accommodate Reno's four distinct weather seasons.
- Provide appropriate communication devices and all related equipment to Ambassadors
- Provide services in a professional manner, to the satisfaction of the DRBID
- Use an electronic reporting system to document all Ambassador reporting and interactions
- Report observed maintenance and quality of life needs in the public realm to the DRBID
- Interact with the appropriate City of Reno staff in reporting maintenance and quality of life issues
- Furnish and maintain Operations Center space (including electronic devices)

Downtown Reno BID Responsibilities

- Oversee Vendor services and contract administration
- Provide Operations Center and storage area for the Ambassador Program
- Provide assistance and direction to Vendor in the training of the Ambassadors
- Coordinate with the City of Reno and other entities as required
- Provide feedback to vendor on an on-going basis to ensure a successful program

Training

Training will be crucial to the success of the Ambassador Program and will include extensive initial training as well as ongoing training programs to refresh and expand knowledge. The initial course outline will consist of classroom and field instruction prior to Ambassadors working in assigned areas. Vendor shall submit a detailed training plan/program and schedule with this proposal. The DRBID will coordinate with all City of Reno departments involved in Ambassador training. Detailed training practices and manuals must be approved by the DRBID 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:

- Philosophy and mission of the DRBID and the Ambassador Program
- Policies regarding personal conduct, attitude, etiquette, including all those required by law
- Public relations and customer service
- Employee Code of Conduct/Rules and Regulations
- Scheduling, assignments, procedures
- Uniform maintenance, appearance

- Equipment use and maintenance
- Radio/Communications device use and etiquette
- Daily procedures
- Special Events procedures
- Data collection, report writing, emergency reporting procedures
- 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 and related trainings
- Classroom and field training: downtown geography, points of interest, businesses, and services
- Segway and bicycle safety, as applicable
- History and organization of the City of Reno
- Downtown attractions
- Dealing with emotional behavior, mentally ill, homeless, aggressive behavior, etc.
- Community sensitivity/cultural diversity
- Dealing with youth/gangs

Insurance

Vendor shall carry and maintain, with respect to any work or service to be performed for the DRBID, insurance written by a reputable insurance company, to provide for the following:

- Workers' Compensation as required by applicable statute and Employer's Liability Insurance
- Commercial General Liability Insurance
- Automobile Liability
- Excess-umbrella Insurance, including terrorism coverage.

Provide a sample Certificate of Insurance including limits with the proposal response. All policies and certificates shall provide for 30 days notification to the DRBID in the event of cancellation, reduction in limits or changes in coverage.

Include copies of local and state licenses held by Vendor and copies of insurance certificates showing current liability coverage in the amount of \$1 million per incident / \$5 million aggregate. The successful Vendor will be required to provide a certificate of insurance with the Downtown Reno Business Improvement District named as additional insured's.

Indemnification

Vendor shall defend, indemnify and hold harmless the Downtown Reno BID, its officers and employees, from any liabilities, claims, damages, costs, judgments, and expenses, including attorneys' fees, resulting directly or indirectly from an act or omission of Vendor, its employees, its agents, or employees of any subcontractors, in the performance of the services pursuant to a contract or by reason of the failure of vendor to fully perform, in any respect, all of its obligations under contract.

Benefits

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 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 or the BIDs rules and regulations, to include any other policies established by the contracting parties.

Hours of Operation

DRBID proposes that the Vendor will provide Hospitality Ambassadors seven days a week, generally from 8:00 a.m. until 12:30 a.m. Monday through Sunday and until 2:30 a.m. on Friday and Saturday.

Final schedules and staffing will be determined by the DRBID and the Vendor 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. Proposal should outline 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 DRBID. In those cases, Vendor and the DRBID will agree on a fee or hourly rate 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 DRBID within District boundaries.

Equipment

Communication Devices - Each Ambassador will 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 DRBID.

The Vendor will purchase any/all communication equipment for use by the Ambassadors. Vendor shall provide regular maintenance for the communications equipment. Vendor shall be responsible for damage to communications equipment above 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 DRBID immediately.

Software – Vendor will utilize an online database 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 DRBID via a Web-based platform.

All information housed by the Vendor belongs to the DRBID and must be returned to the DRBID at the DRBID's request, an obligation that shall survive contract termination.

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

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 DRBID
- Best financial value

The DRBID 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 the Ambassador Program. The Vendor is encouraged to think outside of the box and use prior experience to develop a solid plan. The total of the proposal shall not exceed \$700,000/year.

The initial contract period is for one year, with 2 one-year renewals at the sole discretion of the Downtown Reno BID

Other Requirements:

- A minimum of 2 years of experience successfully operating a hospitality/safety program in either a major or second-tier city is required.
- 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 Reno 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 public safety, greeting and hospitality services for this program.
- 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 DRBID and the selected vendor.
- Proposals will be valid for 90 days from the date of the submitted proposal.
- Each prospective vendor agrees to assume any and all costs and expenses associated with their preparation and response to this RFP.
- Although not required for this RFP, it is advantageous for vendors to have direct experience with cleaning/maintenance functions, in addition to hospitality/safety.
- Vendor should indicate if the company has any pending litigation regarding contract disputes, with details of dispute(s) if applicable.
- Vendor should provide at least three client references that are comparable to the DRBID. 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/vision statement and values
 - Indicators of the size of the company (past year revenue, number of offices, approximate number of accounts, etc.)

Professional Fee

Provide a detailed fee for services as set out in the Scope of Services contract. Detail all management fees, personnel salaries, uniforms, equipment expenses and supplies, benefits, insurance, training costs, etc.

Clearly indicate your percentage of profit.

All expenses associated with the provision of services should be detailed. This includes but is not limited to overhead costs, insurance, mileage, radio or cell phone expenses, equipment, uniforms, 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.

Timeline

Activity	Date
RSVP for Group Site Walk	Thursday, July 12, 2018
Group Site Walk	Wednesday, July 18, 2018
Proposal Submission Deadline	Wednesday, July 25, 2018
Vendor Presentation/Interview	Monday, July 30, 2018
Contract Award Date	Friday, August 3, 2018
Contract Start Date	Monday, October 15, 2018

RFP Submittal

Proposals must be received on or before 4:00 p.m. MST on Wednesday, July 25, 2018. In addition to submitting hard copies, proposals should also be emailed in a PDF format to yvette@pumaworldhq.com. Please deliver the three (3) hard copies to:

Progressive Urban Management Associates

On behalf of: The Downtown Reno BID

1201 E. Colfax Ave. # 201

Denver, CO 80218

Attn: Yvette Freeman

Submittals that are late, or incomplete will be rejected.