

# **Bridgeport Downtown Special Services District**

## **REQUEST FOR PROPOSAL**

### **“Downtown Ambassador” Program Contract**



#### **INTRODUCTION**

The Bridgeport Downtown Special Services District [hereafter “DSSD” or “the District”] serves as the business improvement district for the Park City’s central business corridor. The DSSD is charged with fostering a safe, welcoming urban environment, a center for cultural activity and competitive setting for business. To accomplish this charge DSSD provides environmental maintenance, beautification and security services. Furthermore, the DSSD – in collaboration with the City of Bridgeport and local/regional cultural organizations – implements special events and also markets downtown businesses, institutions, and cultural events.

#### **SCOPE OF CONTRACTOR**

The Bridgeport DSSD seeks to contract with a firm to provide cleaning, hospitality, and safety services which will, through the management of the “Downtown Ambassador” program, improve ownership values and the urban appeal of Downtown Bridgeport for the betterment of greater Bridgeport. The initial contract term shall be thirty six (36) months. The contract will commence July 1, 2018 and terminate on June 30, 2021 with three (3) one-year extensions at Bridgeport DSSD’s sole option.

The “Ambassador Team” will be a complement to the existing services of the City of Bridgeport. All Downtown Ambassadors are expected to:

1. Provide a distinctive, identifiable friendly appearance in the common areas (sidewalks, streets and public areas) within the District;
2. Provide information and assistance to visitors, tourists, and those in need;
3. Be equipped with 2-way communication devices, District uniforms, and other related equipment;
4. Be available to provide the public with information and other assistance;
5. Be trained and knowledgeable about points of interest, special events, businesses, and services located in and surrounding the District;
6. Be trained and knowledgeable about customer service and public relations to promote the image of the District.
7. At all times one Ambassador shall be designated as a working Shift Supervisor. The Shift Supervisor will perform the same duties as the Ambassadors. Additionally, s/he will be responsible for special projects, i.e., the removal of graffiti, power washing sidewalks and operating the sweeping and / or vacuuming mechanical equipment as well as managing the Ambassador staff in the absence of the Site Supervisor.
8. Provide maintenance and cleaning services on a regular and frequent basis on all public and common areas within the District on a daily basis, monitor and report the following activities or incidents, included but not limited to: Construction Problems/Safety Hazards; Sidewalk quality and/or safety issues; Emptying of Trash cans and general trash

removal; Fire safety hazards; Graffiti; Illegal Dumping; Lighting (street and traffic signal) outages; and Potholes.

9. Work in close coordination with various businesses, government agencies, and public and private law enforcement individuals within and surrounding the District. However, Downtown Ambassadors **will not** be or function as deputized law enforcement officers or emergency medical technicians.
10. Staff the district's seasonal events and programs (flower program & holiday decorations), placemaking initiatives, and special projects.
11. Supply a pick-up truck or equivalent vehicle for use by the Supervisors and will be responsible for all operating and repair expenses. The vehicle shall at all times be kept in good, workable condition. The vehicle shall be clearly marked with the DSSD District logo. The vehicle shall be equipped with emergency equipment including, but not limited to, a first aid kit, flares and traffic cones. The truck shall be equipped with watering tank, hoses and other equipment as required to water all planters as required or recommended by the DSSD.
12. Downtown Ambassadors will adhere to the highest standards of personal hygiene and appearance. Untrimmed beards or long sideburns, smoking, gum chewing and reflective sunglasses are not allowed. For men, hair must not extend past the shirt collar or over the ears. For women, long hair should be combed away from the face and secured for the safety of the employee. Hair sculpting, extremes in dyeing, bleaching or tinting or other extreme hair styles are not permitted. Any hair accessory must be conservative and complementary to the DSSD uniform. Visible tattoos should be concealed to the best of the ability of any contracted employee. For the safety of employees, no visible body piercing (i.e. nose, lip, eyebrow rings) is permitted.

Below are examples of specific tasks the DSSD is expecting from each component of the Downtown Ambassador Program.

### **Maintenance Services**

- Litter and dirt removal on a daily basis, from sidewalks, gutters, plazas, medians, and other areas designated in the District map (see Attachment A). Additional service hours may be requested by the District for work in line with the duties listed for areas directly adjacent to the delineated DSSD area.
- Clean, polish and maintain the bus stop enclosures and the areas surrounding the bus stops.
- Removal of common area weeds and grass growing out of the tree grates and sidewalks.
- Removal of posters and placards which are not authorized by the City.
- Leaf removal, as required.
- Graffiti removal within 48 hours on private property up to two stories high. Any and all equipment and supplies required to remove graffiti shall be included in bid.

### **Safety Services**

- Patrol the District on foot, on a bicycle, or in a vehicle
- Maintain a presence on the street adding to the real and perceived safety of the District;
- Deliver trained and knowledgeable deterrence to aggressive panhandlers and aggressive behavior;
- Assist property owners and tenants in overall crime prevention efforts
- Assist the public with directions and information regarding DSSD services and activities;
- Report daily on unauthorized food carts, trucks, and vendors
- Report daily on streetscape problems (graffiti, illegal dumping, illegal posters, etc.);

- Assist the Bridgeport Police Department by reporting emergency or exigent conditions requiring police attention;
- Take necessary action to notify the supervisor and the Bridgeport Department of Police Services and / or the Downtown Substation Manager of criminal activity. The DSSD President will be notified of all these incidents in a timely manner;
- Document interactions with the public and Downtown Bridgeport safety issues; and
- Assist with quality of life issues within the District.

### **Hospitality Services**

- Staff the daily setup, maintenance, and breakdown of public seating areas.
- Staff District civic beautification efforts to include planting and daily maintenance of District open spaces
- Install, maintain, and remove district holiday décor
- Provide exceptional customer service
- Special projects as designated by DSSD staff

### **Site Supervision**

The Contractor will provide a full-time Site Supervisor immediately available to Ambassadors by radio from a central office within ten minutes of any part of the District. The Site Supervisor will:

- Be responsible for planning and executing the program schedule, interviewing, hiring (all staff will be approved by the DSSD), supervising, and evaluating the Ambassadors.
- Work on special projects, e.g., graffiti removal, power washing, poster removal or plant care.
- Travel throughout the District frequently to review the location of Downtown Ambassadors on-site to ensure that they are performing according to Contract requirements.
- Review the daily activity from the individual reports of the Ambassadors. All data shall be maintained so that weekly, monthly, and year-to-date figures can be presented to the DSSD Board of Commissioners.
- Hold a weekly briefing/update session with the DSSD President and other involved parties (Board of Commissioners, Bridgeport Department of Police Services, City Department of Public Works, District merchants, etc.). Weekly reports and recommendations are to be submitted with a map outline of the District and a strategy for the upcoming week.

The Contractor shall carry all necessary insurance including general liability, automobile and special public liability insurance to include coverage for false alarm, false arrest, libel, slander, civil rights violations and other defamation and invasion of privacy.

This scope of work is contract-based and will consist of a minimum of 265 hours per week onsite, spread across the Downtown Ambassador team. The DSSD has budgeted \$300,000 per year for this scope of activity. The DSSD reserves the right to adjust the billable hours, and staffing levels, of any contractor on a regular basis.

### **PREFERRED QUALIFICATIONS**

Proposers should be responsive to the District's rigorous requirements for attentive maintenance, customer service, safety, hospitality and public relations, and should demonstrate the flexibility to respond to existing and evolving public space maintenance and cleanliness issues, as well as safety issues while creating a more hospitable environment for all downtown users.

In selecting a contractor, DSSD will weigh most heavily:

- The contractor's experience and demonstrated ability to successfully run a Downtown Ambassador program for an organization like DSSD or similar environment
- Best total cost solution while meeting the objective of the DSSD.

- Demonstrated responsiveness to client concerns; demonstrated ability to resolve problems quickly and appropriately.
- Corporate and financial stability.
- Ability to meet all requirements of the RFP.
- Ability to successfully negotiate a written agreement for services.
- Ability to assign only carefully screened, trained, and qualified employees of exemplary character.

## **HOW TO APPLY**

Applicants should submit a proposal, which includes the below information, no later than 5:00 p.m. on Thursday, May 10, 2018, to:

Bridgeport Downtown Special Services District  
 Attn: Lauren Coakley Vincent  
 938 Broad Street  
 Bridgeport, CT 06604  
 Email: [lauren.dssd@infobridgeport.com](mailto:lauren.dssd@infobridgeport.com)

### **Company/business information**

- Name, address, telephone and fax numbers, email addresses
- History (years in business, how the company started, etc.)
- Legal structure (privately or publicly held, incorporation information)
- Business unit and individuals to be responsible for providing/managing contracted services, including detailed resumes of primary project representatives. Describe role of individual(s) in managing contract and percentage of time expected to be devoted to contract.
- Reference names and contact information for similar contracts with other organizations.
- Documentation of financial stability and resources, and any applicable licenses and permits.
- List of commercial general liability insurance policies held in conjunction with current contracts for programs like DSSD's Ambassador Program. Include details of policy limit amounts, and describe/explain any claims that have been made on any of these policies within the last three (3) years.
- Contractor shall be fully licensed as may be required under Connecticut State Law. The Contractor must submit updated copies of such license to the DSSD.
- Provide a statement regarding retention record for similar accounts for the past two (2) years.
- Explain how DSSD would realize a specific advantage from the use of the Contractor's organization. Describe the quality programs your organization has adopted which directly impact your ability to meet DSSD's objectives.
- Describe your organization's chain of command and how issues requiring senior management attention would be resolved.

### **Downtown Ambassador Program Proposal**

- *Scope of services* – Describe how you will deliver the services outlined in the Scope of Contractor section above.
- *Recruitment* – Explain how staff and supervisors will be recruited and what criteria will be used to recruit staff. Describe the program for supporting minority Bridgeport city residents in your organization. Detail your drug-testing, background-screening, grooming, and other personnel policies and practices. Provide complete information about employee benefits.
- *Training* – Provide details of proposed training (both initial and ongoing), including topics, instructors, schedule, role of the DSSD, etc.

- *Equipment and uniforms* – Provide a complete list of any proposed vehicles, maintenance equipment, and other equipment. Propose innovative ways to incorporate technology into the provision of on-street services. Provide suggestions on proposed uniform elements. Describe how equipment will be maintained and how uniforms will be kept clean.
- *Timeline* – Show sequence of steps from award notification to deployment of staff, anticipated July 1, 2018.
- *Pricing / Budget* – Submit an annual budget using hourly rates to provide figures for the fiscal year 18/19 (July, 1, 2018 – June 30, 2019) and two (2) consecutive fiscal years that follow (separate figures for each year). Include detailed breakdown of personnel costs (salaries, benefits, taxes), equipment costs, training costs, uniform costs, overhead, and profit.
- *Accountability for performance* – Explain how your performance will be demonstrated and measured.

Criteria by which all proposals will be evaluated include:

1. Ability of the proposer to satisfy all requirements for successful completion of the assignment;
2. Cost to the Bridgeport DSSD;
3. Experience in providing the services being requested; and
4. Interview evaluation process, if interviews are conducted.
5. Because DSSD is a State-authorized agency that receives funding from District property owners and investment from the City of Bridgeport and the local business community, the District may give preference to those companies that are headquartered in or maintain offices in the municipality of Bridgeport. The District's administrative office also works to hire individuals who reside in Bridgeport.

DSSD reserves the right to reject any or all of the proposers, to waive any informalities in the proposals received and to accept the proposals deemed in the best interest of DSSD. The Bridgeport DSSD also reserves the right to interview and negotiate with selected respondents after all proposals have been reviewed and award a contract as it deems is in its best interest.

**Pre-Bid Conference:** DSSD will hold an optional pre-bid informational meeting on **Monday, April 23, 2018 at 10:00 a.m.** at the DSSD offices (938 Broad Street, Bridgeport, CT 06604) for contractors interested in submitting proposals.

