



*City of Arts & Innovation*

# City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: SEPTEMBER 20, 2016

FROM: COMMUNITY & ECONOMIC DEVELOPMENT      WARD: 1  
DEPARTMENT

SUBJECT: EXCLUSIVE NEGOTIATING AGREEMENT WITH STREETPLUS COMPANY,  
LLC FOR THE DOWNTOWN SAFETY AMABASSADOR PROGRAM - RFQ NO  
1635

## **ISSUE:**

Approve an Exclusive Negotiating Agreement with Streetplus Company, LLC for the Downtown Safety Ambassador Program.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve an Exclusive Negotiating Agreement with Streetplus Company, LLC of Los Angeles, California for the Downtown Safety Ambassador Program (Ambassador Program); and
2. Authorize the City Manager, or his designee, to execute the Exclusive Negotiating Agreement, including making minor, non-substantive changes, and to sign all documents and instruments necessary to complete the transaction.

## **DEVELOPMENT COMMITTEE RECOMMENDATION:**

On Development Committee met on August 18, 2016, with Chair Gardner, Vice Chair Davis and Member Mac Arthur to consider the selection of the proposal from RFQ 1635 from Streetplus Company, LLC (Streetplus) for the Downtown Safety Ambassador Program (Ambassador Program). After discussion, the Committee unanimously voted to select the Streetplus proposal and to recommend that the City Council approve an Exclusive Negotiating Agreement with Streetplus.

## **BACKGROUND:**

In August 2010, the Development Committee recommended that staff initiate a Downtown Retail & Entertainment Strategy. The intent was to create a comprehensive evaluation of Downtown's strengths and opportunities for continued growth, as well as a long-term development strategy to ensure the success of Downtown.

Development Committee direction in 2010 led to the Downtown Retail & Entertainment Strategy prepared by Jones Lang LaSalle. The Downtown Retail & Entertainment Strategy was presented to the Development Committee in early 2012, with staff recommending a number of implementation measures, such as the expansion of eating, drinking and entertainment establishments; concentrating entertainment venues in a compact area; integrating multi-family housing into the Downtown land use mix; increase events and programming to active the street scene; and implement a more visible and cohesive branding program.

The City initiated several of the recommendations above, and has had success in attracting new businesses and housing to Downtown. Since 2010 the City has seen an increase in Downtown businesses, pedestrian and visitor traffic, entertainment venues, and downtown housing. However, the Downtown has also seen an increase in the homeless population, vandalism, and theft in the public parking garages. These increases have heightened the need to improve Downtown safety and cleanliness.

To address existing and future safety concerns, the Community & Economic Development Department (CEDD) staff, in partnership with the Riverside Downtown Partnership (RDP), initiated an effort to hire a private company that would provide community-oriented security services. These services are often used in downtowns such as Los Angeles, Santa Monica, and West Hollywood (to name a few) to provide public services similar to private shopping centers and high-profile tourist destinations. This combined effort resulted in a draft Request for Proposals (RFP) for a Downtown Safety Ambassador Program.

On January 21, 2016 the Development Committee reviewed the status of the Downtown Safety Ambassador Program, which included a copy of the draft RFP. The Committee directed staff to revise the RFP to reflect a Request for Qualifications (RFQ), so that it reflects the intent of selecting a service provider to create a program in partnership with the City while funding is identified; reach out to the Riverside Police Officer's Association to ensure their support or comments; and release the RFQ.

Staff revised the RFQ to include changes from the Development Committee, Riverside Police Officers' Association, RDP, and the Greater Riverside Chamber of Commerce. The significant changes to the RFQ reflected the intent to enter into an Exclusive Negotiating Agreement (ENA), which would result in a Professional Consultant Services Agreement after stakeholders are defined and funding is secured; and a revision from a one-year contract with two (2) one-year extension options, to an initial three-year contract with two (2) three-year extension options. Comments from City staff and RDP were incorporated, and the RFQ was released on the City's BID page on June 2, 2016.

On June 17, 2016, staff received RFQ submittals from four (4) service providers and, as previously noted, on August 18, 2016 the Development Committee reviewed and selected the Streetplus proposal and recommended that the City Council approve an ENA with Streetplus for the Ambassador Program.

## **DISCUSSION:**

The ENA with Streetplus will allow for the negotiation of the following items relative to the Ambassador Program:

- a) Proper due diligence, including a thorough background check;
- b) Program geographical boundaries determination;

- c) Contract funding source identification; and
- d) Refining of scope of work.

The term of the ENA shall be twelve (12) months, with an option to extend for another six (6) months (upon City approval). At the termination of the ENA, the City and Streetplus may enter into a Professional Consultant Services Agreement, subject to City Council review and approval.

**FISCAL IMPACT:**

The Exclusive Negotiation Agreement will not have a direct fiscal impact to the General Fund. Moreover, this action will allow the City to work with a service provider to identify potential funding sources, which will be considered by a separate City Council action.

Prepared by:	Rafael Guzman, Community & Economic Development Director
Certified as to availability of funds:	Scott G. Miller, PhD., Chief Financial Officer/City Treasurer
Approved by:	Al Zelinka, FAICP, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Concurs with:



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Mike Gardner, Chair  
Development Committee

Attachment: Exclusive Negotiating Agreement