



# Development Committee

*City of Arts & Innovation*

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**TO: DEVELOPMENT COMMITTEE MEMBERS** **DATE: AUGUST 18, 2016**

**FROM: COMMUNITY & ECONOMIC DEVELOPMENT** **WARD: 1**  
**DEPARTMENT**

**SUBJECT: PROPOSED EXCLUSIVE NEGOTIATION AGREEMENT WITH STREETPLUS**  
**COMPANY, LLC FOR THE DOWNTOWN SAFETY AMBASSADOR PROGRAM –**  
**RFQ NO. 1635**

## **ISSUE**

Select the Streetplus Company, LLC ambassador program proposal from RFQ No. 1635 and recommend that the City Council approve an Exclusive Negotiation Agreement with Streetplus for the proposed Downtown Safety Ambassador Program.

## **RECOMMENDATIONS**

That the Development Committee:

1. Select the proposal from Streetplus Company, LLC (StreetPlus) of Los Angeles, California for the Downtown Safety Ambassador Program (Ambassador Program); and
2. Recommend that the City Council approve an Exclusive Negotiation Agreement with Streetplus.

## **BACKGROUND/LEGISLATIVE HISTORY:**

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.

Jones Lang LaSalle prepared the Downtown Retail & Entertainment Strategy. Staff presented the Downtown Retail & Entertainment Strategy to the Development Committee in early 2012 and recommended 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 activate the street scene; and implement a more visible and cohesive branding program.

The City initiated several of the recommendations 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 a perceived decrease in quality of life due to various collateral impacts resulting in a 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 and the draft RFP. The Committee directed staff to:

1. Revise the RFP to reflect a Request for Qualifications (RFQ, Attachment 1), so that it reflects the intent of selecting a service provider to create a program in partnership with the City while funding is identified;
2. Reach out to the Riverside Police Officers' Association to ensure their support or comments; and
3. Release the RFQ.

### **DISCUSSION:**

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 are:

1. The intent to enter into an Exclusive Negotiating Agreement, which would result in a Professional Consultant Services Agreement after stakeholders are defined and funding is secured; and
2. A revision from a one-year contract with two one-year extension options, to an initial three-year contract with two three-year extension options.

The RFQ was released on June 2, 2016, and received submittals from the following four service providers:

<b>Proposer:</b>	<b>Year 1 Cost of Service:</b>	<b>Relevant Experience:</b>
Streetplus	\$308,932.73	South Park, Los Angeles Business Improvement District (BID) South Park II, Los Angeles BID Arts District, Los Angeles Historic Core BID, Los Angeles
Power Security Group	\$149,760	No direct ambassador experience
Block by Block	\$374,726.70	Downtown Ventura Partners Improvement District Sunset Strip BID, Los Angeles
Universal Protection Service	\$221,038.00	Downtown Los Angeles BID Gateway to Los Angeles BID San Pedro Waterfront BID Hollywood Media District BID

The Evaluation Committee was comprised of representatives from City staff, Riverside Downtown Partnership, and Greater Riverside Chamber of Commerce. The committee met on June 23, 2016, and determined that all four firms should be invited to interview with the City. Specifically, the Evaluation Committee wanted to confirm each company's understanding of the City's unique circumstances, security needs, and the intent to enter into an Exclusive Negotiating Agreement.

The Evaluation Committee interviewed all four respondents on July 5, 2016. At the conclusion of the interview process, the Evaluation Committee re-scored each proposal and collectively concluded that the Streetplus proposal is the most responsive to the RFQ.

With the Development Committee's consent, staff will develop an Exclusive Negotiating Agreement with Streetplus for City Council review and consideration to allow for the following:

- 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 Exclusive Negotiation Agreement, the City and Streetplus may enter into a Professional Consultant Services Agreement subject to City Council approval.

The Purchasing Services/Risk Manager has reviewed this report and concurs with the recommendation.

### **FISCAL IMPACT**

The action of the City to enter into an 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, Finance Director/Treasurer
Approved by:	Al Zelinka, FAICP Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

#### **Attachments:**

1. Safety Ambassador Safety Program RFQ
2. Presentation