

**City of Olympia  
2017 Request for Proposals (RFP)  
Downtown Ambassador Program**

**The Request:**

The City seeks a partner to provide assistance in overseeing daily operations for its Downtown Ambassador Program and Clean Team. The partner will be a qualified program administrator who can manage an array of services in order to help maintain Olympia's clean, safe and vibrant downtown. This proposed contract will run from January 1, 2018 through December 31, 2018, with a potential option for two one year renewals contingent upon funding.

The City anticipates and encourages organizations that provide service in and to downtown to submit proposals. The selected agency will coordinate cleaning, safety, hospitality and outreach work in our downtown. It is anticipated that the agency will provide all employees for this program and will furnish them with daily supervision, training, uniforms, and all necessary tools, equipment including personal protective equipment and outreach supplies to perform contracted services. The agency will be required to provide liability insurance in an amount and manner specified by the city.

The City anticipates that the supervisor and employees will be in close coordination with the City's Downtown Liaison, Code Enforcement and the Olympia Police Department. The contract will be managed by the Community Planning and Development Director or his designee.

Following a review of proposals and letters of interest, the City may negotiate service contract(s) with one or more agencies to provide some or all of the services described below.

**Downtown Cleaning Services:**

Provide cleaning services in a defined downtown core service area (designated below) to residents, visitors and workers within the downtown. Services, performed may include:

- Trash and needle collection
- Monitor and report trash can status
- Graffiti removal
- Pressure washing
- Leaf removal from City property and other designated areas
- Human and animal waste removal
- Seasonal weed removal from City sidewalks
- Flyer removal from City utilities and signage
- Assist with ice and snow removal, de-icing and drain clearance

**Priority Cleaning hours:**

- Monday - Sunday 7:00 AM - 4:00 PM (hours may vary depending on needs)

**Downtown Hospitality and Safety Services:**

Provide on-street hospitality and safety services for the residents, workers and visitors within a defined Downtown service area (designated below). Federal regulations dictate that the CDBG funds used to support part of this program must benefit homeless and mentally ill street dependent people in the downtown core. The other services funded with non-CDBG funds may benefit visitors, business owners, business patrons and other people in the downtown service area. These services may include:

- Foot patrols by Downtown Ambassadors
- Trespass engagement
- Visitor assistance
- Parking assistance
- Transit information
- Social media and event promotion
- Outreach Services (referrals for social services, direct assistance and other services)
- Business Check-ins
- Event Coordination
- Provide administrative and meeting responsibilities as necessary
- Distribute City provided referral information to all local human service programs
- Welcome new businesses
- Maintain social media presence including Facebook, Instagram, Twitter and other outlets

**Priority hospitality and safety hours:**

- Tuesday- Saturday 10:00 AM to 6:00 PM (hours may vary depending on needs)

**Welcome Center:**

Presently the City provides space for the Ambassador program at 301 4<sup>th</sup> Ave E. The City plans to continue this lease until December 31, 2018. In addition to serving as a base of operations for the Ambassador Program and Clean Team the space is also operated as a Welcome Center on a limited basis primarily using volunteers to support a public information desk. The Welcome Center is open Thursday thru Sunday approximately 4 hours per day. The existing space is not ideal for any of these functions.

Proposals that include alternative approaches and locations to support the Ambassador Program, the Clean Team and Welcome Center will be considered.

**Current Budget:**

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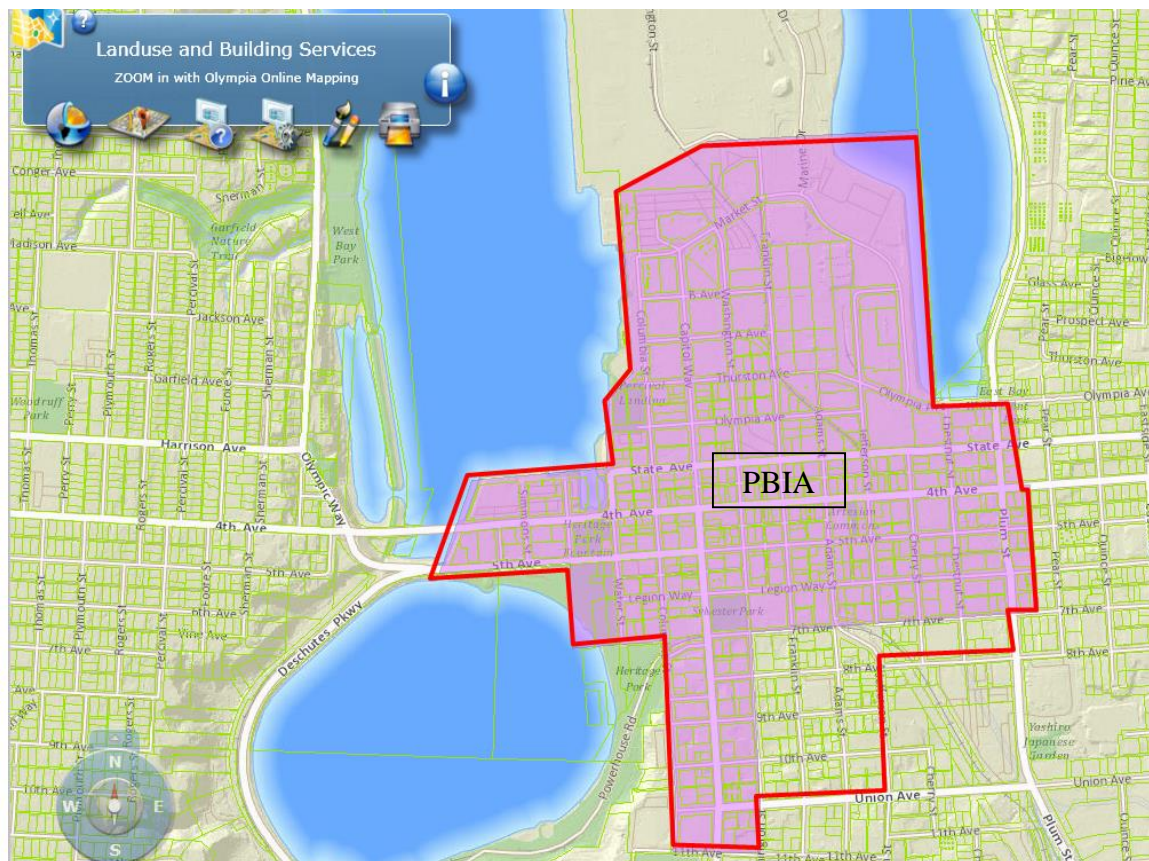
**Source of Funding:**

Please note that this proposed contract may be funded from a combination of sources including both the City of Olympia general fund and federal Community Development Block Grant funds. All potential applicants will be screened against the federal listing of disbarred contractors.

<b>Funding Source</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
General Fund	50,000	60,000	60,000	60,000	144,300	208,600
PBIA		37,500	30,000	33,500	43,500	43,500
CDBG				25,650	51,270	55,397
Parks, Arts & Recreation				2,200		
Parking Revenue		50,000	50,000	50,000	70,000	50,000
City LTAC funds					5,000	
<b>Total</b>	<b>50,000</b>	<b>147,500</b>	<b>140,000</b>	<b>171,350</b>	<b>314,070</b>	<b>357,497</b>

## Service Area:

The service area will generally be as defined on the map below. Within that area 4<sup>th</sup> Avenue and Capitol Way will be the target areas, the PBIA boundary is the primary service area and the remainder of the downtown is a secondary service area. Resources should be allocated accordingly.



## Project Reporting:

The selected contractor will coordinate and communicate with the Community Planning and Development Director or designee no less frequently than a weekly basis and shall provide a monthly performance data report as agreed to in the service contract within 10 days of end of the month. At a minimum, the report will detail person hours worked, volume of trash removed, social service referrals made, customer contracts made, police calls for service made.

### **Project Timing:**

The City is interested in continuing the existing program with no disruption. The contract period will run from January 1, 2018 until December 31, 2019 with the possibility of two one-year extensions.

### **Selection Process and Considerations:**

The responses to this RFP will be reviewed by a Selection Committee convened by the Community Planning and Development Department Director. At a minimum, the Selection Committee shall include the Chair of the PBIA, Chair of the General Government Committee, Police Department representative, Community Planning and Development Director, Downtown Business Owner, social service provider representative and Visitor and Convention Center representative.

In evaluating this contract the Selection Committee shall consider:

1. Previous experience and length of service with community outreach
2. Previous experience and length of service in providing direct social service and referrals
3. Previous experience with supervising and training work crews and providing contracted services
4. Knowledge and expertise of the project supervisor who *will work on the project*
5. Knowledge of Olympia's downtown
6. Availability to meet the project timeline

A final decision will be made based on the agency's availability to do the work within the needed time frame, with respect to the necessary expertise to be successful and with respect to the agency's clarity around their approach to providing the services and their understanding of the objectives of the program and the values of the City.

The City reserves the right to negotiate a contract in whole or in part or reject all proposals if it is deemed in the City's best interests.

The Selection Committee shall make a recommendation regarding the preferred contractor to the City Council. Following selection by City Council a contract for services shall be developed by the Community Planning and Development Director and approved by City Council.

### **Content of Submittals:**

Submittals shall not exceed (8) 8 ½ x 11 pages of text, including cover and letter of interest, with a minimum 12 pt. font, double-spaced. ***One hard copy*** and one digital copy of the proposal shall be submitted. The submittal shall include:

- A letter of interest signed by a principal of the agency, with a statement of availability to complete the work and a general approach and timeline to delivering the necessary services to meet identified timelines, objectives, outcomes and results. The statement should highlight the respondents approach to service delivery and understanding of the community's interests and values.
- A detailed cost estimate to complete the work outlined in the proposed approach.
- Qualifications and experience of the staff assigned to supervise the project.
- Approach to recruiting, selecting and training Downtown Ambassadors and Clean Team members.
- A staffing and compensation plan.
- A statement that the agency will be responsible for and take reasonable measures to ensure that its employees abide by the city's Administrative Guidelines as they relate to employee behavior while on the job.
- A statement that the agency acknowledges and will abide by the City's Administrative Guidelines in hiring and while providing contracted services.
- A statement regarding the agency's administrative and fiscal capacity to manage personnel, deliver contracted services, submit timely and accurate billing and prepare and keep necessary documentation to successfully deliver the services desired.

**Response:**

To be considered proposals should be delivered to the Community Planning and Development Department, 601 4<sup>th</sup> Ave, Olympia, Washington 98501

**Further Information:**

If you have questions, please contact Keith Stahley at (360) 753-8227 or e-mail [kstahley@ci.olympia.wa.us](mailto:kstahley@ci.olympia.wa.us).

**Deliver to:**

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CP&D Director  
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601 4<sup>th</sup> Ave  
Olympia, WA 98501

**Mail to:**

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