

Request for Proposals

March 6, 2017



Wilmington, NC Downtown Safe and Clean Program

Overview

Wilmington Downtown Incorporated (WDI) leads the community's revitalization efforts in the central business district. With the efforts of WDI and other stakeholders, the center city has attracted significant growth and development including new shops, restaurants and residences. Since 2013, Downtown has over \$371 million in new projects completed, under construction or announced.

With this success, Downtown's need for basic services has also increased. After a two year planning effort, the Mayor and City Council approved the creation of a Municipal Service District (MSD), also known as a Business Improvement District, in December 2016. In finalizing the MSD, the City of Wilmington also determined that they intend to hire a community organization, association or group to direct additional safety, cleanliness, marketing, placemaking and economic development services to the newly created district. According to new state statutes, the City must publicly bid this contract.

As a non-profit, community organization with over 35 years of experience in directing economic development services for the area, Wilmington Downtown Incorporated expects to respond to the City's RFP to manage the MSD. To that end, WDI is seeking a partnership with an experienced entity to provide enhanced safety and cleanliness programs to the newly-created MSD.

The service provider shall be responsible for recruiting, hiring, training, equipping and directing the necessary personnel to provide service on a seven-day-a-week basis.

This program will require a firm with a strong knowledge and experience in providing safety and cleanliness services within established districts, especially within urban settings. The firm must understand the needs for both commercial and residential stakeholders and have strong knowledge of local government practices, federal and state regulations and physical limitations within Downtown.

If your firm is interested in participating in the selection process, please submit 1) a description of the firm, 2) information about experience and programs being implemented in other similar communities, 3) key staff or personnel specifically assigned to Wilmington, 4) a description of the approach to provide the services, 5) a fee schedule (see Budget Guidelines below) and a timeframe to start operations once the City authorizes the contract. Submittals are limited to thirty (30) pages.

Client: Wilmington Downtown Incorporated or subsidiary organization of WDI.

Selection Process: The firm will work with a task force coordinated and convened by Wilmington Downtown Incorporated. The responses to this request will be evaluated by the task force. As stated in the RFP, responses are due by 4:00 p.m. (EST) March 21, 2017.

Current Downtown Climate:

Downtown Wilmington is flourishing. Covering roughly 70 blocks and 210 acres, Downtown has over 11,000 workers and is the largest employment center in the region. All told, Downtown has over 880 businesses including over 275 shops, restaurants, salons, pubs and museums. The largest employer is PPD Inc., a pharmaceutical clinical research organization, with over 1,000 workers at its headquarters on the northern end of the district.

Downtown is also the region's dominant entertainment and cultural center. The 1,500 seat Wilson Center opened in October 2015 bringing Broadway shows and national touring entertainers to the area. The facility complements the 880-seat Thalian Hall that is used for a variety of performances and other small theaters that dot the Downtown landscape. Another crucial asset is the Downtown National Register Historic District and 7 other historic districts that surround the center city.

The opening of the Wilmington Convention Center in 2011 added a state of the art meeting and convention facility with 107,000 square feet of space to Downtown. This supplements and supports other venues that are used for special events, weddings and other activities for small and mid-sized groups.

The convention center bolstered an already strong tourist economy. A recent poll of North Carolina residents found that Wilmington is the most popular city in the state. Out of town visitors flock to the area to enjoy the amenities and ambiance of Downtown including museums, breweries, nightlife and a foodie culture.

Downtown is also an education hub with about 7,000 students and key administrators from the 28,000-student Cape Fear Community College located in the center city. This is the sixth largest in the state and has campuses in other locations. Other government facilities include the historic County Courthouse, City Hall, Federal Courthouse and other County government offices.

In terms of new development, Downtown has several projects announced or underway, including 521 hotel rooms. A Marriott Courtyard opened in February

2014 and a Hampton Inn is set to open on an adjacent parcel in March 2017. An Embassy Suites hotel is underway next to the Convention Center along the river and 2 other hotels have announced plans to build.

Residential growth is also strong. CityBlock Apartments added 112 new units in 2014. Sawmill Point is adding 280 units along the river this Spring and another development has announced plans for 300 units at the Port City Marina. A marquee initiative is a public private partnership to remove a 1960's urban renewal era parking deck and redevelop the site for 170 residential units, 25,000 square feet of ground floor commercial space and 409 publicly available parking spaces.

Recent office development has also seen an increased supply. A five story 70,000 square foot building opened in December 2015 at 3rd and Princess Streets. BB&T Bank is the anchor tenant and the region's largest architectural firm just leased space at the property.

Downtown is linked by its Riverwalk. In fact, readers with USA Today recently voted Wilmington as America's Best Riverfront. This 1.5 mile attraction meanders along the Cape Fear River and borders a range of uses and attractions. This is the City's #1 tourist attraction and provides a crucial link for the modern north end to the historic south side of Downtown.

SCOPE OF WORK

WDI envisions scope of work that includes public safety and enhanced cleanliness and maintenance. Crew members are expected to be friendly, personable, clear-spoken and approachable, and able to handle situations involving conflict calmly. Demeanor, posture, appearance and actions will be above reproach at all times. Employees shall provide the highest level of customer service while performing their duties, including assisting pedestrians and motorists with directions, information and other requests as needed. The duties would be basically organized as follows:

a. Downtown Ambassadors

The primary role of the Downtown Ambassadors is to provide an additional safety presence in the Downtown MSD. Duties must include, but NOT LIMITED to, the following components:

1. Seven (7) days a week service, depending on the needs of the specific neighborhood.
2. Actively intervene in nuisance activity such as panhandling, open containers, camping, sleeping, loitering and trespassing.
3. Report nuisance activity to the Wilmington Police Department when staff is unable to deter nuisance activity safely.

4. Report suspicious and criminal activity to the Wilmington Police Department.
5. Observe safety trends and report them to WDI executive staff.
6. Provide safety presence and pedestrian safety escorts to Downtown workers, residents and visitors.
7. Monitor street light outages and report repairs.

The Downtown Ambassadors are also responsible for reporting Downtown issues, such as safety hazards, property damage, broken windows, graffiti, campsites, and landscaping concerns.

At all times, the Downtown Ambassadors serve as "goodwill ambassadors" for Downtown, and assist the public by providing directions, parking and event information, restaurant recommendations, umbrella escorts and other assistance as needed.

Downtown Ambassadors assist with grassroots marketing services, as directed by WDI executive staff, including distributing promotional materials to Downtown street-level businesses.

Downtown Ambassadors are expected to remain "on the street" as much as possible, and are prohibited from patrolling inside buildings or accessing upper levels of buildings unless specifically directed by WDI.

b. Downtown Clean Team

The primary role of the Downtown Clean Team is to provide cleaning and maintenance services to the Downtown MSD District, although Clean Team members are also expected to be able to provide assistance to the public as they perform their duties. Downtown Clean Team responsibilities include, but are not limited to:

1. Pick up litter, cigarette butts, leaves, etc. from sidewalks. Also clean within doorway openings adjacent to sidewalks unless instructed otherwise by WDI or the property owner.
2. Remove litter and debris from tree wells.
2. Remove stickers and graffiti from all public property within the district. Report graffiti on private property to Wilmington Police Department and to the private property owner. Remove graffiti with the written permission from the property owner.

3. Dispose of all dirt, trash, leaves, debris, cigarette butts, handbills and other similar items in an appropriate and sanitary manner.
4. Perform steam cleaning (or power washing) of sidewalks on a regular basis or as directed by WDI.
5. In coordination with the City Sanitation Department, insure that all public trash receptacles are emptied. Trash containers shall be washed and cleaned on a regular basis.
6. In the unlikely event of winter weather, clear a 5-foot wide section of sidewalks and spread "ice melt" material as time allows based upon the priority areas defined by WDI.
7. Provide basic cleaning services within public alleys and other areas as directed by WDI.
8. Provide limited assistance for special events and activities as directed by WDI.

BUDGET GUIDELINES

Bids should include all labor costs, indirect costs, supplies, travel costs (if applicable) and equipment. Revenue for these services is being provided by a city-imposed tax (aka - a BID) on Downtown real estate. The budget for these programs are reviewed and approved on an annual basis by a City Council appointed Municipal Service District Advisory Committee. WDI anticipates a budget allocation for the Safe and Clean services to be approximately \$175,000 in year one.

If individual components are not addressed, assumption will be made it is covered. In budget preparation, you should take into consideration the opportunity for long-term involvement, exposure to other public and private organizations and the overall community benefit and public attention this program receives.

Cost and Method of Payment

WDI will make monthly payments for cleanliness services to the selected firm.

PROGRAM GUIDELINES

A. Operation Hours/Deployment: An overview of proposed hours of operation is outlined below. RFP respondents may recommend different allocation of hours based on observation of needs and budget considerations. Respondents may also suggest alternative deployment hours. WDI reserves the right to vary the amount of hours per week if the budget necessitates. Any additional or overtime hours must be pre-approved by WDI.

Team members shall patrol every street in the MSD a minimum of twice per day, with a focus on peak pedestrian areas.

The vendor will provide an Operations Manager, at 40 hours per week, on-site daily to oversee entire safe and clean operation. An individual with supervisory authority shall be on duty for one shift per day and on call during operating hours.

Proposed Downtown Clean and Safe Operating Hours

Monday - Thursday:	7am - 10pm
Friday:	7am - 11pm
Saturday:	7am - 11pm
Sunday:	9am - 5:30pm

B. Uniforms & Equipment: Highly visible uniforms, distinctive to the Safe and Clean Team will be provided to each employee by the vendor. As this is a new service, WDI and the vendor will collaboratively review and define appropriate apparel. The uniforms must be comfortable and durable, with seasonal pieces to conform to all types of weather. Uniforms may not be worn during non-working hours, except to and from work. The vendor is also responsible for obtaining or replacing any uniform, equipment or other work-related item from terminated employees. Black or white shoes and socks are also required.

All equipment used by these programs must be for the exclusive purpose of performing contracted services. The vendor is required to provide insurance for all equipment. Equipment will be stored in the space co-provided by WDI and the vendor when not in use. The vendor will ensure that all employees authorized to operate the equipment are properly trained in safety and operating procedures.

Vendors are encouraged to include within their proposals any additional equipment that may enhance the services provided by these programs. Examples of this type of equipment include trash pickers, sidewalk cleaner/sweeper machinery, bikes, segways and radios or other communication devices. Vendor is responsible for the cost, performance and maintenance of any equipment purchased for these programs.

C. Facility: WDI will provide suitable office space for the Safe and Clean Team manager. WDI will assist in finding warehouse space for storing of equipment and other general items. Each employee will report to this space at the beginning and end of each work shift. The vendor will provide the means for recording work time. The vendor is required to provide reasonable office supplies. A restroom will be provided at this space. Employees may also use this space for staff meetings or during assigned breaks. Non-employees are prohibited from entering the area. The vendor will appropriately discipline, up to and including termination, any employees who misuse these facilities. WDI retains the right to terminate any employee's privilege of using this space if WDI in its sole discretion determines that such space has been misused.

D. Training: Downtown Safe and Clean Team members are expected to be people-friendly and will be trained to perform their duties. Background checks must be completed on all employees prior to hiring.

Customized training programs, designed by the vendor and approved by WDI, are to be coordinated and paid for by the vendor. All new hires must attend formal training that includes customer service skills, emergency response, safety and cleanliness techniques and patron assistance. If requested by the vendor, WDI can provide an overview training session highlighting the background of these programs, the work of WDI, an overview of Downtown Wilmington and information on landmarks, points of interest, parking information and entertainment venues.

E. Equal Opportunity Employment: Wilmington Downtown Incorporated is an equal employment opportunity employer. The vendor's employment decisions shall be based on merit and business needs, and not on race, color, citizenship status, national origin, sexual preference, ancestry, gender, age, religion, physical or mental disability, veteran status, or any other factor protected by applicable, federal, state, or local law.

F. Employee Benefits: Vendors are encouraged to consider employee medical, dental and life insurance packages as a benefit to Safe and Clean Team members. If offered, the vendor will provide WDI with a recommended outline of the benefit package and the dollar amount of the related costs for each package that would be the responsibility of the employee and of the vendor.

PROGRAM REQUIREMENTS

A. Reporting Requirements: The vendor shall submit monthly reports to WDI with the following information:

- Number of staff worked
- Hours worked
- Hours mechanized equipment deployed (if applicable)

Activity reports including, but not limited to: nuisance activities intervened in/reported, calls to Wilmington Police Department, safety escorts, citizens assisted, directions & parking information given, bags of litter removed, weight of trash or litter removed, graffiti removed, hours of pressure cleaning of sidewalks, special projects.

The vendor shall respond in writing to WDI in response to any complaints from members of the Downtown Improvement District and shall make its best effort to alleviate such complaints.

B. Insurance: The vendor shall obtain and maintain insurance coverages in the amounts described below and shall provide to Wilmington Downtown Incorporated (WDI) a Certificate of Insurance furnishing documentary evidence that the coverages and requirements set forth below are met and remain in effect.

General Liability Insurance:

Coverage shall be written using Insurance Services Office (ISO) Commercial General Liability Insurance Form No. CG 00 01 (latest effective date) or its equivalent, without any limitations as respects coverage for Products and Completed Operations. Policies shall include Additional Insured endorsements as outlined below. The General Liability Insurance shall contain Contractual Liability covering the indemnity agreement in F below. Limits of liability required are:

Bodily Injury & Property Damage Liability	\$1,000,000
General Aggregate	\$2,000,000
Products & Completed Operations Aggregate	\$2,000,000
Personal Injury Liability	\$1,000,000

Automobile Liability Insurance:

Such insurance shall include coverage for all owned, non-owned and hired automobiles at limits of:

Bodily Injury & Property Damage Liability	\$1,000,000 each Accident
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Workers' Compensation and Employers' Liability Insurance:

Coverage shall be written in accordance with all applicable Federal and State Laws at limits of:

Coverage A. Workers' Compensation	Statutory
Coverage B. Employers' Liability	
Bodily Injury by Accident	\$1,000,000 Each accident
Bodily Injury by Accident	\$1,000,000 Policy limit
Bodily Injury by Disease	\$1,000,000 Each employee

Additional Requirements:

Wilmington Downtown Incorporated, and its directors, officers, agents and employees, and the City of Wilmington shall be named as Additional Insureds under the Commercial General Liability and Automobile Liability policies. The Additional Insured status under the General Liability Policy shall apply to Products and Completed Operations Coverages and per ISO Form CG 20 10 (ongoing operations) and CG 20 37 (completed operations).

1. The insurance provided to the Additional Insureds shall be primary to any other insurance maintained by the Additional Insureds and any other insurance maintained by the Additional Insureds shall be excess and non-contributory. This provision must be reflected on the Certificate of Insurance.
2. Waiver of Subrogation in favor of WDI shall be provided under the Commercial General Liability, Automobile Liability and Workers' Compensation policies, and this provision must be reflected on the Certificate of Insurance.

3. WDI shall be exempt from and in no way liable for any sums of money that may represent a deductible in any insurance policy. The payment of such deductible shall be the sole responsibility of the vendor.
4. Each Certificate of Insurance must state that the insurance carrier is required to give WDI thirty (30) days prior written notice of cancellation or material change that reduces or restricts the coverages or liability limits of any insurance policy.
5. Each insurer writing coverage must have a rating of "A-VIII" or better under the A.M. Best rating system.

F. Indemnification: To the fullest extent permitted by law, the vendor (the Indemnitor) shall defend, indemnify, and hold harmless Wilmington Downtown Incorporated and the City of Wilmington and their directors, officers, agents and employees (the Indemnitees) from all claims that may arise from the performance of Indemnitor's work or the acts or omissions by Indemnitor, its subcontractors, employees, agents or others employed directly or indirectly by any of them in connection with the performance of the contract with WDI. This indemnification agreement shall include indemnification for all reasonable costs and attorneys' fees in connection with any claim subject to indemnification or in connection with the enforcement of this Agreement, including, in each case, costs and fees on appeal.

PROPOSAL FORMAT/SUBMITTALS

Please limit responses to 30 pages or less. Address each section fully and in the same order as outlined below.

A. Company History & Clean Team Experience:

1. **Contact Information.** Name, address, telephone and fax numbers, email addresses, website.
2. **History of Company.** Provide a complete and detailed report on the history of your company, to include years in operation, location of facilities, number of employees, etc.
3. **Legal Structure.** Publicly or privately held, incorporation information. Also identify if business has MWBE status.
4. **Experience.** Address your company's experience in providing Downtown Safe and Clean services to other private and public entities.
5. **Direct Contacts.** Business unit and individuals by name to be responsible for providing/managing contracted services, including resumes of individuals. Describe role of individual(s) in managing contract and percentage of time expected to be devoted to contract. Identify the frequency that Senior Management from the corporate headquarters will make announced and unannounced on-site visits (minimum of bi-annual) and include a description of the evaluation criteria to be used.
6. **Insurance.** Commercial General Liability insurance policies held in conjunction with current contracts for programs like Wilmington Downtown Incorporated's Safe and Clean Program. Include details of policy limits.

B. Approach to Downtown Safe and Clean Team:

1. Narrative Description. Include a scope of services to be provided, roles and relationship of contractor and WDI in program development. Explain how Safe and Clean members will be instructed to perform their jobs and handle a variety of situations; how they will communicate with each other; and how they will report on their activities.
2. Recruitment. Explain how Operations Manager and Downtown Safe and Clean members will be recruited and what criteria will be used to recruit and hire staff. Detail drug testing, background screening, physical requirements, grooming and other personnel policies and practices. Provide complete information about employee benefits, including plan to handle need for employees to work on major national holidays (New Year's Eve, New Year's Day, President's Day, Independence Day, Memorial Day). Describe the role WDI will play in the initial and ongoing recruitment activities.
3. Training. Provide details of proposed training (both initial and ongoing), including topics, instructors, schedule, etc.
4. Deployment. Include proposed deployment models for the Downtown Safe and Clean Team.
5. Accountability of Performance. Explain how you propose to be held accountable for the Downtown Safe and Clean Team and how services will be measured and demonstrated.
6. Timeline. Define the amount of time needed to hire, train, equip and implement service if selected. Note that WDI will not know about a potential contract with the City until June 6, 2017. The district would legally start on July 1, 2017.

C. Proposed Budgets

1. Provide budget figures for a three-year period (separate figures for each year) and two, one-year, options:
2. Include detailed breakdown of personnel costs (salary, benefits, taxes), equipment costs, training costs, uniform costs, supply costs, overhead, etc.
3. Include hourly cost for Downtown Safe and Clean Team.

SELECTION CRITERIA

WDI reserves the right to choose any vendor for this service, regardless of the bidding price or the criteria described below. Additionally, WDI is at liberty to refuse any and all vendors who submit proposals. WDI will review all proposals for completeness; any that are incomplete may be eliminated. In selecting a vendor, WDI will weigh many factors in the selection process, including the following:

1. Experience, ability, skill:
 - Previous experience in providing sanitation services in a defined area, especially working with Business Improvement District organizations and local governments.

- Hiring and maintaining staff resources to effectively provide the required services.
 - References from current or previous clients.
2. Ability to provide the necessary resources to complete the identified tasks including:
 - Anticipated staffing levels and projected wage rates
 - Vehicles, cleaning machines and other technology to carry out the duties
 - Providing quantifiable measures of the program's results
 3. Annualized cost to provide the above scope of service
 4. Corporate and financial stability

CONTRACT TERMS

WDI reserves the right to accept or reject all or part of a proposal. WDI shall not pay any costs or losses incurred by any applicant at any time, including but not limited to the cost of researching Downtown Wilmington and Wilmington Downtown Incorporated and responding to the RFP. Wilmington Downtown Incorporated will notify each vendor, in writing, to state the acceptance or decline of their proposal.

Upon reaching an agreement, the formal contract between the vendor and WDI will be presented to the WDI Board of Directors for approval and authorization. A proposed contract shall become effective only upon an affirmative vote of the Board of Directors.

The services will be performed under the terms and conditions of a contract for a term of three (3) years. WDI shall have an option to extend the period by one (1) year at the end of the initial term by giving the contractor at least thirty (30) days notice in writing prior to the expiration date. WDI will also have a second option to extend the period by one (1) additional year.

PROJECTED TIMELINE*

Proposed contract timeframe is a three year contract with two, one-year, client options. The proposed selection timeline is as follows:

March 6, 2017	Request for Qualifications issued by WDI
March 21, 2017	Submissions due
Week of March 27	Review process begins; interviews held as needed (telephone or personal)
Week of April 3	Preferred vendor identified, contract negotiations
Week of April 24	Potential interview with City of Wilmington
June 6, 2017	City of Wilmington MSD Services Contract award
June 28, 2017*	Final contract approval by WDI Board
July 1, 2017*	District legally starts; Service begins ASAP

*subject to selection by City of Wilmington as MSD service provider.
Schedule may change as necessary.

PROPOSAL DEADLINE

Proposals should be submitted by 4 p.m. EST on Tuesday, March 21, 2017 to:

Ed Wolverton
President & CEO
Wilmington Downtown Incorporated
221 N. Front Street, Suite 102
Wilmington, NC 28401
ed@wilmingtondowntown.org

Digital submissions are preferred.
Paper proposals are acceptable.
Fax proposals are not acceptable.
For questions, call (910) 763-7349.