







## HOSPITALITY AMBASSADORS PROGRAM

An Overview Program Document  
February XX, 2022.

Uptown Whittier Improvement Association

13305 Penn St. #200

Whittier, CA 90602

**Background Information**

The Uptown Whittier Improvement Association (UWIA) was created in the Fall of 2017 as a non-profit 501(c)(3) corporation. Voted on and passed by an overwhelming majority of Uptown Whittier property owners, the UWIA is a community benefit district run primarily by a board of property owners and business owners. The board is responsible for making decisions in the areas of public safety, beautification, economic development, maintenance and promotions—providing residents and visitors with a clean and safe community to enjoy. The UWIA plans to elevate and revitalize the Uptown Whittier district by keeping its sidewalks clean, establishing a cohesive identity, maintaining a safe neighborhood, beautifying the community and promoting Uptown Whittier as a top regional destination.

The Hospitality Ambassadors Program will be an element of The UWIA's commitment to elevate and revitalize Uptown Whittier supporting the goal of beautifying the community, maintaining a safe neighborhood, and promoting Uptown Whittier's Restaurants, Shops, and Services in the region.

**UWIA Mission Statement**

The mission of the UWIA is to improve the district through various service areas including Sidewalk Operations, District Identity and Land Use.

### **Ambassador Program Overview**

The UWIA Hospitality Ambassador Program will use trained contract staff throughout Uptown Whittier as assigned by the UWIA Board to provide a consistent, welcoming atmosphere for visitors, neighborhood residents, workers, and storefront businesses. UWIA Hospitality Ambassadors will be high-visibility representatives of Uptown Whittier primarily providing services such as: general hospitality/wayfinding, addressing safety issues as appropriate, addressing negative conditions of public space, and communicating to appropriate public services as needed.

The UWIA Hospitality Ambassadors Program focuses on meeting the needs of stakeholders within the established Uptown Whittier District. Ambassadors will be on foot and/or non-motorized transportation such as bicycles, where allowed, and wear distinctive, approved uniforms that maximize their presence and visibility, and complements overall Uptown Whittier branding efforts.

The primary role of the Hospitality Ambassadors is to build relationships, offer hospitality services such as giving directions, provide pedestrian escorts, suggest restaurant and retail information, and offer any other customer-oriented support that will foster stronger relationships between stakeholders and the Whittier area. They will serve as liaisons between Whittier's stakeholders, while providing traditional hospitality services such as advising visitors, workers and residents about Whittier, such as events, retail, and restaurant venues and parking options. The Hospitality Ambassadors should be regarded as a friendly, knowledgeable, outgoing extension of the UWIA and the Whittier community.

Additionally, the Hospitality Ambassadors should report maintenance issues in Whittier including burned-out streetlights, damaged public property, damage to the private property of UWIA members, and trip hazards on sidewalks. If the issue is minor, Ambassadors should immediately address it, such as picking up trash on the sidewalk and placing it in a receptacle, or removing a flier or sticker taped to a light pole. They should strive to be model citizens, helping to care for, respect and maintain Uptown Whittier.

Lastly, the Hospitality Ambassadors will observe and report incidents related to safety concerns, and public order issues to the appropriate authorities.

### **Ambassador Program Description**

- The Hospitality Ambassadors will be present in the Uptown Whittier area on a daily schedule to engage with stakeholders, provide the public with information and offer other assistance. The Hospitality Ambassadors will be trained and knowledgeable about points of interest in Whittier, upcoming special events, and services located in and around surrounding the Uptown Whittier area.
- The Hospitality Ambassadors will ~~also~~ visit local businesses and community organizations to identify any needs or concerns.
- The Hospitality Ambassadors are to report maintenance issues, pick up loose trash that can be placed in a proper receptacle, and remove graffiti, stickers, and handbills that can be disposed of immediately.
- The Hospitality Ambassadors will be trained in customer service and public relations in a manner that promotes the image of Uptown Whittier and the UWIA

- The Hospitality Ambassador Program should incorporate relevant Business Improvement District best practices and be equipped with electronic device(s) to both communicate with appropriate agencies and document maintenance issues and all interactions with the public. UWIA ~~will~~ not issue the devices; the Hospitality Ambassadors ~~will~~ be issued the devices by the contractor.
- The Hospitality Ambassadors are to serve as a presence to enhance the image of Whittier and provide additional information to law enforcement, and other partner agencies. Hospitality Ambassadors are not to be or function as deputized law enforcement officers, nor will they carry weapons or any kind. Any and all training with law enforcement will occur through the partnership between the Whittier Police Department and the UWIA.
- The Hospitality Ambassadors will be outfitted with uniforms selected by the UWIA.
- The Hospitality Ambassadors will provide responsive, “on-demand” services during the scheduled hours of service to respond to the needs of stakeholders.
- The Hospitality Ambassador contractors will utilize and maintain an electronic online data and work order system capable of generating reports and analyzing data statistically, spatially, and in real time.
- The Hospitality Ambassadors will exercise independent good judgment with minimal supervision.
- The Hospitality Ambassadors will identify and resolve incidents within their ability and purview.
- The Hospitality Ambassadors will assist UWIA staff in other duties as assigned.

### **Contractor’s Responsibilities**

- Staff, supervise, train and administer the Ambassador Program for the UWIA.
- Provide a Program Manager that exudes customer service, competence and professionalism.
- Uphold rigorous hiring standards that include appropriate background checks, training and development
- Execute the Program Description to meet or exceed contract requirements.
- Carry out a schedule that can fluctuate daily, seasonally, and as specified by UWIA, to accommodate special events or other conditions such as seasonal variations.
- Develop and provide a multi-dimensional and on-going training schedule for The Hospitality Ambassador Program that includes both in-class and in-field training.
- Provide and maintain uniforms to the Ambassadors from the source agreed to by the UWIA. All Hospitality Ambassadors will be distinctly identified (uniformed) as working on behalf of UWIA. Additionally, the Hospitality Ambassadors shall have a uniform design that is subtly yet distinctly different from those of the BID Patrol Safety Ambassadors and the Cleaning Ambassadors, but a part of a family of uniforms that collectively represent the operational services provided by the UWIA.
- Provide appropriate communication devices and all related equipment to Ambassadors.
- Provide services in a professional manner, to the satisfaction of the UWIA.
- Use an electronic reporting system to document all Ambassador reporting and interactions and provide presentation-ready reports and charts as requested by the UWIA.
- Participate in problem/issue solving with UWIA and other partners in improving quality of life needs in the public realm to the UWIA or the City of Whittier, where appropriate.

- Interact with the appropriate UWIA staff in reporting maintenance and quality of life issues.

### **UWIA Responsibilities**

- Oversee Contractor services and contract administration.
- Provide Operations Center and storage area for The Hospitality Ambassador Program.
- Provide assistance and direction to Contractor in the training of The Hospitality Ambassadors.
- Coordinate with the City of Whittier and other entities.
- Pay for the services provided by the Contractor according to contractual terms.
- Develop, communicate and assess key performance indicators for associated RFPs and performance evaluation.

### **Personnel**

All personnel used by the Contractor under this program will be employees of the Contractor. Contractor shall pay all salaries, insurance and expenses, all federal social security taxes, federal and state unemployment taxes, and all other taxes relating to the employees. Contractor must comply with legal requirements including the Federal Fair Labor Standards Act, Equal Opportunity Employment, and the Americans with Disabilities Act. UWIA has the right to reject any Contractor employees or request immediate replacement without cause.

The Contractor, the Contractor's employees, and its subcontractors, shall be competent and careful workers skilled in their respective trades. In the submission packet, the Contractor must address how wages will escalate across the duration of the contract to keep pace in a competitive labor market and encourage employee retention. Subcontractors shall be subject to prior approval by the UWIA. The Contractor shall not knowingly employ nor contract with any person who engages in misconduct or is incompetent or negligent in due and proper performance of his or her duties and the Contractor must warrant the fitness of all employees. All Hospitality Ambassadors must pass a thorough background check. UWIA shall have the right to require the Contractor remove any employee who displays misconduct toward the public or public property or is in any way discourteous or inappropriate to the public. UWIA shall also have the right to review employment files for all Contractor employees working in The Hospitality Ambassador Program.

### **Training**

Training will be important to the success of the Hospitality Ambassador Program. Training will include extensive initial training as well as ongoing training programs to refresh basic knowledge. Initial training will consist of classroom and field instruction prior to The Hospitality Ambassadors fulfilling their assigned roles. Contractor shall provide for the initial training and appropriate in-service training. Contractor shall submit a detailed training plan/program and schedule with this proposal. The UWIA will coordinate with all City of Whittier departments involved in The Hospitality Ambassador training. Detailed training practices and manuals must be made available to the UWIA prior to training. If necessary, for the Hospitality Ambassadors to be licensed by the state of California, all state licensure costs will be at the expense of the Contractor.

Training provided by the Contractor at the Contractor's expense shall include, but may not be limited to:

- Philosophy and mission of the UWIA and The Hospitality Ambassador Program
- Policies regarding personal conduct, attitude, etiquette



- Public relations and customer service
- Employee Code of Conduct/Rules and Regulations
- Scheduling, assignments, procedures
- Uniform maintenance and appearance
- Equipment use and maintenance
- Radio/Communications device use and etiquette
- Daily procedures
- Special Events procedures
- Data collection, report writing, emergency reporting procedures
- Program activity reporting
- Personal safety policies and procedures; emergency procedures
- Legal responsibilities
- Basic automotive troubleshooting and assistance (i.e. jumping car batteries, replacing a tire)
- Street Smarts; security awareness; dealing with conflict; terrorism; gang awareness
- Chain of command
- CPR/First Aid
- Classroom and field training: area geography, points of interest, businesses, and services
- History of Whittier and the UWIA
- Area attractions
- Dealing with emotional behavior, mentally ill, homeless, aggressive behavior, etc.
- Community sensitivity/cultural diversity

### **Hours of Operation**

UWIA proposes that the Contractor will provide Hospitality Ambassadors seven days a week, generally from 9:00 AM until 9:00 PM. Schedules should be prepared to flex according to demands within the Uptown Whittier Area. Final schedules and staffing will be determined by UWIA and the Contractor and may be modified based on seasonal demand or special events. A schedule of holidays observed will be agreed upon in advance, and employees whose regular work schedule includes an observed holiday will be compensated with holiday pay. Proposal should include outline proposed holiday schedule.

Any schedules or services to be performed outside of the normal scope of the program must be approved in advance by UWIA. In those cases, Contractor and UWIA will agree on a fee or hourly rate for providing services for special situations or events not included in the regular weekly schedule. Individuals employed as Hospitality Ambassadors shall not perform services for private individuals, other organizations, or special events within the UWIA boundaries without the prior approval of the UWIA.

### **Equipment**

It is suggested that the following equipment will be necessary to perform the program services:

- Communication Devices - Each Ambassador will be equipped with a communications device(s) that allows them to communicate with their supervisors and other ambassadors, including those serving on the Safety / Clean Ambassador teams. Ambassadors must also be able to access information from a handheld device and be able to submit activity logs and incident reports for data collection purposes on a daily basis.
- Ambassadors must be able to report maintenance needs via a handheld system that is compatible with software that is accessible by the Contractor and UWIA.
- The Contractor will purchase any/all communication equipment for use by the Ambassadors. Contractor shall provide regular maintenance for the communications equipment. Contractor shall be responsible for damage to communications equipment above normal wear and tear and shall replace, at Contractor's expense, any equipment lost, stolen or destroyed. All communications devices shall be maintained in good working order throughout the Contract period. Problems with function of or damage to communication equipment must be reported to UWIA immediately.
- All information housed by the Contractor belongs to the UWIA and must be returned to UWIA at its request, an obligation that shall survive contract termination.
- Other Equipment - Other equipment necessary to perform the above-described scope of services will be provided by the Contractor and should be detailed in response to this RFP. UWIA will have to approve any and all equipment proposed for use by the Contractor. UWIA shall have the option to display its preferred logo and / or the logos of supporting sponsors on all equipment, including uniforms, used by the Contractor to provide these services. All equipment purchased with funds under this contract shall belong to UWIA and shall at UWIA's option revert to UWIA at the termination of this contract.

### **Uniforms**

All Hospitality Ambassadors and their equipment will be distinctly identified (uniformed) as working on behalf of UWIA. UWIA will specify the uniform elements and the Contractor will secure them through a Contractor/source agreed to by UWIA. The uniforms that the Contractor selects will be determined in consultation with the UWIA. The Contractor's employees providing services for UWIA will be required to wear uniforms while on duty and the uniform will not be used at any other time, except for the commute to and from work. Contractor will maintain these uniforms in a clean and acceptable condition at all times. The Hospitality Ambassadors must not wear dirty or disheveled uniforms while on duty. All uniform elements paid for by the Contractor are the properties of UWIA and will be accounted for and returned to the Operations Center by the Contractor.

The Contractor will also supply certain other uniform elements, such as ~~These items may include:~~ uniform caps or hats, fanny packs, rain ponchos, rain suits, lightweight jackets and/or heavy jackets. Contractor will maintain these uniform elements in a clean and acceptable condition at all times. These uniform elements are the property of UWIA and shall remain in the Operations Center at all times when not in use. The Hospitality Ambassadors shall not wear uniform items or items with the UWIA logo for purposes other than assigned duties or during scheduled working hours.

### **Program Manager of Ambassador Services**

The Contractor will provide a full time Program Manager of Ambassador Services who will oversee the

program and deployment. This employee must have clearly documented skills and experience necessary to excel in this position. The Program Manager should have a proven track record of exemplary customer service and leadership. Responsibilities include:

- Raising awareness of services ~~offered through numerous approaches~~ by meeting with businesses and residents
- Using flexibility and creativity in deployment to meet changing needs
- MResponsible for meetings, performance reports, and evaluations with designated UWIA staff
- Clear understanding and knowledge of all computer and communication systems used by staff
- ~~Has the ability to r~~Reviewing raw data and providing the UWIA with a comprehensive report on all activities

### Insurance

During the life of the contract between UWIA and the Contractor, the Contractor shall provide, pay for, and maintain insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance of the work described in this RFP, by the contractor, his agents, representatives, employees, or subcontractors. Specific types are described below. Contractor's insurance shall be primary in all occurrences associated with the services outlined in this RFP. The cost of such insurance shall be included in the Contractor's bid, covering, at a minimum the following categories:

- Commercial General Liability Insurance shall include Premise and Operations, Personal and Advertising Injury, Contractual Liability, Independent Contractors, Broad Form Property Damage including Completed Operations and Products, and Completed Operations Liability Coverage. Such policy insurance shall have limits of liability not less than \$2,000,000 each occurrence; medical expenses \$5,000 (any one person); \$1,000,000 personal and adv. injury, and general aggregate is \$3,000,000. Liability Insurance Certificate shall include the save harmless clause.
- Automobile Bodily Injury and Property Damage Liability Insurance shall be written for not less than \$1,000,000 combined single limit. Limits of liability can be met by a Combined Primary Liability and Excess and/or Umbrella Liability Insurance policy of \$5,000,000.
- Workers' Compensation and Employers' Liability Insurance shall be provided for all employees engaged in the work under this request, in accordance with the laws of the State of California. The amount of the employers' liability insurance shall not be less than: \$1,000,000 each accident, each employee.

All insurance coverage shall be provided by responsible agencies licensed to do business in California. The insurance coverage and dollar limits required must be evidenced on properly executed Certificates of Insurance. Renewal certificates shall be provided no less than thirty working days prior to the expiration date of current coverage.

The Contractor must provide a copy of its Certificate of Liability Insurance to UWIA each quarter. Documentation will show that UWIA, its officers, directors, employees, agents, and subcontractors, and the City of Whittier, its officials, employees, and agents are listed as additionally insured on the policy. Each policy and Certificate of insurance shall contain an endorsement of the UWIA and the City of Whittier as additionally insured. Additional provisions, as necessary, will be made available prior to and integrated into the final contract.

### **Registration of Intent**

All interested ~~contractors consultants~~ are encouraged to send an email by the close of business on Friday, January 3<sup>rd</sup>, 2020[1] to UWUA President & CEO Kristopher Larson[2] (email address included on the cover of this RFP) registering their interest in responding. The email should also identify the contact information for a point person within the firm and detail how the firm learned about the RFP. All firms expressing interest will be added to an email distribution list (see Question and Answer Period below). Firms failing to register in this manner may not receive all information relevant to the preparation of their proposals.

### **Question and Answer Period**

Questions regarding the proposal may be submitted by email only to XXXXXXXX(XXXXXXX). The deadline for submitting questions is Friday, January 10<sup>th</sup>, 2020.[3] Questions will be answered via email and CC'd to all registered firms in the order in which they are received.

### **Submittal Requirements**

#### *GENERAL INFORMATION*

- Contractor name and mailing address, phone, fax, and website
- Contact name and contact's phone and email
- State if business is local, national, international and indicate the business legal status (corporation, partnership, etc.)
- Name of parent company (if any) or subsidiary
- Number of years in operation, date and location of incorporation
- Location and address of home office and number of professional staff employees at the office
- Experience in providing ambassador services to other private and/or public entities, including the number & a listing of business improvement district accounts
- Business unit and individuals by name to be responsible for providing/managing contracting services, including resumes of individuals. Identify frequency that Senior Management from the corporate headquarters will make announced and unannounced on-site visits and include a description of the evaluation criteria to be used
- Statement of ability to provide requested insurance coverage
- Any exceptions to the contract terms proposed herein

#### *NARRATIVE DESCRIPTION*

- Include scope of services to be provided, roles and relationship of contractor and UWIA in program development. Explain how the Hospitality Ambassadors will be instructed to perform their jobs and handle a variety of situations; how they will communicate with each other, the police, and others; and how they will report on their activities.
- Clearly define and demonstrate how the services to be provided will be accomplished. Please include as much detail as applicable and specific examples of how your company has planned, deployed, executed, evaluated, and refined services.
- Please provide your expectations of UWIA's involvement in the oversight of the contract and

program management.

#### *RECRUITMENT*

- Provide a description of personnel policies and practices, including equipment requirements, protocols for pre- employment and hiring process, drug tests, training, background screening, and selection procedures.
- Explain how staff will be recruited and what criteria will be used to recruit staff.
- Describe any role, if any, UWIA will play in the initial and ongoing recruitment activities.

#### *TRAINING*

- Provide details of proposed training (both initial and ongoing), including topics, instructors, schedule, etc.

#### *PERFORMANCE MANAGEMENT AND EVALUATION*

- Provide samples of Contractor's forms and procedures for investigating and reporting incidents.
- Explain how you propose to be held accountable by UWIA and how performance of the Hospitality Ambassador program will be measured and demonstrated.

#### *EQUIPMENT*

- Contractors are encouraged to include within their proposals a listing of the proposed equipment needed to satisfy the services plus any additional equipment that may enhance the services provided by the Hospitality Ambassadors.

#### *BUDGET AND DEPLOYMENT*

- The total budget available to support the Hospitality Ambassador Program deployment is approximately \$XXXXXXXXXX
- While thinking holistically about the UWIA program across its deployment objectives, provide enough, itemized detail on budget and deployment including equipment and supplies costs, training costs, uniform costs, overhead, management fees, Contractor profits, and any additional fees. Please submit a proposed management structure and clearly distinguish expenses related to program management from those for line-level ambassadors.
- Indicate any equipment leases or other equipment amortization plans.
- Please clearly demonstrate how Contractor would assign, schedule and dispatch staff.
- Provide at least three reference names and contract information for similar contracts with other organizations.

#### *COMPANY STABILITY AND FINANCIAL SOUNDNESS*

- Please disclose whether the contractor has filed for bankruptcy and whether it has been, or currently is, in litigation. If so, please outline the details of the case.

#### *TIMELINE*

- Using May 1, 2020 as the start date of first deployment; show all steps in the development of the program. Interviews are expected to occur in the first week of February 2020. A contract for the program is expected to be awarded on February 20, 2020.[4]

### **Submittal Procedures**

Please submit 5 printed copies of the proposal, including one un-bound copy and one electronic copy. Copies should be mailed or delivered to:

XXXXXXXXXXXXXXXXXXXX

- **Completed proposals must be received no later XXXXXXXXXXXX** Proposals received after this time will not be considered.
- Bidders may request clarification during the question and answer period described herein.
- Proposals must clearly define and demonstrate how the services to be provided will be accomplished.
- The quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work that will be performed must be defined. UWIA will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse sub-contractors you selected.

### Timeline

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