# Downtown Glendale Association
# Sidewalk Operations, Beautification and Order (SOBO) Committee Meeting
## Wednesday, January 16th, 2013 – 12 Noon
## 315 N. Brand Blvd. – Porto's Bakery, Second Floor
## Glendale, CA 91204

www.downtownglendaleassociation.com - **888 356-2726**

DbA Ambassador on front & Back on hat
Website & Phone#
Band to match the shirt
Straw style hat w/ ~~logo strip~~
Burgandy ~~Port~~ Authority
- maroon
- Gold
- marine blue
Get samples
Logo on Back

**AGENDA**

1. **Introductions – Dennis De Pietro, Chair**
2. **Public Comment and announcements**
3. **Overview of tasks related to implementation of ambassador program:**
   - a. **Introduction of Block by Block reps;**
   - b. **Review of maps of district;**
   - c. **Update from Operations Director Nick L;**
   - d. **Office space;**
   - e. **Location of carts, tools, supplies;**
   - f. **Location of truck, steam clean machine;**
   - g. **Logos and uniforms** —
   - h. **Grand opening on Feb. 21st;**
   - i. **Other**
4. **Meeting with Office building and property managers;**
5. **Development of contact database of businesses for outreach;**
6. **Contact phones for Nick**
7. **Meeting frequency**
8. **Other**
9. **Next Meeting:** Feb Wednesday 20th 10:00 101 N. Brand

818 476 0121 — Roster email of contact info

Send email to committee regarding city ☆ and report progress to boards & committees

☆ w/ lobby ambassador & Property Managers — Mike Navarro Bldg

**BROWN ACT:** ***Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at a place to be determined. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Monica Montes at 888 356-2726 at least 48 hours prior to the meeting.***

3

# Proposed Glendale Community Benefit District Map Street Lights

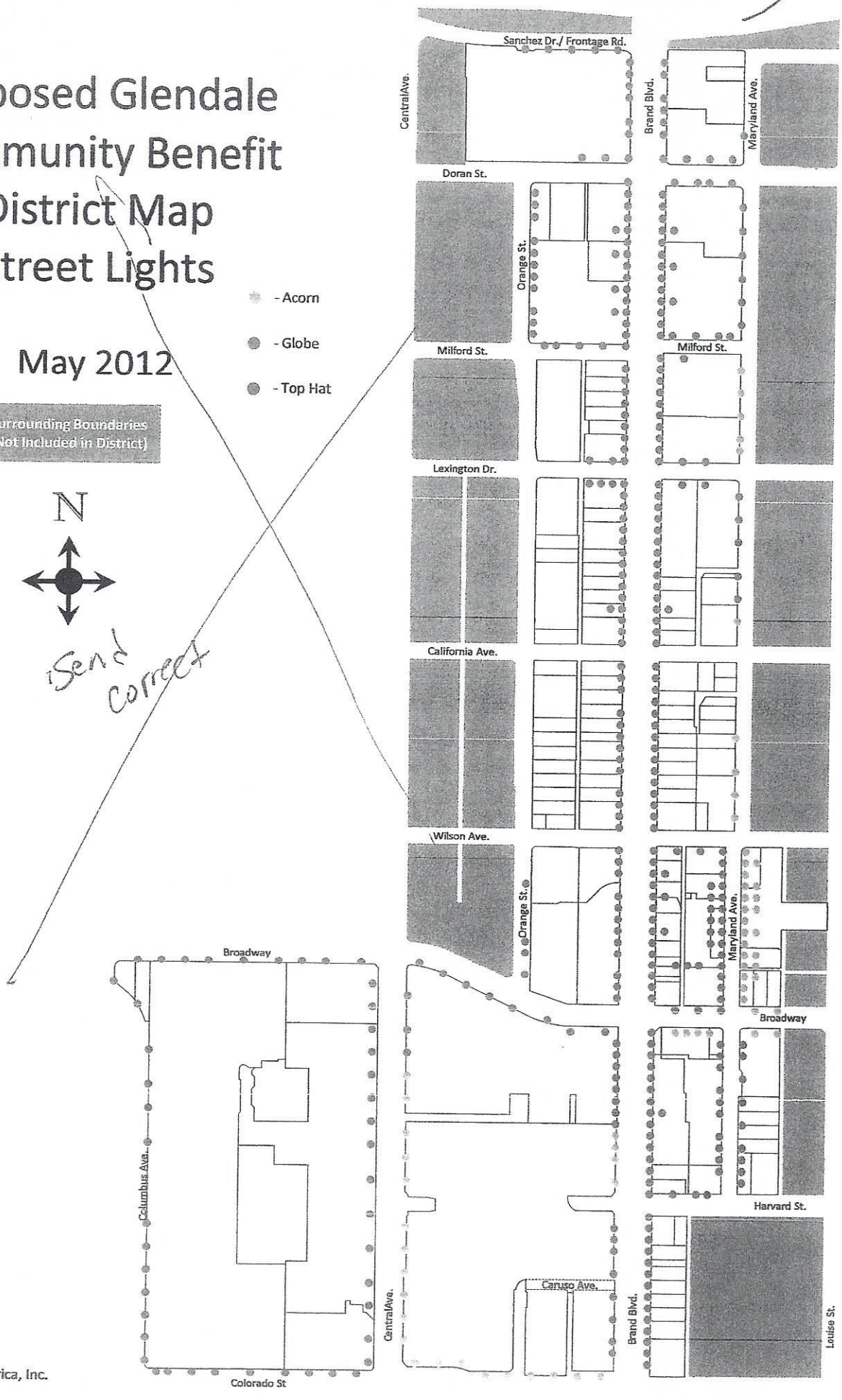
May 2012

- Acorn
- Globe
- Top Hat

Surrounding Boundaries (Not Included in District)

N

Send correct




NEW CITY America, Inc.

Map created by New City America, Inc.

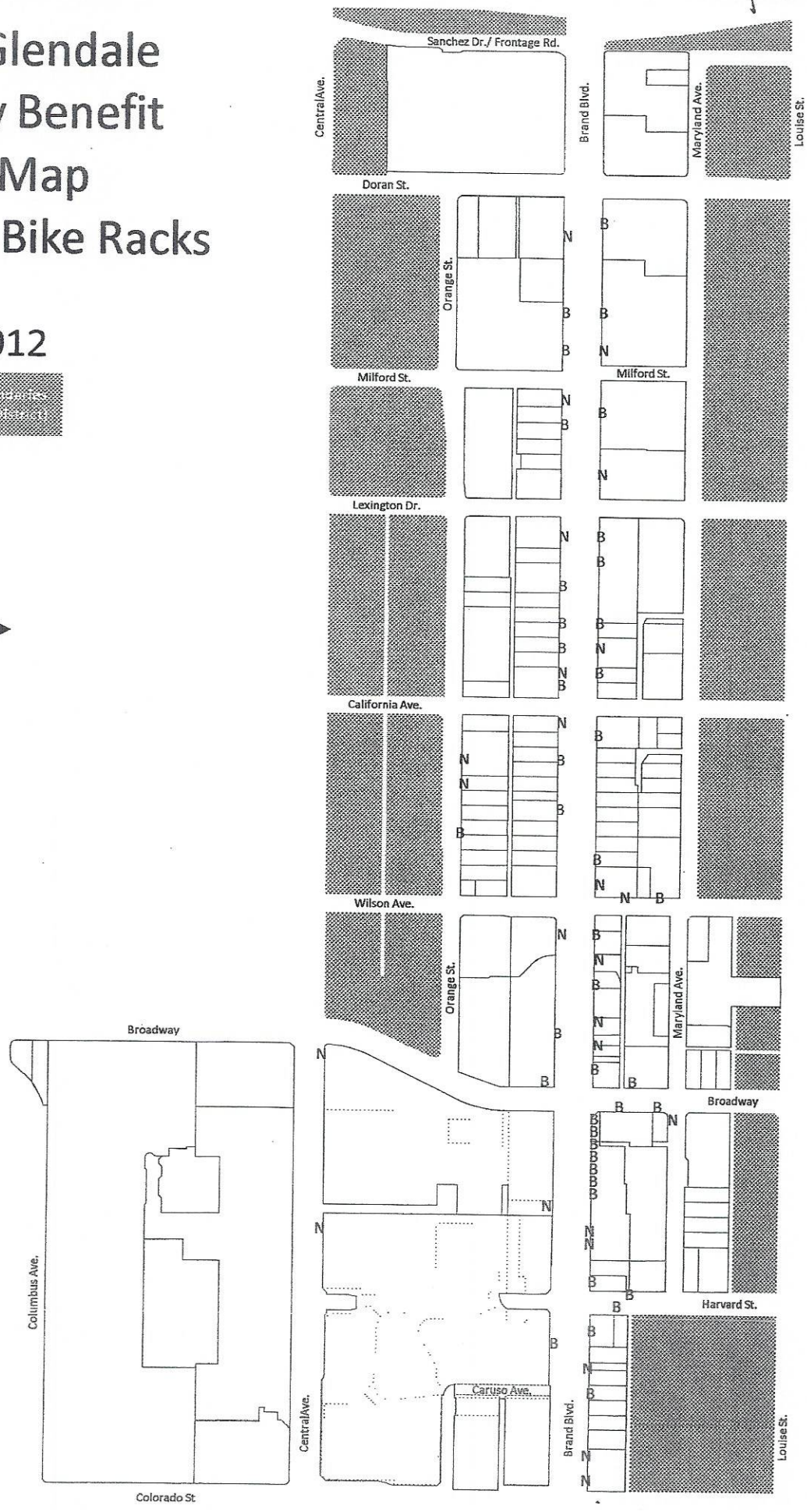
4

# Proposed Glendale Community Benefit District Map Newsstand & Bike Racks

## May 2012

Approximate Boundaries
Map to be Refined in Detail

N




NEW·CITY

Map created by New City America, Inc.

NEW CITY PUBLIC SPACES

**AGREEMENT BETWEEN THE DOWNTOWN GLENDALE ASSOCIATION AND NEW CITY PUBLIC SPACES FOR THE OVERSIGHT OF THE SIDEWALK OPERATIONS SERVICES, DECEMBER 15TH, 2012 – DECEMBER 31ST, 2013**

**APPROVED BY THE DGA BOARD OF DIRECTORS, CONDITIONAL ON THE SOBO COMMITTEE FINALIZING DETAILS, DECEMBER 10TH, 2012**

**Downtown Glendale Association**

c/o Mr. Rick Lemmo, Interim President

c/o Mr. Dennis De Pietro, Sidewalk Operations Chair

889 Americana Way
231 Brand Blvd.
Glendale CA 91204

SUBJECT: Response to RFP for Sidewalk Operations Management Services for the new Glendale District Association

Dear Messrs. Lemmo and De Pietro:

New City Public Spaces, an affiliate corporation of New City America Inc, is please to present this hybrid proposal for Sidewalk Operations Services management to the SOBO Committee of the Downtown Glendale Association

The normal models for deployment of clean and safe services could include three different types of management systems:

1. ***Contracting out all Services:*** Contracting out all Sidewalk Operations special benefit services and having a series of contractor reps report directly to the SOBO Committee. That would still not leave the Committee with a specific rep to interface with the many departments of the City. It would also burden the Committee with multiple reports from various vendors with no filter.

2. ***All in-house services***: Running all services in-house and having all of the managers, supervisors and maintenance and security employees be employees of the DGA. This would be more cost effective, however it appears, at this point, that the Board may not want to enter employer employee relationships and deal with all of the

personnel issues related to having such a large crew of various skilled employees. In addition, the Board would be required to purchase all of the equipment, including brooms, vehicles, steam clean machines, etc, to get this program underway. This could be time consuming and burdensome for the Committee members;

3. ***Employing a hybrid system:*** This system would create a situation in which the management of SOBO services is distinct from service providers themselves and the contracted management team would oversee the service provider(s) and then report to the Committee. This would provide the Committee also with a full time designated rep to interface with the City on a day to day basis.

Our proposal to the Committee that in light of the rolling out of services and the desire to get things underway as close to the beginning of the year as possible, that the Board consider Option 3 as the best way to control costs and maximize the effectiveness of the service providers. Since the Board members are all volunteers they need a staff filter to ensure that they are not inundated with the daily operations issues and this would allow the management team to monitor the quality of the service.

The timeline would be as follows:

- Review proposal by NCPS and any other potential management services companies to provide management oversight of SOBO services. This agreement would have a 60 day escape clause and would be a separate contract relative to the one for administrative services;
- Hire NCPS or another SOBO related management services company at the December 11th Board meeting to interview all service providers that submitted proposals on December 7th and make recommendations to the Committee for one or more service providers. This review of potential service providers would be done between Christmas and New Years. We would also have to set up an operations center for a base of operations and may have to negotiate a lease agreement for the space.
- Select a service provider(s) based upon Committee input, Board to approve the first week of January and seek full roll out of services by January 14th, 2013.

NCA has successfully used the hybrid system of management oversight of SOBO Services in three distinct districts including the Little Italy Association (CBD) in San Diego and the Lake Merritt/Uptown and Downtown Oakland CBDs. This was seen as the most efficient and cost effective manner in which to oversee services, and protects the Board from legal action arising from the implementation of those services.

As part of this management team, NCPS would provide:

1. a full time Operations Director working closely with Marco Li Mandri, Principal and Founder of New City Public Spaces.

r. Be in charge of monitoring, ordering and distributing to the service provider the CBD provided uniforms (shirts, windbreakers and caps).

s. Be responsible for the coordination of CBD or CBD member provided training.

| *New City Public Spaces Staff Members* | *Function and Task* |
|---|---|
| Marco Li Mandri, /Management Consultant | SOBO Committee Consultant, to work weekly with SOBO Committee Chair a minimum of 2 – 4 hours per week |
| Operations Director (to be hired) | Respond to daily questions about the services within the district. Be the eyes and ears of the NCPS Administrator. Will be on site at least 40 hours per week, not including Marco Li Mandri's presence |
| Chris Gomez, Design and Graphic Artist, web site update | As needed, for newsletters, logo, overall design work, approximately 2 hours per week. Brand area through metal plates on public amenities throughout the district |
| John Li Mandri, public space planning | Mapping of district and reviewing opportunities for development of new public spaces on Brand Blvd., particularly around the office buildings |

## Proposed Budget for 2013 for Downtown Glendale Association SOBO Services:

| *Description of Sidewalk Operations Budget Allocation* | *Estimated annual budget line item for this item* |
|---|---|
| New City Public Spaces Management Contract (Marco Li Mandri plus a Full Time Operations Director and NCPS Staff) | $ 87,000 |
| Base of Operations Rent | $ 15,000 |
| Uniforms | $ 3,000 |
| Supplies (trash bags, etc.) | $ 8,000 |
| Misc. | $ 2,000 |
| Gross budget for Service provider(s) (sidewalk sweeping, power washing, security) | $ 400,000 |
| *Total* | *$ 515,000.00* |

## Downtown Glendale Association SOBO Budget Analysis, 2013

| 2013 Gross Budget | 2013 Collected (TBD) | 2013 Delinquency Rate (Twice Cont.) | 2013 Gross CBD Budget, projected at 96% | 2013 Net budget minus 1st year deduction (- $80,000) | 2013 % Adjusted first year to 65% of total net budget |
|---|---|---|---|---|---|
| $ 908,092.00 | ? | 4% | $ 871,768.00 | $ 791,768.00 | $ 515,000.00 |

**OTHER PROVISIONS:**

- The Association will pay for any direct reimbursable costs including copying, reproductions, maps, etc. that are incurred by NCPS staff in the performance of this contract. The reimbursable expenses shall not exceed $100 per month. Any amount above the $100 cap must be pre-approved by the SOBO Chair.

- Either party may terminate this agreement for any reason effective 60 days after the date of written notice to the other party. In the event of early termination, New City America shall be paid its fee and actual costs owed as of the effective date of the termination date". NCA agrees to provide assistance during this 60 day period to enable the smooth transition to new management.

- This contract can be re-negotiated based upon the mutual agreement of the Downtown Glendale Association and New City Public Spaces.

- In the event of a dispute between the parties, the prevailing party shall be entitled to recover its attorney fees and the court costs.

- The parties acknowledge that Marco Li Mandri is a key employee of New City Public Spaces and in no event shall New City Public Spaces replace Mr. Li Mandri during the term of this agreement or assign his duties to another person without mutual consent.

- New City Public Spaces acknowledges and agrees that the administration of the Sidewalk Operations component of the Downtown Glendale Association Community Benefit District shall comply with any applicable laws, rules or regulations governing such districts and agrees to comply with said laws;

- Upon agreement of both parties, funds may be electronically transferred to NCPS on the 10th and 28th of each month, consistent with the conditions of the contract. If not electronically transferred, payments shall be sent to New City America, Inc., 710 W. Ivy, San Diego, CA 92101. Billings are due upon receipt.

- Over the course of the one year agreement, 25 payments will be made to NCPS at the following terms and rates:

  a. December 15th – December 31st, 2012 $ 3,625.00
  b. Jan 1st – January 14th, 2013 $ 3,625.00
  c. January 15th – January 31st, and twice per month due on the 1st and 15th at the rate of $ 3,625.00 per period for the duration of the agreement through Dec. 31st, 2013.

Attachments: Operations Director Job Description

**Proposed Job Description, Operations Director for DGA SOBO Services, working under New City Public Spaces Agreement**

Summary

The proposed responsibilities of the Operations Director are as follows:

- Ensure relationship building between CBD maintenance and property management companies for effective and efficient maintenance schedule coordination.
- Ensure relationship building and shared maintenance responsibility between Glendale Public Works and CBD maintenance crew.
- Create effective, proactive and sustainable communication between appropriate city agencies that share similar responsibilities for maintenance of public rights of way i.e. public works, traffic and engineering, City manager's office etc, for the purposes of reaching our common goal of a clean, orderly, safe and presentable Downtown Glendale.
- Direct and supervise daily activities of maintenance laborers with a focused priority on hot spots and continual awareness of the areas in need of special attention. Adjust cleaning schedule as needed to accommodate and efficiently and effectively maintain the district.
- Facilitate strong and functional daily working relationship between the security ambassador program (if any) and the maintenance program so that from the public's perspective programs appear to part of the same overall CBD program.
- Build a strong team of community-minded maintenance ambassadors which act also "safety and hospitality ambassadors."
- Act as liaison and main point of contact between all property owners and other stakeholders in the CBD to create effective scheduling and lines of communication between building managers and the maintenance crew.
- Act as direct liaison and main point of contact between Executive Director's office and the maintenance contract company ensuring detailed and effective workflow and reporting procedures to CBD Board of Directors.
- Along with Executive Director and local Emergency Service Agencies, work to develop emergency management procedures and protocol and assist in collecting and distributing emergency management information.
- Oversee, manage and ensure the professional execution of all aspects of CBD maintenance and security subcontractors.
- Manage and supervise the performance of CBD subcontracted service providers working side by side with the street teams on a daily basis.
- Provide regular insight to Executive Director, the SOBO Committee and the Board of Directors regarding the effectiveness and efficiency of the security and maintenance programs.

- Develop fluency in every aspect of the contractual agreement between the subcontractors and the CBD to ensure that all contractual requirements are met and performance expectations are exceeded.
- Manage and complete special projects as outlined by the Executive Director, SOBO Committee and the Board of Directors.
- Work with the DISI Committee and the Executive Director to plan and implement new public space initiatives, particularly along key corners of Brand Blvd.;
- Attend all SOBO Committee meetings and report on success of programs;
- View other successful public space developments in similar settings in the LA Region;
- Other tasks as assigned by SOBO Committee or Executive Director

APPROVED BY THE DGA BOARD OF DIRECTORS, DECEMBER 10TH, 2012

For the DGA SOBO Committee (as designated by the Board to review and finalize the contract)

Dennis De Pietro, Committee Chair — 12/14/2012 Date Signed

Joseph P. Stitick, CCIM — 12/14/2012 Date Signed

For New City Public Spaces:

Marco Li Mandri, President — December 12, 2012 Date Signed