



SUMMARY OF SERVICES FOR THE CITY OF ALAMEDA, CA  
**AMBASSADOR SERVICES PILOT**  
September, 7<sup>th</sup> 2020

**Submitted to:**

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## BACKGROUND & GOALS

We are pleased to provide the following summary of services to the City of Alameda, which will outline the services, frequencies and cost associated with creating a highly visible Quality of Life Ambassador Program pilot in Downtown Alameda and will cover several blocks along Park Street and Webster Street where pedestrian traffic is heaviest. Based on our understanding Downtown Alameda and the cities interests in enhancing servability, we believe the following to be program objectives:

- 👉 To create a visible presence in the district by providing assistance to pedestrians; which may come in the form of directions, information, public safety escorts or just a reassuring uniformed presence on the street – especially in the peak afternoon and evening 7 days per week.
- 👉 To reduce the amount of low level quality of life issues based on active engagement of such unwanted activity and a visible presence through our uniformed Ambassador.
- 👉 Provide cleaning services during the morning hours on and around the main thoroughfares and hotspots as well as on demand cleaning needs associated with bio-waste removal.
- 👉 To provide a higher level of visibility and communication to area merchants, visitors and businesses
- 👉 Develop and introduce additional areas of opportunity to the City of Alameda through statistical data analysis utilizing our SMART System.

## SERVICES & DEPLOYMENT

	<b>Information Sharing</b>	<ul style="list-style-type: none"> <li>👉 The program will frequently interact with outside constituents in order to increase the effectiveness and awareness of the program. These groups may include merchants, business owners, law enforcement or other partner agencies to provide information sharing to and from the field</li> <li>👉 The Ambassador Program will be a resource to these partner agencies to disseminate information to area businesses and to communicate back to City of Alameda.</li> </ul>
	<b>Safety Services</b>	<ul style="list-style-type: none"> <li>👉 Hospitality is a primary responsibility for all Ambassadors. They will: <ul style="list-style-type: none"> <li>○ Provide a friendly greeting and an offer of assistance</li> <li>○ Give directions</li> <li>○ Provide recommendations on things to see and do to visitors, workers and residents.</li> </ul> </li> <li>👉 Answer any questions the public might have</li> <li>👉 Be knowledgeable about existing and upcoming events in order to better educate the public.</li> </ul>

		<ul style="list-style-type: none"> <li>👉 Safety Escorts for area businesses and pedestrians</li> <li>👉 Continually circulate through their assigned zones to provide high visibility to deter unwanted behaviors and capture guest interactions to serve as a familiar and welcoming face.</li> <li>👉 Report unwanted activities, crimes or disturbances</li> </ul>
	<b>Reporting</b>	<p>Ambassadors will document their daily activities and observations through the following report types which will be summarized by management staff to capture overall program accomplishments:</p> <ul style="list-style-type: none"> <li>👉 SMART System Entries <ul style="list-style-type: none"> <li>○ Daily Stat Entries</li> <li>○ Property Condition Reports</li> <li>○ Persons of Interest</li> <li>○ Incident Reports</li> </ul> </li> <li>👉 Each Month we'll provide summary reports of activities and trends in the field.</li> </ul>
	<b>Outreach</b>	<ul style="list-style-type: none"> <li>👉 All Ambassadors will be trained in the resources available to Alameda's street population and how to attain those services.</li> <li>👉 Identify street dependent individuals in the district and build relationships with them to better serve as a resource.</li> <li>👉 Any persons who are interested in services or who appear to be new in the downtown area will be referred to existing services specializing in assisting homeless individuals.</li> </ul>
	<b>Cleaning</b>	<p>Ambassadors will clean primary corridors as outlined in the deployment zones section. Specific duties will include:</p> <ul style="list-style-type: none"> <li>○ Panning and Brooming</li> <li>○ Graffiti &amp; Handbill Removal</li> <li>○ Addressing Hotspots- small stains cleaned with small pressure washing unit</li> <li>○ Bio-waste cleanup</li> </ul>

## DEPLOYMENT PLAN

The following outline is our recommended deployment schedule based on the needs that we have identified in the Downtown Alameda service area. The needs of the service area and effectiveness of the deployment schedule will be under constant review and changes will be made when necessary. We recommend reviewing the schedule a minimum of bi-weekly over the pilot stage to ensure the greatest impact of the program. The deployment schedule takes the following into consideration:

- 👉 Providing a team of four Ambassadors w/ management oversight, to work primarily early afternoon into the evening, Wednesday through Sunday.
- 👉 Provide a level of cleaning services that manages and promotes the upkeep of the main corridors of downtown.

10 Week Pilot Program

Position	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
Clean Ambassador	Clean, Spot Washing, Hospitality	7:00am - 4:00pm	8						8	16
		7:00am - noon	5	5	5	5	5	5	5	35
Quality of Life Ambassadors	Hospitality, Outreach, Public Engagement	11:00am - 8:00pm	8	8	8	8	8	8	8	56
		11:00am - 8:00pm	8	8	8	8				32
		2:00pm - 10:00pm					8	8	8	24
		2:00pm - 10:00pm					8	8	8	24
Operations Supervisor	Working Supervisor - Cleaning, Spot Washing, Business Liason	7:00am - 3:30pm		8	8	8	8	8		40
			29	29	29	29	37	37	37	
Total Scheduled Weekly Hours										227

## EQUIPMENT RECOMMENDATION

We're recommending the following equipment be used by Ambassadors while on duty.

### PATROL BIKES

The main thoroughfares are linear in nature and the overall size of the area will pose challenges in regards to getting the Ambassadors around efficiently.



We recommend Ambassadors utilize patrol style bicycles to move through the main corridors to serve as a visible deterrent, as well as, serve as a hospitality presence around the BID. When bikes are not needed to travel the services area, Ambassadors will park them and patrol on foot.

**PICKUP TRUCK:** Pickup trucks are critical to operational flexibility in each of our programs. These vehicles are used for pulling power washing trailers, flower watering, and removal of illegal dumping items or other special projects.

**WORX HYDROSHOT:** Ambassadors will deploy with a Worx Hydroshot. The Hydroshot is a mobile pressure washing unit that can be easily deployed and is perfect for smaller sidewalk spills and stains an Ambassador may encounter while on route and will allow them to address the problem immediately instead of flagging it for scheduled pressure washing.



**TWO-WAY RADIOS** - will be assigned to each person on shift and provide instantaneous support and information sharing between team members. Two-way radios allow each Ambassador to use the knowledge of their peers as a resource when questions are asked or to summon emergency help when necessary.

**SMART SYSTEM** - It has been said that doing downtown work is half the job; the other half is promoting what's been done. Early in our improvement district experience we recognized the importance of establishing methods of tracking activities, accomplishments, and ongoing district needs. As our programs and understanding have evolved, so have our reporting capabilities.



At minimum every program reports basic team accomplishments, activities, and issues. The deliverables to your organization include:

- 🔥 A professional and electronically produced 'board ready' report. This report outlines common district services provided, team activities, comparative trends to previous periods, and a narrative overview of accomplishments and ongoing initiatives
- 🔥 Individual Property Condition Reports

**CELL PHONES** - In addition to the SMART System Devices that we will provide The City of Alameda, these devices will feature phone and data plans in order for the staff of the City and business operators to reach. The following positions will cell phones:

- 🔥 **Operations Supervisor** – would have a dedicated iPhone, and would be required to respond to program needs during working and non-working hours.
- 🔥 **Quality of Life Ambassador Hotline** – would be answered during all working hours of the program. This number could be broadly promoted as the QOL Customer Service Hotline.

## COST SUMMARY

We understand the importance of maximizing the outcomes of our customer's investment into their operating budget. This project is even more important as the City of Alameda will be on the clock with all eyes on the program as you gather support for future funding. Taking that in consideration, we have included everything we believe will make an impactful program within a 10 week pilot program. This includes:

- 👉 2,497 hours of Ambassador coverage over 11 weeks (Oct. 14<sup>th</sup> – Dec 30<sup>th</sup>) and all associated employee costs. The week beginning Wednesday, October 14<sup>th</sup> will be reserved for training of staff.
- 👉 All associated management fees and profit
- 👉 All recommended equipment and related costs
- 👉 Oversight by a seasoned Block by Block manager already located within the East Bay area area that would allow for program oversight and advisement

Allocations for rent, utilities, storage and parking are not included in the cost summary. We recommend discussing a specific strategy and how each piece of recommended equipment could be best used in the program before purchasing.

### Wages

Position	
Clean Ambassador	\$ 20.00
Quality of Life Ambassadors	\$ 22.00
Operations Supervisor	\$ 27.00

### 10 Week Pilot Pricing

THE CITY OF ALAMENDA AMBASSADOR SERVICES BUDGET SUMMARY		
Category	\$	%
Labor	\$ 70,482.74	70.5%
Benefits	\$ 3,986.37	4.0%
Labor Related (background checks, recruiting, awards, etc.)	\$ 1,331.83	1.3%
Uniforms	\$ 2,270.00	2.3%
Cell Phones	\$ 3,035.00	3.0%
Equipment (Truk Bikes, Pressure Washer, Insurance, Fuel, etc. )	\$ 6,811.76	6.8%
Janitorial Supplies	\$ 902.00	0.9%
Administrative Support (mgmt, travel, postage, etc.)	\$ 2,441.13	2.4%
Profit (8.75% of total)	\$ 8,739.50	8.7%
<b>TOTAL</b>	<b>\$ 100,000.32</b>	<b>100.0%</b>

**BLOCK BY BLOCK**  
**ALAMEDA PILOT PROJECT**  
**OCTOBER THROUGH DECEMBER 2020 BUDGET**

Budget Item		Hrs/Wk	Rate	11 Weeks		
The Rates Below include wage, taxes, liability insurance, benefits, all operational overhead and fees						
Clean Ambassadors	51.00	\$	37.06	\$	20,791.80	
QoL Ambassadors	136.00	\$	39.52	\$	59,118.98	
Supervisor	40.00	\$	45.66	\$	20,089.54	
TOTAL					\$	100,000.32

Pricing Breakdown	Labor	\$	70,482.74	70.5%	The percentages represent percent of total contract, not percent of labor	
	Benefits	\$	3,986.37	4.0%		
	Total Labor & Benefits			\$ 74,469.10		
	OPERATIONS					0.0%
	Labor Related	\$	1,331.83	1.3%		
	Uniforms	\$	2,270.00	2.3%		
	Cell phones	\$	3,035.00	3.0%		
	Equipment	\$	6,811.76	6.8%		
	Janitorial Supplies	\$	902.00	0.9%		
	Admin Support	\$	2,441.13	2.4%		
	Total Operations			\$ 16,791.72		
	Total Labor & Operations			\$ 91,260.82		
	Profit @8.75% of total	\$	8,739.50	8.7%		
	TOTAL BUDGET			\$ 100,000.32		100.0%