



# Request for Proposals

## Downtown Ambassador Services

Downtown Jacksonville, Florida

**Issued:** Monday, May 12, 2025

### **Contracting Agency**

**Downtown Vision, Inc.**

29 West Duval Street

Jacksonville, Florida 32202

[www.downtownjacksonville.com](http://www.downtownjacksonville.com)

Jacob A. Gordon, Esq., CEO

**Proposals Due:** Friday, June 27, 2025 by 12:00 PM, EST

### **Mandatory Pre-Proposal Meeting:**

Friday, May 23, 2025 at 02:00 PM

**Notification of Selection for Negotiations:** Monday, July 14, 2025

**Contract Begins:** October 1, 2025

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## **Section 1: Invitation and Introduction:**

### **1.1 Invitation**

Downtown Vision, Inc. (“DVI”), the non-profit Business Improvement District in Downtown Jacksonville, Florida, requests proposals from qualified vendors to continue, enhance, and expand the Downtown Ambassador Program currently operating in Downtown Jacksonville.

Qualified respondents should be interested in providing the cleaning, safety/hospitality, social services outreach, and special projects services (“Ambassador Services”) as further described in Exhibit B, within the boundaries of the DVI business improvement district as described in Exhibit A (“Service Area”).

DVI strongly encourages interested firms submitting proposals to have a minimum of five years of experience providing cleaning, safety, and/or hospitality services in a downtown or other urban neighborhood setting.

*If approved, program operation by the selected vendor will begin in October of 2025.*

### **1.2 Downtown Vision, Inc. Overview, Mission, and Vision Statements**

DVI is the 501(c)(6) Business Improvement District (“BID”) for Downtown Jacksonville, Florida. It is led by a Chief Executive Officer and governed by a Board of Directors representing the interests of Downtown private property owners and other stakeholders. Its primary funding source is a special assessment paid by commercial and residential private property owners within the BID boundaries. DVI uses these funds to provide urban place-management and revitalization services. Its **mission** is to create and support a vibrant Downtown and to promote Downtown as an exciting place to live, work, visit, and invest. Its **vision** is a dynamic, 24-hour, pedestrian Downtown that serves as the premier center for the arts, dining, retail, entertainment, business, and urban living in Northeast Florida.

### **1.3 Background**

DVI has operated the Downtown Ambassador Program in Downtown Jacksonville since 2001. It is DVI’s most publicly visible initiative and a key community resource for the effective management of the Downtown public realm. This program is designed to maintain and enhance the DVI BID as a clean, safe, and hospitable environment for residents, workers, and visitors. The existing team is divided among the following divisions and focused on the following duties:

- **Clean:** Litter and debris removal, pressure washing, graffiti response, human and animal waste cleanup.
- **Safety/Hospitality:** Safety and umbrella escorts, provision of directions and other Downtown information, business check-ins, nuisance response.
- **Social Services Outreach:** Homeless outreach and relationship development, “gap” case management, service referrals.
- **Special Projects:** Support for DVI and other Downtown events, maintenance and repair of minor Downtown infrastructure issues, management of the “Next Step Ambassador Program” working with unhoused individuals in Downtown Jacksonville, dedicated staffing and management of select Downtown parks and public spaces, etc.

### **1.4 Philosophy of Approach and Nature of Personnel**

Investment in the Downtown Ambassador Program is consistent with DVI’s mission to promote a positive perception of Downtown Jacksonville as a clean, safe, and hospitable place to live, work, visit, and invest. This involves continuous, daily attention to the state of the Downtown public realm by, key among requested Ambassador Services, 1) quickly and consistently

addressing instances trash, waste, graffiti, and other physical blight and 2) providing a comforting, visible presence for and having deliberate, positive interactions with residents, workers, and visitors on the Downtown streets.

The individuals engaged in providing these services must be dependable, trustworthy, enthusiastic, and personable. As representatives of DVI working in the Downtown public realm, Downtown Ambassadors interact with a wide range of people with diverse personalities and backgrounds including residents, business owners, workers, tourists, and students. They must be able to communicate and perform their duties in a clear and friendly manner. Further, they must be hardworking and comfortable with the full portfolio of tasks involved with the management of the Downtown public realm, including addressing instances of human and animal waste and frequent interactions with the Downtown homeless population.

## **Section 2: Description of Services**

A successful respondent, referred to in this section as “Contractor,” shall be required to provide the following services, subject to the specified rights and discretion reserved by DVI.

### **2.1 Staffing**

- 1. Operations Manager and Operations Supervisor:** Contractor shall provide an Operations Manager to oversee the entire Downtown Ambassador Program operation. Contractor shall further provide an Operations Supervisor, to serve as deputy to the Operations Manager and provide support and redundancy for both daily workforce supervision and deployment and general program oversight and effectiveness. Both the Operations Manager and Operations Supervisor shall be skilled, experienced people who are friendly, understand the mission and goals of BIDs generally and DVI specifically, and have demonstrated experience in project management and staff supervision. Both individuals should be ready to effectively manage the Downtown Ambassador Program, interact with and direct staff, including hiring and firing, implement multiple projects simultaneously, maintain records, communicate regularly and effectively with DVI, and represent DVI in a professional manner. The Operations Manager and Operations Supervisor will also manage and coordinate DVI efforts with outside sub-contractors, including landscapers, equipment repair technicians, etc. DVI reserves the right to disqualify a proposed or existing Contractor employee from service in the Service Area for any reason.
- 2. Workforce and Leads:** Contractor shall provide all staffing for the completion of the tasks and services described in Section 2.2 below throughout the Service Area. Contractor shall complete all staffing related tasks, including, but not limited to, advertising and recruitment, pre-employment screening, interviewing, hiring, background checks, training, management, scheduling, and deployment as well as diligent supervision to ensure that the performance of all employees meets the needs and standards of DVI. The daily workforce shall consist of an adequate number of team members to perform the requirements of the contract. Included in this workforce shall be an appropriate number of Team Leads, who shall support the Operations Manager and Operations Supervisor in the supervision of the daily workforce. Regardless of the schedule of the Operations Manager and Operations Supervisor, there shall be at least one Team Lead with supervisory authority on duty at all times when Downtown Ambassadors are on duty. DVI reserves the right to disqualify a proposed or existing Contractor employee from service in the Service Area for any reason.
- 3. Training:** The individuals selected to serve as Downtown Ambassadors are expected to be personable and will be trained by Contractor to perform all assigned duties. Customized

training programs designed by Contractor and approved by DVI are to be coordinated with local resources and paid for by Contractor. All new hires must attend formal training that includes customer service skills, observation techniques, emergency and nuisance response, homeless outreach, cleanliness techniques, and business check-in and assistance.

- 4. Background Checks:** Background checks must be completed on all Contractor employees prior to hiring. At the request of DVI, Contractor will provide the results of all background checks to DVI. DVI reserves the right to disqualify any proposed or existing Contractor employee from service in the Service Area based on the results of the background check.
- 5. Employee Benefits:** Employee medical, dental, and life insurance packages should be made available by the Contractor as a benefit to all members of the Downtown Ambassador Team. At the request of DVI, Contractor will provide DVI with an outline of the recommended benefit package to be offered and the dollar amount of the related costs for each package that would be the responsibility of the employee and Contractor, the final benefit package to be offered to employees, and any revisions made later thereto.
- 6. Reporting:** Contractor shall verify staff attendance and provide at least monthly reports to DVI, along with more frequent reporting as requested by DVI. The monthly report to DVI shall include, but not be limited to, the following information:
  1. Number of Service Hours Provided;
  2. Activity/Productivity Statistics similar to those provided in Exhibit C;
  3. Special Project Updates as requested by DVI;
  4. Regular Public Realm Asset/Issue Inventory/Map Updates as requested by DVI;
  5. Timesheets or other HR Forms as requested by DVI; and
  6. Any other report or information maintained by Contractor in connection with this project and requested by DVI.

## **2.2 Ambassador Services**

Contractor shall effectively execute all tasks and services described in detail in Exhibit B ("Ambassador Services") throughout the Service Area.

## **2.3 Operating Hours and Deployment**

Contractor shall provide Ambassador Services seven days per week in the DVI BID, with specific deployment strategies to be proposed by Contractor and approved by DVI, based on the need for services throughout the Service Area.

## **2.4 Facilities**

DVI will provide suitable space for the Downtown Ambassador Program, including storage space for all equipment, office space for program leadership and any administrative staff, and break room/locker room space for team members ("Program Facilities"), at no cost to Contractor. DVI reserves the right to move or modify the location of any Program Facilities at any time.

Contractor is responsible for ensuring that the Program Facilities are kept clean, neat, and orderly, that supplies, equipment, and facilities themselves are secured properly, and that utilities are managed properly to ensure reasonable bills. The Contractor will, and DVI retains the right to, appropriately discipline, up to and including termination, any Contractor employee who misuses any Program Facility.

## **2.5 Uniforms**

Contractor shall provide all components of weather and safety appropriate uniforms and accessories, which are subject to the approval of DVI. All Downtown Ambassadors must wear distinctive, easily identified uniforms that comply with the design and branding requirements of DVI. Complete uniforms shall include shorts, belts, shirts, pants, jackets, windbreakers, gloves, and other necessary items of clothing. Uniforms shall be high quality and appropriately serve the wearer in all types of weather found in the Northeast Florida climate. Outer shirts included as part of uniforms should be of a moisture wicking, polyester material. Contractor must ensure clean uniforms and the neat appearance of Downtown Ambassadors at all times.

## **2.6 Equipment**

Contractor shall provide all appropriate materials, supplies, and equipment necessary for the efficient and effective operation of the Downtown Ambassador Program ("Program Equipment"). All Program Equipment must be for the exclusive purpose of providing the Ambassador Services in the Service Area. Contractor will further:

1. Procure and maintain all insurance, registrations, and other documents needed for the responsible and legal operation of all Program Equipment;
2. Ensure that all employees authorized to operate Program Equipment are properly trained in safety and operating procedures;
3. Properly secure all Program Equipment when not in use; and
4. Properly maintain and update all Program Equipment in a manner to minimize interruptions to the provision of Ambassador Services in the Service Area.

Any Program Equipment purchased by Contractor for the purpose of providing Ambassador Services in the Service Area shall be initially owned by Contractor and amortized over a three-year period. Ownership of the Program Equipment shall transfer to DVI upon the conclusion of the amortization period. Contractor shall be responsible for any maintenance, insurance, and other costs associated with its continued use in providing Ambassador Services in the Service Area both throughout and following the amortization period as long as the Program Equipment is in active use by the Downtown Ambassador Program.

## **2.7 Administrative Tasks**

Contractor shall provide administrative oversight, management, communication, reports and required documents, and invoicing with regard to all aspects of the Downtown Ambassador Program.

## **2.8 Invoices and Billing**

Billing shall occur monthly. Contractor shall submit monthly invoices for fees or other compensation due by the 15<sup>th</sup> day of each month for services provided during the previous month in a form acceptable to DVI. Payments shall be due from DVI within 30 days of receipt of an acceptable invoice. As requested by DVI, Contractor must be prepared to provide payroll information, modified or project specific invoices, or other reports in the formats necessary to satisfy the requirements of private, federal, state, and municipal grants.

While the initial contract shall lay out a flat rate to be paid to contractor each month for services rendered the previous month, that rate shall be developed based on a guaranteed number of service hours charged at an agreed upon blended hourly rate for all services and costs associated with the contract. In the event that the number of service hours actually provided in a given month is less than that guaranteed number, DVI reserves the right to deduct from the monthly bill a prorated amount, or to require that missed hours be added to the guaranteed

amount in future months. Based on observations and reports of use of Program Equipment, DVI further reserves the right to deduct from the monthly bill a prorated amount if budgeted equipment is not used.

## **2.9 Service Changes and Other Duties**

DVI reserves the right to make reasonable changes to the scope of work and Downtown Ambassador workforce. Any such changes shall be by written instruction. On a regular basis, Contractor shall be required to complete numerous other miscellaneous tasks and services related to the mission and goals of DVI and the Downtown Ambassador Program.

If DVI directs a change or other duty that substantially impacts the cost of services, an equitable adjustment agreed to by both DVI and Contractor shall be made to the contract price. No changes to the scope of work shall be made without prior written approval by DVI.

## **2.10 Performance Evaluation**

The agreement between Contractor and DVI shall be cancellable by DVI at any time and reviewed on at least an annual basis. Contractor's performance shall be evaluated based on overall effectiveness in providing Ambassador Services throughout the Service Area, flexibility at responding to DVI's needs, accuracy of reports and billing information, and feedback from DVI property owners and stakeholders. Contractor assumes responsibility for ensuring that performance by its employees meets the needs and standards established by DVI. DVI reserves the right to disqualify a proposed or existing Contractor employee from service in the Service Area for any reason, including and especially for involvement in actions deemed unauthorized, detrimental, or suspicious intent, or improperly affecting the worker's performance or DVI's reputation at any time.

## **Section 3: Submission Instructions**

### **3.1 Proposal Submissions**

The preparation of a response to this RFP shall be at the expense of the respondent. DVI will not reimburse firms for any costs associated with the preparation or submission of any response.

By responding to this RFP, respondent acknowledges and consents to the conditions set forth herein relative to the submission, review, and consideration of the response. Written submissions responding to this RFP should be submitted to:

**Downtown Vision, Inc.  
29 West Duval Street  
Jacksonville, FL 32202  
Attn: Jacob A. Gordon, Esq., CEO**

To be considered, respondent must submit by 12:00 noon EST on Friday, June 27, 2025:

1. Five printed copies of the proposal directed to the above mentioned address; and
2. One electronic copy of the proposal in .pdf form either emailed to **eric@downtownjacksonville.org** or provided on a USB Drive in the same sealed envelope as the printed copies referenced above.

The above deadline is firm. Any submission received after the deadline will not be considered. Any partial or incomplete submission will not be considered. DVI will accept no oral, written, or

other form of amendment after the above deadline, unless requested by DVI. All submissions become the property of DVI and will not be returned.

### **3.2 Mandatory Pre-Proposal Meeting**

Prospective firms must attend a virtual pre-proposal meeting to be held at 02:00 PM EST on Friday, May 23, 2025. Firms interested in attending should register at the below link and will be provided with instructions on how to access the meeting.

#### **Registration Link:**

[https://us02web.zoom.us/webinar/register/WN\\_I4zeV9w6Sy2k0\\_M-4eCbiQ](https://us02web.zoom.us/webinar/register/WN_I4zeV9w6Sy2k0_M-4eCbiQ)

The meeting can also be accessed utilizing the following information:

**Link:** [www.zoom.us](http://www.zoom.us)

**Webinar ID:** 820 3731 9546

**Webinar Passcode:** y9JvK5

### **3.3 RFP Questions**

It is the responsibility of the respondent to inquire about clarification of any aspect of the RFP that is not understood. Questions for clarification should be submitted in writing by email only to DVI at [eric@downtownjacksonville.org](mailto:eric@downtownjacksonville.org) with the subject line: **"RFP DVI Downtown Ambassadors 2025 Questions."** All questions must be submitted by Friday, May 30, 2025, at 12:00 PM EST. All questions submitted thereafter will be precluded from consideration. Responses to all questions will be emailed to all prospective firms who have attended the mandatory pre-proposal meeting by Friday, June 6, 2025 at 5:00 PM.

### **3.4 Submission Format**

Proposals should be typewritten and cover all information requested in this RFP.

1. The required hardcopy proposals should be placed in a sealed envelope (or multiple sealed envelopes) and clearly labeled with the title: **"RFP DVI Downtown Ambassadors 2025 Response"** and the firm's name and business address. A letter of transmittal, not exceeding two pages, must accompany each submittal and include the full legal name and business address of the individual or firm.
2. The required electronic proposals should be emailed in .pdf form to [eric@downtownjacksonville.org](mailto:eric@downtownjacksonville.org) with the subject line: **"RFP DVI Downtown Ambassadors 2025 Response"** or provided on a USB drive with the same file title in the same sealed envelope as the printed copies referenced above. A letter of transmittal, not exceeding two pages, must be further included in the email or USB drive in .pdf form and include the full legal name and business address of the individual or firm.

Submissions which, in DVI's sole judgment, fail to meet the requirements of this RFP or which are in any way conditional, incomplete, obscure, contain additions to or deletions from requested information, or contain errors may be rejected. Although there is no page limit, submissions should provide a straightforward and concise delineation of the respondent's submittal and commitment to satisfy the requirements of this RFP.

Additional submission information is welcome. If additional services can and should be provided in the DVI BID, please provide this information.

### **Section 4: Proposal Format**

Respondents should address each section fully and in the same order as outlined below.



## 1. Professional Credentials

- A) **Contact Information:** Respondent firm's name, primary contact name, address, telephone number, fax number, email addresses, website.
- B) **History:** A brief history of the respondent firm and its capabilities.
- C) **Legal Structure:** Respondent firm's incorporation information (i.e. is it publicly or privately held, etc).
- D) **Staffing:** Detail and an organizational chart regarding the staff level of respondent firm, including principals and associates, as of the date of this RFP.
- E) **Resumes:** Brief resumes of the individuals who would be the key points of contact at respondent firm and would be in regular contact with DVI regarding the needs and operations of the Downtown Ambassador Program. Respondent should identify how close to the Service Area each of these individuals live and describe each of their experience and roles in the rendering of services of the nature described in this RFP.
- F) **Office and Headquarters Location:** Geographic location of respondent firm's office that is closest to the Service Area, along with respondent firm's corporate headquarters.
- G) **Related Projects:** Other projects completed by respondent firm that would speak to its ability to successfully provide the services described in this RFP.
- H) **References:** Three references (name, contact person, and his/her title, mailing address, email address, and telephone number) whom DVI may contact during the evaluation of the submission for whom respondent firm has provided services of the nature described in this RFP within the last two years. Preference will be given to feedback by references of a similar nature and mission as DVI and who are currently receiving Ambassador Services from respondent firm.

## 2. Service Capability

- A) **Experience:** Description of the specific experience of respondent firm, including a thorough description of other relevant projects, which best demonstrates its ability to carry out cleaning, safety/hospitality, and other Ambassador Services in the Service Area. Where applicable, respondent firm should emphasize its experience providing comparable services in downtowns and/or other urban neighborhoods and districts through engagement with organizations of a similar nature and mission as DVI.
- B) **Expertise:** Description of respondent firm's expertise in the provision of services of the nature described in this RFP and any other services that may be complementary to the services described herein respondent would propose to provide. Where applicable, respondent firm should emphasize its expertise providing comparable services in Downtowns and other urban neighborhoods and districts through engagement with organizations of a similar nature and mission as DVI. Special consideration should be given to describing demonstrated expertise in activities from the list of potential additional services included in Section 4(3)(A)(ii) below.
- C) **Local Knowledge:** Description of the respondent firm's knowledge of Duval County, Florida, Downtown Jacksonville, and the area comprising the Service Area.
- D) **Licenses:** Copies of all relevant certificates, licenses, trainings, and other relevant professional certifications. At a minimum, this should include proof that respondent is currently licensed to do business in the State of Florida.

## 3. Project Methodology

- A) **Narrative Description:**
  - i) Detailed descriptions of how the Ambassador Services described in Exhibit B will be provided throughout the Service Area.

- ii) If applicable, detailed descriptions of any additional services that, in respondent firm's experience and expertise, would have a high return in response to the needs of the Service Area and that respondent would propose to provide ("Additional Services"). By submitting a proposal, respondent firm warrants that they are willing and able to add the following capacities as requested by DVI: landscaping, large-scale park and public space management, trash receptacle management and turnover, expanded power washing, paver and other public realm infrastructure repairs, management and replacement of Downtown amenities and fixtures, public space security, information kiosk operation, and public transportation ambassador coverage.
- iii) Explanation regarding what respondent firm anticipates DVI's role and relationship with the respondent will be regarding program development.
- iv) Explanation regarding how the Downtown Ambassadors will be instructed to perform their jobs, handle a variety of duties and situations, and communicate with one another, the Jacksonville Sheriff's Office, and other partners.
- v) Detailed descriptions of reporting that respondent firm will provide on Downtown Ambassador Program activities and productivity. Respondents should be prepared to provide productivity statistics on all Ambassador Services at at least the level of detail shown in Exhibit C. Responses should reflect respondent firm's understanding of the importance of documenting Program activity and productivity to organizations similar to DVI and expand on their current and future data collection and management capacities.

**B) Recruitment:**

- i) Explanation of how the Operations Manager, Operations Supervisor, Team Leads, Downtown Ambassadors, and other personnel involved in the delivery of Ambassador Services in the Service Area will be recruited and what criteria will be used to select and hire staff.
  - ii) Detail regarding drug testing, background screening, physical requirements, grooming, and other personnel policies and practices.
  - iii) Complete information about respondent firm's employee compensation strategies and benefits, including a plan for how to handle the need for employees to work on major national holidays.
  - iv) Description of the role DVI will play in the initial and ongoing recruitment activities.
- C) **Training:** Details on proposed training of employees, including topics, instructors, frequency, etc.
- D) **Deployment:** Based on an assessment of the needs in the Service Area, detailed proposed deployment models for staff involved both in the services described in this RFP. If applicable, deployment related to any Additional Services being proposed pursuant to Section 4(3)(A)(ii) should be easily severable from the deployment of staff involved in the Ambassador Services described in Exhibit B.
- E) **Accountability and Performance:** Explanation of how respondent firm would be held accountable to DVI and how the performance of employees and overall effectiveness of the Downtown Ambassador Program will be measured and demonstrated.
- F) **Transition Plan:** A detailed plan and schedule for the steps involved in the transition needed from the current vendor and all other steps needed for the expansion of the Downtown Ambassador Program to the proposed levels.
- G) **Other Relevant Information:** Any other factors not mentioned above which are relevant to DVI's evaluation of respondent firm's ability to provide Ambassador Services in the Service Area.

4. **Cost Proposals:** Utilizing the form provided in Exhibit D(1), two years of detailed, annual budget figures for the provision of all services proposed in response to this RFP. The Cost Proposal should utilize the staffing plan and equipment package outlined in Exhibit D(2) for the Ambassador Services described in Exhibit B. If respondent firm is proposing Additional Services pursuant to Section 4(3)(A)(ii), any additional staffing, equipment, or other costs associated with the provision of those Additional Services should be proposed and described in detail as "Additional Services Costs" in the Cost Proposal Form and easily severable from costs associated with the Ambassador Services described in Exhibit B.
5. **Certifications and Business Information**
  - A) **Regulatory Investigations / Litigation:** Details of any criminal investigation or pertinent litigation pending against respondent or any of its members.
  - B) **Conflicts of Interest:**
    - i) Description of any existing or potential conflicts of interest respondent firm might have, or which reasonably might arise, due to involvement with DVI.
    - ii) An affirmative statement that, by responding to this RFP, respondent firm agrees comply with the provision of Section 126.110 of the Jacksonville Ordinance Code with respect to required disclosures by public officials who have or acquire a financial interest in a bid or contract with a Jacksonville public entity, to the extent the parties are aware of the same
  - C) **Compliance with the Law:** An affirmative statement that, by responding to this RFP, respondent firm agrees to comply with all federal, state, and local laws, rules, and regulations, as the same exist or may be amended from time to time, applicable in Duval County Florida.
  - D) **Insurance:** Proof of insurance coverage of types and in minimum amounts sufficient to satisfy the requirements of Exhibit F hereto.

## **Section 5: Evaluation and Award**

### **5.1 Initial Screening**

A screening of all submissions will be conducted to determine overall responsiveness. Submittals determined to be incomplete or non-responsive will be disqualified.

### **5.2 Evaluation and Shortlist**

All documents included in each submission will be evaluated based upon the requirements of this RFP and the following criteria:

1. Professional Credentials (22%)
2. Service Capability and Accessibility (22%)
3. Project Methodology (22%)
4. Budget and Cost Proposals (22%)
5. Certifications and Other Business Information (12%)

The evaluation process will take into account all items submitted in response to this RFP and will not be based solely on the Budget and Cost Proposal. The review will also focus on the experience and expertise of the firm in providing similar services. Information submitted regarding a firm's credentials and stated experience will be verified by DVI during this process.

DVI will score each submission based on the criteria set for above and rank all submissions. Following completion of the evaluation of proposals, DVI will identify a "Short List" of respondents with whom DVI may, in its discretion, conduct interviews and engage in negotiations. Those respondents not chosen for the Short List will be notified in writing.

### **5.3 Interviews and Negotiation**

Following the evaluation of submitted proposals, DVI may, in its discretion, interview one or more respondents from the Short List and identify one respondent with which to engage in negotiations regarding the terms of a contract governing the services described in this RFP.

DVI reserves the right to:

1. Negotiate terms and conditions of the resulting contract to obtain the most advantageous situation for DVI, regardless of the terms of any submission;
2. Negotiate for removals, additions, upgrades, or changes to proposed services, equipment, or both;
3. End negotiations with a respondent and begin negotiations with an alternative respondent from the Short List; and/or
4. End negotiations or decline to engage any respondents in negotiations.

### **5.4 Award**

Upon the completion of negotiations, in its discretion, DVI may elect to award a contract for all or part of the services described in this RFP to one or more respondents according to the negotiated terms and conditions. DVI will notify each respondent, in writing, whether they received such an award. Any final contract award(s) shall be made publicly by resolution of the DVI Board of Directors. Those respondents on the shortlist not chosen for a contract award will be notified in writing.

DVI reserves the right to:

1. Choose any vendor(s) for all or part of the services described in this RFP, regardless of bidding price or the above described criteria;
2. Refuse any and all vendors who submit proposals in response to this RFP and select one or more alternative vendor(s) to provide the services described herein; or
3. Make no award.

### **5.5 Conflicts of Interest**

DVI reserves the right to:

1. Disqualify any individual or firm or reject any submission at any time solely on the round that a real or perceived legal or policy conflicts of interest is presented;
2. Require the individual or firm to take any action or supply information necessary to remove the conflict; and
3. Terminate any contract arising from this RFP if any such relationship would constitute or have the potential to create a real or perceived conflict of interest that cannot be resolved to DVI's satisfaction.

## **Section 6: Contract Information**

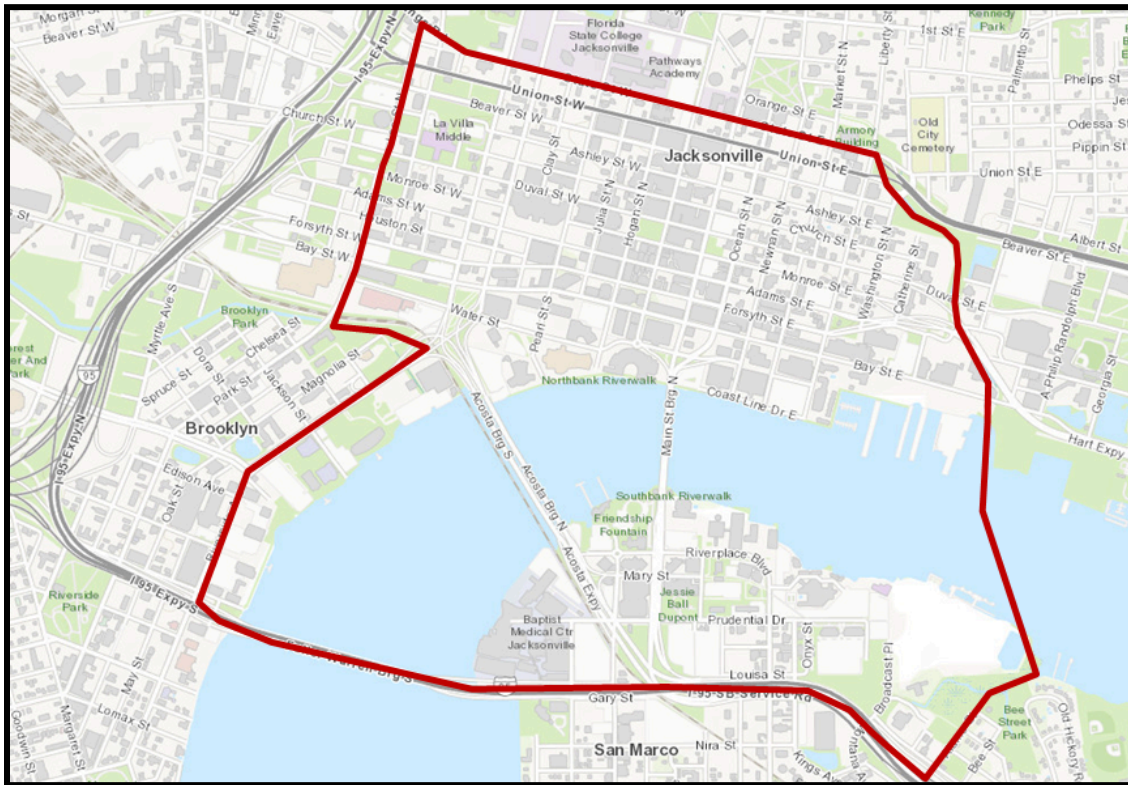
### **6.1 Term, Termination, and Pricing Guarantee**

This proposal is seeking a two-year contract with a proposed start date of October 1, 2025, with another two-year renewal period at the sole discretion of DVI. The contract shall be terminable by DVI at any time if DVI determines in its sole discretion that it is in its interest to do so. Respondents should be prepared to provide guaranteed pricing for the initial two years of the term of any awarded contract.

## **Exhibit A** **Service Area**

The DVI BID, which is where DVI will require any selected Contractor to provide Ambassador Services, will include all non-exempt commercial and residential private properties located within the contiguous zone created by the boundaries described and approximately depicted in red below. The Service Area further includes those properties on both sides of Lee Street and Riverside Avenue, where they constitute the DVI BID boundaries.

- On the **Northbank of the St. Johns River North of McCoy's Creek**, the Service Area is bounded on the West by Lee Street, on the North by State Street, on the East by Hogan's Creek, and on the South by McCoy's Creek and the St. Johns River.
- On the **Southbank of the St. Johns River**, the Service Area is bounded on the West and North by the St. Johns River, on the East by Alamo Street and on the South by Interstate 95.
- On the **Northbank of the St. Johns River south of McCoy's Creek**, the Service Area is bounded on the West by Interstate 95, on the North by Riverside Avenue, on the East by the Acosta Bridge, and on the South by the St. Johns River.



*The above described area is approximately 1.3 square miles in size.*

**Exhibit B**  
**Ambassador Services**

Any selected Contractor will be required to provide at least the following services throughout the Service Area as defined in Exhibit A. Respondents should include in their responses to Sections 4(3)(a) and 4(4) of this RFP any additional services that in their experience and expertise would be complementary to the below described services and that they would propose to provide, along with the associated deployment.

**1. Cleaning**

- A) Removal of Litter, Debris, and Waste:** Removal of litter, trash, debris, and other waste from the streets, sidewalks, and parks and other public spaces, by mechanical or manual means, including, but not limited to: all types of paper, cigarette packages and butts, cans, cardboard, boxes, plastic refuse, bottles, broken glass, beverage spills, urine, feces, vomit, and dead animals.
- B) Mechanical Cleaning:** Use of pressure washers and any other appropriate mechanical equipment for the enhanced cleaning of pedestrian rights of way.
- C) Handbill Removal:** Removal of handbills, stickers, posters, and similar items from utility poles, mail boxes, courier boxes, newspaper or magazine boxes and kiosks, public telephones, parking meters, and other fixtures.
- D) Graffiti Removal:** Prompt removal or cover of graffiti from the first floor or buildings facing or visible from public rights of way and from utility poles, mail boxes, courier boxes, newspaper or magazine boxes and kiosks, public telephones, and other fixtures.

**2. Safety/Hospitality**

- A) Safety/Hospitality Patrols:** Patrols to act as a visible deterrent for unwanted activity, as well as to provide positive interactions with workers, residents, and visitors.
- B) Safety/Hospitality Escorts:** As requested by residents, workers, and visitors, personalized escorts from the requesting individual's work or current whereabouts to desired location (both being located within or near the Service Area).
- C) Provision of Directions and Downtown Jacksonville Information:** Sharing of information with workers, residents, and visitors related to upcoming special events, local attractions and amenities, directions, and information as requested and/or appropriate.
- D) Business Check-ins:** Stops at businesses to speak with the onsite manager in order to gather and share security and other information and concerns.
- E) Nuisance Response:** Interactions with persons creating quality of life issues in order to advise them of local ordinances and request compliance and courtesy.

**3. Social Services Outreach: By qualified Outreach Professionals:**

- A) Outreach:** Proactive outreach to develop trust and relationships with the Downtown Jacksonville homeless population ("Clients").
- B) Needs Assessment and Referrals:** Assessment of Client needs and identification of and referral/connection to social services providers who can address those needs on a long-term basis.

- C) Case-Management:** Provision of “Gap” Case Management services, such as transportation, access to needed documentation, application assistance, and short-term emotional support, in-order to prepare Clients to access needed long-term social services and move off of the Downtown Jacksonville streets.
- D) Homeward Bound Program Administration:** On behalf of the Jacksonville Sheriff’s Office, administration of the Homeward Bound Program, which funds transportation outside of Jacksonville for unhoused individuals where it is verified that there is a family member or other private support system to receive them at their destination.

**4. Special Projects:**

- A) Event and Activation Support:** Provision of logistical support for all DVI events, currently including First Wednesday Art Walk, Sip & Stroll, and PlacemakingJax Activations.
- B) Next Step Ambassador Program Management:** Oversight and provision of a dedicated Team Lead and all uniforms, supplies, and equipment for the Next Step Ambassadors, 1-3 unhoused individuals working each day with the Downtown Ambassador Team on cleaning and safety/hospitality initiatives in the Services Area.
- C) Place-Management:** Ongoing management and activation of selected Downtown Jacksonville parks and other public spaces as identified by DVI.

**Exhibit C**  
**Activity/Productivity Statistics**

The following are examples of statistics that DVI will expect any selected Contractor to track and report to DVI regarding the operations of the Downtown Ambassador Program.

<b>Task</b>	<b>Jan. 21</b>	<b>Feb. 21</b>	<b>Mar. 21</b>	<b>Apr. 21</b>	<b>May 21</b>	<b>Jun. 21</b>	<b>Total</b>
Auto Assist	8	5	12	19	18	31	<b>93</b>
Business Check-Ins	0	0	0	2	1	0	<b>3</b>
City Care Issue Reported	31	32	25	22	16	24	<b>150</b>
Directions Given	84	94	74	112	82	137	<b>583</b>
Escorts Provided	0	3	3	4	11	15	<b>36</b>
Fights Addressed	0	0	0	0	1	1	<b>2</b>
Graffiti Removed	84	101	83	127	122	52	<b>569</b>
Hazardous Waste Removed	345	331	375	406	342	270	<b>2069</b>
Homeless Campsites Removed	87	130	77	80	61	89	<b>524</b>
Maps / Publications Distributed	1	0	4	11	19	48	<b>83</b>
Homeless Outreach Conducted	0	0	8	5	0	14	<b>27</b>
Block Faces Swept	7740	7306	7645	7909	7533	7902	<b>46035</b>
Panhandling Addressed	39	18	25	12	37	42	<b>173</b>
Pedestrian Assistance Provided	270	294	252	343	222	328	<b>1709</b>
Block Faces Power Washed	64	70	65	63	77	102	<b>441</b>
Spots/Stains Power Washed	76	59	59	77	95	85	<b>451</b>
Hot Spots Power Washed	157	168	209	144	174	191	<b>1043</b>
Public Disturbance Addressed	7	6	8	4	9	18	<b>52</b>
Public Meet and Greets	0	0	0	0	0	6	<b>6</b>
Special Events Supported	1	2	0	3	0	4	<b>10</b>
Non-Bio Hazard Spills Removed	219	239	212	244	176	145	<b>1235</b>
Trash Bags Collected	330	408	247	440	290	367	<b>2082</b>
Trash Cans Emptied	246	198	216	284	309	433	<b>1686</b>
Trespassers / Loiterers Addressed	17	52	48	16	45	45	<b>223</b>
Umbrella Escorts Provided	0	0	0	0	0	47	<b>47</b>
Bicycle Miles	297	255	304	225	235	235	<b>1551</b>
Power Equip. - Hrs	12	16	31	37	25	150	<b>271</b>



**Exhibit D**  
**Cost Proposals**

**1. Cost Proposal Form**

The Cost Proposal should provide two years of detailed pricing utilizing the following form. A modifiable version of the form has been provided at

<https://dtjax.com/about-dvi/opportunities/>. Items denoted as “XXX” are costs and detail information requiring completion by respondent.

- A. For the **Ambassador Services** described in Exhibit B, the Cost Proposal should incorporate the staffing plan and equipment package described in Exhibit D(2) below.
- B. If applicable, any other costs associated with the provision of the Ambassador Services described in Exhibit B that do not align with the cost categories in the tables provided should be included as “Other Costs” and described in detail. If no Other Costs are anticipated, \$0 should be entered and no detail is necessary.
- C. If applicable, costs associated with any **Additional Services** proposed pursuant to Section 4(3)(A)(ii) should be proposed and described in detail as “Additional Services Costs” and easily severable from costs associated with the Ambassador Services described in Exhibit B. Please include the acquisition and maintenance costs of additional equipment needed to implement the proposed Additional Services as an itemized cost in this section.

*Note, for purposes of developing the requested cost proposals, one full-time employee should be assumed to work a total of 2,080 annual hours.*

*Note, while any contract awarded pursuant to this RFP is anticipated to have a start date of October 1, 2025, the awarded Contractor will likely require a period to both transition existing Program resources from the current vendor and establish the Program at the agreed upon levels. While the details of such a transition should be provided in the response to Section 4(3)(F) above, Cost Proposals should assume the beginning of services at the proposed levels on the aforementioned Contract start date.*

*Note, entries for “Employee Wages” should be the average hourly wages paid to employee’s working in a particular position category. That average hourly wage should contemplate the rehiring of the existing team members at the wages specified.*

## Cost Proposal – Year [1/2?]

### Staffing

#### Ambassadors

Rate/Hour	Clean Ambassadors	Safety/Hospitality Ambassadors
Employee Wages	\$XXXXXXXXXX	\$XXXXXXXXXX
FICA	\$XXXXXXXXXX	\$XXXXXXXXXX
Workers Comp.	\$XXXXXXXXXX	\$XXXXXXXXXX
Liability	\$XXXXXXXXXX	\$XXXXXXXXXX
Unemployment	\$XXXXXXXXXX	\$XXXXXXXXXX
Subtotal Wages/Taxes	\$ _____	\$ _____
Uniforms and Supplies	\$XXXXXXXXXX	\$XXXXXXXXXX
Administration	\$XXXXXXXXXX	\$XXXXXXXXXX
Benefits	\$XXXXXXXXXX	\$XXXXXXXXXX
Other Overhead	\$XXXXXXXXXX	\$XXXXXXXXXX
Profit	\$XXXXXXXXXX	\$XXXXXXXXXX
Subtotal Bill Rate	\$ _____	\$ _____
FTEs	9	5
Weekly Hours	360	160
Annual Hours	18,720	8,320
Annual Billing	\$ _____	\$ _____
Total Annual Billing – Program Ambassadors		\$ _____

#### Leadership and Specialists

Rate/Hour	Outreach Specialists	Clean Division Leads	Safety/Hospitality Division Leads	Operations Supervisor	Operations Manager
Employee Wages	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
FICA	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Workers Comp.	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Liability	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Unemployment	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Subtotal Wages/Taxes	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Uniforms and Supplies	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Administration	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Benefits	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Other Overhead	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Profit	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX	\$XXXXXXXXXX
Subtotal Bill Rate	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
FTEs	2	2	1	1	1
Weekly Hours	80	80	40	40	40
Annual Hours	4,160	4,160	2,080	2,080	2,080
Annual Billing	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Annual Billing – Program Leadership and Specialists					\$ _____

Total Annual Billing – Staffing (Ambassadors + Leadership and Specialists)

\$ \_\_\_\_\_

**Equipment Provision, Maintenance, and Operation**

Equipment	Annual Billing
Provision and Maintenance of Equipment Package	XXXXXXXXXXXX
Total Annual Billing – Equipment Package	\$ _____

**Other Costs (if applicable)**

Other Cost Detail	Annual Billing
XXXXXXXXXXXX	XXXXXXXXXXXX
XXXXXXXXXXXX	XXXXXXXXXXXX
Total Annual Billing – Other Costs	\$ _____

Total Annual Billing – Ambassador Services (Staffing + Other Costs)	\$ _____
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**Additional Services Costs (if applicable)**

Additional Services Cost Detail	Annual Billing
XXXXXXXXXXXX	XXXXXXXXXXXX
XXXXXXXXXXXX	XXXXXXXXXXXX
Total Annual Billing – Additional Services Costs	\$ _____

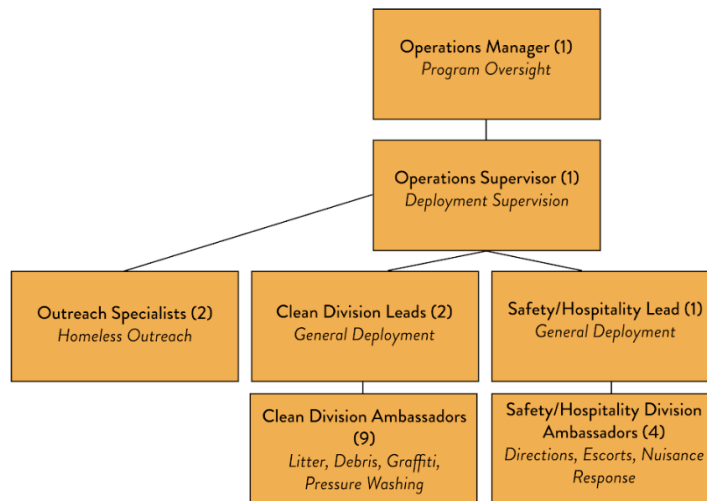
Total Annual Billing – Proposed (Staffing + Other Costs + Additional Services Costs)	\$ _____
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## 2. Staffing Plan, Existing Team, and Equipment Package

### A. Staffing Plan (Position (Number of FTEs) *Programmatic Focus*)

Cost Proposals should contemplate a Downtown Ambassador Team consisting of 20 full time employees organized as follows for the provision of the Ambassador Services described in Exhibit B.

2025 Organizational Chart  
Downtown Ambassador Program  
February 2025



### B. Equipment Package

Cost Proposals should contemplate utilization of the below equipment package for the provision of the Ambassador Services described in Exhibit B. Please provide itemized maintenance costs for each item or category of equipment.

- i. Ongoing maintenance and operation of the following equipment currently owned by DVI:
  1. 1 Full Sized Pickup Truck – Contractor Leased (include lease costs in cost proposals)
  2. 5 Side-by-Side vehicles – DVI owned
  3. 1 Trailer Pulled Power Washer – DVI owned
  4. 2 Electric Golf Cart – DVI owned
  5. 8 Bikes – DVI owned
  6. 1 Bike Mounted Power Washer – DVI owned
  7. 1 Bike Mounted "information kiosk" – DVI owned

**Exhibit E**  
**Insurance Requirements**

All respondents must provide proof of insurance coverage of at least the following types and minimum amounts.

<b>Schedule</b>	<b>Limits</b>
<b>Workers Compensation</b>	Florida Statutory Coverage
<b>Employer's Liability (including appropriate federal acts)</b>	\$100,000 Each Accident \$500,000 Disease/Policy Limit \$100,000 Each Employee/Disease
<b>Commercial General Liability</b>	\$2,000,000 General Aggregate \$2,000,000 Products/Comp. Ops Agg. \$1,000,000 Personal/Advertising Injury \$1,000,000 Each Occurrence \$50,000 Fire Damage \$5,000 Medical Expenses
<b>Automobile Liability (All-automobiles-owned, hired, or non-owned)</b>	\$1,000,000 Combined Single Limit
(Coverage for all automobiles, owned, hired, or non-owned used in performance of Services)	

An insurer holding a current certificate of authority pursuant to Chapter 624, Florida Statutes and with an A.M. Best Rating of "A X" or better shall write such insurance.

Prior to commencing work, any selected Contractor will be required to provide for DVI's approval certificates of insurance evidencing the maintenance of the required insurance that is endorsed to provide for a waiver of underwriter's rights of subrogation in favor of DVI. The certificates shall provide that no material alteration of cancellation, including expiration and non-renewal shall be effective until 30 days after receipt of written notice by DVI.