

REQUEST FOR PROPOSAL

**CLEANING AND MAINTENANCE OF
PARK STREET, WEBSTER STREET,
AND MARINA VILLAGE**

CITY OF ALAMEDA

March 31, 2014

Important Dates

Voluntary Pre-submittal Conference, April 16, at noon
Proposal Updates, if any, posted online, April 23, 2014, at noon
Due Date, April 30, 2014
Interviews, May 8 or 12, between 9 a.m. and noon
Start date, July 1, 2014

Contact

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Attachment A:	Boundary Map for Webster Street
Attachment B:	Boundary Map for Park Street
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Attachment D:	2013/2014 Scope of Work for Webster Street
Attachment E:	2013/2014 Scope of Work for Park Street
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Attachment I:	Proposed Scope of Work for Webster Street
Attachment J:	Proposed Scope of Work for Park Street
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Attachment L:	City Standard Contractor Agreement

I. OVERVIEW

The City of Alameda is an island city of approximately 75,000 residents, connected to the City of Oakland via four bridges and two tunnels. The City has vibrant shopping districts on Park Street and Webster Street, as well as a small commercial area including a boardwalk and park as part of the business park at Marina Village.

The City's mission is to achieve excellence in cleanliness in the public right of way within these commercial areas to attract and retain businesses, as well as create an attractive community for both residents and visitors.

The City is requesting proposals from qualified organizations for ongoing cleaning and maintenance on Park Street, Webster Street, and Marina Village. The purpose of this work is to ensure the public areas within these shopping districts are clean, orderly, attractive, and well-maintained.

Background

Park Street, Webster Street, and Marina Village are also zones of the City's Landscaping and Lighting District. Webster Street is Zones 2 and 3, Park Street is Zone 4, and Marina Village is Zone 6. Boundary maps are included in Attachments A, B, and C.

Assessments from property owners fund ongoing cleaning and maintenance of the public infrastructure in these areas.

Currently, these areas have separate contractors providing ongoing maintenance. Contracts were let for FY 2013/2014 (July 1 - June 30) for Park Street (\$43,963); Webster Street (\$30,799); and Marina Village (\$49,360)¹.

Current scopes of work are in Attachments D, E, and F, and generally include litter removal, sidewalk cleaning, cleaning of public litter cans, graffiti removal, etc. Landscape maintenance is **not** a part of the current scope of services and is not part of this request for proposal.

By combining these services into one request for proposal (RFP), the City seeks to gain a higher level of service through an experienced contractor who can maximize economies of scale and be the City's and public's one point of contact for maintenance in all three areas. However, the City may award different components of the RFP to different contractors if doing so will enable greater quality, less cost, and/or easier administration.

¹ Marina Village contract figure includes current costs of \$25,360 (restroom and litter can maintenance) and estimated \$2,000 per month in additional services.

Examples of service that might be included at no, minimal, or reasonable additional cost by having all areas served by one contractor include:

- spot washing of sidewalks where spills, graffiti, or other grime appears;
- periodic washing of sidewalks;
- periodic washing of public litter cans;
- proactive management of material in the public litter cans to ensure they are NEVER overfilled, even when the contractor is not on-site;² and
- adding days of service.³

Proposed scopes of work for Webster Street, Park Street, and Marina Village are at Attachments I, J, and K.

Finally, the contractor will be responsible for daily reporting (e.g., trash reporting in Attachment G), responding to public service requests (e.g., see examples of the City's database in Attachment H), liaising with the business associations' staff, and being generally hospitable to the businesses and patrons of these areas.

Contract Period and Budget Increases

The City intends to award a contract for one year with up to four renewals exercised annually and exclusively at the discretion of the Public Works Director. If and when renewals occur, the prices would be adjusted according to the [SF Bay Area Consumer Price Index](#) (CPI). Preceding these renewals, and depending on whether assessments have increased or not, the City will add, subtract, and/or expand services based on the rates provided in the proposal, as adjusted by the CPI.

Services will likely expand in subsequent years. The governing boards of the Park Street Business Association and Webster Street Business Association have recently proposed to double property owners' assessments over the next few years. Increased assessment revenue will be used to increase the level of maintenance service, including cleaner sidewalks and better looking litter cans.

² Public litter cans on Park and Webster Streets are generally serviced three days per week by Alameda County Industries, the City's franchised waste hauler, with the exception of the cans directly in front of Starbucks and Peet's Coffee at Central and Park Street, which are serviced five times per week. At Marina Village, ACI provides no servicing of the public litter cans; instead, the contractor is expected to remove the material from the public litter cans and deposit it in a nearby bin provided by the City.

³ Park Street's contractor currently is on site five days per week (Monday, Wednesday, Friday, Saturday, and Sunday); Webster Street six days per week (Monday through Saturday); and Marina Village's contractor is on-site five to seven days per week.

For this reason, respondents should include a scope of work for the maximum budget #1 on the next page, which assumes no increase in assessments, and a scope of work for #2, which includes a 25% increase in budget in FY 2014/2015.

	Maximum Budget #1	Maximum Budget #2
Webster Street	\$31,000	\$38,750
Park Street	\$44,000	\$55,000
Marina Village	\$49,360	\$54,296
Totals	\$124,360	\$148,046

II. SUBMITTAL REQUIREMENTS

The City is requesting one PDF copy containing responses to items #1-5 and #7 below, and one MS Excel file containing a response to #6 below.

1. Letter of Interest (2-page max): Please include a letter expressing your Company's interest in being considered for the project. Include a statement regarding your Company's availability to dedicate time, personnel, and resources to this effort. Please state for which areas your company is proposing, e.g., one, two, or all of the zones (Park Street, Webster Street, Marina Village); and/or any particular maintenance work you are or are not going to provide. If the City may derive benefit from awarding most, or all, of the services in this RFP to one contractor, or vice versa, please explain.

2. Project Understanding and Approach (2-page max): Please include a statement demonstrating your understanding of the proposed project and of the Alameda community, and describe your approach to completing the project successfully. In particular, describe:

-your ability to manage the material in the public litter cans in order to NEVER have overfilled cans, even on days when your forces may not be on the street;

-your ability to respond to service requests in less than two hours during normal business hours, or within a couple hours on the next business day for submissions made during non-business hours;

-the times of day that various staff employed would be on-site in each area;

-your ability to meet the City's reporting requirements and respond to public service requests;

-the method by which sidewalk cleaning and washing would occur in order to keep the sidewalks clean and grime-free;

-how you'd propose to market your contributions to residents and businesses in these shopping districts;

-how you'd propose to liaise with the staff of the local business associations; and
-other best practices that you'd follow to help ensure the public areas in these shopping districts are well-maintained.

3. Relevant Experience (2-page max): Please include information describing the company's experience in general maintenance of public areas of a shopping district. Please provide at least three references, ideally in similar shopping districts. Please verify that your company has obtained and maintains current certification of completion from Bay Area Stormwater Management Association's (BASMA) Pollution Prevention Training Program for Surface Cleaners. See <http://www.basmaa.org/>.

4. Project Manager/Key Staff (2-page max). Please include information about the specific relevant experience for the proposed Project Manager and all other applicable staff. A project manager must be designated and must be the principal contact for the City.

5. Proposed Scope of Work. Please modify, clarify, or improve the City's proposed scope of work in Attachments I, J, and K, with the goal of these areas having high-quality, cost-effective maintenance resulting in clean, attractive, orderly, and well-maintained shopping areas.

6. Budget and explanation. Based on the Proposed Scope of Work, please fill in the City's budget document *in an MS Excel file*. Wherever explaining an entry, please use either the comment field, or create a tab for notes and be sure to identify which row, cell, or column the note refers to.

7. Comments/Questions on the City Standard Consultant Agreement: Please find the City's standard contractor agreement in Attachment L. If the Contractor has any questions/concerns related to any provisions of the standard form contract, they must be submitted in writing with your response to this Request for Proposals.

III. SELECTION PROCESS

The selection process for the consultant will proceed as follows:

1. Based upon the submitted proposals, the City selection team will select contractors to interview May 8 or 12, sometime between 9 a.m. to noon at Public Works, 950 West Mall Square, Alameda, CA 94501. Confirmation of the exact time will occur on May 5.

2. During the interviews, the contractor will make a 10-15 minute presentation introducing the project manager, the team, and focusing on Proposed Scope of Work. The Project Manager must be present for the interview/presentation. The signer of the proposal, if different from either of the above, should also be present. The presentation will be followed by a question and answer period by the selection team.

3. Upon completion of the interview process, the selection team will select a contractor or contractors and shortly after execute a contract for maintenance to commence on July 1, 2014.

The final selection will be based upon the following criteria:

A. The Contractor's proposed scope of work, its demonstrated understanding of the proposed project and the Alameda community, and its demonstrated ability to keep these areas well-maintained, clean, and orderly.

B. The Contractor's past experience and results with similar projects, and the feedback received from reference checks.

C. The quality and experience of the Project Manager and key staff persons who will be working on the project on a regular basis.

D. The Contractor's proposed costs for the project and ability to deliver on the proposed Scope of Work.

E. The Contractor's ability to be a strong environmental steward, including meeting the City's stormwater requirements in the Alameda Municipal Code [here](#) at sections 18-22.1 (Discharge of Pollutants), 18-22.6 (Littering), 18-22.10 (Compliance with Best Management Practices); maintain a current certification of completion from BASMA's Pollution Prevention Training Program For Surface Cleaners and be able to implement the surface cleaning best management practices described in the BASMA "Pollution From Surface Cleaning" guidance document; ensure no discharging of any debris, cleaning compound waste, paint waste, or any wash water or slurry containing any graffiti cleanup wastes or residues to the ground, any paved surface, the sidewalk, street, curb or any storm drain; and ideally have gained green certification by the Alameda County Environmental Services Department.

F. The Contractor's ability to meet the City's standard contract and insurance requirements.

The City will not discriminate against any interested firm or individual on the grounds of race, creed, color, sex, age, disability or national origin in the contract award.

The City reserves the right to reject all proposals, to request additional information concerning any proposal for purposes of clarification, to accept or negotiate any modification to any proposal following the deadline for receipt of all proposals, and to waive any irregularities if such would serve the best interests of the City.

IV. PROPOSAL DUE DATE AND DELIVERY

One PDF copy of the proposal and one MS Excel file, all clearly marked with "Response to Request for proposals: Cleaning and Maintenance," should be submitted **by email** no later than:

4:00 p.m. on April 30, 2014

to Liam Garland, Administrative Services Manager, lgarland@alamedaca.gov and cc'ed to Jeanette Navarro, jnavarro@alamedaca.gov. Proposals will not be accepted after this time.

Proposals received by facsimile will not be accepted. Hand-carried proposals will be accepted at the above address.

A voluntary pre-submittal conference will be held on April 16, 2014, at noon at Public Works, 950 West Mall Square, Alameda, CA.

Proposal updates, if any, will be posted on April 23, 2014 at:
<http://alamedaca.gov/business/bids-rfps>

Interviews will be held with selected proposers on May 8 or 12, sometime between 9 am and noon. Proposers should be able to be available at any of those times, and confirmation of the exact time will be made on May 5.

V. CONDITIONS OF REQUEST

A. General Conditions

The City reserves the right to cancel or reject all or a portion or portions of the request for proposals without notice. Further, the City makes no representations that any agreement will be awarded to any organization submitting a proposal. The City reserves the right to reject any and all proposals submitted in response to this request or any addenda thereto.

Any changes to the proposal requirements will be made by written addendum posted online at <http://alamedaca.gov/business/bids-rfps>.

B. Liability of Costs and Responsibility

The City shall not be liable for any costs incurred in response to this request for proposals. All costs shall be borne by the person or organization responding to the request. The person or organization responding to the request shall hold the City harmless from any and all liability, claim or expense whatsoever incurred by or on behalf of that person or organization. All submitted material becomes the property of the City of Alameda.

The selected organization will be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. The selected organization will be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

C. Standard Contractor Agreement

A sample contractor agreement has been provided in an attachment for the bidder's review and comment. If a bidder wishes to take exception to any of the terms and conditions contained in the contractor agreement, these should be identified specifically and with the proposal; otherwise it will be assumed that the bidder is willing to enter into the agreement as it is written. Failure to identify contractual issues of dispute can later be the basis for the City disqualifying a bidder. Any exceptions to terms, conditions, or other requirements must be clearly stated. Otherwise, the City will consider that all items offered are in strict compliance with the RFP, and the successful bidder will be responsible for compliance. The City will consider such exceptions as part of the evaluation process which may constitute grounds for rejection of the proposal. The contractor agreement will not be executed by the City without first being signed by the bidder.

D. Permits and Licenses

Bidder, and all of bidder's subcontractors, at its and/or their sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates and licenses including, but not limited to, a City Business License which will be required in connection with the performance of services hereunder.

E. Bidder's Representative

The person signing the proposal must be a legal representative of the firm authorized to bind the firm to an agreement in the event of the award.

Questions

All questions regarding this RFP should be directed to Liam Garland, Administrative Services Manager, Public Works, at lgarland@alamedaca.gov.