CITY OF FORT LAUDERDALE
City Commission Agenda Memo **#18-0332**
REGULAR MEETING

TO: Honorable Mayor & Members of the Fort Lauderdale City Commission

FROM: Lee R. Feldman, ICMA-CM, City Manager

DATE: April 17, 2018

TITLE: Motion to Approve Agreement for City Ambassador Program with Professional Security Concepts, Inc., Cross Referenced as Professional Security Consultants, Inc. on behalf of the Fort Lauderdale Community Redevelopment Agency - $235,471

Recommendation

It is recommended that the City Commission approve an agreement, on behalf of the Fort Lauderdale Community Redevelopment Agency, in substantially the form attached, with Professional Security Concepts, Inc., cross referenced as Professional Security Consultants, Inc. (PSC) for the purchase of a City Ambassador Program in the estimated amount of $235,471; and authorize the City Manager to approve two, two-year renewal options contingent upon appropriation of funds.

Background

The Fort Lauderdale Community Redevelopment Agency ("CRA") joined the City of Fort Lauderdale ("City") and the Fort Lauderdale Downtown Development Authority in solicitation for an ambassador program for their respective areas. The ambassador program is a safety and hospitality service designed to improve the interaction with the residents, business owners, and tourists. An Ambassador's presence creates a friendly and safe environment by providing the public with someone that 1) is knowledgeable about the Northwest-Progresso-Flagler Heights Community Redevelopment Area ("NPF-CRA") and area businesses, 2) is able to respond to public inquiries, and 3) aids the Police Department by reporting suspicious activity. The ambassador program services include the following:

- maintain a visible presence in the public areas, streets and sidewalks,
- serve as a complementary resource to the Police Department by communicating issues directly to patrol staff, preferably before the public has to call 911,
- report maintenance issues using City mobile application Lauderserv, issues such as garbage overflow, graffiti, broken sidewalks, etc.,
- establish relationship with all stakeholders, including business owners and staff, property managers, and the homeless to address immediate needs,
- provide recommendations on things to do, including handing out brochures for

shopping, restaurants and special events,
- provide directional information to the public,
- answer questions about the area, and
- provide a staffed centralized local dispatch line during shift hours.

Although jointly solicited, each entity will separately contract with the service provider with separate staff, equipment and hours of operation with the exception of the BID and NPF-CRA sharing a vehicle and supervisor. Pursuant to the service agreement entered between the City and the CRA, the City authorized to enter this agreement on behalf of the CRA. The Request for Proposals (RFP) containing the scope of service and specification particular to NPF CRA is provided as Exhibit 1.

The background of the solicitation process includes the following:

- September 12, 2017 – Request for Proposal (RFP) 12054-585 was issued for a City Ambassador Program.

- November, 30, 2017 – The RFP closed with a total of ten firms submitting proposals. Those firms were:

American Guard Services, Inc.	G4S Secure Solutions (USA) Inc.
H&P Protective Services, Inc.	Indemnity Security & Investigations, Inc.
Mydatt Services dba Block by Block	P. Eagle Protection
Professional Security Consultants, Inc.	Regions Security Services, Inc.
Total Intelligence Group	SOS Security LLC

- February 5, 2018 – The evaluation committee, consisting of Thomasina Turner-Diggs, CRA Project Coordinator, Chadwick Blue, DDA Planner, and Dan Barnett, BID Manager, met with AnnDebra Diaz, Senior Procurement Specialist, to evaluate and rank the firms according to the evaluation criteria. The evaluation committee shortlisted the two top ranked firms for oral presentations. The shortlisted firms were:
    - Professional Security Consultants
    - American Guard Services

- February 26, 2018 – Oral presentations were provided by the shortlisted firms. The evaluation committee then rescored the proposals and ranked the firms according to the evaluation criteria shown below:

EVALUATION CRITERIA	WEIGHT
Understands the scope of the project	35%
References, past performance, years in business	35%
Total project cost	30%
Total	100%

The two firms were ranked as follows:

Professional Security Consultants (1st Place)
American Guard Services (2nd Place)

The ambassador services cost is $235,471 for the NPF CRA.

Consistency with the NPF CRA Community Redevelopment Plan

Section 6.A. of the NPF CRA Community Redevelopment Plan states that a security ambassador program may be provided to visitors and residents with local information, eyes on the street, and safety patrol.

Resource Impact

There will be a fiscal impact to the CRA in the amount of $235,471.

Funds available as of April 5, 2018					
ACCOUNT NUMBER	**INDEX NAME (Program)**	**CHARACTER CODE/ SUB-OBJECT NAME**	**AMENDED BUDGET (Character)**	**AVAILABLE BALANCE (Character)**	**AMOUNT**
106-CRA060605-3199	NPF Redevelopment	Other Operating Expenditures/ Other Professional Services	$1,407,485	$1,108,781	$235,471
			TOTAL AMOUNT ►		$235,471

Strategic Connections

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Neighborhood Enhancement Cylinder of Excellence, specifically advancing:

- Goal 5: Be a community of strong, beautiful, and healthy neighborhoods.
- Goal 7: Be a well-positioned City within the global economic and tourism markets of South Florida region, leveraging our airports, ports and rail connections;
- Objective 2: Enhance the beauty, aesthetics, and environmental quality of neighborhoods.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan*: We Are Community and We are Prosperous.

Related CAM

#18-0306

Attachments
Exhibit 1 – Solicitation
Exhibit 2 – Final Ranking
Exhibit 3 – Professional Security Consultants Proposal
Exhibit 4 – Ambassador Program Agreement

Prepared by: Thomasina Turner, CRA Project Coordinator

Department Director: D'Wayne Spence, NPF CRA Manager