



**CITY OF FORT LAUDERDALE  
City Commission Agenda Memo  
REGULAR MEETING**

**#18-0306**

---

**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 Contract for City Ambassador Program – Professional Security Concepts, Inc., Cross Referenced as Professional Security Consultants, Inc. - \$125,947

---

**Recommendation**

It is recommended that the City Commission approve a one-year contract, 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 \$125,947; and authorize the City Manager to approve two, two-year renewal options, contingent upon appropriation of funds.

**Background**

The Ambassador Program is a private safety and hospitality service designed to improve interaction among the residents, business owners, and tourists. An ambassador's presence creates a friendly and safe environment by being knowledgeable of the participating entities and its respective areas, as well as responding to public inquiries, and aiding the Police Department by reporting suspicious activity. The program ambassador services shall include, but be not limited to, 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 such as garbage overflow, graffiti, and broken sidewalks etc., using City's Lauderserv mobile application
- 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
- provide a centralized local dispatch number that is staffed during shift hours

The ambassador uniforms will be specially designed with designated logos on all collateral materials, equipment, and accessories. Hours of service in the Business Improvement District (BID) area will be during major holidays, busy major event days, and all weekends throughout the contracted year. The BID area will require two ambassadors and a supervisor. In addition, the BID is seeking an estimate total of 2,268 annual hours per ambassador.

As this program is available for the Northwest Progresso Flagler Height Community Redevelopment Area (NPF-CRA), the BID and NPF-CRA will share one vehicle and supervisor in instances where hours of ambassador services overlap. The Request for Proposals (RFP) containing the scope of service and specification particular to each area is provided as Exhibit 1. The BID and NPF-CRA will enter into separate agreements with the vendor pending approval from the appropriate authoritative body.

The background of the solicitation process includes the following:

- September 12, 2017 – 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 Manager, 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 (1<sup>st</sup> Place)  
American Guard Services (2<sup>nd</sup> Place)

The ambassador program services cost of \$125,947 is within BID Committee unanimous approval of Fiscal Year 2018 budget of \$150,000 for the Ambassador Program at their regular BID meeting on June 12, 2017.

The Beach Business Improvement Assessment is a non-ad valorem assessment for the cost of providing beach business improvements services, facilities and programs that have a special benefit to business property located within the beach area. This proposal is consistent with the legislative determinations of special benefit found in Ordinance C-06-34, Section 1.04(A)(2), by increasing the number of visitors to the BID District.

### **Resource Impact**

There will be a fiscal impact to the City in the amount of \$125,947 for the Ambassador Program.

<i>Funds available as of March 20, 2018</i>					
ACCOUNT NUMBER	INDEX NAME (Program)	CHARACTER CODE/ SUB-OBJECT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
135-MGR143502-4207	Beach Business Improvement District	Other Operating Expenditures/ Promotional Contributions	\$1,216,922	\$776,085	\$125,947
<b>TOTAL AMOUNT ►</b>					<b>\$125,947</b>

### **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**

#18-0332

**Attachments**

Exhibit 1 – Solicitation  
Exhibit 2 – Final Ranking  
Exhibit 3 – Professional Security Consultants Proposal  
Exhibit 4 – American Guard Services Proposal  
Exhibit 5 – G4S Secure Solutions Proposal  
Exhibit 6 – H & P Protective Services Proposal  
Exhibit 7 – Indemnity Security & Investigations Proposal  
Exhibit 8 – Mydatt Services dba Block by Block Proposal  
Exhibit 9 – P Eagle Protection Proposal  
Exhibit 10 – Regions Security Services Proposal  
Exhibit 11 – SOS Security Proposal  
Exhibit 12 – Total Intelligence Group Proposal  
Exhibit 13 – City Contract

---

Prepared by: Cija Omengebar, Community Redevelopment Agency  
AnnDebra Diaz, Finance  
Linda Blanco, Finance

Department Directors: Donald Morris, Community Redevelopment Agency  
Kirk Buffington, Finance