



City of Culver City

Mike Balkman
Council Chambers
9770 Culver Blvd.
Culver City, CA 90232
(310) 253-5851

Staff Report Details (With Text)

File #: 24-1019 **Version:** 1 **Name:** Approval of Professional Services Agreement for Transit Ambassador Program

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On agenda: 5/28/2024 **Final action:**

Title: CC - CONSENT ITEM: Approval of a One-Year Professional Services Agreement with Good Guard Security, Inc. to Develop, Manage, and Operate a Transit Ambassador Pilot Program in an Amount Not-To-Exceed \$995,000, with the Option to Extend the Agreement an Additional Two Years.

Sponsors:

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Attachments:

Date	Ver.	Action By	Action	Result
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CC - CONSENT ITEM: Approval of a One-Year Professional Services Agreement with Good Guard Security, Inc. to Develop, Manage, and Operate a Transit Ambassador Pilot Program in an Amount Not-To-Exceed \$995,000, with the Option to Extend the Agreement an Additional Two Years.

Meeting Date: May 28, 2024

Contact Person/Dept.: Tamar Fuhrer/Transportation Department

Phone Number: (310) 253-6593

Fiscal Impact: Yes No **General Fund:** Yes No

Attachments: Yes No

Public Notification: (E-Mail) Meetings and Agendas - City Council (05/22/2024)

Department Approval: Diana Chang, Chief Transportation Officer (05/07/2024)

RECOMMENDATION

Staff recommends the City Council approve a one-year professional services agreement with Good Guard Security Inc. (Good Guard) to operate and manage the Transit Ambassador Pilot Program in an amount not-to-exceed \$995,000 annually, with the option to extend the contract an additional two years.

BACKGROUND

The City of Culver City's Transportation Department (Department) is responsible for planning, operating, and implementing citywide and subregional mobility services and initiatives to reimagine mobility, connect communities, and enhance the quality of life in Culver City and beyond.

Culver CityBus is a division of the City of Culver City's Transportation Department. It is the second oldest municipally owned bus system in the State of California, serving the public since 1928. Culver CityBus operates seven fixed-route local bus routes and one Bus Rapid Transit line. The Culver CityBus service area encompasses Culver City and the Los Angeles communities of Century City, Marina del Rey, Mar Vista, Palms, Playa Vista, Rancho Park, Venice, West Los Angeles, Westchester, and Westwood. Service runs from the University of California at Los Angeles (UCLA) to the north, to the Metro Green Line Station to the south, and from Fairfax Ave. to the east, to Venice Beach to the west; Culver CityBus service also connects with the Exposition Light Rail Line (E Line). Culver CityBus's service area encompasses approximately 33 square miles. The population of this area is approximately 530,000.

Within the comprehensive framework of the Culver City Transportation Department, Culver CityBus plays a pivotal role in delivering a wide array of mobility services to the public. The department is meticulously organized into four distinct divisions, each contributing uniquely to the overarching mission of ensuring efficient and accessible transportation for the community. These divisions encompass Transit Operations, City Fleet Services, Transportation Administrative Services, and Transportation Planning/Mobility Services.

In alignment with its commitment to enhancing the overall customer experience within its transit system, the Department embarked on a new initiative for the development, management, and operation of a pilot Transit Ambassador program. This innovative program aims to deploy trained contract personnel as Transit Ambassadors across Culver City's buses, bus stops, transit centers, and other major points of connection.

The Transit Ambassador program is designed to provide a visible and welcoming presence for customers, bolstering public safety through the deployment of a dedicated unit comprising mobile and fixed-post personnel. These specially trained ambassadors will assume a rider-facing role, providing presence and resources to the riders and promoting the sense of safety for all passengers and operators.

DISCUSSION

On March 14, 2024, the Department released a Request for Proposals (RFP #2504) to develop, manage, and operate a Transit Ambassador Pilot Program to enhance customer service and safety on Culver City's transit system. A total of nine proposals were received on April 4, 2024. The proposers are listed below in alphabetical order:

1. A.G Coast Corp. d/b/a California Panther Security
2. Allied Universal
3. Brapga Security Systems, Inc.
4. Good Guard Security, Inc.
5. Hallcon

6. Lee Andrews Group
7. OPS Inc. Security Services
8. Prestige Security Service Inc.
9. Professional Security Consultants

A proposal evaluation team consisting of staff from the Department conducted a comprehensive technical evaluation of the proposals received. The proposals were evaluated on a scale of 145 points, based on the criteria below:

- Qualifications & Experience (30 points)
- Questions/Response to Scope of Services (30 points)
- Cost (25 points)
- References, Schedule & Required Forms (15 points)
- Innovation & Technology Integration (15 points)
- Diversity & Inclusion (10 points)
- Sense of Safety & Contingency Plans (10 points)
- Training Program Quality (10 points)

After thorough technical evaluation, six proposers were selected as finalists: California Panther Security, Allied Universal, Good Guard, Hallcon, Lee Andrews Group, and Professional Security Consultants. The evaluation team conducted interviews with each proposer on April 29 and April 30, 2024. After the interviews, the evaluation team finalized the evaluation assessments and determined Good Guard to be the best qualified firm.

Good Guard has extensive experience in providing Transit Ambassador and Security services for public transportation agencies, transit facilities, and for other public agencies. Good Guard demonstrated a strong understanding of the goals of the pilot program, agility in deploying a tailored program to fit the needs of Culver CityBus, and a robust training and quality control system.

Good Guard currently operates the City of Santa Monica BigBlueBus Safety Program, which includes the deployment of Transit Safety Officers aboard buses to provide rider support and increase the sense of security on transit vehicles. They are adept at providing program delivery, multi-lingual support, visible presence, social service referrals, and comprehensive training to staff. They will manage the Transit Ambassador Pilot Program from their headquarters in Chatsworth, California. The proposed program lead has overseen the Santa Monica Safety Program and has played a key role in enhancing the program through improvements to programmatic technology and providing resources and interventions to transit users in need.

The Ambassador program aims to increase visibility, improve customer experience, and ensure passengers' sense of safety by deploying trained personnel to assist passengers, conduct outreach, promote safety, offer multilingual support, and provide marketing assistance. Good Guard will administer the program, recruit and train ambassadors, provide equipment, and collaborate with Department staff. Good Guard will collaborate with Department staff to develop evaluation criteria for the pilot program, which may include daily deployment of ambassadors, customer interactions, maintenance reports, social service referrals, safety interventions, and passenger feedback.

Staff recommends that the City Council approve the professional services agreement with Good Guard to develop, manage, and operate the Transit Ambassador Pilot Program and authorize the City Manager to negotiate and approve the final terms of the agreement.

FISCAL ANALYSIS

The Adopted Budget for Fiscal Year 2023-2024 includes sufficient funding available in account 20370200.619800 (Transit Operations - Other Contractual Services) to fund the first year of the agreement. Funding for additional years of the agreement will be included in future fiscal year budgets.

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Approve a one-year professional services agreement with Good Guard Security, Inc. for Transit Ambassador Services in an amount not-to-exceed \$995,000 annually, with an option to extend for two additional years;
2. Authorize the City Attorney to review/prepare the necessary documents; and,
3. Authorize the City Manager to execute such documents on behalf of the City.