

15 AUGUST 2024

2024-614E

Proposed Gainesville Ambassador Program

Downtown and West University Corridor



Gainesville City Commission



Recommendation to the Gainesville City Commission

City Commission approve the award of contract for
Ambassador Services to Block by Block for \$3,119,422.22
for the initial three-year term.



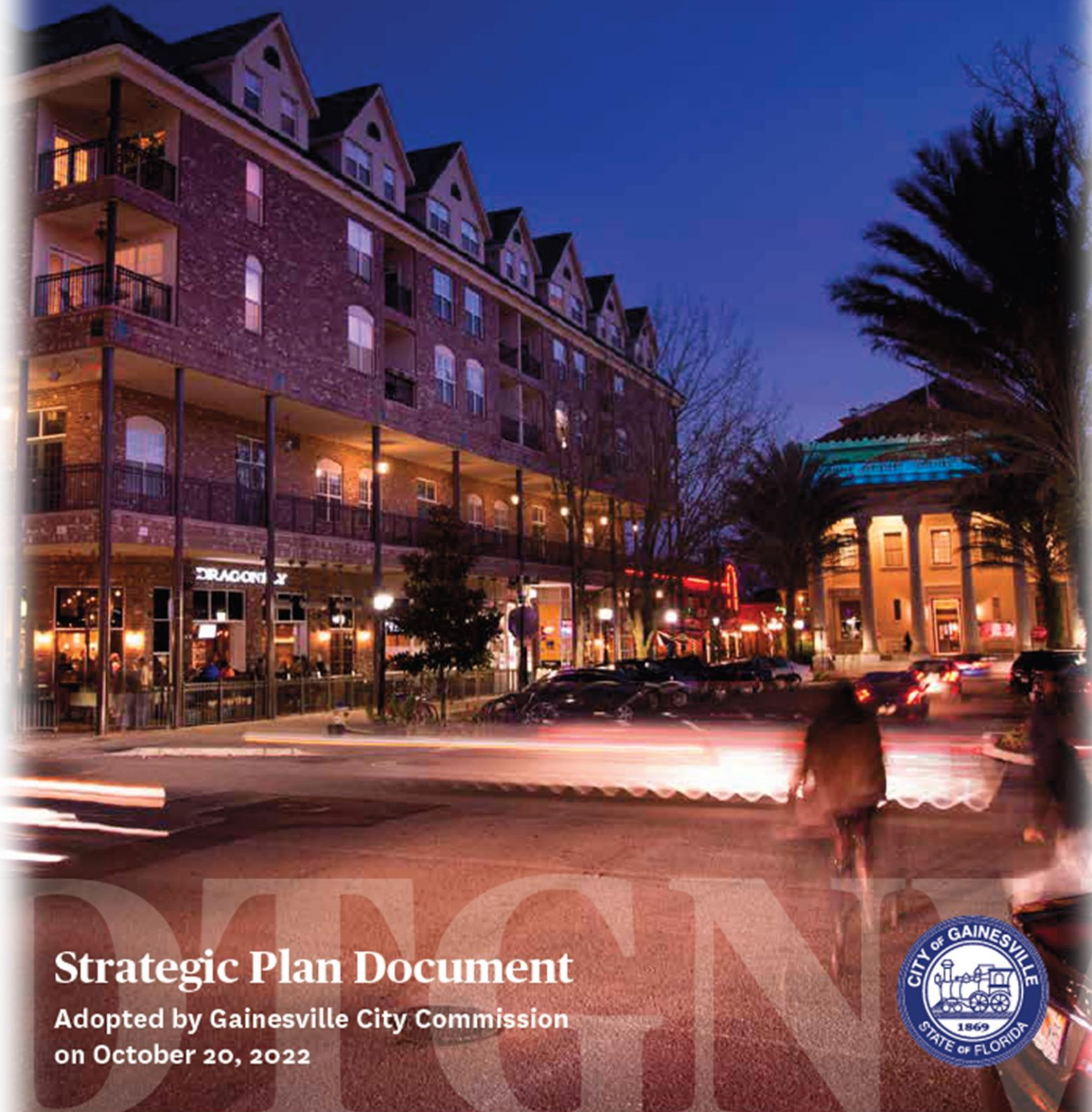


Downtown Strategic Plan Priorities



Downtown Gainesville

Strategic Plan



Strategic Plan Document

Adopted by Gainesville City Commission
on October 20, 2022



MKSK

DEVELOPMENT STRATEGIES



Throughout the engagement process...we heard from leaders, stakeholders and community members concerned about broken and dirty sidewalks, unsafe conditions, a lack of lighting, and poorly maintained landscaping. To make downtown welcoming and attractive to residents, businesses, employees, and visitors we must first address these basics concerns. Only then can we build momentum to address the larger community vision around creating vibrant places, spaces and storefronts and a connected, green, walkable and bikeable downtown ...



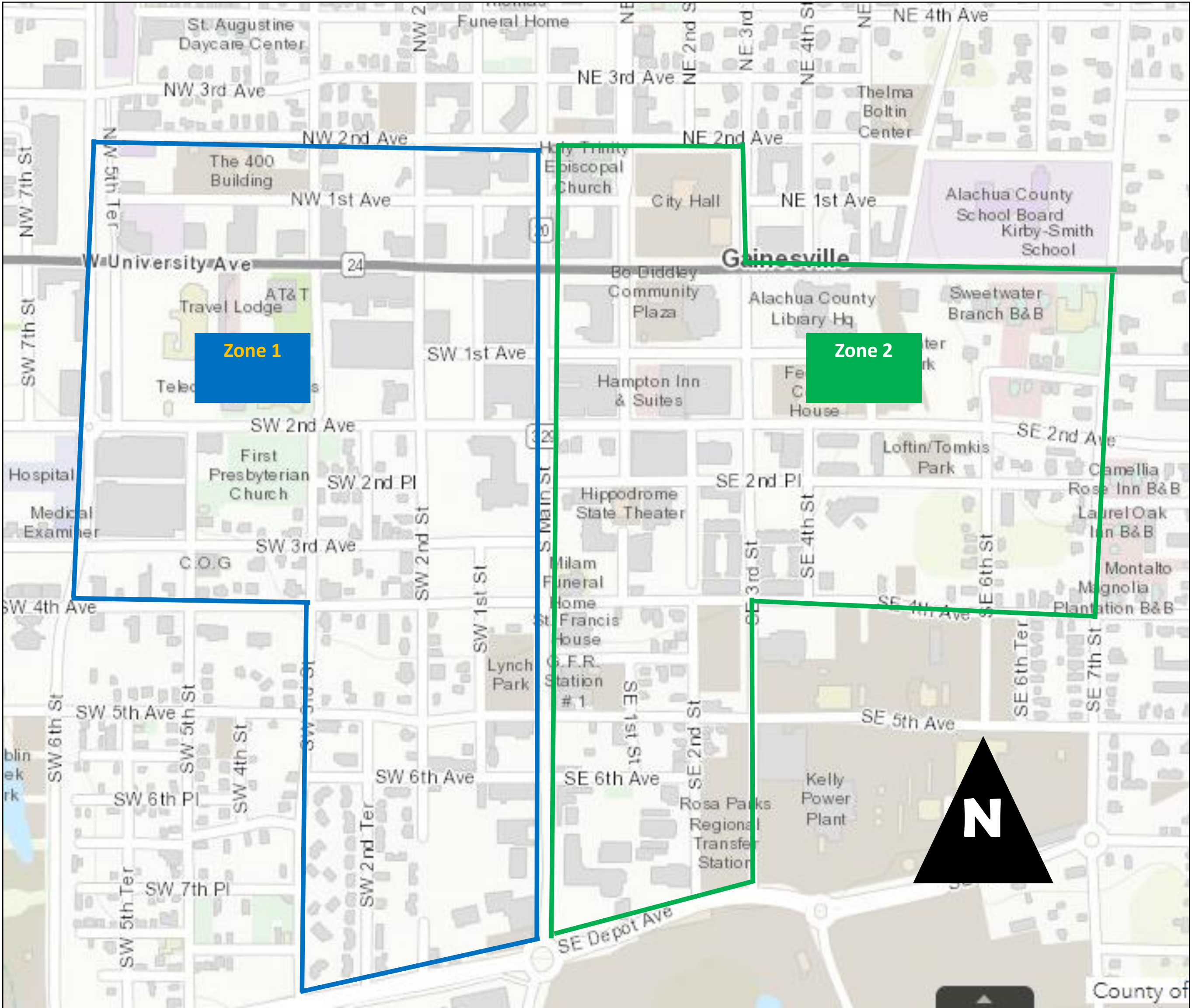
Overview of Block by Block



- City Administration identified Block by Block as the national industry standard for Ambassador Programs and pursued a “sole source” solicitation process
 - Issued on April 15, 2024, a Notice of Intent to Purchase Ambassador Program Services giving other vendors an opportunity to respond to the solicitation.
 - Received one proposal that was not responsive
- Block by Block has over 140 clients and provides 8 service area based on the needs of clients
 - Cleaning
 - Parks, Landscaping and Placemaking
 - Safety and Outreach
 - Transit
 - Hospitality
- Six clients in Florida – Miami DDA; Hollywood CRA; Jacksonville BID; Lincoln Road BID; Coconut Grove BID; Coral Gables

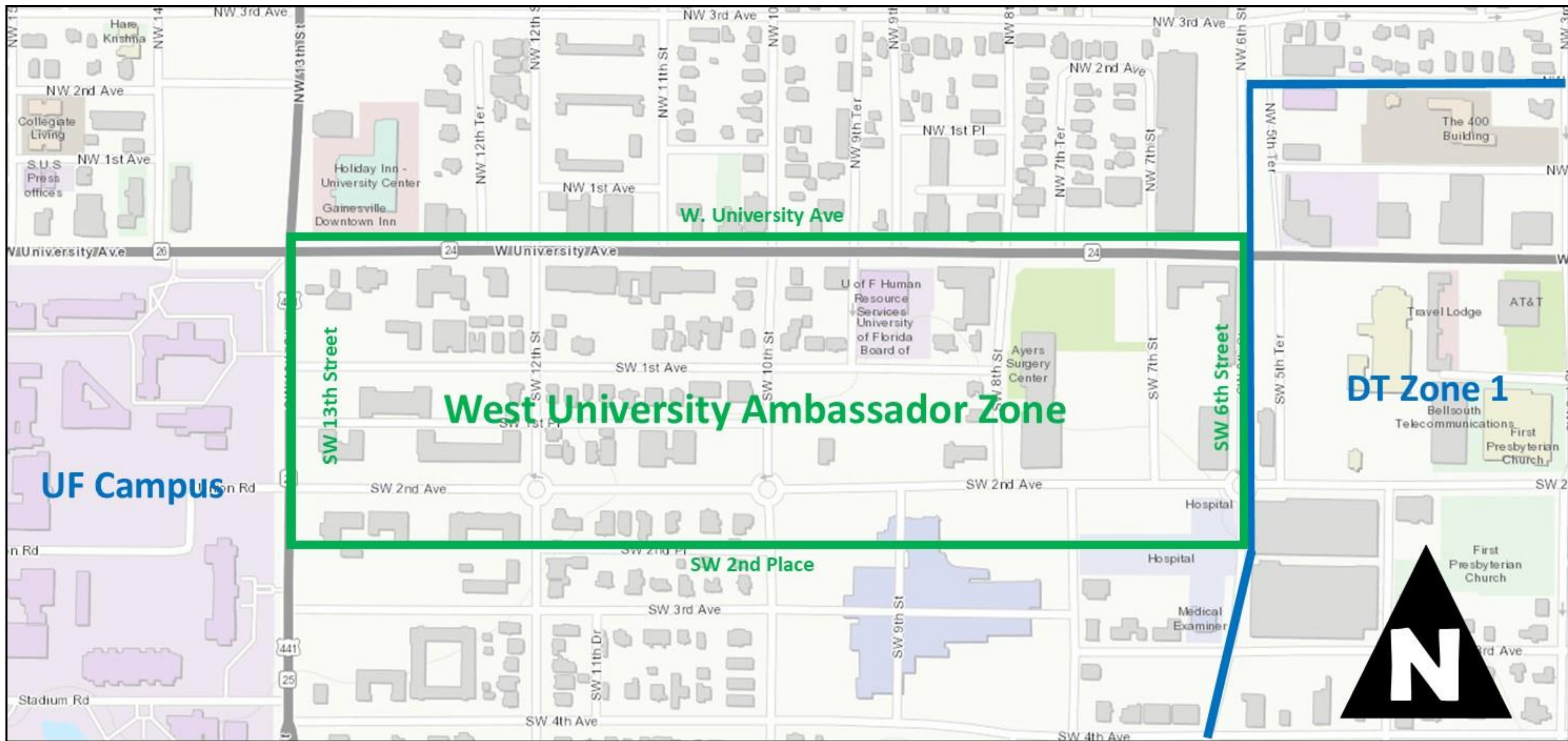


Downtown Ambassador Service Area





West University Ambassador Service Area





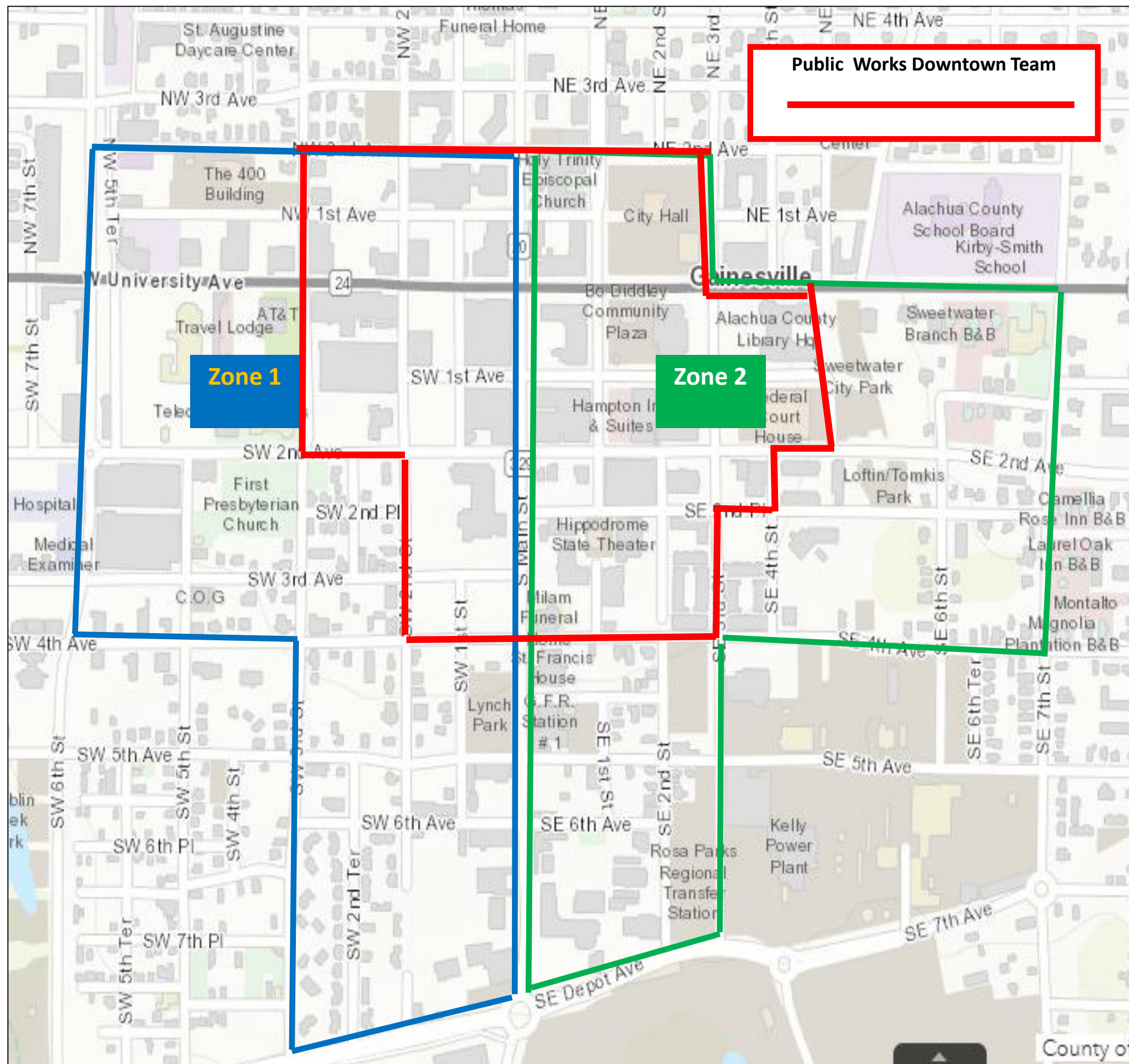
Ambassador Program Features



- **Safety Engagements:** circulate continuously through district (bike, ped, vehicle) for visibility and report suspicious activities to authority. Enforce ACE district.
- **Interacting with Unhoused Population:** engage those experiencing homeless and connect them with service providers. Coordinate with GFR to identify at-risk individuals for service. De-escalate situations.
- **Safety Escorts:** Provide escorts to those calling publicized cell phone number.
- **Documenting and Reporting:** Track Ambassadors routine. Complete incident reports. Document persons of interest. Monthly, quarterly and annual reporting to City.
- **Downtown Cleaning:** Litter and weed abatement. Graffiti, handbill and sticker removal. Trash receptacles.
- **Hospitality and Public Interactions:** Highly visible presence throughout district providing greetings, directions, recommendations on places to visit.
- **Business Visits:** Educate businesses on program. Distribute surveys. Record concerns and activities.



Downtown “Clean Team” Overview



- Service Area: Downtown Core
- Annual cost: \$627,032
 - City forces – 4 (salaries/benefits): \$200,942
 - Weekend Contract: \$289,445
 - Vehicle Cost: \$46,650
 - Materials and Supplies: \$90,000
- Hours of Operation:
 - City Crew: Mon-Thurs (7am to 5:30pm)
 - Contract Crew: Fri-Sun (4 am – 8 am)
- Work performed
 - Litter control and Biohazards
 - Sweeping/vacuuming of sidewalks
 - Flyer Removal, Light Pole and Fixture Touch Up
 - Trash Receptacle Emptying
 - Median and planting bed maintenance
 - Sidewalk Cleaning and Trip Hazard Repairs



Staffing, Wages and Benefits



Positions	# of Hires	Wages (Hourly)		
		Starting	After 1 Year	After 2 Years
DWTN Safety Ambassadors	188 hours/week/year	\$20.00	\$20.80	\$21.63
West Univ. Safety Ambassadors	104 hours/week/year	\$20.00	\$20.80	\$21.63
DWTN Cleaning Ambassadors	72 hours/week/year	\$20.00	\$20.80	\$21.63
DWTN Team Leader	1	\$23.00	\$23.92	\$24.88
West Univ. Team Leader	1	\$30.00	\$23.92	\$24.88
Outreach Coordinator	1	\$30.00	\$31.20	\$32.45
Operations Manager	1	\$80,000/yr	\$84,000/yr	\$88,200/yr

Health & Dental Benefits: ~70% of eligible employees' premium paid after 90 days of service

Paid Time Off: 64 annual hours with Birthday Pay after one year of service

Holidays: 8 paid days off

401k: after one year of service



Average Weekly Hours for Ambassadors



	Peak Season	Off Peak Season	Average
<i># of Weeks</i>	<i>39</i>	<i>13</i>	<i>52</i>
DT Safety Ambassadors	208	128	188
WUC Safety Ambassadors	112	80	104
DT Clean Ambassadors	72	72	72
Team Leaders	64	64	64
Outreach Coordinator	40	40	40
Operations Manager	40	40	40
Total	536	424	508
FTE	13.4	10.6	12.85



Initial Training and Ongoing Development



AMBASSADOR UNIVERSITY CORE CURRICULUM

NEW HIRE AMBASSADOR TRAINING	Topic	Hours
	Intro to Block by Block	1
	Intro to BIDs	1
	Perceptions	2.5
	Safety - Stop, Think, Act.	1
	Engaging the Street Population	2
	Mental Health First Aid	4
	Public Engagement (5-Part Series)	4
	Meet Your District	2
	Scavenger Hunt	4
	Must Know Info	2
	Defensive Driving (if applicable)	3

JOB SPECIFIC	CLEANING AMBASSADOR	Hours
	Operations Procedures - Cleaning	4
	Paying Attention to Detail	1
JOB SPECIFIC	SAFETY/HOSPITALITY AMBASSADOR	Hours
	Operations Procedures - Safety	4



MANAGEMENT TEAM TRAINING	SUPERVISORS/TEAM LEADERS	Hours
	Leading Others	2
	Supervisory Scenarios	4
MANAGEMENT TEAM TRAINING	OPERATIONS MANAGER	Hours
	Intro to Block by Block	1
	BID Management Concepts	8
	Recruitment and Onboarding	8
	SMART System & Data Measuring	4
	Block by Block Administrative	8
	HR Boot Camp Series	8
	HR Huddle Series	4
	Annual Training and Workshop	16

ONGOING AMBASSADOR TRAINING TOPICS (ROTATED BIWEEKLY)		
Active Shooter	Giving Great Descriptions	Report Writing in SMART
Business Contacts	Giving Directions	SMART System Update
Cold Weather Preparedness	Missing Children	Stop, Think, Act. Annual Safety Day
Crossing the Street Safely	Protests and Demonstrations	Traumatic Situations
Cultural Diversity and Sensitivity	Radio Communications	Uniform Appearance
Eye and Face Protection	Recruitment and Employee Referrals	Emergency and Disaster Preparedness

- All new hires undergo a 26 hr initial training and training specific to their role
 - Cleaning Ambassadors – 5 hours
 - Safety Ambassadors – 4 hours
 - Team Leaders – 6 hours
 - Operations Managers 57 hours

- Block by Block will provide continuing education on topics such as:
 - Active Shooter
 - Missing Children
 - Protests and Demonstrations
 - Report Writing

- Block by Block will provide a training log for all hires and incumbents documenting the courses taken and hours logged.



Ambassador Program Salaries and Benefits



Position	Starting Pay	After 1 year	After 2 Years
Safety Ambassadors	\$20.0/hr	\$20.80/hr	\$21.63/hr
Team Leader	\$23.00/hr	\$23.92	\$24.88
Outreach Coordinator	\$30.00/hr	\$31.20	\$32.45
Operations Manager	\$80,000/year	\$84,000/year	\$88,200/year

Benefits

Health and Dental Benefits: approximately 70% of eligible employees' premium paid after 90 days of service

Paid Time Off: 64 annual hours with Birthday Pay after one year of service

Holidays: 8 paid days off

401k: after one year of service



Sources & Uses for GNV Ambassador Program

Project	Downtown Plan	College Park TIF	Totals
Downtown Gainesville District	\$719,763		\$719,763
<i>Safety Ambassador Program</i>	520,444		520,444
<i>Cleaning Ambassador Program</i>	199,319		199,319
West University Corridor District		\$287,905	\$287,905
<i>Safety Ambassador Program</i>		287,905	287,905
Totals	\$719,763	\$287,905	\$1,007,668



Ambassador Program 1 & 3 Year Budget



Category	Total		DT Safety	DT Clean	UF-Midtown
	\$	%	\$	\$	\$
Labor (wages, taxes and liabilities)	711,354	70.6%	367,403	140,707	203,244
Benefits (health, dental, vision, life, insurance, PTO)	89,243	8.9%	46,092	17,652	25,498
Labor Related (background checks, recruiting, awards, etc)	11,133	1.1%	5,750	2,202	3,181
Uniforms	20,631	2.0%	10,656	4,081	5,895
Cell phone and Relay data plans	6,912	0.7%	3,570	1,367	1,974
Equipment (vehicle, office setup, communications tools)	24,810	2.5%	12,814	4,908	7,089
Equipment Related (fuel, maintenance, insurance, parking)	16,581	1.6%	8,564	3,280	4,738
Office/Storage Location	5,412	0.5%	2,795	1,071	1,546
PPE and Basic Janitorial Supplies	4,076	0.4%	2,105	806	1,165
Office Supplies, Shipping and Marketing Material	2,275	0.2%	1,175	450	650
Start-up Cost (Amortized over 3 years)	9,242	0.9%	4,773	1,828	2,641
Taxes and Miscellaneous	4,400	0.4%	2,273	870	1,257
Administrative Support (mgmt., travel, systems admin, etc)	26,957	2.7%	13,923	5,332	7,702
Profit (8% of total)	74,642	7.4%	38,551	14,764	21,326
First Year Annual Total	1,007,668		520,444	199,319	287,905
Second Year	1,040,048	3.2%	537,168	205,723	297,156
Third Year	1,071,725	3.1%	553,528	211,989	306,207



Possible Weekly Staffing Schedule

Peak Season



Position	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total	
DT Safety Ambassador	Patrol	7:30a-4:00p		8	8	8	8	8		40	
		7:30a-4:00p		8	8	8	8	8		40	
		10:00a-6:30p	8							8	16
		10:00a-6:30p	8							8	16
		11:30a-8:00p		8	8	8					24
		11:30a-8:00p		8	8	8					24
		3:30p-12:00a						8	8	8	24
		3:30p-12:00a						8	8	8	24
UNIV Safety Ambassador	Patrol	3:30p-12:00a	8	8	8	8	8	8	8	56	
		3:30p-12:00a	8	8	8	8	8	8	8	56	
DT Clean Ambassadors	Cleanup	7:00a-3:30p	8	8	8	8	8			40	
		7:00a-3:30p	8				8	8	8	32	
Team Leader		10:00a-6:30p	8							8	
		3:30p-12:30a	8	8	8	8	8	8	8	56	
Outreach Coordinator	Social	7:30a-4:00p		8	8	8	8	8		40	
Operations Manager	Manage	7:30a-4:00p			8	8	8	8		32	
		10:00a-6:30p							8	8	
Daily Hours			64	72	80	80	88	80	72	536	
Total Scheduled Weekly Hours			Daily FTEs	8	10	10	10	11	10	9	

Recommendation to the Gainesville City Commission

City Commission approve the award of contract for
Ambassador Services to Block by Block for \$3,119,422.22 for
the initial three-year term.

