

(Do Not Modify) Modified On	Approval ID	Approval Type	Status Reason	Contract ID	Department	Approved By
8/21/2024 15:17	APPR-011272	Contract For Execution	Approved as Revised	CONT-005463	GCRA - Gainesville Community Reinvestment Area	Sean McDermott
8/16/2024 19:48	APPR-011275	Contract For Execution	Approved As Drafted	CONT-005463	GCRA - Gainesville Community Reinvestment Area	Steve Varvel
8/23/2024 15:56	APPR-011276	Contract For Execution	Approved as Revised	CONT-005463	GCRA - Gainesville Community Reinvestment Area	Gayle Dykeman

Today's Date: 08/15/2024

CITY OF GAINESVILLE TRANSMITTAL FORM

Dept Tracking # _____

Note: Decentralized bids or contracts resulting from decentralized bids not to exceed \$50,000

Type of Action Requested (check one) [X] New [] Extension [] Amendment [] Change Order

Project Amount: \$ 3,119,442.21 Anticipated Start Date: 10/01/2024

Department Name: GCRA

Project Manager: Rick Smith Phone Number: 352-393-8200

Account No.: fund 1126 and fund 1132 Funding Source: [] City Funds [X] Other

Subcontractor Opportunities: [] Yes [X] No Provide Other source: GCRA

Contractor/Vendor: Mydatt Service, Inc., an Ohio Corporation, dba BLOCK BY BLOCK

Project Description: Provide Downtown Ambassador program within Downtown Gainesville

Decentralized bids or contracts resulting from decentralized bids not to exceed \$50,000

PROJECT APPROVED FOR PROCESSING

As Project Manager, the City's liaison, you are responsible for monitoring the project, including visibly verifying progress and completion are in accordance with the project specifications; and codes of ethical standards, including identifying and managing conflicts of interest, are in strict compliance with Florida State Statutes, Chapter 112.313, State of Florida Commission on Ethics, COG Fraud Risk Management, COG Code of Ethical Standards, and COG Financial Services Procedures Manual-41-210(4)-Ethics in Public Procurement.

Rick Smith / Sep 10, 2024 Project Manager Date

Rick Smith / Sep 10, 2024 Department Head Date

Andrew Persons (Sep 10, 2024 20:12 EDT) / Sep 10, 2024 Leadership Team, Executive Team or Charter Officer Date

SIMULTANEOUS PROJECT REVIEW

The requested reviewers are noted by an "X" below. Each should complete his/her review and return the project comments directly to the Department. Note: Review and subsequent approval is required of the City Attorney and Risk Manager for all projects. Allow a minimum of three days for Department review.

REVIEWER COMMENTS

The attached project has been reviewed by me and approved As Drafted OR Subject To modifications as noted.

Table with 6 columns: Reviewing Office, As Drafted, Subject To, Signature, Date. Rows include City Attorney (X), Risk Manager (X), Grants, Fleet, Facilities Mgmt, IT, and Procurement (X).

[] Notification of project (i.e. bid being processed by Department) to Small Business Procurement Program Coordinator (excludes contracts)

Department shall determine that all items marked "subject to" are cleared before final submission of the project below.

To Contractor for Signature Date: Received From Contractor Date: To City Attorney Date: From City Attorney Date: To City Manager Date: From City Manager Date:

City Commission Approval: (\$100,000 and above) [X] Yes [] No Date Approved: 08/15/2024 escribe 2024-614 City Commission approval is not required(5) Provide Purchasing Policy exception section (i.e. Sec 7.1(c))

PROJECT APPROVED FOR EXECUTION:

Note: Decentralized bids or contracts resulting from decentralized bids not to exceed \$50,000

Sean McDermott (Sep 10, 2024 18:39 EDT) / Sep 10, 2024 City Attorney Date Cynthia M. Curry / Sep 12, 2024 City Manager or Designee Date

Print on five part NCR paper - White (original) for final execution; Yellow for City Attorney; Pink for Risk; Green for SBPP; Goldenrod for file or others as needed.

**CITY OF GAINESVILLE
CONTRACT FOR AMBASSADOR PROGRAM SERVICES**

THIS CONTRACT (“Contract”) is entered into and enforceable as of the last signature date affixed hereto (“Effective Date”) by and between the CITY OF GAINESVILLE, a Florida municipal corporation (“City”), and MYDATT SERVICES, INC., an Ohio Corporation with a registered principal address of 7135 Charlotte Pike, Suite 100, Nashville, TN 37209-5015, d/b/a BLOCK BY BLOCK (“Contractor”), individually referred to as “Party” or collectively as “Parties.”

NOW, THEREFORE, in consideration of the foregoing premises and the mutual covenants contained herein, the Parties agree as follows:

1. **TERM.** The term of this Contract will begin on the Effective Date (“Term Begin Date”) and shall expire three years after the Term Begin Date, unless earlier terminated pursuant to this Contract. The term of this Contract may be extended for two additional one-year periods upon mutual agreement of the Parties.
2. **SCOPE OF SERVICES; CONTRACT DOCUMENTS.** Contractor shall furnish Ambassador Program Services as described in the following documents that are hereby incorporated by reference (collectively the “Contract Documents” or simply “Contract”):
 - a. This Contract.
 - b. Scope of Services with Block by Block for Ambassador Program Services attached hereto as Exhibit I.
 - c. City of Gainesville “Notice of Intent to Purchase Sole/Single Source Services” with a posting date of April 15, 2024.
 - d. Contractor’s proposal dated July 30, 2024, and titled “Initial Ambassador Program Illustration Enhanced Downtown Public Safety” (“Contractor Proposal”).

The Contract Documents constitute the entire contract between the City and Contractor. In the event of conflict or inconsistency between the Contract Documents, the order of precedence for interpretation shall be the order in which the Contract Documents are listed above. Conflict or inconsistency within a particular contract document shall be resolved by having the more specific reference to the matter prevail.

3. **GOODS DELIVERY SCHEDULE.** For any goods provided by Contractor to City pursuant to this Contract, the following provisions apply:
 - a. Delivery Schedule. The delivery schedule is hereby defined as the period which will elapse between receipt of a purchase order and the arrival of the materials or equipment at the designated point of delivery. Meeting specified delivery schedules is of the essence of this Contract and is a significant part of the performance of the Contract. Failure to meet such schedules may result in termination of the Contract as provided in this Contract.
 - b. Delivery Location. The Contractor shall deliver all materials or equipment F.O.B. Gainesville, Florida.
 - c. Delay. Notwithstanding the delivery schedule, the City shall have the right to delay the delivery for up to three months as necessary or desirable and such delay shall not be deemed a breach of contract, but the delivery schedule shall be extended for a period equivalent to the time lost by reason of the City's delay. If the project for which the delivery is required is stopped or delayed for more than three months, either in whole or in substantial part, and either the City or Contractor elects to terminate this Contract because of such delay, and if such stoppage or delay is due to actions taken by the City within its control, Contractor’s sole remedy under the Contract will be reimbursement for costs reasonably expended in preparation for or in performance of the work to the date of termination.
4. **CONTRACTOR’S ASSURANCES.** Contractor covenants, represents, and warrants to the City that the following are true and correct in all material respects:

- a. Contractor shall timely fulfill all the conditions of this Contract that are in the control of Contractor and are the responsibility of Contractor.
- b. During the period in which the obligations of Contractor pursuant to this Contract are in effect, Contractor shall cause to occur and to continue to be in effect those instruments, documents, certificates, and events contemplated by this Contract that are applicable to, and the responsibility of, Contractor.
- c. Contractor is a validly existing legal entity, authorized to do business in the State of Florida. Contractor has all requisite power and authority to carry on its business as now conducted and to enter into and perform its obligations of this Contract and each instrument required to be executed by Contractor pursuant to this Contract, and consents to service of process in the State of Florida.
- d. This Contract and each document required to be executed by Contractor pursuant to this Contract has been duly authorized by all necessary action on the part of, and has been or will be duly executed and delivered by, Contractor and neither the execution and delivery nor the compliance with the terms and provisions thereof: (i) requires the approval of any other party, except as has been obtained or noted herein; (ii) contravenes any law, judgment, governmental rule, regulations, or order binding on Contractor; or (iii) results in any default under or creates any lien upon any property of Contractor.
- e. This Contract and each document to be executed by Contractor pursuant to this Contract constitutes a legal, valid, and binding obligation of Contractor, enforceable against Contractor, in accordance with the Contract's terms except as such enforceability may be limited by applicable bankruptcy, insolvency, or similar laws which affect creditor's rights generally and subject to usual equitable principles if equitable remedies are invoked.
- f. To the best knowledge of Contractor, there are no pending or threatened actions before any court or administrative agency against Contractor that: (i) question the validity of this Contract; or (ii) are likely to materially adversely affect this Contract or the financial condition of Contractor.
- g. The goods and services supplied by Contractor to the City pursuant to this Contract will fully conform to the specifications set forth in the Contract Documents, will be of the highest quality, and will be free from latent and patent defects in materials, workmanship, and title, and will be free from latent and patent defects in design. In addition, the goods and services supplied by Contractor to the City pursuant to this Contract are suitable for, and will perform in accordance with, the purpose for which they are purchased, fabricated, manufactured, and designed or for such other purposes as are expressly specified in this Contract. In the event the City, in the City's sole discretion, determines that any product or services supplied pursuant to this Contract is defective or does not conform to the specifications set forth in the Contract Documents, the City may: 1) return any nonconforming or defective items to the Contractor or require correction or replacement of the item at the time the defect is discovered, all at the Contractor's sole risk and expense; and/or 2) unilaterally cancel an order or terminate this Contract upon written notice [and an opportunity to cure if applicable] to the Contractor, and reduce commensurately any amount of money due the Contractor. The City's acceptance of any product or services shall not relieve the Contractor of its responsibility as provided herein.
- h. The Contractor shall take every necessary precaution against damage to the goods, services, or work, from any cause whatsoever, required by Contractor pursuant to this Contract until final acceptance by the City. Contractor will rebuild, repair, restore, or make good at Contractor's sole expense damages to any portion of the goods, services, or work before its completion and final acceptance by the City. Failure to do so will be at Contractor's own risk. Contractor is not relieved of any requirement of the specifications on the plea of error.

5. COMPENSATION/PAYMENT. City will pay Contractor an amount based upon the rates in the Contractor Proposal, with a not to exceed amount of \$1,007,668.88 for the first contract year of services; a not to exceed amount of \$1,040,047.88 for the second contract year of services; and a not to exceed amount of \$1,071,725.45 for the third contract year of services, for a total not to exceed amount of \$3,119,442.21 for the full and faithful performance of all three contract years of this Contract.

City shall make payments in accordance with the Local Government Prompt Payment Act, Sections 218.70, et seq., Florida Statutes. Contractor will be paid electronically as an electronic funds transfer (EFT). The City's payment terms are net forty-five (45) days from receipt of complete and correct invoice as determined

in the sole discretion of the City, and which such invoice must include at a minimum a detailed and itemized summary of all work performed by Contractor and other information as required by Exhibit I. Contractor shall not submit more than one (1) invoice per thirty-day period.

The acceptance by Contractor of final payment due on termination of this Contract will constitute a full and complete release of City from any and all claims, demands, and causes of action whatsoever which Contractor, its successors, or assigns have or may have against City under the provisions of this Contract.

6. SUBJECT TO APPROPRIATIONS. The obligations of the City as to any funding required pursuant to this Contract is limited in any given year to legally available funds, after monies for essential City services have been budgeted and appropriated. Notwithstanding the foregoing, the City may pledge any legally available non-ad valorem revenues for any obligations heretofore or hereafter incurred, which pledge shall be prior and superior to any obligation of the City pursuant to this Contract.

7. INDEPENDENT CONTRACTOR. In the performance of this Contract, Contractor will be acting in the capacity of an independent contractor and not as an agent, employee, partner, joint venture, or associate of the City. Contractor cannot create any obligation or responsibility on behalf of the City or bind City in any manner. The City cannot create any obligation or responsibility on behalf of Contractor or bind Contractor in any manner. Policies and decisions of the Contractor, which are used in its performance of this Contract, shall not be construed to be the policies or decisions of the City. Each party is acting for its own account and has made its own independent decisions to enter into this Contract and as to whether the same is appropriate or proper for it based upon its own judgment and upon advice from such advisers as it has deemed necessary. Each party acknowledges that none of the other parties hereto is acting as a fiduciary for or an adviser to it in respect of this Contract or any responsibility or obligation contemplated herein. Contractor further represents and acknowledges that no one was paid a fee, commission, gift, or other consideration by Contractor as an inducement to entering into this Contract. Contractor shall be considered an independent contractor and as such shall not be entitled to any right or benefit to which City employees are or may be entitled to by reason of employment. Contractor shall be solely responsible for the means, method, techniques, sequences, and procedures used by Contractor in the full performance of this Contract.

8. INSURANCE.

a. During the term of this Contract, Contractor shall maintain minimum insurance as follows:

Workers' Compensation insurance	Coverage in compliance with Chapter 440, Florida Statutes
Professional Liability insurance	\$1,000,000 per occurrence combined single limit for bodily injury and property damage
Public Liability insurance (other than automobile) consisting of broad form comprehensive general liability insurance including contractual coverage	\$1,000,000 per occurrence combined single limit for bodily injury and property damage
Automobile Liability insurance	\$500,000 per occurrence for BI/PD combined single limit for bodily injury and property damage, including hired/non-owned vehicles regardless of number of passengers transported

- b. Prior to the Effective Date of this Contract, Contractor shall provide to City a certificate of insurance certifying such insurance and naming City as additional insured (except the City is not an additional insured for Workers' Compensation coverage) and that City will be notified in writing at least thirty (30) days before any such insurance is canceled or materially changed.
- c. Insurance must be written by a company licensed to do business in the State of Florida and satisfactory to City.

9. INDEMNIFICATION.

Contractor agrees to and shall defend at Contractor's expense (subject to City's right to choose counsel or defend itself), pay on behalf of, hold harmless, and indemnify the City, its elected and appointed officials, officers, employees, and agents (collectively, "Indemnified Parties") from and against any and all liabilities, judgments, losses, claims, demands, damages, fines, fees, expenses, liens, penalties, suits, proceedings, actions, and cost of actions (collectively, "Claims"), whether or not a lawsuit is filed, including but not limited to costs, expenses, and reasonable attorneys' fees for trial and on appeal, which Claims of any kind and nature are alleged or found to have arisen out of or to be in any way connected with any of the following, in whole or in part, directly or indirectly:

- a. The Contractor's or its agents', employees', partners', or subcontractors' performance of or obligations under this Contract.
- b. The failure of Contractor or its agents, employees, partners, or subcontractors to comply or conform with any applicable laws, including all applicable federal, state, and local laws, statutes, rules, regulations, and ordinances, the federal and state constitutions, and the orders and decrees of lawful authorities having jurisdiction over the matter at issue.
- c. Any negligent act or omission of the Contractor or its agents, employees, partners, or subcontractors, whether or not such negligence is claimed or found to be solely that of the Contractor or its agents, employees, partners, or subcontractors or claimed or found to be in conjunction with the negligence of others, including but not limited to that of any of the Indemnified Parties.
- d. Any reckless or intentional wrongful act or omission of the Contractor or its agents, employees, partners, or subcontractors.

The provisions of this section are independent of, and will not be limited by, any insurance required to be obtained by the Contractor pursuant to this Contract or otherwise obtained by the Contractor, and this section will survive the termination or expiration of this Contract with respect to any Claims or liability arising in connection with any event occurring prior to such termination or expiration.

10. **LIMITATION OF LIABILITY.** The City and Contractor each hereby acknowledges and agrees that it is sophisticated and prudent in business transactions and proceeds at its own risk under advice of its own counsel and advisors and without reliance on the other party. To the fullest extent permitted by law, the City shall not be liable for any incidental, consequential, punitive, exemplary, or indirect damages, lost profits, revenue, or other business interruption damages, including but not limited to, loss of use of equipment or facility. This section will survive the termination or expiration of this Contract.

11. **SOVEREIGN IMMUNITY.** Nothing in this Contract may be interpreted as a waiver of the City's sovereign immunity, as granted under Section 768.28, Florida Statutes, or otherwise.

12. **ANTI-DISCRIMINATION.** Contractor shall not discriminate based on race, color, religion, gender, national origin, marital status, sexual orientation, age, disability, or gender identity, or undertake any other unlawful forms of discrimination in the performance of this Contract. Contractor understands and agrees that a violation of this clause shall be considered a material breach of this Contract and may result in termination of the Contract. This clause is not enforceable by or for the benefit of, and creates no obligation to, any third party.

13. **LIVING WAGE.** The definitions, terms and conditions of the City's living wage requirements set forth in Division 2 of Article IX of Chapter 2 of the City's Code of Ordinances shall apply to this Contract. These requirements include that the service contractor/subcontractor: shall pay a living wage to each covered

employee during the term of this Contract, including any extension(s) to this Contract; shall maintain records sufficient to demonstrate compliance with the living wage requirements; shall not discharge, reduce the compensation of, or otherwise retaliate against any covered employee for filing a complaint, participating in any proceedings or otherwise asserting the requirement to pay a living wage; shall cooperate with any city audit or investigation concerning compliance with or a reported violation of the living wage requirements, including providing all requested documentation. Failure to comply with the City's living wage requirements shall be a material breach of this Contract, enforceable by the city through all rights and remedies at law and equity. This section is applicable only if the Effective Date of this Contract is on or before September 30, 2026.

14. E-VERIFY. The Contractor shall comply with all applicable requirements of Section 448.095, Florida Statutes, including but not limited to: 1) the Contractor shall register with and use the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees of the Contractor during the term of this Contract; and 2) the Contractor shall expressly require any subcontractors performing work or providing services pursuant to this Contract to likewise register with and use the U.S. Department of Homeland Security's E-Verify system to verify the work authorization status of all new employees of the subcontractor during the term of this Contract. Section 448.095, Florida Statutes, states the statute must be construed in a manner that is fully consistent with any applicable federal laws or regulations, and therefore this section does not apply to this Contract to the extent that this section would be inconsistent with any federal laws or regulations that are applicable to this Contract.

15. ANTI-HUMAN TRAFFICKING. On or before the Effective Date of this Contract and, in addition, on or before the effective date of each renewal or extension of this Contract, the Contractor shall provide the City with an affidavit, pursuant to Section 787.06(13), Fla. Stat., which is signed by an officer or a representative of the Contractor under penalty of perjury attesting that the Contractor does not use coercion for labor or services as those terms are defined in Section 787.06(13), Fla. Stat. This Section applies only to Contractors that are nongovernmental entities.

16. TERMINATION.

a. For Cause. Either City's or Contractor's failure to comply with their respective obligations contained in this Contract will be a material breach of this Contract ("Default"). The non-defaulting party shall provide written notice of Default to the defaulting party ("Notice of Default"). The defaulting party will have thirty (30) calendar days from the effective date of the Notice of Default, as determined by the "Notices" section of this Contract, to cure such Default ("Initial Cure Period"). In the event the nature of the Default is such that it cannot reasonably be cured within such Initial Cure Period, then the cure period will be extended in writing, so long as the defaulting party has commenced to cure such Default within said Initial Cure Period and the defaulting party diligently undertakes and pursues such cure to completion ("Extended Cure Period"). The defaulting party must provide the non-defaulting party with documentation evidencing that the defaulting party is diligently undertaking and pursuing such cure to completion. The foregoing notwithstanding, all monetary Defaults will be deemed capable of cure within thirty (30) calendar days. During the Initial Cure Period or any Extended Cure Period where the Contractor is the defaulting party, the City may suspend any payment otherwise payable pursuant to this Contract until the Default has been cured. Upon the defaulting party's failure to cure such Default within the Initial Cure Period or any Extended Cure Period, as applicable, the non-defaulting party may choose to immediately terminate this Contract in writing and without prejudice to any other rights or remedies the non-defaulting party may have pursuant to law or equity. The non-breaching party may pursue all remedies available at law.

Notwithstanding the foregoing, the Contractor shall not be relieved of liability to the City for damages sustained by the City by virtue of any breach of the Contract by the Contractor, and the City may withhold any payments to the Contractor for the purpose of set-off until such time as the exact amount of damages due the City from the Contractor is determined.

b. Without Cause. Either party may terminate this Contract without cause upon thirty (30) calendar days' written notice to the other party. In the event of such termination, the City will compensate Contractor

for any services rendered through the effective date of the termination. Contractor will not be entitled to overhead and profit for the unperformed portion of the Contract.

- c. Loss of Funding. In the event City funding for any reason becomes unavailable, the City may terminate this Contract by giving at least twenty-four (24) hours' prior written notice to the Contractor. The City will be the final authority as to the availability of funds. The Contractor will be compensated for services rendered through the effective date of the termination.

17. PUBLIC RECORDS. Florida has a very broad public records law and certain records of the Contractor may be subject to the Florida Public Records Act (Chapter 119, Florida Statutes). By entering into this Contract with the City, the Contractor acknowledges that it will comply with this section and that failure by Contractor to comply with this section is a breach of this Contract and the City may pursue all available remedies. A request to inspect or copy any public records, as defined in Section 119.011(12), Florida Statutes, relating to this Contract must be made directly to the City. If the City does not possess the requested public records, the City shall immediately notify the Contractor of the request and the Contractor shall, within a reasonable duration of time, either provide the records to the City or allow the records to be inspected or copied. In addition, the Contractor shall:

- a. Keep and maintain all public records required by the City to perform the service.
- b. Upon request from the City's custodian of public records, provide the City with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided by law.
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of this Contract and following completion or termination of this Contract if the Contractor does not transfer the records to the City.
- d. Upon completion or termination of this Contract, transfer to the City at no cost to the City all public records in possession of the Contractor or keep and maintain public records required by the City to perform the service. If the Contractor transfers all public records to the City upon completion or termination of this Contract, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion or termination of this Contract, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City, upon request from the City's custodian of public records, in a format that is compatible with the information technology systems of the City.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT: MONICA DEEL, 352-393-8200, CITY OF GAINESVILLE, P.O. BOX 490, MAIL STATION 48, GAINESVILLE, FLORIDA 32627.

18. DISCLOSURE and CONFIDENTIALITY. Florida's Public Records Act, Chapter 119, Florida Statutes, includes numerous exemptions to the general requirement to disclose information to the public in response to a public records request. Exemptions are found in various provisions of the Florida Statutes, including but not limited to Section 119.071, Florida Statutes (General exemptions from inspection or copying of public records), and Section 119.0713, Florida Statutes (Local government agency exemptions from inspection or copying of public records). Section 815.045, Florida Statutes (Trade secret information), provides that trade secret information as defined in Section 812.081, Florida Statutes (Trade secrets; theft, embezzlement; unlawful copying; definitions; penalty) is confidential and exempt from disclosure because it is a felony to disclose such records. The Parties understand and agree that Florida's Public Records Act is very broad and that documents claimed by a Party to be confidential and exempt from public disclosure

pursuant to the Public Records Act may in fact not be deemed such by a court of law. Accordingly, the following provisions shall apply:

- a. Identifying Trade Secret or Otherwise Confidential and Exempt Information. For any records or portions thereof that Contractor claims to be Trade Secret or otherwise confidential and exempt from public disclosure under the Public Records Act, Contractor shall:
 - i. Specifically identify the records or specific portions thereof that are confidential and exempt and reference the particular Florida Statute that grants such status. Provide one redacted copy of the record and one copy of the record with the confidential and exempt information highlighted. Contractor shall take care to redact only the confidential and exempt information within a record.
 - ii. Provide an affidavit or similar type of evidence that describes and supports the basis for Contractor's claim that the information is confidential and exempt from public disclosure.
- b. Request for Trade Secret or Otherwise Confidential and Exempt Information.
 - i. In the event the City receives a public records request for a record with information labeled by Contractor as Trade Secret or otherwise as confidential and exempt, the City will provide the public record requester with the redacted copy of the record and will notify Contractor of the public records request.
 - ii. However and notwithstanding the above, in the event that the City in its sole discretion finds no basis for Contractor's claim that certain information is Trade Secret or otherwise confidential and exempt under Florida's Public Records Act, then the City shall notify Contractor in writing of such conclusion and provide Contractor a reasonable amount of time to file for declaratory action requesting a court of law to deem the requested information as Trade Secret or otherwise as confidential and exempt under Florida's Public Records Act. If Contractor fails to file for declaratory action within the reasonable amount of time provided, then the City will disclose the information requested.
 - iii. If a public records lawsuit is filed against the City requesting public disclosure of the information labeled by Contractor as Trade Secret or otherwise as confidential and exempt, the City shall notify Contractor and Contractor shall intervene in the lawsuit to defend the nondisclosure of such information under Florida's Public Records Act.
 - iv. Contractor hereby indemnifies and holds the City and its officers and employees harmless from any and all liabilities, damages, losses, and costs of any kind and nature, including but not limited to attorney's fees, that arise from or are in any way connected with Contractor's claim that any information it provided to the City is Trade Secret or otherwise confidential and exempt from public disclosure under Florida's Public Records Act.

19. INTELLECTUAL PROPERTY AND WORK PRODUCT.

- a. Ownership and Publication of Materials. All reports, information, data, and other materials prepared by the Contractor pursuant to the Contract Documents, except those separately identified in the Scope of Services or in other written agreements between the Parties, are owned by the City. The City has the exclusive and unrestricted authority to release, publish, or otherwise use, in whole or in part, information contained therein and relating thereto. No material produced in whole or in part under the Contract Documents may be copyrighted or patented in the United States or in any other country without prior written approval of the City.
- b. Intellectual Property. Contractor warrants that it owns or has rights to use any and all intellectual property used for the scope of this Contract, including patent rights, copyrights, or other intellectual property rights, except with respect to designs, processes, or products of a particular manufacturer expressly required by the City. Contractor represents and warrants that Contractor shall not infringe a trademark, copyright, patent, trade secret, or any such intellectual property right in the performance of this Contract. In the event of an infringement suit related to or resulting from this Contract, Contractor shall promptly give written notice to the City of the infringement and Contractor represents and warrants that City will not be liable for any damages or royalties if applicable.

- 20. RECORDS AND RIGHT-TO-AUDIT.** Contractor shall maintain records sufficient to document completion of the scope of services established by the Contract Documents, including: 1) financial records and reports relating to use of funding; 2) books, records, documents, invoices, and other evidence and accounting

procedures and practices such as will permit the Contractor to sufficiently and properly reflect all direct costs of any nature associated with this Contract; and 3) records sufficient to document Contractor's performance under this Contract. These records shall be subject at all reasonable times to review, inspect, copy, and audit by persons duly authorized by the City. These records shall be kept for a minimum of three (3) years after termination of the Contract. Records that relate to any litigation, appeals, claims, or settlements of claims arising from performance under this Contract shall be made available until a final disposition has been made of such litigation, appeals, or claims. This right to audit and inspect includes a right to interview any employees and clients of the Contractor to be assured of satisfactory performance of the terms and conditions of this Contract.

21. **OPEN DATA POLICY.** Contractor shall comply with the City's Open Data (G-8) policy. See <https://cityofgainesville.github.io/opendata/Open%20Data%20Administrative%20Procedure.pdf>
22. **ADVERTISING.** Contractor shall not publicly disseminate any information concerning this Contract without prior written approval from City, including but not limited to, mentioning the Contract in a press release or other promotional material, identifying the City as a reference, or otherwise linking Contractor's name and either a description of the Contract or the name of the City in any material published, either in print or electronically, to any entity that is not a party to Contract, except potential or actual authorized distributors, dealers, resellers, or service representatives.
23. **DISPUTE RESOLUTION.** Except as otherwise provided in this Contract, any dispute concerning a question of fact or of interpretation of a requirement of the Contract which is not disposed of by mutual consent between the parties shall be administratively decided by the City Manager or designee, who shall reduce the decision to writing and furnish a copy thereof to the parties. In connection with any dispute proceeding under this clause, each party shall be afforded an opportunity to be heard and to offer evidence in support of its version of the facts and interpretation of the Contract. The City Manager or designee shall make such explanation as may be necessary to complete, explain, or make definite the provisions of this Contract. Pending the final decisions of a dispute hereunder, Contractor shall proceed diligently with its performance of the Contract in accordance with the preliminary directions of the City Manager or designee. Administrative dispute resolution under this section shall be a condition precedent to bringing a suit to resolve a contract dispute.
24. **APPLICABLE LAW AND VENUE; ATTORNEYS' FEES; WAIVER OF RIGHT TO JURY TRIAL.** This Contract is governed by and must be construed in accordance with the laws of the State of Florida, notwithstanding any Florida conflict of law provision to the contrary. In the event of any suit, action, or other proceeding relating to this Contract, venue shall be in Alachua County, Florida, for any state or federal court action and each party agrees not to assert by way of a motion or a defense or otherwise that such action is brought in an inconvenient forum or that the venue of such action is improper. In the event of any legal proceedings arising from or related to this Contract: (1) each Party shall bear its own attorneys' fees except to the extent that Contractor agrees to indemnify City as described in this Agreement, including any appeals; and (2) for civil proceedings, the Parties hereby waive the right to jury trial.
25. **SEVERABILITY.** Any provision of this Contract held by a court of competent jurisdiction to be invalid, illegal, or unenforceable will be severable and may not be construed to render the remainder of this Contract to be invalid, illegal, or unenforceable.
26. **INTEGRATION/MERGER.** This Contract, including the Contract Documents, contains the entire contract and understanding of the Parties regarding the matters set forth herein and supersedes all previous negotiations, discussions, and understandings, whether oral or written, regarding such matters. The Parties acknowledge that they have not relied on any promise, inducement, representation, or other statement made in connection with this Contract that is not expressly contained in this Contract. The terms of this Contract are contractual and not merely recital.

- 27. MODIFICATION AND WAIVER.** The provisions of this Contract may only be amended, modified, or waived in writing signed by all the Parties. No course of dealing shall be deemed a waiver of rights or a modification of this Contract. The failure of any party to exercise any right in this Contract shall not be considered a waiver of such right. No waiver of a provision of this Contract will apply to any other portion of this Contract. A waiver on one occasion may not be deemed to be a waiver on other occasions.
- 28. CAPTIONS AND SECTION HEADINGS.** Captions and section headings used herein are for convenience only and shall not be used in construing this Contract.
- 29. SUCCESSORS AND ASSIGNS.** The Parties to this Contract may not assign, transfer, or subcontract any interest in this Contract without the prior written consent of the other Parties. The Parties each bind the others and their respective successors and assigns in all respects to all the terms, conditions, covenants, and provisions of this Contract.
- 30. NONEXCLUSIVE CONTRACT.** Nothing in this Contract shall be construed to prohibit the City from awarding, authorizing, or directing work to be performed, whether identified in this Contract or otherwise, to vendors other than Contractor.
- 31. NONEXCLUSIVE REMEDIES.** Except as expressly set forth in this Contract, the exercise by either Party of any of its remedies under this Contract shall be without prejudice to its other remedies under this Contract or otherwise.
- 32. THIRD PARTY BENEFICIARIES.** This Contract does not create any relationship with, or any rights in favor of, any third party.
- 33. CONSTRUCTION.** This Contract may not be construed more strictly against one party than against the other merely because it may have been prepared by one of the Parties. It is recognized that both Parties have substantially contributed to the preparation of this Contract.
- 34. COUNTERPARTS.** This Contract may be executed by the Parties on separate counterparts, each of which when so executed shall be deemed to be an original, and such counterparts shall together constitute but one and the same instrument.
- 35. TIME.** Time is of the essence for this Contract, and Contractor shall complete all obligations and responsibilities by the respective dates specified within this Contract. In computing time periods of fifteen (15) days or less, Saturdays, Sundays, and state or national legal holidays are excluded. Time periods of more than fifteen (15) days will be computed based on calendar days. Whenever a notice or performance is to be done on a Saturday or Sunday or on a legal holiday observed by the City, it will be postponed to the next business day.
- 36. FORCE MAJEURE.** Delays in any performance due to: fire, flood, earthquake, windstorm, or sinkhole; war, declaration of hostilities, revolt, civil strife, altercation, or commotion; strike or labor dispute; epidemic; archaeological excavation; or because of an act of God are deemed to be events of Force Majeure and such delays are excused in the manner herein provided. If such party is delayed for any of the events of Force Majeure, the date required for actions required will be extended by the number of calendar days equal to the total number of calendar days, if any, that such party is actually delayed. The party seeking excuse for nonperformance on the basis of Force Majeure shall give written notice to the other party specifying the cause of the anticipated delay, giving its actual or anticipated duration, and weekly thereafter, if such delay is continuing, written notice stating whether the condition continues and giving its actual or then anticipated duration. Each party seeking excuse from nonperformance on the basis of Force Majeure shall use its best efforts to rectify conditions causing a delay and will cooperate with the other party, except for the occurrence of unreasonable additional costs and expenses, to overcome any loss of time that has resulted.

37. NOTICES. The Parties designate the following persons as the primary contact point for purposes of the day-to-day management of this Contract, including without limitation, the receipt of invoices, scheduling of meetings, and questions regarding this Contract. The Parties understand and acknowledge that the below persons may not be the persons authorized to bind the Party with respect to this Contract. For any notice(s) required to be provided pursuant to this Contract, the Parties shall provide written notice to the persons listed below. Any notice(s) required to be given pursuant to this Contract will be effective, notwithstanding claims about actual receipt, upon being sent in writing by either: (1) email (with the sender receiving a read receipt or an acknowledgement that recipient has received the email; an automated message that the email has not been delivered does not constitute notice); (2) hand delivery; (3) certified or registered mail (return receipt requested); or (4) overnight delivery service to the following addresses:

CITY:


City of Gainesville
Attn: Rick Smith
P.O. Box 490, Station 48
Gainesville, FL 32627
Email: smithrd@cityofgainesville.org

CONTRACTOR:



Block by Block
Attn: Derreck Hughes, VP Operations
640 South Fourth Street, Suite 110
Louisville, KY 40202
Email: dhughes@blockbyblock.com

IN WITNESS WHEREOF, the Parties hereto have caused this Contract to be executed by duly authorized officials on the dates written below.

CONTRACTOR:

Signature: 
Derreck Hughes (Sep 10, 2024 17:57 EDT)
Print Name: Derreck Hughes
Title: Vice President of Operations
Date: Sep 10, 2024

CITY OF GAINESVILLE:


Cynthia W. Curry, City Manager
Date: Sep 12, 2024
Approved as to form and legality:

Sean McDermott (Sep 10, 2024 18:39 EDT)
City Attorney

This form document is a legal instrument approved by the City Attorney. Any deviations must be authorized by the City Attorney.

EXHIBIT I

SCOPE OF SERVICES BLOCK BY BLOCK for AMBASSADOR PROGRAM SERVICES

BACKGROUND

In October 2022, the Gainesville City Commission adopted the award-winning “Downtown Gainesville Strategic Plan” (“Downtown Plan”) that outlined six major goals for revitalizing Downtown. These goals are

- **Becoming a Destination** by building investments around local strengths; shaping downtown identity and creating a downtown jewel
- **Connecting the Dots** by balancing the automobile with the pedestrian; bringing streets up to city standards; activating the Sweetwater corridor and creating a greenway loop
- **Strengthening the Relationship with Adjacent Neighborhoods** by connecting neighborhoods to downtown and establishing transition areas
- **Increasing Housing Opportunities** by addressing housing opportunities at scale; supporting affordable mixed-use housing; and facilitating market-rate housing
- **Creating a Supportive Local Business Environment** by unlocking real estate potential and increasing direct small business assistance
- **Maintaining and Enhancing Downtown** by forming a place-based management organization and continuing to build capacity.

The last goal was in response to leaders, stakeholders, and community members during the Downtown Plan engagement process who were concerned about everything from broken and dirty sidewalks, unsafe conditions, a lack of lighting, and poorly maintained landscaping. The Downtown Plan states that

To make downtown welcoming and attractive to residents, businesses, employees, and visitors we must first address these basic 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. With stability in place, downtown can then move to the next task of investing in the built environment and additional redevelopment, opening the next chapter for Downtown Gainesville’s evolution.

Of the two ideas that emerged from the community-driven planning process – forming a place-based management organization and continuing to build capacity – the Gainesville City Commission has begun the process of developing a place-based management organization by appointing a seven-member Downtown Advisory Board (DAB) in June 2024 to make recommendations to the City Commission on investments and improvements in Downtown. The DAB will be the first public board to focus on Downtown Gainesville since the Downtown Redevelopment Advisory Board, which was dissolved in 2019 when the Gainesville Community Reinvestment Area (GCRA) was created to replace four community redevelopment agencies.

Place-based management will be aided by the selection of Block by Block (“Contractor”), a nearly 30-year-old company specializing in providing ambassador services to hundreds of communities and districts to make them clean, welcoming, and safe, the Gainesville City Commission will be addressing the primary issues identified in the Downtown Plan.

Block by Block will create a visible presence throughout Downtown and the West University Corridor by aiding visitors, residents, students, pedestrians, businesses, and the general population. This may come in the

come in the form of directions, information, public safety escorts, or just a reassuring uniformed presence on the street seven days a week. Block by Block will also perform the following services

- Assist with livability issues within the service area by building relationships with vulnerable population groups and connecting them with available social services;
- Assist area businesses in addressing happenings in the public realm that disrupt business;
- Assist in small cleaning tasks, such as picking up isolated litter and reporting on expanded cleaning needs;
- Develop and introduce additional areas of opportunity to enhance conditions;
- Create potential for workforce development opportunities for local residents with barriers to traditional employment;
- Provide meaningful benchmarking and information on service delivery through statistical data analysis utilizing its Smart System.

AMBASSADOR PROGRAM SERVICE AREAS

The Contractor shall provide Ambassador Program Services (“Program”) within the Downtown Gainesville District and the West University Corridor District, which lies west of Downtown between West Sixth Street and West 13th Street (see Exhibits 1 and 2 for a more detailed boundary description). The Contractor shall provide the same level and type of service as well as Program branding to each zone.

Each service zone will be funded from a different source. Program services in the Downtown Gainesville District will be funded through the “Downtown Strategic Plan Fund” allocation within the budget of the Gainesville Community Reinvestment Area (GCRA). This is funding derived from City of Gainesville and Alachua County contributions to the GCRA budget required by the 2019 Interlocal Agreement that created the GCRA. Tax increment financing (TIF) from the Downtown Redevelopment Trust Fund may also be used to fund the Program. Program activities within the West University Corridor District will be funded with TIF from the College Park/University Heights Redevelopment Trust Fund.

CONTRACTOR DELIVERABLES AND RESPONSIBILITIES

A. Primary Services Provided

The Contractor’s primary services to the Downtown and West University Corridor are related to safety and cleaning activities. These services, which are described below, will be provided by an ambassador team consisting of Safety Ambassadors, Cleaning Ambassadors, two Team Leaders, one Outreach Coordinator to assist Gainesville Fire and Rescue and social service agencies with the houseless outreach, and one Operations Manager. Apart from the two Cleaning Ambassadors, who are restricted to the Downtown District, the Ambassador team can be utilized in both districts, provided that hours spent working in each district are appropriately accounted for.

1. Safety Engagements

The Contractor shall circulate continuously through assigned zones on foot, bicycle, or vehicle to provide high visibility and to address and/or report any activities that are reasonably deemed by Contractor as compromising to the public’s general health, safety, and welfare. People involved in violation of any pertinent ordinances such as the open container ordinance (see Exhibit 3 for the boundaries of the “Arts, Culture and Entertainment” District) or otherwise illegal or unacceptable behavior will be engaged. If the person does not comply after communication and education, the Ambassador will either document the situation in the SMART System, or notify social services or police as applicable and depending on the severity.

The Contractor shall report crimes or pending criminal disturbances to the Police Department for response through dispatch and assist police by being witnesses.

2. Interacting with Unhoused Population

The Contractor shall engage with members of the public who are experiencing homelessness and will assist by connecting them to the most appropriate service providers. The Ambassadors shall address anti-social behaviors in a non-confrontational manner, endeavor to de-escalate situations, and redirect individuals. These efforts will be overseen by the Outreach Coordinator who will meet at least weekly with the first responders and social service providers to coordinate activities and identify persons of interest in need of intervention. Within the City organization, the Outreach Coordinator will interact closely with the Gainesville Police Department, Gainesville Fire and Rescue and their Community Resource Paramedicine Program.

The Outreach Coordinator will also attend the twice monthly meetings held by stakeholder agencies on Downtown Homeless Issues and chaired by the Chief of Gainesville Fire and Rescue. They are conducted virtually but can be attended in person at GFR Administration. Currently, the meetings are held on the second and fourth Wednesday from 10:00 am to 11:00 am but are subject to change.

3. Safety Escorts

The Contractor shall provide and promote a safety escort program for both the Downtown Gainesville and West University Corridor districts throughout their daily operations. Visitors to each district can request a safety escort by contacting the on-duty staff through a publicized cell phone number.

4. Documenting and Reporting

The Contractor shall complete Incident Reports to document any incidents as described above, including but not limited to when first responders are called. The Contractor shall provide these reports to the first responders involved as well as the GCRA within 3 business days of the incident. In addition, the Contractor shall document with its SMART System all interactions with persons that Contractor knows are of interest to either social service agencies or first responders and shall provide this information to first responders and social service agencies to facilitate more efficient provision of service. This information and more will be included in the monthly, quarterly, and annual reporting that is detailed in Section D below.

The Contractor shall provide monthly updates to the Downtown Advisory Board, detailing monthly activities including cleaning, safety, pay schedules, and outreach statistics and highlights. If necessary, the Contractor will make recommendations on altering areas served and weekly scheduling based on field observation.

5. Downtown Cleaning

The Contractor shall ensure that cleaning services will be provided to the areas of the Downtown Gainesville Service Area not served by City of Gainesville Public Works Department (see Exhibit 4). These cleaning services will involve litter abatement, weed abatement, first floor graffiti removal, sticker & handbill removal, trash receptacle servicing, and spot pressure washing as a baseline service scope. These services will be provided daily pursuant to the agreed upon schedule for the Clean Ambassadors.

6. Hospitality and Public Interactions

The Contractor shall ensure that the Ambassador Team will be a highly visible presence continually circulating throughout the designated areas of service on foot, bike, or vehicle.

The Team will proactively and continually engage the public with a friendly greeting and be very responsive to opportunities to provide directions, recommendations, or assistance.

This will be ongoing during the specified schedule with adjustments made based on observations, trends, and events. The Contractor will get approval from the City Manager's office before implementing scheduling changes.

7. Business Visits

The Contractor shall perform business checks and educate businesses and stakeholders on the presence of Ambassadors, the services provided, and distribute "at your service cards." Ambassadors shall listen, document, and act upon business concerns where applicable and when within their purview as defined in this contract and scope. When it is more appropriate for the City to address the concerns of stakeholders and businesses, the Contractor shall provide a report to the GCRA Director

or designee who will transmit it to the appropriate department.

The Contractor, in the performance of business visits, shall distribute surveys created by the City of Gainesville on various topics as needed.

B. Hiring, Wages/Salaries and Training

1. Ambassador Program Positions

Safety Ambassadors. The Contractor shall hire sufficient Safety Ambassadors to maintain the weekly staffing load in Downtown and the West University Corridor depicted in Table 1 and maintain this staffing level throughout the term of this contract.

Clean Ambassadors. The Contractor shall hire sufficient Cleaning Ambassadors to maintain the weekly staffing load in Downtown as depicted in Table 1 and maintain this staffing level throughout the term of this contract, unless otherwise modified by mutual consent of the parties.

Team Leader. The Contractor shall hire at two Team Leaders for the Downtown Gainesville and West University Corridor service areas and maintain this staffing level throughout the term of this contract, unless otherwise modified by mutual consent of the parties.

Outreach Coordinator. The Contractor shall hire one (1) Outreach Coordinator for both the Downtown Gainesville and West University Corridor service areas and maintain this staffing level throughout the term of this contract, unless otherwise modified by mutual consent of the parties.

Operations Manager. The Contractor shall hire one (1) Operations Manager for both the Downtown Gainesville and West University Corridor service areas and maintain this staffing level throughout the term of this contract, unless otherwise modified by mutual consent of the parties.

2. Staffing Plan for Downtown and West University Corridor

The Contractor’s staffing plan will be based on the total number of weekly hours during Peak Season and Off-Peak Season identified below in Table 1 below. How the hours are allocated during a given week will be based on several considerations including peak traffic and high visibility hours, seasonal use patterns, special events, and core service areas. The table entitled “Potential Weekly Staffing Schedule” on the following page is an example of how the hours may be distributed daily but does not necessarily reflect the initial staffing plan for Downtown and the West University Corridor.

Table 1: Average Weekly Hours: Downtown Gainesville and West University Corridor

	Peak Season	Off Peak Season	Average
# of Weeks	39	13	52
DT Safety Ambassadors	208	128	188
UF 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

Potential Weekly Staffing Schedule (Peak Season)
Downtown Gainesville and West University Corridor Zones

Position	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
		7:30a-4:00p		8	8	8	8	8	8	40
		7:30a-4:00p		8	8	8	8	8	8	40
		10:00a-6:30p	8						8	16
DT Safety Ambassador	Walking/ Bike Patrol	10:00a-6:30p	8						8	16
		11:30a-8:00p		8	8	8	8			24
		11:30a-8:00p		8	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	8	8	40
		7:00a-3:30p	8				8	8	8	32
Team Leader	Multiple	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	8	40
Operations Manager	Manage	7:30a-4:00p			8	8	8	8	8	32
		10:00a-6:30p							8	8
Daily/Hours			64	72	80	80	88	80	72	536
<i>Total Scheduled Weekly Hours</i>		<i>Daily FTEs</i>	8	9	10	10	11	10	9	

3. Hiring Process and Focus

The Contractor shall work with the Human Resources Department at the City of Gainesville and the GCRA to promote the Ambassador positions to the GCRA and East Gainesville residents. The positions must be posted at a minimum to the following local resources:

- University of Florida
- Santa Fe College
- Mainstreet Daily News
- Employ Florida
- Career Source

In addition, the Contractor shall work to communicate these job postings with the City of Gainesville Marketing and Communications Director and the GCRA to promote the positions internally and on external city channels such as GNV News and city web and social media platforms such as Twitter, Instagram, YouTube, and Facebook. Positions may be posted to broadcast services (City/County Government Access Television – Community 12TV).

4. Wages and Benefits for Ambassadors

The Contractor will ensure that the wages and benefits paid for the Ambassadors will comply with the schedule depicted in tables 2 and 3 below.

Table 2: Wages for Ambassador Positions

Position	Starting Pay	After 1 year	After 2 Years
Safety Ambassadors	\$20.00/hr	\$20.80/hr	\$21.63/hr
Clean Ambassadors	\$20.00/hr	\$20.80/hr	\$21.63/hr
Team Leader	\$23.00/hr	\$23.92/hr	\$24.88/hr
Outreach Coordinator	\$30.00/hr	\$31.20/hr	\$32.45/hr
Operations Manager	\$80,000/yr	\$84,000/yr	\$88,200/yr

3: Benefits for Ambassador Positions

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

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

Days: 8 paid days off

after one year of service

5. Initial Training and Ongoing Development

The Contractor shall ensure that all new hires will undergo the training program identified in Figure 1 below. The "Ambassador University Core Curriculum" includes training for all new Ambassador hires totaling 26.5 hours then a training regimen specific to the Ambassador's specific role – Cleaning Ambassador (5 hours), Safety/Hospitality Ambassador (4 hours), Supervisors/Team Leaders (6 hours) and Operation Managers (57 hours).

The Contractor shall also ensure continuing education of the Ambassadors through its ongoing training topics which include the following elements: Active Shooter, Business Contacts, Missing Children Protests and Demonstrations, and Report Writing.

As part of its monthly and quarterly reporting requirements described in Section D below, the Contractor shall provide a training log of all its new hires and incumbents, documenting the courses taken and the hours logged.

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Figure 1 Ambassador Training and Development Courses

At Block by Block, we understand the importance of training to the overall success of a program. We have set the standard in our industry for the training our frontline employees and we continue to expand on the topics to keep the curriculum modern. Every firm talks about delivering training, but we really have built out topics and deliver training to our field employees that prepare them for every aspect of their position. Our in-depth training covers topics specific to each individual location as well as over-encompassing themes from our programming across the country. For our hybrid programs, we put a focus on cross-training employees to bring added value for our customers.

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		
	Operations Procedures - Cleaning	4	
	Paying Attention to Detail	1	
	SAFETY/HOSPITALITY AMBASSADOR		
	Operations Procedures - Safety	4	
MANAGEMENT TEAM TRAINING	SUPERVISORS/TEAM LEADERS		
	Leading Others	2	
	Supervisory Scenarios	4	
	OPERATIONS MANAGER		
	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



Training modules are captured in Cornerstone Learning Management System, which provides the delivery and tracking of progress. The documentation ensures Ambassadors receive the appropriate training before being assigned to the field to work alone. Each training module requires a passing score on a test to ensure the information is being retained.

Figure 2 Ambassador Training and Development Courses

**KEY ELEMENTS OF BLOCK BY BLOCK'S
AMBASSADOR TRAINING PROGRAM**

Specific to your service area: We work with our clients to develop training specific to your service area and the services that will be provided. Learning modules and field training exercises help Ambassadors become true experts of the area and valuable resources for their communities.

Gamification of coursework: Training modules are assigned in Cornerstone are driven by employee participation, allowing managers to focus on other responsibilities rather than conducting training. The gamification of topics allows employees to test their knowledge in real-life scenarios after each course to ensure information is being attained and employees are ready for work in the field.



Training never stops: We fully believe in the continuation of training well past onboarding to keep our teams operating at the highest level. We have ongoing refresher courses based on feedback from the field that are delivered on a bi-monthly basis. Not only does ongoing training keep knowledge fresh for our Ambassadors, but it also helps maintain a level of consistency for all of our programs across the country.

Targeted series: In addition to ongoing training topics, we periodically release training series targeted at specific skills, positions or trends in the industry. We recently developed and distributed our four-week "Hospitality Habits" series as a company-wide refresher for best practices coming out of the COVID-19 pandemic. The interactive training challenged Ambassadors to focus on memorable interactions with the public.

Cross-training: Having a collaborative and unified team operating on behalf of Cobb County is of utmost importance for us. To help better unify services provided, each specific team will have fundamental basic training in each of the services; cleaning, safety and hospitality. Having employees with a baseline of knowledge in all fields allows for more flexibility in deployment and creates a more robust Ambassador Team.

Mental Health First Aid: All employees, regardless of position, are required to complete Mental Health First Aid training as part of their onboarding. This training prepares our frontline Ambassadors for situations they may come across in the field dealing with the unhoused or people experiencing mental crises.

HOW THE TRAINING IS DIFFERENT

In addition to the industry leading training suite offered to every Block by Block employee, Block by Block Safety Ambassadors will receive enhanced training that will help them deliver a higher degree of security services than a typical Ambassador. Some of these trainings include:

- CPR/First Aid
- Enhanced Mental Health First Aid
- De-escalation Technique and Practice
- Personal Defense Training
- Emergency Incident Management
- Worn Body Camera-Protocol
- Enhanced Incident Report Writing
- Patrol & Call Response Techniques

Block by Block has partnered with AVADE De-Escalation Training Solutions to help augment our existing training tracts. We will utilize components of their robust online and in person security training programs in addition to having key Block by Block personnel trained as instructors for the following course curriculum:

- De-escalation
- Active Shooter Response
- Defensive Tactical Solutions
- Safety Incident Reporting



C. Reporting Requirements

1. Monthly, Quarterly and Annual Reports

The Contractor shall submit monthly reports to the Downtown Advisory Board. The reports will consist of statistics and qualitative information displayed in narrative, graphic, and tabular form that report on the core work required in this scope of services. It will include but not limited to cleaning and safety statistics, pay schedules, interactions with first responders and the reasons therein, ambassador training for new hires and incumbents (courses taken and hours logged), and outreach to vulnerable populations. The Contractor shall also provide GCRA with the datasets from its SMART platform and other platforms for it to create a dashboard for the public to access information on the Ambassador program.

The GCRA often reports quarterly on its activities to the City Commission or General Policy Committee. (Note: these reports are not regularly scheduled during the year.) When a quarterly meeting is called, the Contractor shall provide a report on the prior three months with same information provided in the monthly report.

The Contractor shall also provide an annual report to the City Commission. The reporting period will be the fiscal year (October 1st to September 30th) and will begin in FY 2025, with the report due no later than January 30th in the following fiscal year. The Contractor may be required to attend and present at the annual Joint City County meeting in March when the GCRA provides an update on its activities.

2. Quality Control Assurances

The Contractor shall at least once annually hire a third-party company with City assent to observe and monitor the activities of the Ambassadors to ensure that the customer service goals of the City are being met. This requirement does not prevent the Contractor from using its own internal “secret shoppers” at additional times during the year. If necessary, the Contractor will recommend improvements to the program for City approval.

The Contractor shall ensure that its corporate leadership meet with the City Commission to discuss its performance. This can occur during a quarterly or annual report or at a separate meeting.

3. Submittal and Payment of Contractor’s Invoices

To ensure timely payment of Contractor invoices by the City, all invoices must have the following information: City of Gainesville Purchase Order number, date of the invoice, time period that the invoice covers, and instructions as to whom the payment will be made out to and the remittance address. The invoice must additionally describe in detail what has been provided, be it service or supplies under the contract. The Contractor will be using Kronos or an equivalent for employee timekeeping. When submitting the invoice for employee hours, the Kronos log should be presented with the invoice, with a summary showing the number of employees of each type for that time period and the number of hours worked. See the example below:

10 safety ambassadors worked 160 hours (4 weeks each) =
10*160= 1600 hours at \$20/hour =
1600*\$20=**\$32,000**

2 clean ambassadors worked 80 hours (2 weeks each) =
2*80=160 hours at \$20/hr=
160*20=**\$3,200**

30 uniforms purchased at \$40 each =

30*40=**\$1,200.**

(Include receipt showing the paid-for uniforms with invoice backup).

Sub-total **\$36,400**

Per contract Block by Block has 8 percent profit for year 1 =
\$36,400 *.08 =**\$2,912** in contractual profit

Total **\$39,312** {\$36,400+\$2,912}

D. Annual Operational and Capital Equipment Budget

1. FY 2025 and Three-Year Operational Budget

The total budget for the first year of the contract Term is **\$1,007,668.88**, which is allocated in the following manner

Downtown Safety Ambassador	\$520,444.37
Downtown Cleaning Ambassador	\$199,319.12
West University Corridor Ambassador	\$287,905.39

Labor costs, including wages, benefits, and recruitment account for more than 81 percent of the budget, followed by Contractor profit at 8 percent. The remainder of the budget is comprised of equipment (vehicles), administrative support, uniforms and miscellaneous. The City of Gainesville will be leasing space at no cost to the Contractor in the Southwest Garage, which will save approximately \$33,000 annually. The second- and third-year budgets will be \$1,040,047.88 and \$1,071,725.45, increases driven primarily by labor costs.

For a more detailed description of the budget, see Table 4 on the following page.

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Table 4
Annual Program Budget for Gainesville Ambassador Program
Downtown Gainesville and West University Corridor Zones

Category	Total		DT Safety	DT Clean	West University
	\$	%			
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%			
Third Year	1,071,725	3.1%			

2. Capital Equipment

Table 5 below describes the capital purchases the Contractor make to outfit the ambassador team. These costs are amortized over the three-year term of the initial contract and included within the “Equipment” line items in Table 4.

Items	Unit Price	Qty	Total	Amortized
Power Washer (hot water, trailer mounted)	\$16,500	1	\$16,500	\$6,205
and and power tool set	\$350	1	\$350	\$132
Info Cart Trike (basic)	\$3,650	1	\$3,650	\$1,373
E-bike	\$1,700	4	\$6,800	\$2,558
Relays	\$158	12	\$1,896	\$713
Body Worn Cameras	\$450	10	\$4,500	\$1,692
Computers/Printer (OM, Outreach, TL)	\$2,300	3	\$6,900	\$2,595
Lockers (bank of 5)	\$550	3	\$1,650	\$620
Phones/Smart Devices	\$450	12	\$5,400	\$2,030
Blower	\$950			
Office and Break Room Set-up	\$3,800	1	\$3,800	\$1,428
Vehicle Wrap	\$4,200	1	\$4,200	\$1,579
Mega Brutes	\$675	2	\$1,350	\$508
Time Clock	\$2,700	1	\$2,700	\$1,015
Marketing and Branding Set (Feather Flag, Collateral, Window Clings)	\$1,500	1	\$1,500	\$564
Proposal Total			\$56,996	\$21,432

Exhibit 1

Downtown Gainesville Ambassadors Service Area

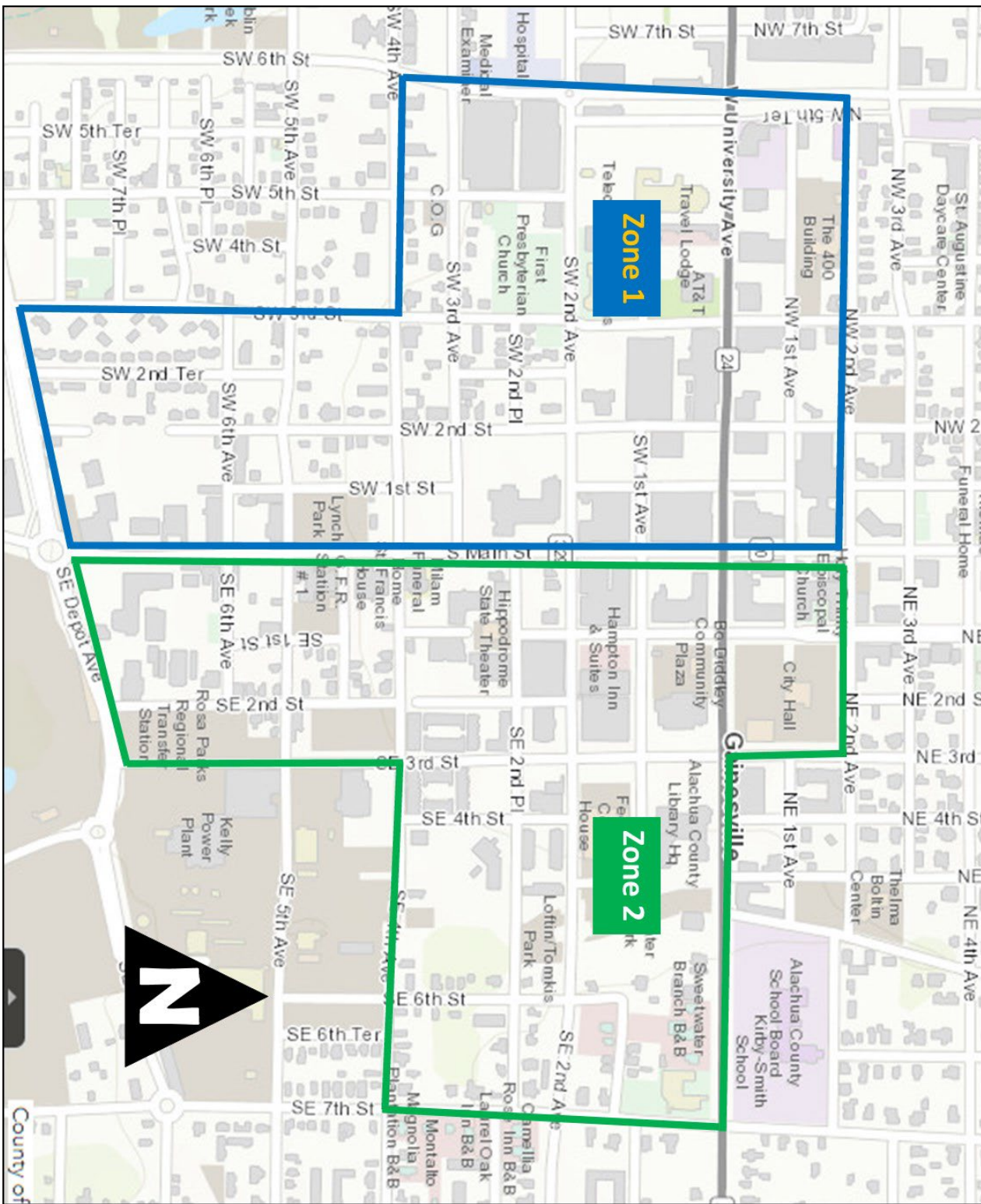


Exhibit 2
West University Corridor Ambassadors Service Area

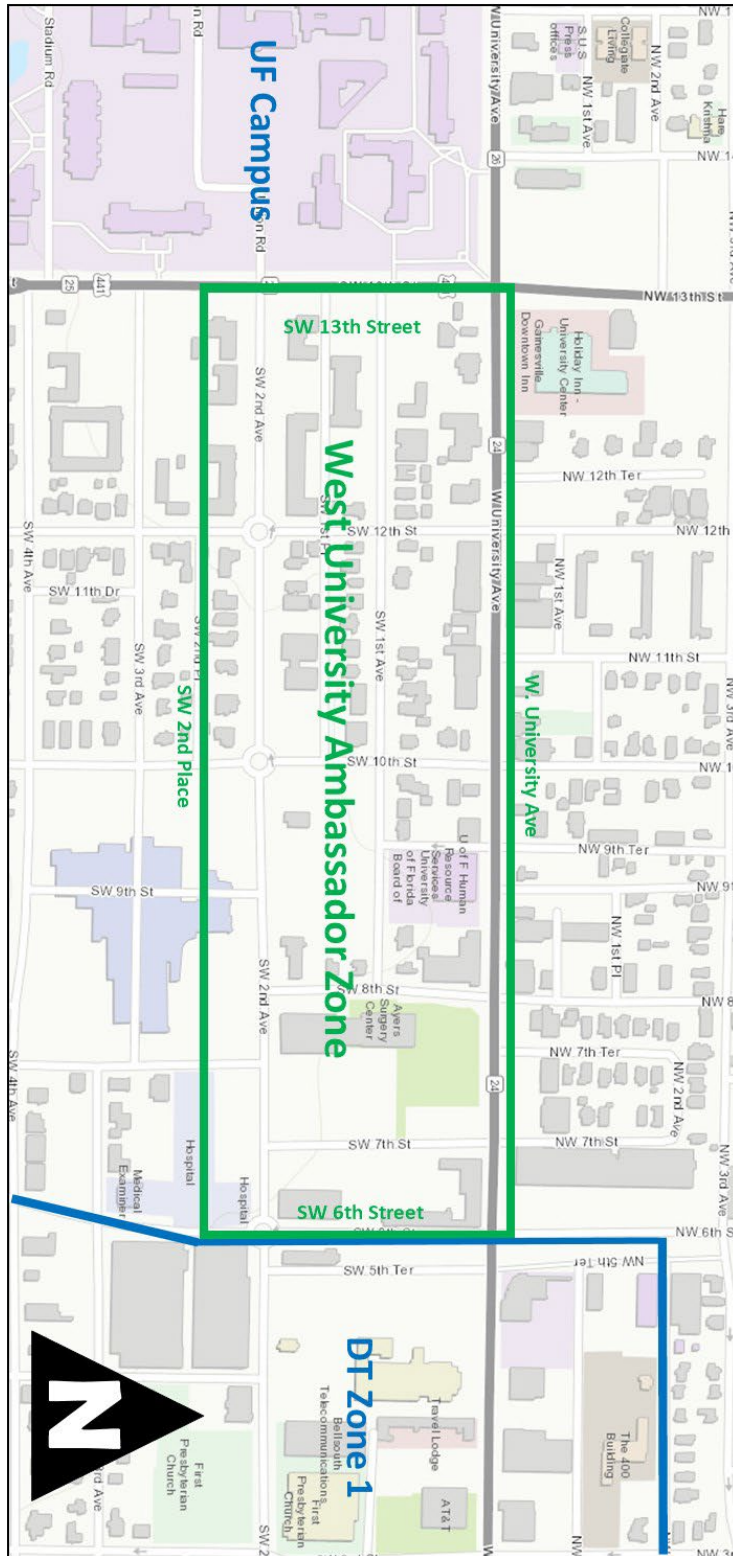


Exhibit 3
Arts, Culture and Entertainment District in Downtown

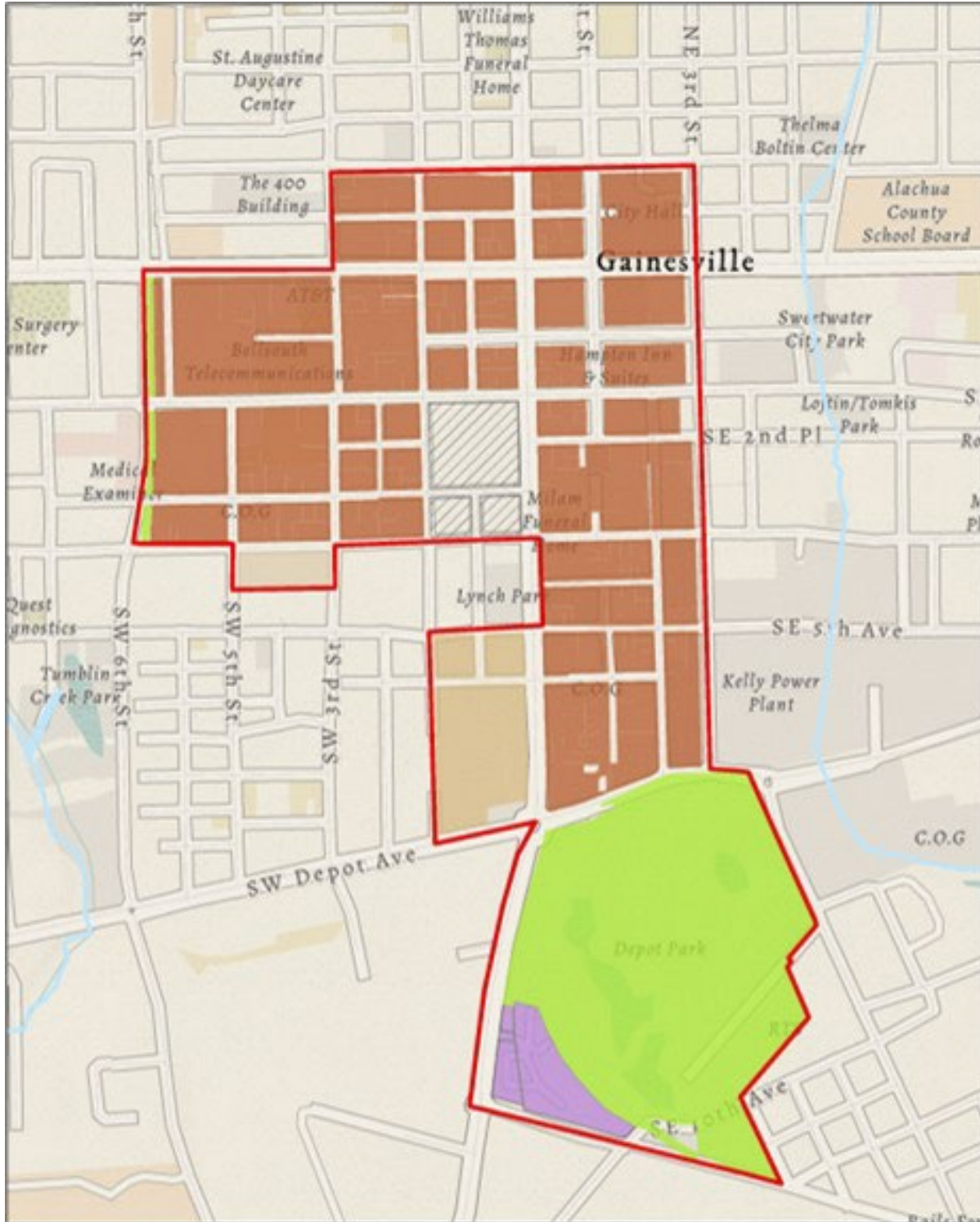
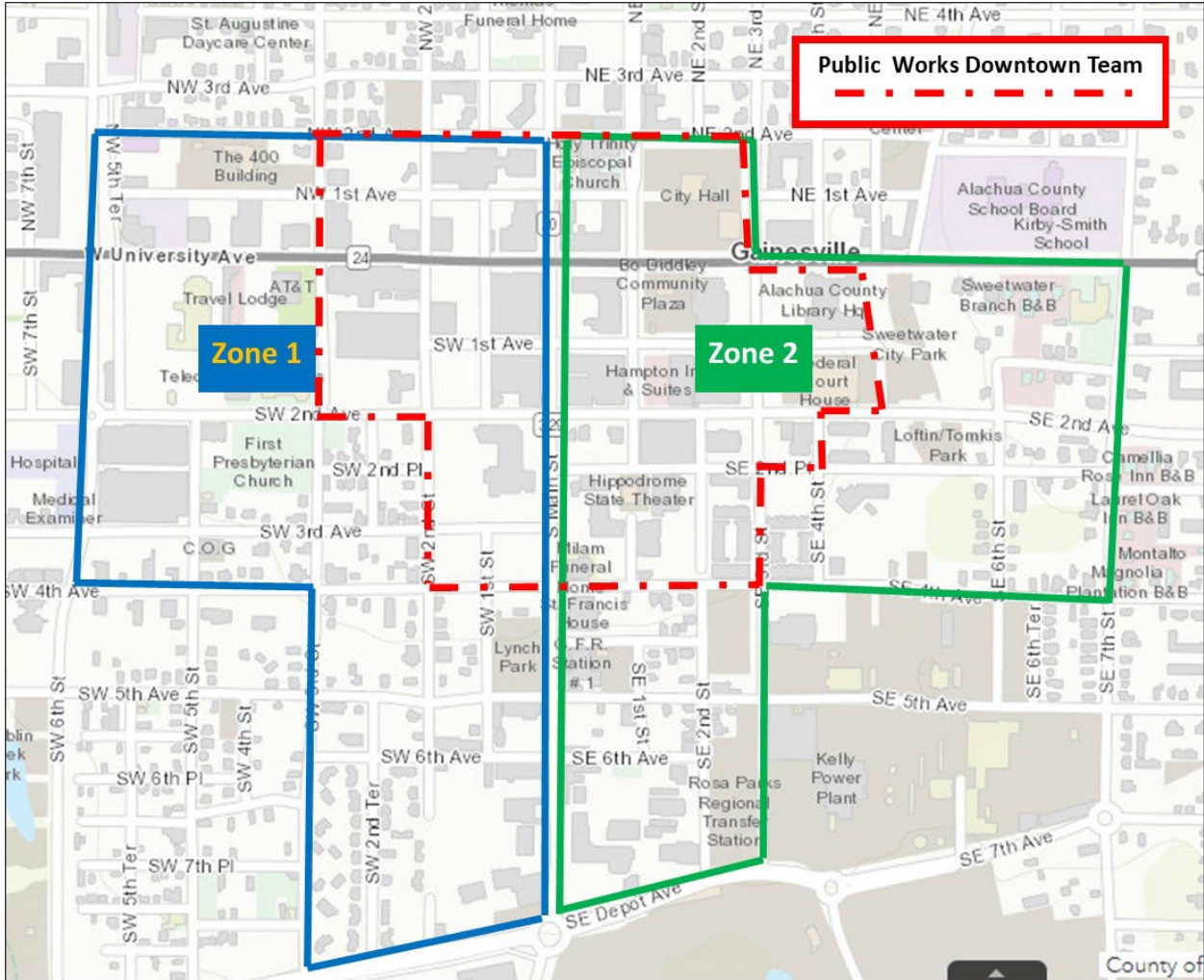


Exhibit 4
COG Public Works Downtown Clean Team Service Area





Prepared Specifically for
The City of Gainesville
Gainesville, FL
July 30, 2024

Prepared by
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Initial Ambassador Program Illustration Enhanced Downtown Public Safety

Background

We are pleased to provide the following summary of services, which will outline the scope, frequencies and cost associated with creating a highly visible Ambassador Program for downtown Gainesville with expansion potential along the corridor leading to Mid-Town. Based on our understanding of the interest in enhancing the experience for local businesses and the general population alike, we believe the following to be program objectives:

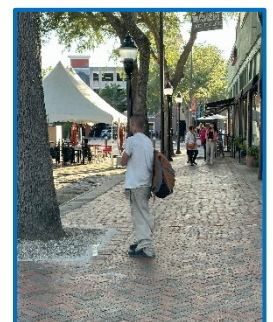
- ✦ To create a visible presence throughout the Gainesville Community Reinvestment Area by providing assistance to visitors, residents, students, pedestrians, businesses and the general population; which may come in the form of directions, information, public safety escorts or just a reassuring uniformed presence on the street. 7 days per week.
- ✦ Assist with livability Issues within the service area by building relationships with vulnerable populations groups and connecting them with available social services.
- ✦ Assist area businesses in addressing happenings in the public realm that disrupt business
- ✦ Assist in small cleaning tasks, such as picking up isolated litter and reporting expanded cleaning needs.
- ✦ Develop and introduce additional areas of opportunity to enhance conditions.
- ✦ Create potential for workforce development opportunities for local residents with barriers to traditional employment.
- ✦ Provide meaningful benchmarking and information on service delivery through statistical data analysis utilizing our Smart System



City of
Gainesville

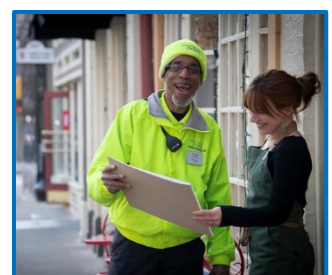
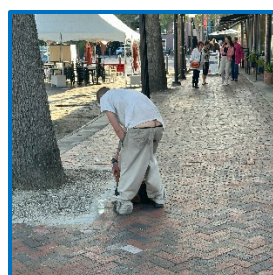
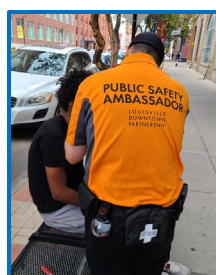
RECOMMENDED SERVICE EXAMPLES

Safety Related Services		
Primary Service Types	Examples	Frequency
Hospitality and Public Interactions	<ul style="list-style-type: none"> The Ambassador Team will be a highly visible presence continually circulating throughout district on foot, bike or vehicle The Team will proactively and continually engage the public with a friendly greeting and be very responsive to opportunities to provide directions, recommendations or assistance 	Ongoing during the specified schedule with adjustments made based on observations, trends, and events
Safety Engagements Observing and Reporting	<ul style="list-style-type: none"> Continually circulate through assigned zones on foot, bicycle or vehicle to provide high visibility and to address and/or report any activities that are deemed to be out of the ordinary. Those people in violation of any pertinent ordinances or unacceptable street level behavior will be engaged. If after education, the person does not comply, the Ambassador will either document the situation in the SMART System, or notify social services or police, depending on the severity Report crimes or disturbances to the Police Department for response through dispatch Assist police by being “witness complainants” 	Ongoing during the specified schedule with adjustments made based on events, happenings and needs
Interacting with Member of the Street and Homeless Population	<ul style="list-style-type: none"> Engagement of members of the public who are experiencing homelessness to the most appropriate service providers Address anti-social behaviors, de-escalate situations, and redirect individuals 	Ongoing throughout the shift
Safety Escorts	<ul style="list-style-type: none"> District can request a safety escort by contacting the promoted number, which is the shared cell phone carried by on-duty staff 	As requested
Business Visits	<ul style="list-style-type: none"> Performing business checks & educating stakeholders on the presence of Ambassadors, distributing “at your service cards” Listening, documenting, and acting upon business concerns as applicable 	As Assigned (quotas or geo-graphic targets)
Documenting	<ul style="list-style-type: none"> Completion of Incident Reports to document anything out of the ordinary or when first responders are called Interactions with all known street persons will be documented in the SMART System 	Completed immediately as encountered



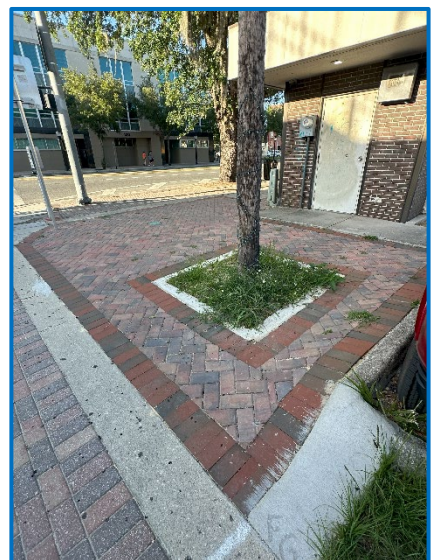
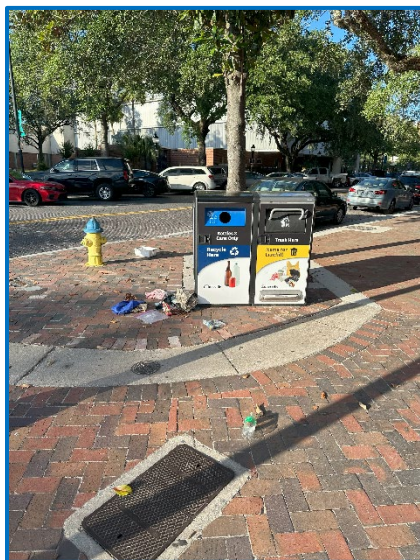
Outreach Related Services

Primary Service Types	Examples	Frequency
Specialized On-Site Assessment	<ul style="list-style-type: none"> Conducted by our Director of Outreach Support & Services. While onsite, Chico will conduct an assessment to include population counts across multiple times of day, a survey of available social services, engagement with the local street population to provide an overview of the challenges from those who are street dependent, and observations of district user patterns to identify when services would be most effectively deployed. Information gleaned from the assessment would inform a comprehensive work plan, outreach services training plan and standard operation procedures for the Social Outreach Team. 	<p>Immediately Prior to Program Launch</p> <p>Periodically Throughout Program</p>
In-depth Engagement & Relationship Building with Unhoused	<ul style="list-style-type: none"> Plain clothes or informal uniformed Outreach Ambassadors assigned to earn trust and mutual respect The employment of social workers to help assess root issues Engagement of members of the public who are experiencing homelessness to the most appropriate service providers Address anti-social behaviors, de-escalate situations, and redirect individuals Outreach Ambassadors will foremost operate with sincerity and compassion, while being vigilant of their own personal safety. 	Ongoing throughout the shift
Coordinate with Social Service Providers	<ul style="list-style-type: none"> Outreach Ambassadors will be empowered to make contacts with available providers and serve as advocates for persons on the street in helping them attain assistance. Assisting Continuum of Care providers with important street-level work, such as HMIS management and point in time counts 	Routinely
Engage with Local Businesses	<ul style="list-style-type: none"> Understanding concerns and helping to implement practical solutions Reporting upon strategies & successes 	Routinely
Reporting	<ul style="list-style-type: none"> All encounters logged into SMART system Top 10-20 Lists tracked and managed Protections provided for Personally Identifiable Information Integration with local HMIS system 	Completed immediately



ADDITIONAL OPTION: Supplemental Cleaning & Pressure Washing

Primary Service Types	Examples	Frequency
Litter Removal – All Litter	<ul style="list-style-type: none"> ☛ While making rounds throughout the service area the Ambassador Team would be responsible for collecting and disposing of errant litter on the sidewalk. ☛ Ambassadors would report in larger cleaning issues such as illegal dumping or instances where a stronger response was needed 	Throughout normal patrols with a heavier emphasis on early shift patrols in an effort to bring the area to standard earlier in the business day.
Graffiti Removal	<ul style="list-style-type: none"> ☛ Remove graffiti, stickers and handbills from all public fixtures and first floor structures. 	Completed daily. All small public fixture graffiti, particularly stickers, would be removed. Tags observed inside the public works zones would be called in for removal, immediately upon identification
Tree Trimming	<ul style="list-style-type: none"> ☛ Trim low hanging branches and foliage to allow for safe pedestrian passage. 	As Needed
Spot Pressure Washing	<ul style="list-style-type: none"> ☛ Utilize pressure washing unit to address sidewalk spills, stains and hot spots throughout the service area 	Both Scheduled and As Needed
Bio – Hazard Abatement	<ul style="list-style-type: none"> ☛ Assist with the disposal of needles and be equipped to deal with, or report, immediate cleaning needs such as human and animal waste in the public right of way. 	As Needed

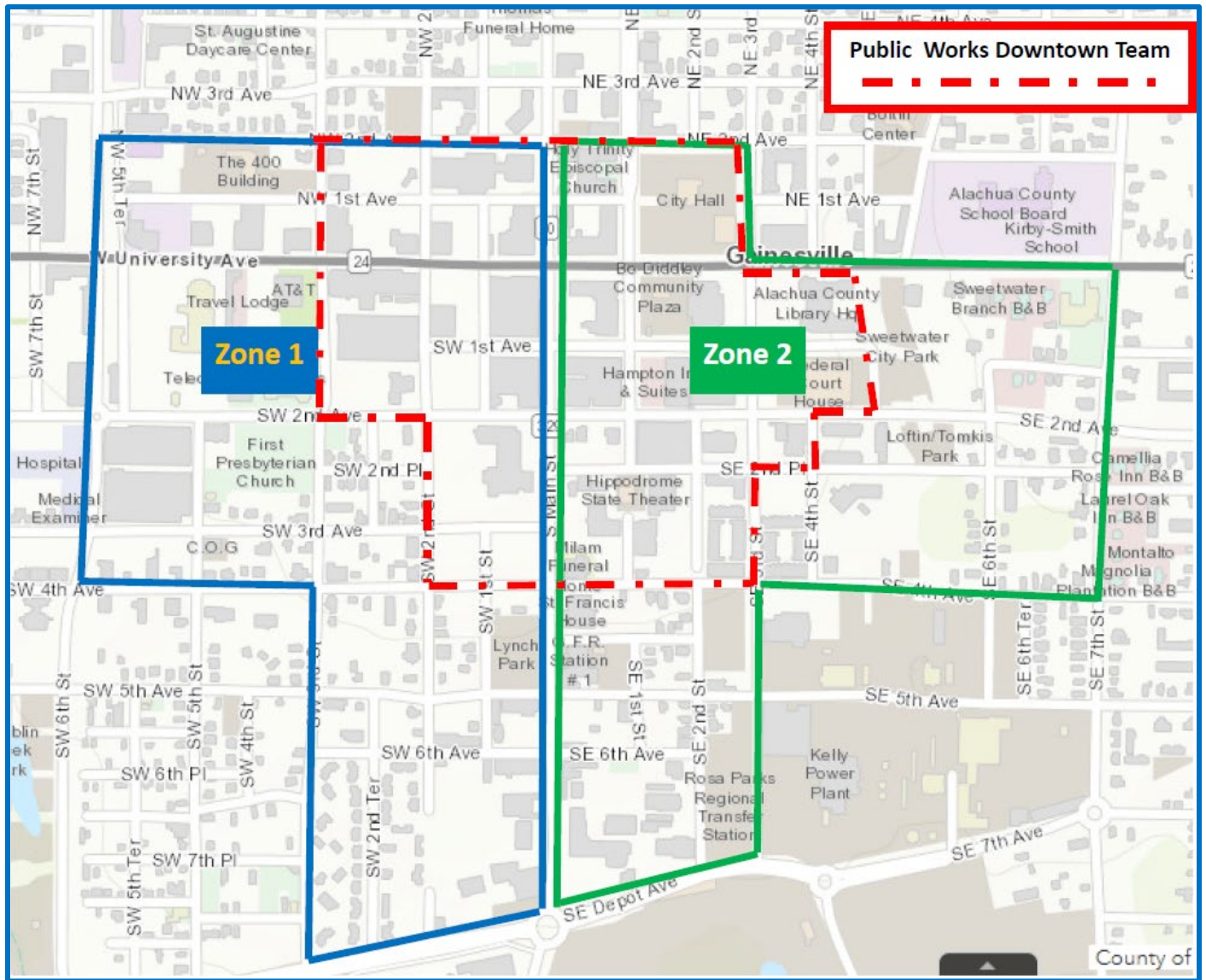


DEPLOYMENT & STAFFING PLAN

While the staffing plan for any Block by Block program is extremely flexible and built upon an agreed upon number of contract hours, we're providing the following staff deployment for purposes of this Initial Program Assessment. The days of the week and actual deployment schedule will be calibrated to goals of the City of Gainesville during the program implementation phase. Several considerations impact schedules such as peak traffic and high visibility hours, seasonal use patterns, special events, and core service areas.



Creating a visible presence of highly-engaged Ambassadors that seek out ways to interact and help people will have the greatest impact on the streets of downtown Gainesville is our most important goal with this program. Based on initial conversations and observations about district usage patterns, we recommend implementing a deployment plan. While this map may not be precise at the moment, we look forward to honing in on it with you during an implementation phase and continuing to adjust as data and experience requires.



The information above represents a draft coverage methodology, to be adjusted with feedback, data, and experience. Additionally, any cleaning services rendered inside the Public Works Downtown Team Area will be limited to basic litter abatement and reporting.

WEEKLY STAFFING SCHEDULE BY HOURS

Using the map and deployment zones on the previous page combined with the information provided, the chart below lays out a what a typical week might look like. This schedule is broken into two seasons to align with the higher traffic times during the school year. Additionally, the schedule is easily expandable in the event more service area, such as the corridor between downtown and midtown, is added. It is recommended that each scheduled shift includes:

- Foot, Bike and vehicle patrols
- Supervision on all shifts
- Fulltime, dedicated Social Service Outreach services

In addition, there is a full-time, dedicated Operations Manager assigned to this account that will serve as your daily point of contact.

Peak Season

Position	Zone	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total								
Safety Ambassadors	All	Walking Patrol	7:30am - 4:00pm		8	8	8	8	8		40								
	All	Walking Patrol	7:30am - 4:00pm		8	8	8	8	8		40								
		Walking Patrol	10:00am - 6:30pm	8							8	16							
		Walking Patrol	10:00am - 6:30pm	8							8	16							
		Walking Patrol	11:30am - 8pm		8	8	8					24							
	All	Walking Patrol	11:30am - 8pm		8	8	8					24							
	All	Walking Patrol	3:30pm - Midnight					8	8	8		24							
			3:30pm - Midnight					8	8	8	24								
Team Leader	All	Supervision	07:30am-4:30pm								0								
			10:00am-6:30pm	8							8								
			11:00am - 8:00pm		8	8	8					24							
			3:30pm -12:30am					8	8	8		24							
Outreach Coordinator	All	Social Outreach	7:30am-4:30pm		8	8	8	8	8		40								
Operations Manager	All	Working Manager	7:30am - 4:30pm			8	8	8	8		32								
			10:00am-6:30pm								8	8							
Daily Hours				24	48	56	56	56	56	48									
Total Scheduled Weekly Hours				Daily FTE								3	6	7	7	7	7	6	344

Off Peak Season

Position	Zone	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total								
Safety Ambassadors	All	Walking Patrol	7am - 3:30pm		8	8	8	8	8		40								
			10:00am - 6:30pm	8								8							
	All	Walking Patrol	11:30am - 8:00pm				8	8	8	8	32								
	All	Walking Patrol	11:30am - 8:00pm		8	8	8	8	8	8	48								
Team Leader	All		10:00am - 6:30pm	8							8								
			11:30am - 8:00pm		8	8	8	8	8			40							
Outreach Coordinator	All	Social Outreach	7:30am-4:30pm		8	8	8	8	8		40								
Operations Manager	All	Working Manager	7:00am - 3:30pm			8	8	8	8		32								
			11:30am - 8:00pm								8	8							
Daily Hours				16	32	40	48	48	48	24									
Total Scheduled Weekly Hours				Daily FTE								2	4	5	6	6	6	3	256

Average Weekly Hours			
	Peak Season	Off Peak Season	Average
# of Weeks	39	13	52
Safety Ambassadors	208	128	188
Team Leader	56	48	54
Outreach Coordinator	40	40	40
Operations Manager	40	40	40
TOTAL	344	256	322
FTE	8.6	6.4	8.05

* Positions scheduled for multiple shifts on the same day, or that extend beyond 40 hours per week, will be fulfilled by multiple personnel.

OPTIONAL WEEKLY STAFFING SCHEDULE BY HOURS

For your consideration, an optional deployment strategy that would allow for an extension of services, primarily in the afternoon and evening hours, to the University of Florida/Mid-Town areas, along West University to SW 2nd Avenue and from West 6th Street to West 13th Street. This deployment would allow for patrols to be implemented in the main areas where students traverse to patronize local businesses, providing a visible presence and access to public safety escorts. Additionally, in an effort to improve cleaning outcomes to the Downtown service area, we've added an optional daily cleaning detail to the secondary deployment and pricing.

Optional Peak Season

Position	Zone	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total				
DT Safety Ambassadors	DT 1	Walking/Bike Patrol	7:30am - 4:00pm		8	8	8	8	8		40				
	DT 2	Walking/Bike Patrol	7:30am - 4:00pm		8	8	8	8	8		40				
	DT 1	Walking/Bike Patrol	10:00am - 6:30pm	8						8	16				
	DT 2	Walking/Bike Patrol	10:00am - 6:30pm	8						8	16				
	DT 1	Walking/Bike Patrol	11:30am - 8pm		8	8	8				24				
	DT 2	Walking/Bike Patrol	11:30am - 8pm		8	8	8				24				
	DT 1	Walking/Bike Patrol	3:30pm - Midnight					8	8	8	24				
	DT 2	Walking/Bike Patrol	3:30pm - Midnight					8	8	8	24				
UF Safety Ambassadors	UF	Walking/Bike Patrol	3:30pm - Midnight	8	8	8	8	8	8	8	56				
	UF	Walking/Bike Patrol	3:30pm - Midnight	8	8	8	8	8	8	8	56				
Cleaning Ambassadors	DT 1 & 2	Litter, weed and Grafitti abatement, trash collection, spot pressure washing	7:00am - 3:30pm	8	8	8	8	8			40				
			7:00am - 3:30pm	8				8	8	8	32				
Team Lead		Supervision/Vehicle/Bike/Walking Patrol	10:00am-6:30pm	8							8				
			3:30pm -12:30am	8	8	8	8	8	8	8	56				
Outreach Coordinator	All	Social Outreach	7:30am-4:30pm		8	8	8	8	8		40				
Operations Manager	All	Contract Management/Working Manager	7:30am - 4:30pm			8	8	8	8		32				
			10:00am-6:30pm							8	8				
Daily Hours				64	72	80	80	88	80	72					
Total Scheduled Weekly Hours				Daily FTE				8	9	10	10	11	10	9	536

Optional Off Peak Season

Position	Zone	Task	Hours	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total				
DT Safety Ambassadors	All	Walking/Bike Patrol	7:00am - 3:30pm		8	8	8	8	8		40				
	All	Walking/Bike Patrol	10:00am - 6:30pm	8							8				
	DT 1	Walking/Bike Patrol	11:30am - 8:00pm		8	8	8	8	8	8	48				
	DT 2	Walking/Bike Patrol	11:30am - 8:00pm				8	8	8	8	32				
UF Safety Ambassadors	UF	Walking/Bike Patrol	2:30pm - 11:30pm	8	8	8	8	8	8	8	56				
	UF	Walking/Bike Patrol	2:30pm - 11:30pm					8	8	8	24				
Cleaning Ambassadors	DT 1 & 2	Litter, weed and Grafitti abatement, trash collection, spot pressure washing	7:00am - 3:30pm	8	8	8	8	8			40				
			7:00am - 3:30pm		8			8	8	8	32				
Team Lead	All	Supervision/Vehicle/Bike/Walking Patrol	10:00am - 6:30pm	8							8				
			2:30pm - 11:30pm	8	8	8	8	8	8	8	56				
Outreach Coordinator	All	Social Outreach	7:30am-4:30pm		8	8	8	8	8		40				
Operations Manager	All	Contract Management/Working Manager	7:00am - 3:30pm			8	8	8	8		32				
			11:30am - 8:00pm							8	8				
Daily Hours				40	56	56	64	80	72	56					
Total Scheduled Weekly Hours				Daily FTE				5	7	7	8	10	9	7	424

* Positions scheduled for multiple shifts on the same day, or that extend beyond 40 hours per week, will be fulfilled by multiple personnel.

Average Weekly Hours			
	Optional Peak Season	Optional Off Peak Season	Average
# of Weeks	39	13	52
DT Safety Ambassadors	208	128	188
UF Safety Ambassadors	112	80	104
DT Clean Ambassadors	72	72	72
Team Leader	64	64	64
Outreach Coordinator	40	40	40
Operations Manager	40	40	40
TOTAL	536	424	508
FTE	13.4	10.6	12.7

WAGES & BENEFITS

Based on our extensive resume operations around the country and in your region, combined with a salary studied powered by our partners at Indeed, we are recommending the following starting wage structure for those assigned to Gainesville Ambassador Program:

Position	Start	After 1 Year	After 2 Year
Safety Ambassadors	\$ 20.00	\$ 20.80	\$ 21.63
Team Leader	\$ 23.00	\$ 23.92	\$ 24.88
Outreach Coordinator	\$ 30.00	\$ 31.20	\$ 32.45
Operations Manager	\$ 80,000.00	\$ 84,000.00	\$ 88,200.00

Benefits
<ul style="list-style-type: none"> o Health and Dental Benefits – approx. 70% of eligible employees’ premium paid after 90 days of service o Paid Time Off – 64 annual hours o Holidays – 8 paid holidays o Birthday Pay – After one year of service o 401K – after one year of service



Uniforms and Branding

Our in-house graphic design team that will develop a unique uniform look for your Ambassador program. Most of the significant equipment will be branded with your logo and color scheme. Below are some considerations we created based on the branding conversations we had. *Please note, these are just starting concepts. We look forward to developing them with your input!*

Sample Uniform & Branding Looks



Sample Safety Patrol Vehicle Branding



Feather Flags for Enhanced Visibility



Sample Information Cards








Information Trike







PROPOSED EQUIPMENT SELECTIONS

Block by Block creates an all-inclusive program that includes all the important equipment – large and small - required for effective service delivery. Our equipment costs will be amortized over the course of a contract term and will be inclusive of all associated branding, insurance, maintenance, and operating costs. Below is a chart of proposed equipment that we would procure and maintain as a part of your Safety Ambassador Program.

EQUIPMENT	QTY	OVERVIEW	SAMPLE
Safety Patrol Vehicle	1	<p>The Chevy Bolt (or equivalent) with security lights and high visibility security markings will be used to quickly traverse the district. It will be important tool for the operations manager to audit sites and to quickly deploy staff to more remote areas of the district. The vehicle will also be used a back-up resposnde during incidents.</p> <p>This vehicle, like all major equipment, will be branded to match your Ambassadors' visual identity.</p>	
Patrol Bicycles E-Assist Models	2	<p>Bicycles are a great green tool, especially valuable in downtown programs to patrol large areas such as those required throughout the expanded downtown Gainesville area. They are increasingly being used by our Safety Ambassadors to get from Point A to Point B and begin a walking patrol. They are often used by supervisory staff to perform quality assurance checks.</p> <p>Bicycle patrols tend to be more accessible and hospitable than vehicle-based patrols.</p>	
Mobile Information Trike	1	<p>These carts are becoming very popular with Block by Block's customers. We fully customize the trike and cart with your brand and it can be used for information dissemination and as a home-base for patrols. During special events, this is a great way to create high visibility tool for a safety, foot patrol base.</p>	
Body Worn Cameras	14	<p>We propose that our Safety Ambassadors wear body cameras to enhance accountability and transparency in their interactions with the public, ensuring that their actions are properly documented and can be reviewed in case of disputes or incidents. These cameras serve as a valuable tool for gathering evidence in real-time, helping to deter potential wrongdoers and providing an objective record of events. Additionally, body cameras have proven to improve the professionalism and conduct of safety personnel.</p>	
Tactical First Aid Kits & Flashlights	14	<p>Your Safety Ambassadors will wear first aid kits to provide immediate medical assistance in the event of accidents, injuries, or medical emergencies that may occur on the premises they are responsible for. This readiness helps ensure prompt and potentially life-saving care while awaiting professional medical assistance. If requested, these kits can contain NARCAN and all Ambassadors would be trained on proper usage. Ambassadors who work in the evenings will also be outfitted with tactical flashlights.</p>	

Proposed Equipment Selections (continued)

EQUIPMENT	QTY	OVERVIEW	SAMPLE
Relay Devices	14	Even with all of the technological advances of the last ten years, we've still found that the 2-Way Radio is the best communication device for the Ambassadors to use amongst the team.	
iPhones to operate SMART System	12	All Ambassadors will be equipped with Block by Block's SMART System. This system allows us to track all of the metrics from the field using hand held devices based on the iOS platform. For more information on all of the SMART System's capabilities, please refer to the reporting section of this proposal.	
Cell Phones	2	In addition to the SMART System Devices that we will provide, these devices will feature phone and data plans in order for the staff and stakeholders of the district to reach. A few key positions will carry cell phones and this number would be broadly promoted for assistance and direct connections.	
Office Equipment	Various	Your Operations Manager is setup with a computer and printer to assist with human resources, trainings, reporting, and general stakeholder engagement. We will also help setup a breakroom for the ambassadors with a Kronos time clock, lockers, a fridge and a microwave.	



Equipment In Action:

Top Left:
Uniformed Safety Ambassadors with tactical belts including first aid kits and flashlights.

Top Right:
Ambassadors with radio mics and patrol bicycle complete with safety gear pack.

Bottom Left:
Example of Safety / Hospitality cart in action, to be deployed alongside major events.

TRAINING AND DEVELOPMENT

At Block by Block, we understand the importance of training to the overall success of a program. We have set the standard in our industry for the training our frontline employees and we continue to expand on the topics to keep the curriculum modern. Every firm talks about delivering training, but we really have built out topics and deliver training to our field employees that prepare them for every aspect of their position. Our in-depth training covers topics specific to each individual location as well as over-encompassing themes from our programming across the country. For our hybrid programs, we put a focus on cross-training employees to bring added value for our customers.

AMBASSADOR UNIVERSITY CORE CURRICULUM

NEW HIRE AMBASSADOR TRAINING	Topic	Hours	JOB SPECIFIC	CLEANING AMBASSADOR		MANAGEMENT TEAM TRAINING	SUPERVISORS/TEAM LEADERS	
	Intro to Block by Block	1		Operations Procedures - Cleaning	4		Leading Others	2
	Intro to BIDs	1		Paying Attention to Detail	1		Supervisory Scenarios	4
	Perceptions	2.5		SAFETY/HOSPITALITY AMBASSADOR			OPERATIONS MANAGER	
	Safety - Stop. Think. Act.	1		Operations Procedures - Safety	4		Intro to Block by Block	1
	Engaging the Street Population	2					BID Management Concepts	8
	Mental Health First Aid	4			Recruitment and Onboarding	8		
	Public Engagement (5-Part Series)	4			SMART System & Data Measuring	4		
	Meet Your District	2			Block by Block Administrative	8		
	Scavenger Hunt	4			HR Boot Camp Series	8		
	Must Know Info	2			HR Huddle Series	4		
	Defensive Driving (if applicable)	3			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



Training modules are captured in Cornerstone Learning Management System, which provides the delivery and tracking of progress. The documentation ensures Ambassadors receive the appropriate training before being assigned to the field to work alone. Each training module requires a passing score on a test to ensure the information is being retained.

KEY ELEMENTS OF BLOCK BY BLOCK'S AMBASSADOR TRAINING PROGRAM

Specific to your service area: We work with our clients to develop training specific to your service area and the services that will be provided. Learning modules and field training exercises help Ambassadors become true experts of the area and valuable resources for their communities.

Gamification of coursework: Training modules are assigned in Cornerstone are driven by employee participation, allowing managers to focus on other responsibilities rather than conducting training. The gamification of topics allows employees to test their knowledge in real-life scenarios after each course to ensure information is being attained and employees are ready for work in the field.

Training never stops: We fully believe in the continuation of training well past onboarding to keep our teams operating at the highest level. We have ongoing refresher courses based on feedback from the field that are delivered on a bi-monthly basis. Not only does ongoing training keep knowledge fresh for our Ambassadors, but it also helps maintain a level of consistency for all of our programs across the country.

Targeted series: In addition to ongoing training topics, we periodically release training series targeted at specific skills, positions or trends in the industry. We recently developed and distributed our four-week "Hospitality Habits" series as a company-wide refresher for best practices coming out of the COVID-19 pandemic. The interactive training challenged Ambassadors to focus on memorable interactions with the public.

Cross-training: Having a collaborative and unified team operating on behalf of Cobb County is of utmost importance for us. To help better unify services provided, each specific team will have fundamental basic training in each of the services; cleaning, safety and hospitality. Having employees with a baseline of knowledge in all fields allows for more flexibility in deployment and creates a more robust Ambassador Team.

Mental Health First Aid: All employees, regardless of position, are required to complete Mental Health First Aid training as part of their onboarding. This training prepares our frontline Ambassadors for situations they may come across in the field dealing with the unhoused or people experiencing mental crises.

HOW THE TRAINING IS DIFFERENT

In addition to the industry leading training suite offered to every Block by Block employee, Block by Block Safety Ambassadors will receive enhanced training that will help them deliver a higher degree of security services than a typical Ambassador. Some of these trainings include:

- CPR/First Aid
- Enhanced Mental Health First Aid
- De-escalation Technique and Practice
- Personal Defense Training
- Emergency Incident Management
- Worn Body Camera Protocol
- Enhanced Incident Report Writing
- Patrol & Call Response Techniques

Block by Block has partnered with AVADE De-Escalation Training Solutions to help augment our existing training tracts. We will utilize components of their robust online and in person security training programs in addition to having key Block by Block personnel trained as instructors for the following course curriculum:

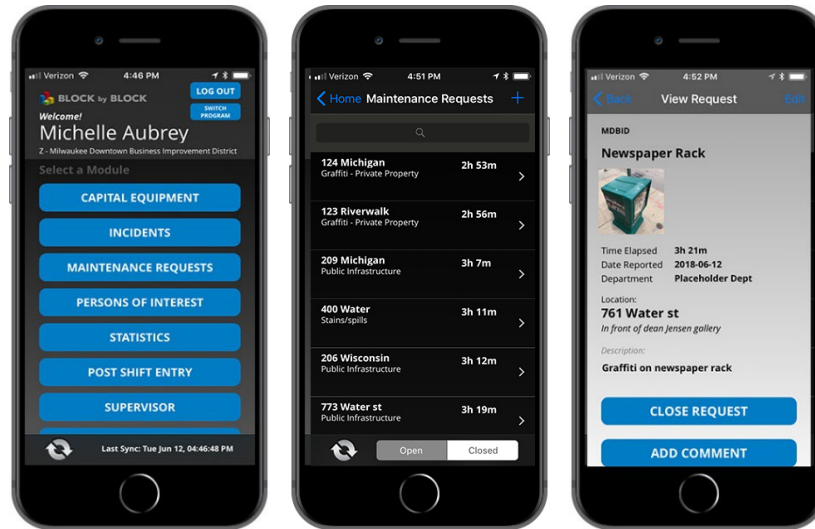
- De-escalation
- Active Shooter Response
- Defensive Tactical Solutions
- Safety Incident Reporting



REPORTING AND ACCOUNTABILITY

After spending years scouring the industry for a technology platform that could capture information related to our services, we realized each available system had significant limitations. We developed the SMART System from the ground up to be the most useful data reporting tool in the industry.

Ambassadors report directly from the field via an iPhone or iPad preloaded with the SMART System iOS app. This allows Ambassadors to enter data in real time in the field as opposed to tallying data by hand at the end of the shift. This provides detailed, time-stamped, and location-precise data for any metric important to your district. All of this data is compiled into robust monthly reporting that can be disseminated to your stakeholders.



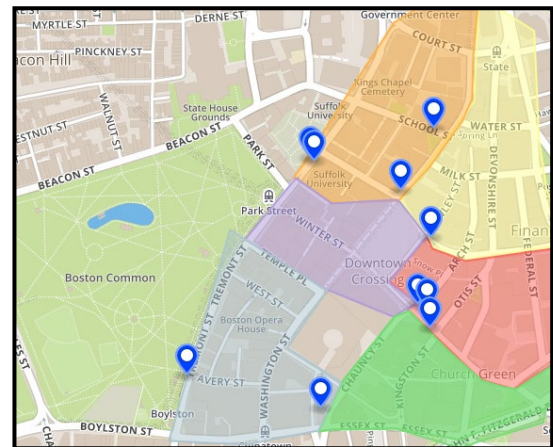
Here are some important things to know about the SMART System:

1. A Well Thought Out Design:

- Specifically designed to be used with an index figure, diminishing the perception that a team member is texting.
- Minimized number of key strokes required to record an entry, reducing time spent on the device and increasing time spent active in the field
- Intuitive and easy to use for all technology skill levels

2. Variety of Reporting Options to Best Suit Your Needs:

- See a drop-pin activity map of key district locations
- Draw a freeform polygon around any part of your system and see how many of X has occurred
- You can sort and filter by any date or time range. Want to see how many hospitality interactions took place in the last seven days? It's easy with the SMART System
- You can run a walk path cookie crumb trail of where the Ambassadors have been for any specific date and time period



- 👉 Draw a freeform polygon around any specific block and see how many times and for how long an Ambassador was present in the area
- 👉 With our Variance Report that allows you to quickly see how activities compare to previous periods.
- 👉 Efficiency metrics will let us see how many of an activity we complete per hour, allowing us to better challenge our staff to increase productivity.

Variances					
Variance Type	Start Date	End Date	Export All to CSV Export Data		
12 Month Range	03/01/2015	03/31/2015	Go		
Tasks (show)					
Select All Select None Select Inverse					
TASK	MAR 01 - MAR 31, 2014	MAR 01 - MAR 31, 2015	VARIANCE	% CHANGE	
Bicycle (miles)	554	70	-484	-87.36	
Business Contact	98	19	-79	-80.61	
Business Contacts	0	94	94	100	
Flower Watering (gallons)	700	91	-609	-87	
Graffiti (illegal posting) - Removed	0	231	231	100	
Graffiti - Forwarded for Action	31	68	37	54.41	
Graffiti - Removed	90	19	-71	-78.89	
Gum Spot Removal	6	10	4	40	

3. Maintenance Reports and Incident Reports

The system allows for the following to be completed:

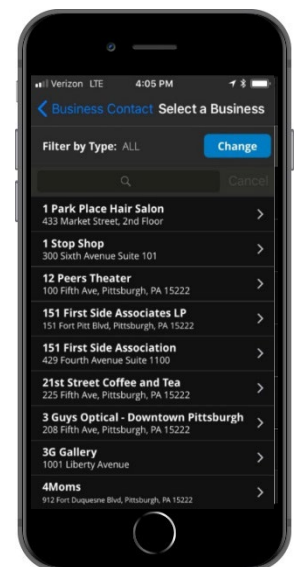
- 👉 Maintenance Reports can easily be emailed to the appropriate agency. For example, any reported burned out street light can be emailed directly to the appropriate department in the city that handles street light repairs.
- 👉 Incident Reports can be assigned one of three different priority levels. If a red priority level is assigned that means the report will be emailed to all noted parties immediately upon entry. A yellow incident report will be emailed the next business day and a green report can be recalled directly from the system.

4. Tie specific activities to properties in your district.

- 👉 We've built a system where via Excel we can import your business database, listing both properties and their corresponding businesses.
- 👉 Every activity entered via SMART can be associated with a specific business and property.
- 👉 By rolling up single and multiple businesses to a specific property you can see exactly what services have been provided to each property.

5. Quality Assurance Reports

- 👉 Your local Management team will conduct daily checks on the Ambassadors as is expected. Our reports provide feedback on those interactions by asking the following questions;
 - "Was the Ambassador on task upon observation?"
 - "Did their uniform meet standards?"
 - "Were they actively engaging the public?"
 - And providing an opportunity to assign training scenarios to that Ambassador.
- 👉 Each report is logged to a specific Ambassador to be utilized in their evaluations
- 👉 Each report is geotagged to a specific location so we can see where we are observing the Ambassadors



OVERALL PROGRAM BUDGET

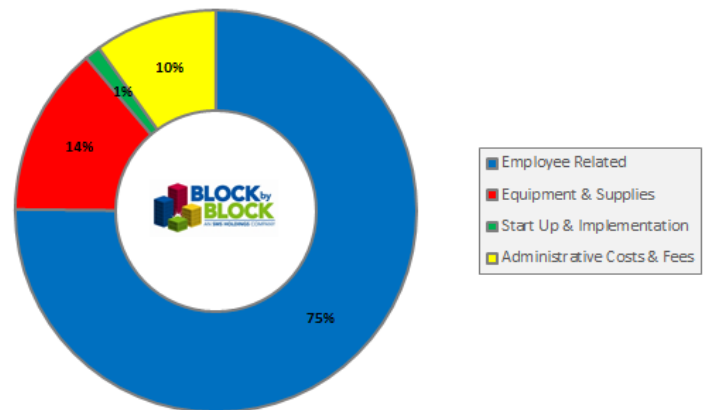
We understand the importance of maximizing the outcomes of our customer’s investment into their operating budget. Taking that in consideration, we have included everything we believe will make an impactful operation. Pricing includes:

- ⚡ All labor costs to include wages, payroll taxes, payroll insurance, and liability insurance
- ⚡ Program setup, intensive ambassador training, on-going reporting and evaluation
- ⚡ Employee benefits to include holiday pay, paid time off, retirement plans, and contributions towards employee healthcare, dental and vision care
- ⚡ All recommended equipment including related operational and insurance costs
- ⚡ All consumable supplies, uniforms, and wearables
- ⚡ Block by Block’s support and oversight through a dedicated Program Manager and Regional Vice President
- ⚡ All associated management fees and profit

3 YEAR BUDGET SUMMARY						
Category	Year 1		Year 2		Year 3	
	\$	%	\$	%	\$	%
Labor (wages, taxes and liabilities)	\$ 482,059.35	66.27%	\$ 502,283.64	66.68%	\$ 523,364.01	67.20%
Benefits (helath, dental, vision, life insurance & PTO)	\$ 56,601.18	7.78%	\$ 59,362.62	7.88%	\$ 61,083.38	7.84%
Labor Related (background checks, recruiting, awards, etc.)	\$ 7,913.81	1.09%	\$ 7,992.67	1.06%	\$ 8,074.68	1.04%
Uniforms	\$ 13,077.23	1.80%	\$ 13,077.23	1.74%	\$ 13,077.23	1.68%
Cell phone & Relay data plans	\$ 6,912.00	0.95%	\$ 6,912.00	0.92%	\$ 6,912.00	0.89%
Equipment (vehicle, office setup, communication tools, etc.)	\$ 24,810.41	3.41%	\$ 24,810.41	3.29%	\$ 24,810.41	3.19%
Equipment Related (fuel, maintenance, insurance, parking)	\$ 13,916.25	1.91%	\$ 14,731.48	1.96%	\$ 15,546.71	2.00%
Office/Storage Location	\$ 33,312.00	4.58%	\$ 33,312.00	4.42%	\$ 33,312.00	4.28%
PPE & Basic Janitorial Supplies	\$ 1,060.00	0.15%	\$ 1,060.00	0.14%	\$ 1,060.00	0.14%
Office Supplies, Shipping & Marketing Material	\$ 2,042.50	0.28%	\$ 2,042.50	0.27%	\$ 2,042.50	0.26%
Start up Cost (Amortized over 3 years)	\$ 9,241.75	1.27%	\$ 9,241.75	1.23%	\$ 9,241.75	1.19%
Taxes & Miscellaneous	\$ 4,400.00	0.60%	\$ 4,400.00	0.58%	\$ 4,400.00	0.56%
Administrative Support (mgmt., travel, systems admin, etc.)	\$ 18,214.58	2.50%	\$ 18,214.58	2.42%	\$ 18,214.58	2.34%
Profit (8.0% of total)	\$ 53,884.88	7.41%	\$ 55,795.27	7.41%	\$ 57,691.14	7.41%
ANNUAL TOTAL	\$ 727,445.95	100.0%	\$ 753,236.16	100.0%	\$ 778,830.39	100.0%
% Increase Year Over Year	0%		3.55%		3.40%	

¹. A base for operations is typically provided by our customers or secured through local relationships. If this turns out to be the case we will remove the office allocation from pricing

Program Cost Allocation



VARIABLE PRICING OPTIONS:

As you can see from the charts above and to the right, Block by Block’s pricing is extremely transparent. We want you to be assured that the valuable investments being made by you and your stakeholders are being stewarded appropriately.

Our pricing is ultimately based on a block of agreed upon hours and since the overwhelming majority of your costs are employee related, you are ultimately in control of this budget based on deployment / staffing levels.

OPTIONAL PROGRAM BUDGET

To include an expansion of services that extends to Mid-Town/UF Campus area and adds a daily Clean Team detail.

3 YEAR BUDGET SUMMARY	Total Programming		DT Safety		DT Clean		UF - Mid Town Corridor	
	Year 1		Year 1		Year 1		Year 2	
Category	\$	%	\$	%	\$	%	\$	%
Labor (wages, taxes and liabilities)	\$ 711,354.47	70.59%	\$ 367,402.86	36.46%	\$ 140,707.48	13.96%	\$ 203,244.13	20.17%
Benefits (health, dental, vision, life insurance & PTO)	\$ 89,242.66	8.86%	\$ 46,092.36	4.57%	\$ 17,652.39	1.75%	\$ 25,497.90	2.53%
Labor Related (background checks, recruiting, awards, etc.)	\$ 11,133.47	1.10%	\$ 5,750.25	0.57%	\$ 2,202.22	0.22%	\$ 3,180.99	0.32%
Uniforms	\$ 20,631.15	2.05%	\$ 10,655.65	1.06%	\$ 4,080.89	0.40%	\$ 5,894.61	0.58%
Cell phone & Relay data plans	\$ 6,912.00	0.69%	\$ 3,569.93	0.35%	\$ 1,367.21	0.14%	\$ 1,974.86	0.20%
Equipment (vehicle, office setup, communication tools, etc.)	\$ 24,810.41	2.46%	\$ 12,814.17	1.27%	\$ 4,907.55	0.49%	\$ 7,088.69	0.70%
Equipment Related (fuel, maintenance, insurance, parking)	\$ 16,581.25	1.65%	\$ 8,563.94	0.85%	\$ 3,279.81	0.33%	\$ 4,737.50	0.47%
Office/Storage Location	\$ 5,412.00	0.54%	\$ 2,795.21	0.28%	\$ 1,070.51	0.11%	\$ 1,546.29	0.15%
PPE & Basic Janitorial Supplies	\$ 4,076.00	0.40%	\$ 2,105.19	0.21%	\$ 806.24	0.08%	\$ 1,164.57	0.12%
Office Supplies, Shipping & Marketing Material	\$ 2,275.00	0.23%	\$ 1,175.00	0.12%	\$ 450.00	0.04%	\$ 650.00	0.06%
Start up Cost (Amortized over 3 years)	\$ 9,241.75	0.92%	\$ 4,773.21	0.47%	\$ 1,828.04	0.18%	\$ 2,640.50	0.26%
Taxes & Miscellaneous	\$ 4,400.00	0.44%	\$ 2,272.53	0.23%	\$ 870.33	0.09%	\$ 1,257.14	0.12%
Administrative Support (mgmt., travel, systems admin, etc.)	\$ 26,956.58	2.68%	\$ 13,922.63	1.38%	\$ 5,332.07	0.53%	\$ 7,701.88	0.76%
Profit (8.0% of total)	\$ 74,642.14	7.41%	\$ 38,551.43	3.83%	\$ 14,764.38	1.47%	\$ 21,326.33	2.12%
ANNUAL TOTAL	\$ 1,007,668.88	100.0%	\$ 520,444.37	51.6%	\$ 199,319.12	19.8%	\$ 287,905.39	28.6%
Year 2	\$ 1,040,047.88	3.21%						
Year 3	\$ 1,071,725.45	3.05%						

Capital Equipment				
Items	Unit Price	Qty	Total	Amortized
Power Washer (Hot water, Trailer Mounted)	\$ 16,500.00	1.00	\$ 16,500.00	\$ 6,204.60
Base Hand and power tool set	\$ 350.00	1.00	\$ 350.00	\$ 131.61
Info Cart Trike (Basic)	\$ 3,650.00	1.00	\$ 3,650.00	\$ 1,372.53
E-Bike	\$ 1,700.00	4.00	\$ 6,800.00	\$ 2,557.05
Relays	\$ 158.00	12.00	\$ 1,896.00	\$ 712.96
Body Worn Cameras	\$ 450.00	10.00	\$ 4,500.00	\$ 1,692.16
Computers & Printer (OM, Outreach, TL)	\$ 2,300.00	3.00	\$ 6,900.00	\$ 2,594.65
Lockers (Bank of 5)	\$ 550.00	3.00	\$ 1,650.00	\$ 620.46
iPhones/SMART Devices	\$ 450.00	12.00	\$ 5,400.00	\$ 2,030.60
Snow Blower (small)	\$ 950.00	-	\$ -	\$ -
Office & Break Room Set Up	\$ 3,800.00	1.00	\$ 3,800.00	\$ 1,428.94
Vehicle Wrap	\$ 4,200.00	1.00	\$ 4,200.00	\$ 1,579.35
Mega Brutes	\$ 675.00	2.00	\$ 1,350.00	\$ 507.65
Time Clock	\$ 2,700.00	1.00	\$ 2,700.00	\$ 1,015.30
Marketing & Branding set (Feather Flag, Collateral, Window Clings)	\$ 1,500.00	1.00	\$ 1,500.00	\$ 564.05
TOTAL			\$ 56,996.00	\$ 21,432.57

LEASED EQUIPMENT				
Items	Unit Price	Qty	Lease Months	Total
Ford F150 Crew Cab	\$ 58,000.00	1.00	36.00	\$ 19,333.33
TOTAL				\$ 57,441.61

IN SUMMARY

The preceding pages provide a brief illustration of what a Gainesville Downtown Safety Ambassador Program might look like. We hope this can serve as a jumping off point for future discussions on how implementing an Ambassador service model into your community. The bottom-line goal is to improve the quality of life for your businesses, residents, students and visitors while stewarding public dollars in an efficient manner and reducing burdens on your staff. As you continue to work through the best way forward, we will remain available for further discussion and guidance on implementing a program that matches the extensive investments already made in the downtown area and the exciting plans for the future.

ABOUT BLOCK BY BLOCK

The decision to hire Block by Block immediately brings years of best practices and lessons learned to serve as the foundation of the program we'll create for you.

Quick Facts

- 🧩 Began first Ambassador Program in our home town of Louisville, KY in 1995.
- 🧩 Leading place-management company in the country, operating Ambassador Programs in more than 150 locations, inclusive of downtown districts, parks, transit systems and college campuses.
- 🧩 Privately held and owned by SMS Holdings of Nashville, TN, which supports us with back office and infrastructure investment.

What's Supporting Your Ambassador Program?

- 🧩 Our Louisville Support Centers houses our staff of team members that will support the local team of Ambassadors. This includes specific personnel who assist with recruitment, the SMART system, procurement and graphic design.
- 🧩 We've taken everything we've learned about serving in public spaces and have built out a detailed video-based training series, which is housed on our Learning Management System for the best possible dissemination and tracking.
- 🧩 Our Management 360 system gives your Operations Manager a training experience that trains them not only how to manage a program, but now to problem solve for your program. This system then puts a significant number of support tools at their fingertips.
- 🧩 Our program within the Louisville Downtown Management District serves as our 'lab' for developing new strategies and testing emerging technology, which are then shared with all programs across the country.





City of Gainesville Agenda Item Report

File Number: 2024-614

Agenda Date: August 15, 2024

Department: Gainesville Community Reinvestment Area

Title: 2024-614 Notice of Intent to Purchase Sole/Single Sources Services Award Recommendation for Ambassador Program Services (B)

Department: Gainesville Community Reinvestment Area (GCRA)

Description: Request for City Commission approval to award the Notice of Intent to Purchase Sole/Single Source Services for an Ambassador Program to Mydatt Service, Inc. dba Block by Block for a three-year contract with two (2) one-year renewals. Block by Block will provide a variety of Ambassador services within Downtown Gainesville and the West University Avenue Corridor, including safe and clean services, houseless outreach, visitor information, parking monitoring, and other services. The Ambassador Program will be operational seven days a week within these two areas.

Fiscal Note: The total contract cost for the three years is \$3,119,442: \$1,007,668 in FY 2025; \$1,040,047 in FY 2026; and \$1,071,725 in FY 2027. The contract will be funded from the Downtown Strategic Plan program and the College Park/University Heights Redevelopment Trust Fund.

Explanation:

On April 15, 2024, the Department of Financial Services – Procurement Division issued a Notice of Intent to Purchase Ambassador Program Services to include: cleaning, security, houseless outreach and others that are enumerated in the attached solicitation. Block by Block is an industry leader in providing Ambassador services with a number of clients throughout the United States and was identified by staff as the sole source to provide these services for the Gainesville community.

Staff proposes the Ambassador Program for Downtown and the West University Corridor to further implement the Downtown Gainesville Strategic Plan that identified six major goals of which one is to Maintain and Enhance downtown. Exhibits 1 and 2 in the attached “Scope of Services” illustrate the areas covered by this program. This goal was in response to feedback from leaders, stakeholders, and community members during the Downtown Plan engagement process who were concerned about everything from broken and dirty sidewalks, unsafe conditions, a lack of lighting, and poorly maintained landscaping. In response to these concerns, the Downtown Plan states:

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 ... With stability in place, downtown can then move to the next task of investing in the built environment and additional redevelopment, opening the next chapter for Downtown Gainesville's evolution.

The Ambassador program will include safety and cleaning activities in addition to the following:

- Safety Engagements
- Interacting with Unhoused Population
- Safety Escorts
- Documenting and Reporting
- Downtown Cleaning
- Hospitality and Public Interaction
- Business Visits

These services will be provided by an ambassador team consisting of Safety Ambassadors and Cleaning Ambassadors, whose number will be based on a minimum number of hours per week, two Team Leaders, one Outreach Coordinator to assist Gainesville Fire and Rescue and social service agencies with the houseless outreach, and one Operations Manager.

The total cost of the Ambassador program in FY 2025 is \$1,007,668.88 and will be funded from the Downtown Strategic Plan program and from the College Park/University Heights Redevelopment Trust Fund. The costs are apportioned in the following manner:

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

Labor costs, including wages, benefits, and recruitment account for more than 81 percent of the budget, followed by Contractor profit at 8 percent. The remainder of the budget is comprised of equipment (vehicles), administrative support, uniforms and miscellaneous. Staff is proposing to lease space at no cost to Block by Block in the Southwest Garage, which will save approximately \$30,000 annually.

Strategic Connection:

- Goal 1: Equitable Community
- Goal 2: More Sustainable Community
- Goal 3: A Great Place to Live and Experience
- Goal 4: Resilient Local Economy
- Goal 5: "Best in Class" Neighbor Services

Recommendation: The Gainesville City Commission: 1) approve the Notice of Intent to Purchase Sole/Single Source Services award to Mydatt Service, Inc. dba Block by Block, 2) authorize the City Manager or their designee to execute a three-year contract totaling \$3,119,442 with two (2) one-year renewals subject to budget authorization and approval of the City Attorney or as to form and legality.











CONT-005463 Agreement for Ambassador Program Services (MYDATT SERVICE INC.)

Final Audit Report

2024-09-12


Created:	2024-09-10
By:	Jamil Ramirez (ramirezja@cityofgainesville.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAAstOLFvs6pO8GLNoHf7r9mumalX6y9KTX

"CONT-005463 Agreement for Ambassador Program Services (MYDATT SERVICE INC.)" History


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2024-09-10 - 7:03:29 PM GMT
-  Email viewed by dhughes@blockbyblock.com
2024-09-10 - 7:45:30 PM GMT
-  Signer dhughes@blockbyblock.com entered name at signing as Derreeck Hughes
2024-09-10 - 9:57:31 PM GMT
-  Document e-signed by Derreeck Hughes (dhughes@blockbyblock.com)
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