



Rick Lemmo,
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Helen McDonagh,
Treasurer
Joe Stitick,
Secretary

Dennis De Pietro
Carol Jacobs
Phil Lanzafame

**Downtown Glendale Association
Sidewalk Operations, Beautification and Order
(SOBO) Committee
Thursday, March 19th, 2015, 11:30a.m.
100 N Brand Blvd. - Basement Conference Room,
Glendale, CA 91203**

AGENDA

1. Introductions – Dennis De Pietro, Chair
2. Public comment and announcements
3. Review of budget for YTD Fiscal Year 2015
4. Updates:
 - a. Contract with City on cleaning parking lots
 - b. Update on Block by Block contract, month to month, banked hours
 - c. Bob Perry report to the City – status of trees on Brand
 - d. Work with GPD;
5. San Diego trip results:
 - a. Contractor vs. in-house maintenance;
 - b. cost comparison, combining landscaping with pressure washing and ambassadors
 - c. Acquisition of new equipment, truck, pressure washer
 - d. Commencement date
 - e. Recommendation, if any, to Board **Action Item**
6. Next Meeting: _____

BROWN ACT: *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the meeting room door as well as the DGA office door. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Nick Lemmo at 818 476-0120 x 420 at least 48 hours prior to the meeting*

Downtown Glendale Association
Profit & Loss Budget Performance
 December 1, 2014 through February 28, 2015

	Feb 2015	Budget	Dec 1, '14 - Feb 28, 14	YTD Budget	Annual Budget
Income					
Assessment Income	0.00	300,159.33	453,869.56	300,159.33	900,478.00
Carry Forward			212,071.76	212,071.76	212,071.76
Non Assessment Revenue		1,666.67		5,000.00	20,000.00
Interest Income			97.46		
Total Income	0.00	301,826.00	666,038.78	517,231.09	1,132,549.76
Expense					
SOBO					
Landscape Architect		416.67		1,250.00	5,000.00
Maintenance Provider	30,717.41	31,666.67	92,152.23	95,000.00	380,000.00
Operations Director	9,166.66	9,166.67	30,199.98	27,500.00	110,000.00
Public Space Maintenance	2,440.73	3,000.00	5,962.73	9,000.00	36,000.00
Rent, Parking, Utilities	1,580.00	1,250.00	3,450.00	3,750.00	15,000.00
SOBO Misc	221.91	2,083.33	221.91	6,250.00	25,000.00
Capital Improvements	0.00	2,250.00		6,750.00	27,000.00
Supplies	0.00	83.33	325.91	250.00	1,000.00
Uniforms	0.00	83.33		250.00	1,000.00
Total SOBO	44,126.71	50,000.00	132,312.76	150,000.00	600,000.00



Downtown Glendale Association

Monthly Hours Detail		Page 1 of 1
Customer #	12850	
Account #	2850	
Service From	12/31/2014	
To	12/29/2015	

2015	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Week 1	255.25	326.00										
Week 2	262.50	287.50										
Week 3	288.00	282.00										
Week 4	287.00	309.50										
Week 5												
Add'l Svc/BOT	8.50	4.75										
Adjustments												
TOTAL	1,101.25	1,209.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Weeks	4	4										
Contracted Hours	288.00	288.00										
Previous Month Bank	513.50	564.25										
This Month's Bank	50.75	-57.75										
TOTAL Bank	564.25	506.50										



Ambassador Report

February 2015



Cleaning Statistics

January 2013 through February 2015

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Graffiti - Forwarded for Action	'13	0	5	0	0	3	1	2	2	4	0	0	1	18
	'14	4	0	2	1	0	1	3	0	2	1	2	2	18
	'15	5	16	--	--	--	--	--	--	--	--	--	--	21
Property Condition Reports - Forwarded	'13	0	4	3	1	3	3	0	2	0	0	0	0	16
	'14	2	0	1	0	1	2	0	2	4	3	2	4	21
	'15	7	5	--	--	--	--	--	--	--	--	--	--	12
Trash (lbs)	'13	0	2925	3550	3300	3475	3150	4925	4775	5850	4025	5475	4800	46250
	'14	3600	3575	4175	4425	6150	4425	5000	4750	4600	4190	2940	4210	52040
	'15	4100	3700	--	--	--	--	--	--	--	--	--	--	7800
Weed Abatement (block faces)	'13	0	85	99	66	89	52	47	50	22	29	26	22	587
	'14	78	79	121	126	100	73	43	53	43	41	37	143	937
	'15	152	174	--	--	--	--	--	--	--	--	--	--	326
Graffiti - Removed	'13	0	87	36	59	34	29	31	24	14	20	23	22	379
	'14	23	15	10	22	27	7	4	2	2	3	22	18	155
	'15	11	32	--	--	--	--	--	--	--	--	--	--	43
Bus Stops Cleaned	'13	0	352	324	449	397	463	399	477	475	581	657	692	5266
	'14	611	560	596	596	638	542	565	536	497	603	495	595	6834
	'15	575	479	--	--	--	--	--	--	--	--	--	--	1054
Gum Spots Removed	'13	0	0	0	0	0	0	0	0	0	0	0	0	0
	'14	111	223	356	249	588	573	398	465	522	915	444	666	5510
	'15	861	913	--	--	--	--	--	--	--	--	--	--	1774
Trash (Bags collected)	'13	0	117	142	132	139	126	195	191	235	166	220	192	1855
	'14	144	143	167	176	246	177	164	159	184	189	147	193	2089
	'15	164	148	--	--	--	--	--	--	--	--	--	--	312
Cigarette Receptacles Emptied	'13	0	538	468	624	573	543	537	617	601	715	675	650	6541
	'14	570	585	584	599	541	514	491	496	522	445	452	617	6416
	'15	608	548	--	--	--	--	--	--	--	--	--	--	1156
Trash Removed From News Racks	'13	0	232	111	66	36	27	63	146	138	176	167	168	1330
	'14	183	210	159	125	164	139	104	117	107	192	121	179	1800
	'15	161	139	--	--	--	--	--	--	--	--	--	--	300
Tree Grates Missing Parts	'13	0	9	1	0	51	0	55	0	0	0	0	29	145
	'14	1	0	2	0	1	0	0	3	0	7	9	15	38
	'15	10	57	--	--	--	--	--	--	--	--	--	--	67
Tree Grates Cleaned Out	'13	0	900	1173	1073	1006	1140	1264	1324	1546	1596	1321	1513	13856
	'14	1339	1114	1235	1217	1121	982	956	1054	826	1064	829	1217	12954
	'15	1352	2212	--	--	--	--	--	--	--	--	--	--	3564
Stickers/Flyers/Posters Removed	'13	0	420	223	257	130	89	131	130	80	133	104	166	1863
	'14	180	244	96	89	117	96	72	79	125	66	39	114	1317
	'15	86	140	--	--	--	--	--	--	--	--	--	--	226

Trash removed from news racks - There was an error in the recording of the statistics in January, the number 1 was missing when entered. The proper count is 161 for January.

Tree grates missing parts - The same tree grates are being reported by different ambassadors. The Operations Manager is working on plotting each location on one map and color coding the locations to represent SEVERE or MODERATE damage.

Stickers/Flyers/Posters removed - Several flyers advertising valentines day specials were removed from street lights, parking machines and empty store front windows.

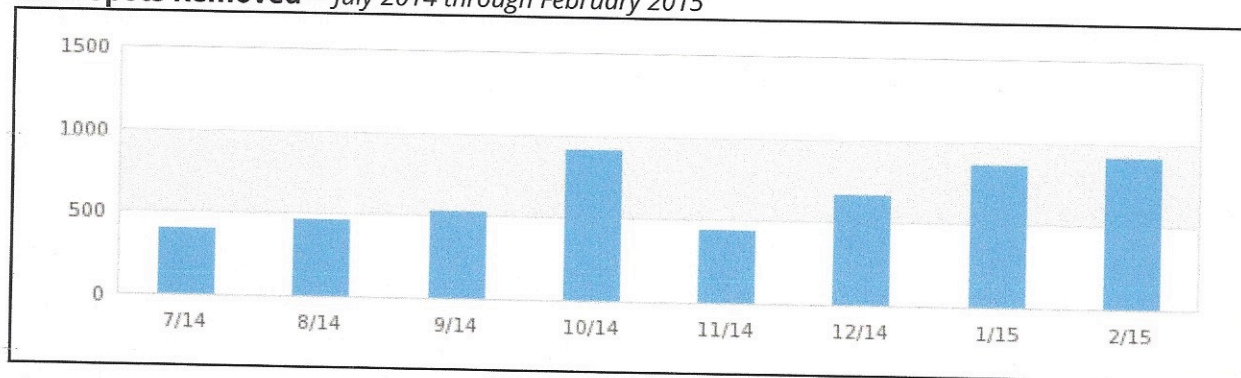
6

January 2013 through February 2015

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Power Washing (block faces)	'13	0	70	77	75	57	56	63	72	76	91	76	80	793
	'14	86	61	63	84	84	96	88	82	0	103	81	39	867
	'15	93	80	--	--	--	--	--	--	--	--	--	--	173
Power Washing (hours)	'13	0	144	168	172	164	157	173	168	160	184	144	148	1782
	'14	168	136	156	184	152	168	160	176	180	224	118	114	1936
	'15	168	144	--	--	--	--	--	--	--	--	--	--	312
Power Washing (sq. footage)	'13	0	87896	97050	90485	184000	155400	229200	263520	273600	327900	271800	290400	2271251
	'14	316800	227200	229800	304200	303000	346800	319200	273200	277750	507275	313875	151125	3570225
	'15	360375	291625	--	--	--	--	--	--	--	--	--	--	652000
Gum Spots Removed	'13	0	0	0	0	0	0	0	0	0	0	0	0	0
	'14	111	223	356	249	588	573	398	465	522	915	444	666	5510
	'15	861	913	--	--	--	--	--	--	--	--	--	--	1774

Power washing hours - fewer days in the month and rainy weather decreased the hours worked.

Gum Spots Removed -- July 2014 through February 2015



In the last eight months, the ambassadors have removed over 4,784 gum spots. That is equivalent to nearly 30 pounds and approximately \$275 worth when purchased at the store.

Before and After



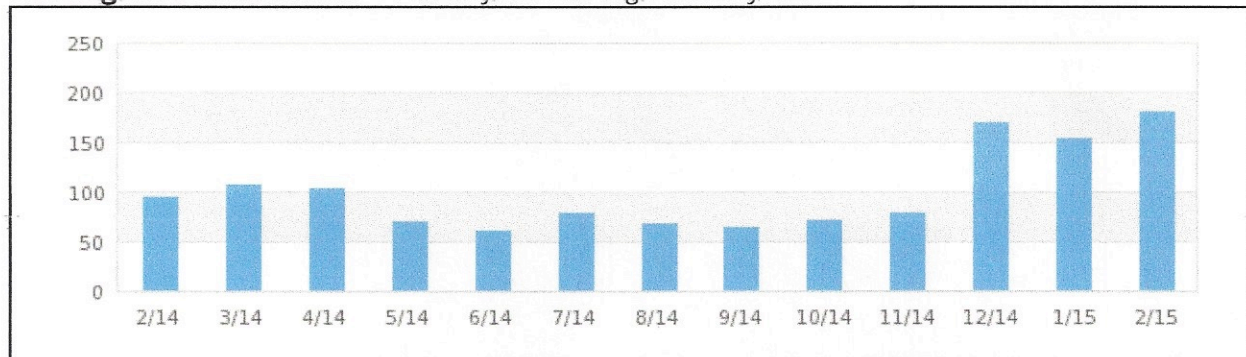
Hospitality Statistics

January 2013 through February 2015

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Maps / Publications Distributed	'13	0	9	13	14	9	0	9	5	8	6	13	19	105
	'14	8	0	4	2	6	1	2	3	3	5	10	33	77
	'15	15	13	--	--	--	--	--	--	--	--	--	--	28
Parking Related Assistance	'13	0	42	42	24	22	27	47	51	47	49	39	37	427
	'14	34	29	16	17	16	9	7	8	16	18	21	90	281
	'15	92	128	--	--	--	--	--	--	--	--	--	--	220
Homeless	'13	0	20	9	12	13	16	75	105	48	64	47	58	467
	'14	43	22	18	15	22	38	35	35	22	48	32	46	376
	'15	42	57	--	--	--	--	--	--	--	--	--	--	99
Directions Given - General	'13	0	195	279	197	223	194	261	301	230	303	329	361	2873
	'14	364	253	288	256	246	204	224	230	216	277	255	341	3154
	'15	369	427	--	--	--	--	--	--	--	--	--	--	796
Pedestrian Assistance	'13	0	35	24	21	20	28	53	55	35	35	31	32	369
	'14	37	37	32	25	14	16	10	14	8	48	9	186	436
	'15	185	198	--	--	--	--	--	--	--	--	--	--	383
Parking Meter Assistance	'13	0	75	161	101	102	56	109	114	109	85	73	98	1083
	'14	103	95	107	104	69	60	78	67	64	72	78	170	1067
	'15	154	181	--	--	--	--	--	--	--	--	--	--	335

The ambassadors assisted over 1,000 people this month, that's nearly 35 people each day. Not including the general greetings of "Hello and Good morning," as they complete their daily duties.

Parking Meter Assistance -- February 2014 through February 2015



Hospitality Highlights

Hospitality Training

On February 26th, 2015, all the Ambassadors attended a two hour long Hospitality and Customer service training at the Americana. The training was provided by Anthony Henry, Director of Guest Services, with Caruso Affiliated.

The ambssadors were taught the 10 rules for success and learned that it's the small details that make guests feel welcomed, valued, and respected.

GO BIG, WORK HARDER, NEVER SIT STILL, ALWAYS DO and BE FFLEXIBLE are just a few tips provided to the ambassadors.

Uniform Upgrade

The ambassadors can now be seen on the streets rocking their new DGA name tags. Being on a first name basis with pedestrians on the street is always a best practice.



Team Photo



New Name Tags



Ambassador Fernando is in the business of giving smiles and making Downtown Glendale an even more friendlier place to Live, Work and Play.



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March 15, 2015

Dennis De Pietro
Chair, Sidewalk Operations, Beautification and Order Committee

SUBJECT: Proposed new maintenance system for FY 2015

Dear Dennis:

As per the request of the SOBO Committee at its October 28th, 2014 Committee, NCPS is providing the Committee with an "Apples to Apples" comparison, of providing the SOBO services in house, via NCPS Services and compare them to the current Service Providers.

I hope that this comparison provides enough clarity to the Committee and the Board to make a rationale choice in this matter.

Sincerely,

Marco Li Mandri
Principal, New City Public Spaces

NCPS Proposal with Block by Block Comparison

Category	NCPS	BBB	NCPS Hours	BBB Hours	Notes
Labor	\$262,000.00	\$259,582.79	302 HR/Week	288 HR/Week	5% Increase in Hours w/ NCPS
Benefits	\$27,530.00	\$26,900.22			
Labor Related (background checks, recruiting, awards, etc)	\$2,200.00	\$3,864.90			
Uniforms	\$2,500.00	\$2,879.28			
Janitorial Supplies	\$2,650.00	\$2,400.00			
Equipment	\$5,680.00	\$17,683.07			Proposed \$12k contract reduction to offset the cost of pressure washer and truck
Equipment Related (insurance, fuel & maintenance	\$17,350.00	\$17,176.00			
Cell Phones	\$2,400.00	\$1,952.00			
Office Supplies & Printing	\$500.00	\$900.00			
Miscellaneous	\$1,000.00	\$1,500.00			
Administrative Support (management, travel, postage, etc)	\$14,000.00	\$14,993.33			
Profit (8.5% of total)	\$28,713.85	\$29,735.68			
TOTAL	\$366,523.85	\$379,567.27			\$13,043.42 Difference

NCPS Position	NCPS Start Wage	NCPS After 1 Year	NCPS After 2 Years
Cleaning Ambassadors	\$12.00	\$13.00	\$13.50
Power Washing	\$13.00	\$14.00	\$14.50
Team Leader	\$14.00	\$15.00	\$15.50

BBB Position	BBB Start Wage	BBB After 1 Year	BBB After 2 Years	Notes
Cleaning Ambassadors	\$11.50	\$12.50	\$13.00	BBB capped wage figures represent 2015
Power Washing	\$12.50	\$13.50	\$14.00	BBB proposal. Current
Team Leader	\$13.50	\$14.50	\$14.50	BBB capped wages are approx. \$1/hr less per position.

Landscape and Planter Maintenance		ValleyCrest Hours	Valley Crest Cost	NCPs Proposed Hours	NCPs Proposed Cost	Notes
72 Concrete Planters		12 hours per week	\$21,132 / Annual	20 hours per week	\$19,000 / Annual	40% increase in hours with NCPs which can be used for landscape projects outside of the 72 concrete planters
						Allocation of cost differential funds will be to purchase truck mounted water tank with pump and hose (\$2,132)
TOTAL			\$21,132.00		\$19,000.00	\$2,132.00 Difference

Equipment Needed to Provide In House Services				Notes
	Cost	Amortized 4 Years	Sourcing Plan	
F150 Truck with Necessary Towing Capacity	\$28,000.00	\$583.33	Unallocated carry forward funds. Reduction of \$1000/mo in NCPs contract.	Current truck is leased and is property of BBB
Hot Water Pressure Washer with Trailer	\$20,000.00	\$416.66	\$7,555.50 Credit from banked hours with BBB. \$12,444.50 from unallocated carry forward funds. Reduction of NCPs contract.	Model similar to current model BBB uses. Significant discount in pricing as MSRP is \$25,869
Water Tank with Pump and Hose	\$2,132.00		Public Space Maintenance budget of additional funds from landscaping reallocation (see above N/A chart)	To water plants and trees in District

Rationale for Changes as has been discussed:

1. **Consistency in management**, our current service provider has had a high turnover of lead personnel on the ground;
2. **Leveling the management structure**. Our current services providers have 2 separate management entities (Block by Block and Valley Crest), and they don't meet or collaborate at this time;
3. **Identifying functions and making them interchangeable**. Staff used for DGA functions including, but not limited to:
 - a. sidewalk cleaning,
 - b. Public outreach work,
 - c. landscaping,
 - d. Downtown Market setup and take down and
 - e. Public space management and maintenance should be all be crossed trained and led daily under the same management structure;
4. **Economy of scale**. Rather than paying the management structure and costs of two to three companies, we would consolidate it into one yielding a higher product for the same amount of funds;
5. Allow us to be more **nimble and provide supplemental services**;
6. Allow us to take on **new projects with no additional labor costs**;
7. Allow us to fully **develop our public spaces**;
8. **Higher product**, no more funds;

Concept:

1. DGA owns the assets (truck, steam clean machine, water trailer, pays for nursery items)
2. Personnel are employed and managed by NCPS, we accept all of the personnel liability and pay all of the payroll cost and benefits;

2015	JAN	FEB
Week 1	255.25	326.00
Week 2	262.50	287.50
Week 3	288.00	282.00
Week 4	287.00	309.50
Week 5		
Add'l Svc/BOT	8.50	4.75
Adjustments		
TOTAL	1,101.25	1,209.75
Weeks	4	4
Contracted Hours	288.00	288.00
Previous Month Bank	513.50	564.25
This Month's Bank	50.75	-57.75
TOTAL Bank	564.25	506.50

450 Banked hours cashed in = \$7555.50. 56.5 Remaining Hours Banked