

**Little Tokyo Property and Business Improvement District
(Little Tokyo BID)
Los Angeles, CA**

**Request for Proposals
Safety Ambassador Services of the District**

October 2025

A. SUMMARY:

The Little Tokyo Property and Business Improvement District (Little Tokyo BID) in Los Angeles, CA has been created to provide a clean, safe and inviting environment. The organization recently established a Property-Based BID for a 5-year term to begin in January 2026. The Little Tokyo BID is requesting proposals for the services of a Safety Ambassador vendor for the entire BID (approximately 20 blocks).

The Safety Ambassador service provides a uniformed presence of “goodwill ambassadors”, serving as the “eyes and ears” of the District, offering a helping hand, giving directions and generally enhancing the public’s experience and perception of safety while in Little Tokyo. The Safety Ambassadors also act as security for Little Tokyo, as well as “concierges” providing information about the District. The Safety Ambassadors will patrol on foot, bike and/or vehicle. The Safety Ambassador’s will work with Little Tokyo property owners, businesses, residents, LAPD, other City departments, Council District 14 and social service agencies to mitigate problems with panhandling, drug dealing, public intoxication, or any other criminal or anti social behavior.

This service consists of approximately 336 hours per week which includes a working supervisor and an additional smaller budget for items such as bikes, uniforms and patrol vehicle. Safety Ambassador Services are to be provided 24 hours/7 days a week and will consist of 3 shifts. The Little Tokyo BID reserves the right to vary the hours/shifts per week as necessitated due to special events or circumstances. A pool of qualified staff must be available to augment the daily staff on an as needed basis. The services will be performed under the terms of an initial one-year contract with an option to extend for additional year(s) by mutual agreement. The contract between the vendor and Little Tokyo BID will contain a section covering early termination provisions.

The interested parties should be able to address the 365 day per year needs of the District in the most efficient manner while overcoming the obvious obstacles of year-round coverage.

B. PROGRAM OBJECTIVES:

1. To support the property owners, businesses, residents and police department in overall crime prevention efforts and reduction in neighborhood street disorder;
2. To offer a customer service orientation to pedestrians;

3. To provide highly visible neighborhood security; and,
4. To supplement, not supplant individual building private security, LAPD, and other public safety departments.

C. SCOPE OF WORK:

The scope of work requires the following:

1. Work will be performed in the Little Tokyo BID (Attachment A)
2. Work is to be performed 7 days per week, 24 hours a day (Attachment B)
3. A complete tour of the area, plus a return to "hot spots" must be made per shift.
4. Equipment to be provided by the Vendor will include:
 - a. Shift and incident report forms (approved by Little Tokyo BID)
 - b. A monthly report form (approved by Little Tokyo BID)
 - c. Protective, bullet proof vests
 - d. Uniforms (shirts, pants, shorts, helmets, rain gear)
 - e. Defense tools (pepper spray, handcuffs, etc.)
 - f. Law enforcement grade bikes and bike equipment
 - g. Two-way radios/antenna repeater or similar communication equipment
 - h. Electronic data collection/reporting system
5. "Working" supervisor must be provided by the Vendor. This supervisor will communicate daily conditions and issues directly to the Little Tokyo BID. All personnel must be proficient in English and have acceptable communication skills.
6. Vendor must provide an employee manual and training manual to be tailored to the specific job.
7. Vendor must provide a detailed training program, which includes training in the following areas:
 - a. An overview of the role of the patrol and the District
 - b. Ambassador's role
 - c. Sensitivity sessions must be included in the training. Safety ambassadors must understand issues relating to cultural diversity, mental illnesses, homelessness and other quality of life issues
 - d. Use of force and limitations
 - e. Situation crisis management & conflict resolution
 - f. Human relations, interpersonal communications, customer service
 - g. Radio communications
 - h. Report writing
 - i. Certified Training in First Aid and CPR
 - j. Self-defense training
 - k. Bike training
8. Vendor must provide a detailed program for quality control specific to the job.

D. PERSONNEL QUALIFICATIONS:

The Little Tokyo BID requires the Vendor to provide prospective employees of sufficient quality so as to meet the demanding nature of the urban environment. Use of recreational drugs and alcohol while on duty will not be tolerated. Normal security industry standards will not apply to this account. Approaching this account as if it is a typical security account would be insufficient and will undoubtedly undercut the vendor's bid.

The Vendor will be required to be diligent in finding persons qualified to handle and thrive in the work environment. The Little Tokyo BID will have approval on the hiring, termination and promotion of all Safety Ambassadors, including all supervisory positions.

Safety Ambassadors will conduct their operations within the boundaries of the District on bicycle, foot, or vehicle. Vendor employees must be capable of pedaling a law enforcement grade bicycle and sustaining the effort for a complete shift. Foot patrolling officers must also meet a minimum level of fitness in order to make their rounds and be able to withstand the rigors of an 8-hour day spent on their feet. The goal is to be visible, mobile, and responsive.

The personnel provided by the Vendor shall:

1. Be personable and capable of interfacing with the public and making good judgments in public relations situations. Communicate clearly with property owners, businesses, residents and visitors.
2. Have demonstrated acceptable personal character and prior work history in a background check conducted by the Vendor.
3. Be able to perform duties requiring physical exertion, such as standing, walking, or riding a bicycle the entire shift; lifting and carrying objects weighing up to 50 pounds and climbing stairs.
4. Conduct interviews of persons and witnesses
5. Write basic reports that document safety ambassador actions
6. Respond to specific plans and directions that are tied to crime reduction plans adopted by Little Tokyo BID management.
7. Work closely and professionally with local Police and Public Safety Departments, Department of Transportation, Fire Department and other City agencies.

8. Identify persons for the presence of homelessness, mental illness or drug abuse and arrange for the appropriate response from nearby service providers/crisis prevention teams.
9. Be sensitive to “quality of life” conditions such as graffiti, trash, human waste and other detritus that litter and arrange for appropriate action to be taken.
10. A permanent guard card if required in California.

E. BILLING AND RATES:

1. The Little Tokyo BID requires a starting pay rate which reflects the unique level of expertise and training necessary for the job and considers the City of Los Angeles minimum wage ordinance.
2. Please provide a description of staffing plan and per hour cost per employee.
3. Please include both the wage for the employee and the billing rate per employee.
 - a. Please provide the overtime rate of employees and the billing rate of employees. Please describe any hourly pay rate increases over the term of the proposed contract.
 - b. Please itemize what is included in the bill rate, the difference between the hourly and billing rate. (See attachment C for a form to use)
4. Describe in detail employee benefits package, type of coverage, vacation policy, sick day policy, personal day policy, and whether that is included in the billing rate.
5. Describe in detail the equipment you propose, including a law enforcement grade patrol bikes and patrol vehicle, and provide a price.
6. It should be assumed that the Little Tokyo BID will provide office and storage space for the Clean and Safe Teams.

F. SUBMITTALS:

The proposal must contain the following items of information:

1. Background and description of the firm. Please include local contact, office address, phone number and email.
2. Please describe ownership structure of the company.
3. A narrative description of the steps to insure a safe environment.

4. A description of the services and equipment that the firm will provide.
5. Description of training program.
6. A portfolio of similar works which include safety services within an urban downtown environment, with at least three references for similar work.
7. A description of experience working with police departments in similar projects.
8. Describe how you would create a sense of ownership of the Little Tokyo BID goals in your employees.
9. Describe how you would go about finding a working supervisor/lead for stewardship of this project.
10. Describe your chain of command and how it will be structured to meet adequate responsiveness to the Little Tokyo BID management requests for information or assistance.
11. Describe your goals and objectives of your deployment strategies.
12. Describe your employee turnover rate for your other similar projects.
13. Describe the methods you possess for keeping records, reports and logs that are generated by officers working on similar accounts.
14. The Little Tokyo BID requires that the vendor carry the following insurance:
 - a) Workers' Compensation covering all persons employed by Company in the performance of Services, not less than required to satisfy all federal, state and local laws and requirements, whether now or hereafter existing; employer liability insurance with \$1,000,000 minimum limit each accident; \$1,000,000 policy limit; \$1,000,000 each employee.
 - b) Comprehensive General Liability including Broad Form Property Damage, Premises Operation Coverage, Products and Completed Operations, Contractual Liability, Independent Contractors Liability and Personal Injury. The aforementioned shall be written for a combined single limit of liability of not less than \$2,000,000 per occurrence, \$2,000,000 Personal Injury and \$2,000,000 General Aggregate.
 - c) Comprehensive Automobile Liability for Bodily Injury and Property Damage applying to owned, non-owned and hired automobiles for a combined single limit of \$2,000,000.

- d) Umbrella Liability applying in excess of coverage B and C for a combined single limit of \$8,000,000 each occurrence and \$8,000,000 annual aggregate.
 - e) Little Tokyo BID and City of Los Angeles will need to be named additional insured.
15. Demonstrate that you possess the necessary licenses and permits to operate as a security company in California.

G. SELECTION CRITERIA AND TERMS, CONDITIONS & LIMITATIONS:

This Request for Proposals is subject to the specific conditions, terms and limitations stated below:

Selection Criteria

1. The Proposals will be evaluated on completeness and accuracy in providing all of the information required.
2. Similar experience will be a major factor in the decision.
3. We will also evaluate proposals based on total budget and its accuracy. We will not necessarily select the lowest bidder but will use a combination of factors in selecting the firm that in our opinion will best meet the needs as defined in the Management Plan.
4. The Little Tokyo BID will not pay any costs or losses incurred by any applicant at any time, including but not limited to, the cost of responding to this RFP.
5. This RFP does not represent any obligation or agreement whatsoever on the part of the Little Tokyo BID.
6. An invitation to respond to the RFP does not create any rights on the part of the applicant.
7. Any documents provided to the applicant represent the best available information at the disposal of the Little Tokyo BID and are provided in good faith without warranty of accuracy or applicability. Respondents are encouraged to undertake their own investigations.
8. The Little Tokyo BID reserves the right to accept or reject all or part of a proposal for any reason the Little Tokyo BID deems advisable.

Proposals should be submitted digitally to the email address below:

Email: aaron@urbanplaceconsulting.com

The submission deadline is November 3, 2025 at 5:00 p.m. Pacific Standard Time.

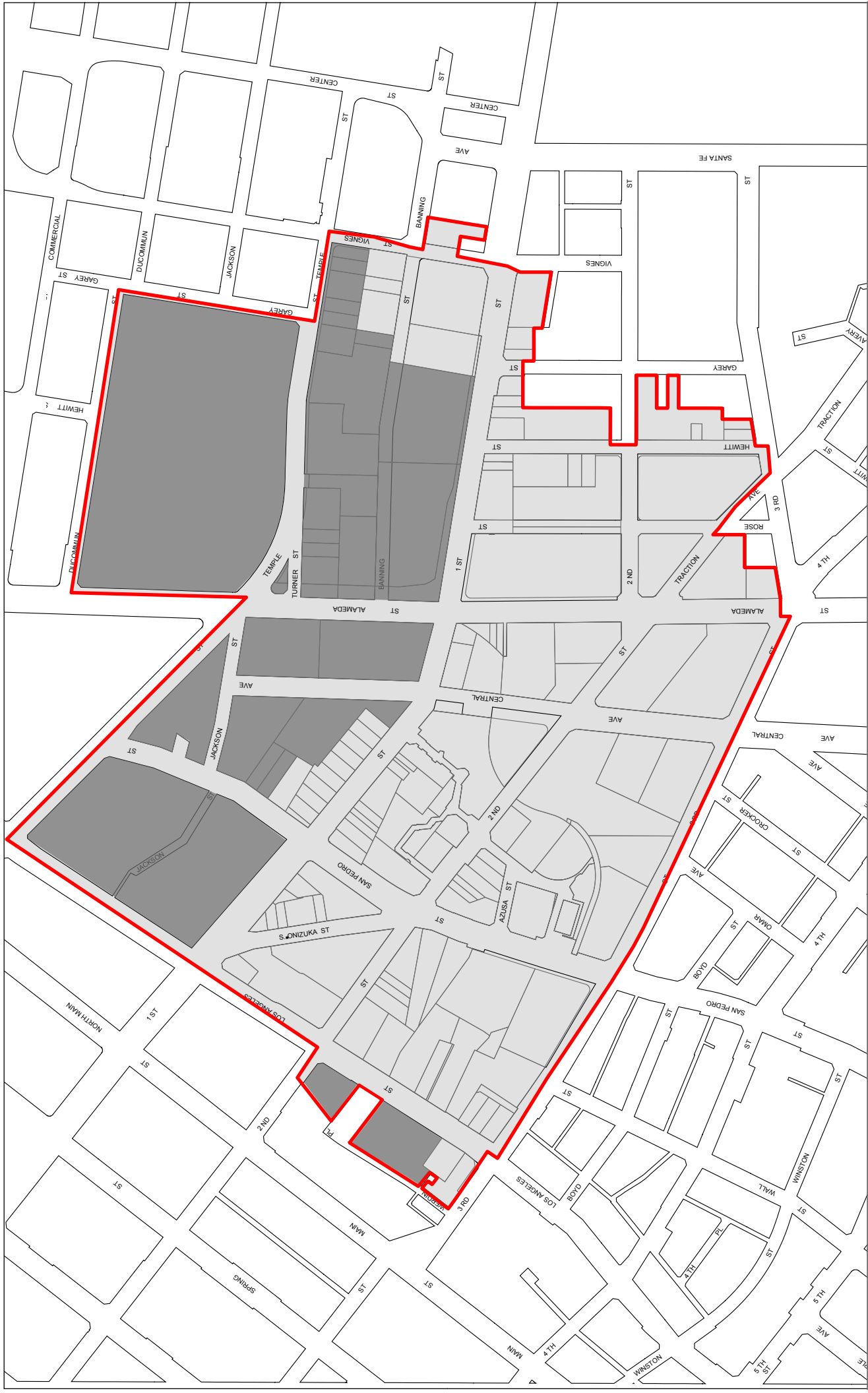
All questions regarding the interpretation of this RFP should be addressed in writing
by October 10, 2025 to:

Aaron Aulenta, Urban Place Consulting Group, aaron@urbanplaceconsulting.com.

All questions and answers will be given in writing to all contractors who have
requested or received an RFP and provided an email address.

ATTACHMENTS:

- A.) District Map
- B.) Sample Staffing Schedule
- C.) Cost Breakdown by Employee



LITTLE TOKYO

BUSINESS IMPROVEMENT DISTRICT

NOT TO SCALE

Zone 1

Zone 2

B.I.D. BOUNDARY

Sample Safety Ambassador Schedule

[illegible]

Cost Breakdown by Employee

Category	Bike/Vehicle Unit	Lead/Working Supervisor	
Pay Rate			
FICA			
Unemployment			
Workers Comp			
Liability			
Benefits (Describe)			
Overhead (Describe)			
Profit			
Other (Describe)			
Bill Rate			
Weekly Hrs.			
Annual Hrs.			
Annual Labor cost			
Total Labor & Cap Equip			
OT Bill Rate			
TOTAL COST			

Description of Capital Equipment	Quantity	Unit Cost	Total
	Total Capital Equipment		