

ALL CITY MANAGEMENT SERVICES

“The Crossing Guard Company”

**A Proposal for
City of Huntington Beach
Request for Proposal
Crossing Guard Services**

March 27, 2024

Presented by



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www.thecrossingguardcompany.com

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Names & Titles of Corporate Board Members
(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

Names	Title	Phone
Baron Farwell	Owner /President	310 202 8284
Demetra Farwell	Corporate Secretary	424 298 9307
Brian Brooks	Chief Operating Officer	913 731 8174
_____	_____	_____
_____	_____	_____

Federal Tax Identification Number: 95-3971517

City of Huntington Beach Business License Number: _____
(If none, you must obtain a Huntington Beach Business License upon award of contract.)

City of Huntington Beach Business License Expiration Date: _____



ALL CITY MANAGEMENT SERVICES

March 22, 2024

City of Huntington Beach
RFP: Crossing Guard Services
2000 Main St. Huntington Beach, CA 92648:

On behalf of All City Management Services, Inc. (ACMS), I would like to express our sincere appreciation for the potential opportunity to continue to serve the City of Huntington Beach Crossing Guard Services program. We are proud to have served the City of Huntington Beach for the last seventeen (17) years.

We have received the Request for Proposal and have reviewed the Proposal Guidelines, Scope of Work, Terms and Conditions. We agree with the terms and conditions set forth with the exceptions to Scope of Work; Item #1 “LED lit Stop Paddle”, Exhibit A (site locations and hours) and Appendix C – City of Huntington Beach Insurance Requirements; Professional Liability Insurance. Our program pricing will remain valid for 180 days.

In the Scope of Work under item #1 it requires the Crossing Guards utilize an “LED lit Stop Paddle” that will be provided by the contractor. It has been our experience that these commercial “LED lit Stop Paddles” are very expensive and can be problematic with its functionality. At times the toggle switch does not engage properly, and the lights do not go on, which may require these paddles to be replaced frequently. Additionally, if the sign were to malfunction it could potentially lead to liability issues or concerns. Please see our exceptions page included in our response for additional details.

It is important to note that Exhibit A from the RFP has all locations compensated at 3.0 hours daily and this deviates from the current compensation model for the program. The City of Huntington Beach currently has sixteen (16) sites where the coverage times goes beyond 2.0 hours daily and to compensate 3.0 hours daily, would have these locations out of compliance with State of California Labor Laws pertaining to Split Shift Differential. ACMS would need to adjust the coverage times for these impacted locations, and this could potentially create additional liability risks by shortening the coverage schedule that is currently in place.

In addition to the potential liability risks associated with shortening coverage times for locations that currently exceed 2.0 hours, is the impact of reducing the daily compensated hours for the program. This program currently provides 3.5 hours of daily compensation, by reducing the compensation to 3.0 hours daily, this would require all the guards in the City of Huntington Crossing Guard program to lose .5 hours of daily compensation. This may severely impact Crossing Guard retention and could lead to open/vacant sites, which in turn would increase the liability risk of an incident occurring at an unmanned/staffed location. We will provide program pricing that complies with the RFP requirements and would like the City to consider our “Exception Pricing” which would be based on the current program structure. Please see our Exceptions page included in our response for additional details.

Appendix C – City of Huntington Beach Insurance requirements list Professional Liability Insurance. This is non-standard for our industry and we would request this requirement be waived.

Our goal is simple, to continue to relieve the City of Huntington Beach of the day-to-day responsibilities of the Crossing Guard Management Services Program. As your service provider, we will continue to assume complete responsibility for the day-to-day operations of the City of Huntington Beach Crossing Guard Services program.

This includes recruitment, background clearance, hiring, training, equipment, payroll, supervision and management of the program. We will continue to maintain local supervision, alternate guards, a paging system and a 24-hour 800 number to ensure adequate response and immediate back-up for any Crossing Guard absent from duty for any reason. We also establish communication with each school to ensure proper scheduling.

We have become the nation's largest provider of private crossing guard services as a result of our singular focus to this industry, as well as the development of benchmark training. This includes our **"Employee Handbook for School Crossing Guards"** which details our Job Requirements, the initial and ongoing Training we provide, including our Site Evaluations, our Rules of Conduct, Crossing Guard of the Year recognition and the Certification Requirements for all ACMS Crossing Guards.

We are certainly excited about the possibility of providing Crossing Guard Management Services for the City of Huntington Beach. If you have any questions, please feel free to contact me at 800 540-9290.

Sincerely,



Demetra Farwell
Corporate Secretary
demetra@thecrossingguardcompany.com

ACMS Scope of Services

1. All City Management Services, Inc. will handle the Crossing Guard services for the City of Huntington Beach School Crossing Guard program for a three (3) year period; to commence on: the start of fall 2024 school semester, ending on the conclusion of the 2027 summer school session.
2. ACMS will provide thirty-one (31) personnel equipped and trained in appropriate procedures for crossing pedestrians in marked crosswalks. Such personnel shall be herein referred to as a Crossing Guard. ACMS is an independent Consultant and the Crossing Guards to be furnished by it shall at all times be its employees and not those of the City of Huntington Beach.
3. Crossing Guard Services shall be provided by ACMS at designated locations, identified by City of Huntington Beach. The City shall have the right to determine hours and ACMS shall provide coverage at the school crossings as required. ACMS shall be flexible and provide guards for the hours and locations needed on the instructions of appropriate City personnel.
4. ACMS and all persons who are employed for assignment to this contract shall undergo fingerprint background checks to ensure they have not been convicted of any offense involving moral turpitude, a felony for violent crimes or a felony for crimes against children. ACMS understands no one registered as a sex offender or narcotics offender will be hired as a crossing guard.
5. ACMS understands each Crossing Guard shall undergo a physical assessment to ensure they are physically able to perform the functions of the job.
6. ACMS designated Trainer will conduct training for Crossing Guards. ACMS shall provide personnel properly trained as herein specified for the performance of duties of Crossing Guards. In the performance of their duties ACMS and employees of the ACMS shall conduct themselves in accordance with the conditions of this Agreement and the laws and codes of the State of California pertaining to general pedestrian safety and school crossing areas.
7. ACMS understands all crossing guards shall also receive training pertaining to general traffic safety for pedestrians, motorist and themselves while serving as crossing guards. ACMS shall provide each Crossing Guard with "LED Blinkers" that will be attached to each Stop paddle, for each Crossing Guard in the City program.

8. ACMS employees shall work to the highest professional standards and act in a courteous, respectable manner and shall conduct themselves in a manner that is befitting a public servant. They shall present a professional appearance, that is neat, clean, well-groomed and be properly uniformed.
9. ACMS shall provide all Crossing Guards with apparel by which they are readily visible and easily recognized as Crossing Guards. Such apparel shall be uniform for all persons performing the duties of Crossing Guards and shall be worn at all times while performing said duties.
10. ACMS shall provide supervisory personnel to see that Crossing Guard activities are taking place at the required places and times, and in accordance with all items of this agreement.
11. ACMS shall maintain adequate reserve personnel to be able to furnish alternate Crossing Guards in the event that any person fails to report for work at the assigned time and location and agrees to provide immediate replacement. ACMS shall provide for its employees a 24-hour answering service and shall establish its own call-out procedures and this information shall be included in proposal.

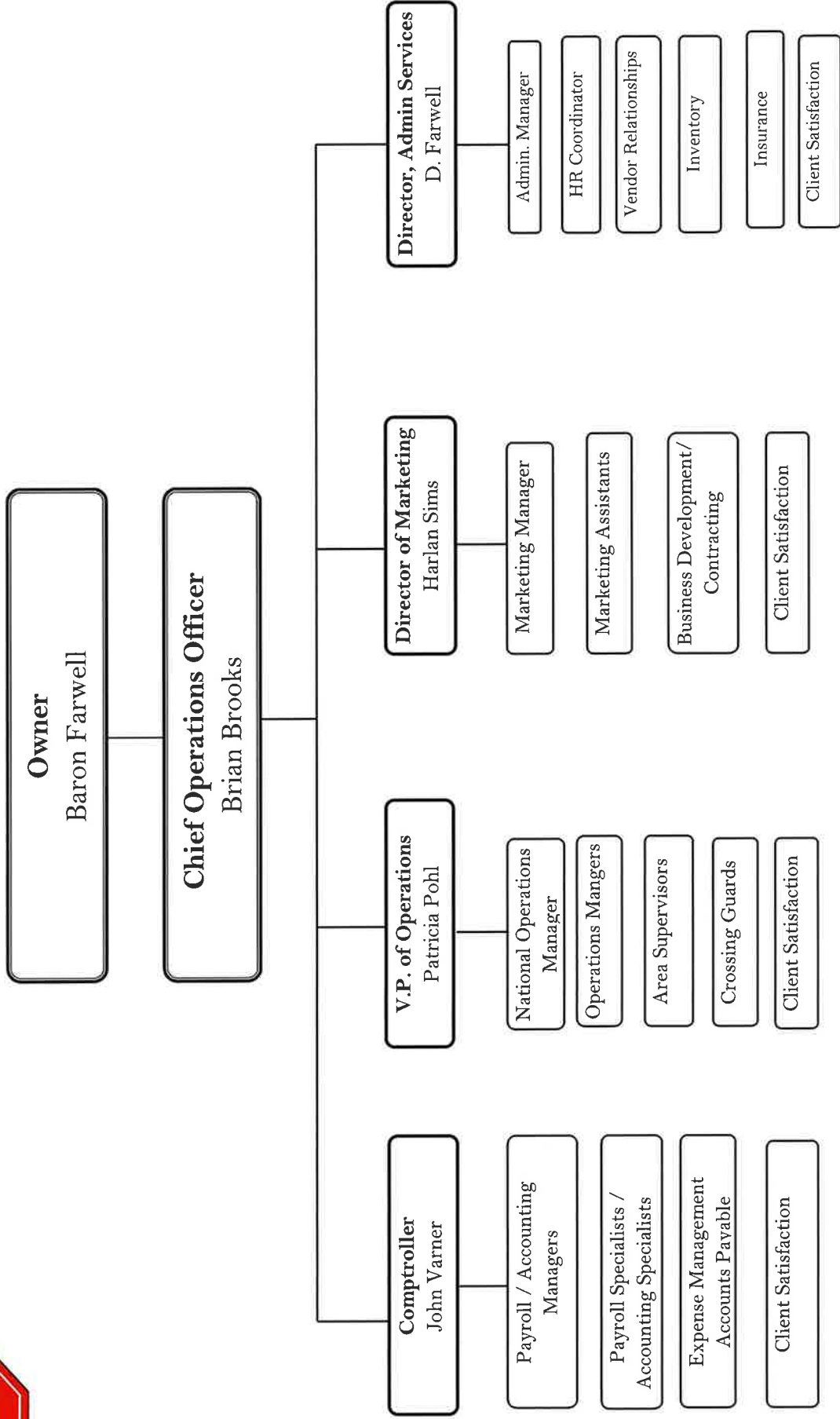
**City of Huntington Beach
School Crossing Guard Program
(Estimated) Implementation Schedule / Major Milestones**

Contractor Notification (unofficial)	Week of Apr. 22 nd
City Council Approval	Week of May 6 th
Contract and Insurance complete (Final Terms agreed to)	Week of May 20 th
City of Huntington Beach Kick-Off Meeting (Huntington Beach Staff, ACMS Team)	May 27 th
ACMS Training Review Meeting(s) with current crossing guards, substitutes (Assignments / schedules confirmed equipment delivered to guards)	Week of Aug. 13 th
School designees re-contacted and Monthly Status Meetings agreed to	Week of Aug. 13 th
Additional Training/Equipment needs delivered	Week of Aug. 20 th
Guards re-contacted for assignment readiness	Aug. 27 th
Guards on site / Area Supervisors in field for Huntington Beach City School District	Sept. 3 rd
60 Day Review City Huntington Beach / ACMS Team (next Review Meeting scheduled)	Nov. 3 rd

The timetable listed above is a projection of when we believe the next steps in this process will take place. ACMS will remain flexible and adjust this schedule as needed to fit the needs of the City of Huntington Beach School Crossing Guard program.



ALL CITY MANAGEMENT SERVICES



Approach and Management Plan

ACMS employs a Team Concept of management which results in efficient field operations as well as providing a multifaceted response to potential problems. The Vice President of Operations and National Operations Manager will continue to work together with input from The City Huntington Beach to establish specific program objectives and expectations. These Senior Managers then work directly with your Operations/Program Manager and Area Supervisor to implement the management plan.

The Program Manager along with your local Area Supervisor has responsibility for the direct management of the Crossing Guards and together they will ensure the City's operational expectations are met. Standards and expectations are communicated to Crossing Guards personally by their local supervisor so as to allow the employee a better understanding of the decision-making process. This helps reduce confrontational attitudes by establishing and enhancing the common goal of providing for the safety of school children.

Crossing Guard performance and compliance with safety standards will continue to be accomplished through regular site visits by the local Area Supervisor and Program Manager. In addition to verbal training and counseling, these managers are supported by the use of **Field Training Check Lists, Field Training Cards, Site Performance Evaluations,** and independent Field Observations. Reports of satisfactory completion of all levels of training and ongoing safety reviews will be summarized and available to the City representative.

Background checks will be completed on all potential employees as allowed by California state law. Successful completion of the live-scan fingerprint based criminal background check, former employer reference check, and Security verification via E-Verify is required prior to the employee being hired. ACMS will comply within the Equal Employment Opportunity Commission guidelines when making hiring decisions based on criminal records.

After pre hire screening ACMS may conduct random field testing for drugs and or alcohol when use is suspected or at the discretion of management. ACMS has a strict policy on Drug and Alcohol abuse. This policy is included in our School Crossing Guard Employee Manual.

Internal minimum passing standards along with the City's established standards would prevent any person from working as a Crossing Guard for the program who has been convicted of any crime of moral turpitude or a crime against children, including, but not limited to:

- Conduct in violation of California Penal Code or which requires registration under California Penal Code
- Conduct which requires registration under the California Health and Safety Code.
- Any offense involving the use of force or violence upon another person.

- Any offense involving theft, fraud, dishonesty, or deceit.
- Any offense involving the manufacture, sales, possession, or use of a controlled substance.
- Conspiracy or attempt to commit any of the aforementioned offenses.
- Any registered sex offender or narcotics offender.

ACMS will investigate all public complaints concerning crossing guard services. All incidents shall be reported to the City within two (2) hours to advise them of the nature of the complaint. ACMS shall furnish a written report within five (5) business days after the date of the incident, which includes the course of action/remedy/resolution of said complaint.

Communications with individual school sites is facilitated by the Field Supervisor. Personal visits are made regularly (minimum quarterly) to each school site in an effort to develop relationships with staff and establish a collaborative environment for information exchange. Calendars and bell schedules are obtained for each school both at the beginning of the school year and periodically throughout the year. Key school personnel are supplied with appropriate contact information (business cards) and reminded to inform ACMS of any changes. Additionally, schools are provided with large magnets which can be easily displayed, making contact information effectively available to all staff. The email address of the Office Manager is also obtained which enables ACMS administrative support staff to regularly contact each school and proactively solicit information regarding potential schedule changes.

The establishment of accurate and responsive shift times is critical to the effectiveness of Crossing Guard services. Sites further from the school would be expected to start earlier in the morning and finish later in the afternoon. These staggered shifts effectively address the time it takes for students to walk from a remote location to the school site (or vice versa in the afternoon) and optimize the protected periods. Additionally, locations are continually monitored for actual pedestrian traffic patterns enabling a better understanding of site needs and any potential deviation from established guidelines.

ACMS Area Supervisors are in the field daily when crossings are covered by the guards, and they ensure all guards arrive on time and are ready for duties as scheduled. ACMS has developed a Crossing Guard “App” that is geo-fenced, which only allows guards to clock in once they are actually on site. This “App” will indicate when a crossing guard is on site and more importantly, allows ACMS to quickly identify when a guard is not on site. This “App” will allow ACMS to not only quickly determine where staffing efforts are needed most but will also improve our billing and invoicing accuracy. Our billing/invoicing is tied to our payroll and by having a more efficient process for timekeeping, should eliminate potential billing inaccuracies.

Recruitment and Staffing

ACMS Managers would continue to assess the additional **staffing** needs of the program after meeting with your agency and again following our initial orientation and training meeting. We would then focus further recruitment efforts in the geographical areas where additional Crossing Guards will be needed.

We have developed a comprehensive plan for **recruitment** of new Crossing Guards. As a part of our Staffing strategy we encourage a very aggressive recruitment program. We utilize soft advertising, local media advertising, targeted flyers, on-site solicitation, school flyers and employee referral bonuses as parts of our overall recruitment strategy. We often work closely with school districts in some of our recruitment drives.

Our ability to effectively staff a Crossing Guard Program remains a fundamental benefit that ACMS brings to most Crossing Guard Programs. Staffing sites is one of the primary responsibilities of the Area Supervisors. They are trained to continuously recruit and train prospective Crossing Guards. New recruits are first processed and submitted to the Department of Justice for background clearance.

Supervisors are also responsible for coordinating the staffing for all sites under their supervision. As part of our staffing strategy Area Supervisors aggressively enforce the following policies and procedures for Crossing Guards.

- ◆ Supervisors must maintain an adequate alternate or substitute guard roster. We encourage at least a 5 to 1 ratio of sites versus alternate guards
- ◆ We require any guard not reporting for duty to notify the Area Supervisor as early as possible utilizing our 24/7 Guard Hotline or directly notifying their Area Supervisor. Notifications less than 1 hour prior to shift starts are considered unexcused absences.
- ◆ Our employee policy is "No call, No show, No Job" Throughout our training we emphasize the importance of insuring the safety of children by our presence. As such, we cannot allow the children's safety to be compromised by failing to call or show for duty.

Supervisor Teams – The Huntington Beach crossing guard program would continue to benefit from our presence in nearby cities such as: City of Newport Beach, City of Fountain Valley, and City of Costa Mesa. Area Supervisors are grouped together by their geographic location. These Teams meet every quarter and team members are encouraged to work together. This cooperative effort allows them to share alternate guards with each other. This has resulted in alternates guards getting more hours as they are “shared” with other Supervisors. Consequently, we are able to retain a more stable group of alternate guards.

Employee Retention: To enhance employee satisfaction and support our retention efforts, ACMS reviews guards wage rates annually in an effort to continually remain competitive in the local labor market. If contractual and budget requirements allow; we plan to offer small wage increases annually based upon performance and tenure.

We also provide publicized employee recognition through our Crossing Guard of the Year programs and Length of Service Awards. Additionally, we provide local Area Supervisors and small budget for employee socials.

Training

Effective initial and ongoing training is essential in a profession dedicated to the safety of children. With over 38 years of experience and a commitment to working cooperatively with other public safety professionals, ACMS is recognized as an industry leader in the development and implementation of School Crossing Guard training and standards of excellence.

The process begins during the first contact with a potential employee when our phone interview process outlines job expectations and our zero-tolerance policy for failure to report for a scheduled shift. Throughout the application process prospective employees are reminded about the critical nature of our assignments and the work ethic and integrity required of our employees.

Once hired, the training process starts in the classroom where employees review sections of the *“Employee Handbook for School Crossing Guards”*. The process then moves to a field practicum where the trainer demonstrates proper procedures and allows the employee to practice correct techniques. The employee’s progress is closely noted on the detailed steps outlined on the **Field Training Check List** to ensure the employees’ field competence. This cross-modality approach not only exposes the employee to the necessary training components but also addresses the needs of the visual, auditory, and kinesthetic learner. While the classroom setting is expected to require approximately one hour and the field training approximately two hours, it’s important to note that the low ratio of students to trainer allows for accurate assessments of the employees readiness to move forward.

The new employee is typically assigned to alternate work and closely supervised during their early assignments. They benefit from their trainer completing a written assessment of their work which better allows them to understand their strengths and weakness and make improvements where necessary (the **Site Performance Evaluation**). Additionally, all new employees are required to carry and regularly refer to the **Field Training Cards**. This pocket-sized card (listing all steps for a safe cross) allows the employee to self-evaluate their performance prior to the time they have all steps of the procedures memorized.

Throughout their employment, employees are subjected to the same Site Performance Evaluation as an ongoing training and assessment tool. These evaluations happen in both side-by-side sessions as well as unannounced observations without the knowledge of the employee.

The standard issue equipment and clothing includes:

- ANSI II compliant high-visibility retro-reflective vest marked with the required insignia of a Crossing Guard
- MUTCD compliant 18” STOP/STOP paddle
- Picture Identification Card with emergency contact information
- Company-issued cap or visor with corporate logo
- Whistle for emergency alert to vehicles and pedestrians
- High-visibility ANSI II compliant wind-breaker jacket
- Three (3) LED Blinkers (Blinking Light)



ALL CITY MANAGEMENT SERVICES

City of Huntington Beach



**Vice President of Operations
Patricia Pohl
310 877 7045 cell
pat@thecrossingguardcompany.com**

**National Operations Manager
Kim Brooks
913 333 2563 cell
kim@thecrossingguardcompany.com**



**Operations/Program Manager
Robert Gerace
714 319 9765 cell
rgerace@thecrossingguardcompany.com**



**Area Supervisor
Tawnee Kerns
562 335 1156 cell
tawnee@thecrossingguardcompany.com**



31 Crossing Guards

Field Management Personnel

The most significant resources ACMS brings to any Crossing Guard program is the depth and scope of **management** provided by the years of experience brought by our operational management team. The community serviced by the City of Huntington Beach will benefit from a team concept which consists of Area Supervisor, Program Manager, National Operations Manager and Vice President of Operations. Each Member of our management team is available 24 hours a day via cellular telephone. The following is a brief synopsis of the respective duties of each.

Area Supervisor (Tawnee Kerns): Tawnee will continue to serve as **Area Supervisor** she will handle all aspects of the daily supervision of the program of thirty-one (31) Crossing Guards and alternate pool. With support from the Program Manager, she will typically recruit, hire, train and provide personnel management for all the sites she oversees and interfaces with school staff as needed. In addition to communicating with the School staff, he is responsible for ensuring each employee receives the proper number of Site Performance Evaluations and completes the Certification mandates. Tawnee will be available by telephone on all occasions for discussion with staff and will be locally available for meetings in person upon 24-hour written or telephonic notice. Tawnee Kerns reports directly to the Program Manager.

Program Manager (Robert Gerace): Robert will continue to serve as **Program Manager** and directly manage your Area Supervisor and provide training and support. He will also interface with the City representatives and School staff as needed. He will continue to assist in the hiring of the Area Supervisor and Crossing Guards as well as the development and implementation of training programs and certification standards. Robert has considerable experience as a Program Manager including programs in Santa Ana, Garden Grove, Fountain Valley, Escondido, and Costa Mesa. He will ensure compliance with Company standards and the City's expectations. Robert Gerace reports directly to the National Operations Manager.

National Operations Manager (Kim Brooks): Kim has over 6 years in the industry providing field management and support for ACMS. She is responsible for the development and implementation of operational standards, training programs, safety instruction and compliance with all legal requirements and restrictions. Works directly with Vice President of Operations to ensure all program standards are being met. Kim has extensive experience implementing and managing comparable and larger programs. She is responsible for initial training and orientation for all new client programs. Kim Brooks reports directly to Vice President of Operations.

Vice President of Operations (Pat Pohl): Pat has over 27 years of industry experience. She is responsible for overall contract compliance. Works with the National Operations Manager on the development of training programs and implementation of safety standards. Coordinates the flow of information between operations and administrative staff.

Statement of Qualifications

All City Management Services, Inc. (ACMS) Serving over 310 cities, counties and school districts, we have successfully privatized and exclusively provided Crossing Guard services for over 38 years. ACMS currently employs over 8,500 Crossing Guards who are supported and managed by locally assigned Area Supervisors and second level management. We have experience managing small programs (19 or less), mid-sized programs (20 to 99) and large programs in excess of 100 Crossing Guards.

While the size of our Company reflects our broad-based knowledge and success in the industry, we understand that each agency, school district and community we serve comes with their own set of specific requirements and challenges.

Our understanding of the unique challenges presented by a crossing guard program; guard scheduling, geography, school locations and demographics, make us well qualified to continue to meet the unique needs of demands of the City of Huntington Beach program. Our management team, will continue to meet with the City of Huntington Beach personnel regularly to address needs and ensure all requirements are met.

Understanding that unexpected absences and tardiness can impact the safety of children we are charged with protecting. ACMS ensures the response of our Management Team through our Emergency Dispatch Hotline (available to employees 24/7); providing assurance that we will have adequate advance notice of potential absences (both planned and unplanned) to respond effectively.

Our ability to operate and manage the City of Huntington Beach Crossing Guard program is supported by our success as your current service provider and with programs in Southern California, as well as similar programs in Northern California and in 21 other states. Examples of the many clients we serve in Southern California include City of Newport Beach, City of Laguna Beach, City of Fountain Valley, City of Lake Forest, City of Santa Ana, City of Garden Grove, City of Fullerton, City of Cypress, City of Costa Mesa, City of La Palma, City of Buena Park, City of Solana Beach, Newport Mesa School District, Orange County Sheriff's and Los Angeles County Office of Education, among others.

We are very proud to announce; ACMS performance standards and training procedures have been integrated into the model for California Safe Routes to School Crossing Guard Guidelines.

Another defining component that distinguishes ACMS as the industry leader is our focus on providing School Crossing Guard services. This singular area of service enables all of our resources to be devoted to the development and delivery of programs that provide exceptionally high safety standards and client satisfaction.

It should be noted that ACMS has never lost a client agency due to the level of service provided.

References of Work Performed Form

(List 5 local agencies)

Company Name: All City Management Services, Inc.

1. Name of Reference: City of Santa Ana

Address: 20 Civic Center Plaza, Santa Ana, CA 92701

Contact Name: Zdenek Kekula, Engineer Phone Number: 714 647 5606

Email: zkekula@santa-ana.org

Dates of Business: Since 2005

2. Name of Reference: Orange County Sheriff's Office

Address: 550 N. Flower Street, Santa Ana, CA 92703

Contact Name: Brigitte Ludwig, Manager Phone Number: 714 647 1850

Email: bludwig@ocsheriff.gov

Dates of Business: Since 2018

3. Name of Reference: City of Garden Grove

Address: P.O. Box 3070, Garden Grove, CA 92842

Contact Name: Courtney Cibosky, Analyst Phone Number: 714 741 5819

Email: courtneyc@ggcity.org

Dates of Business: Since 1999

4. Name of Reference: City of Newport Beach

Address: 870 Santa Barbara Drive, Newport Beach, CA 92660

Contact Name: Jonathan Stafford, Director Phone Number: 949 344 3650

Email: jstafford@nbpd.org

Dates of Business: Since 1998

5. Name of Reference: City of Fountain Valley

Address: 10200 Slater Avenue, Fountain Valley, CA 92708

Contact Name: Capt. Anthony Luce Phone Number: 714 593 4528

Email: anthony.luce@fountainvalley.org

Dates of Business: Since 2022

Requested Exception Narrative

1. Scope of Work; Item 1 – “LED lit Stop Paddle”

Exception: *If awarded, we request to provide LED Blinkers that would be attached to the Stop Paddle “.*

The cost for commercial “LED lit Stop Paddles” is upwards of \$200.00 per paddle and our experience with these paddles is that they can have functionality issues. ACMS can provide a similar level of service with “LED Blinkers” that are attached to the Stop Paddle. The Blinkers will perform the same function as the “LED lit Stop Paddle” without the significant costs associated with it, which in turn allows ACMS to provide a lower cost option for the City while performing the same function.

We hope the City finds this reasonable and acceptable.

2. Exhibit A – Coverage Schedule at 3.0 hours daily, per location

Exception: *If awarded, we would request the City consider keeping the current compensation model in place at 3.5 compensated hours per location.*

There are currently sixteen (16) locations that require guards to work more than 2.0 hours per day and would require guards at these locations to be compensated more than 3.0 hours per day. Additionally, this would reduce the compensation for the guards in the City program by .5 hours per day. This reduction in daily compensation could result in many guards leaving the program and could create staffing challenges.

Please see our proposed “Exception Pricing” on page 21 of our response for pricing details.

3. Appendix C – Insurance Requirements; Professional Liability Insurance

Exception: *If awarded, we would request this insurance requirement to be waived.*

This type of insurance is a non-standard for our industry and results in an unnecessary expense for the City. This type of coverage is usually required for true professional services such as design, engineering, architecture, construction, legal and medical.

In an effort to obtain the requested insurance coverage we reached out to our insurance carrier for a quote, please see their feedback below.

“We have sent out an application for Professional Liability Insurance coverage to thirteen (13) different insurance companies to request a quote. Half of these insurance companies declined the request because they do not feel ACMS has professional liability exposure.”

*Audra Powers, CIC, CRM
Client Services Executive Team Leader
CA Insurance License #QB50182
T: 949 544 8475 / F: 8858 452 7530
Audra.powers@marshmma.com / MarshMMA.com*

We hope the City finds the request to remove this requirement reasonable and acceptable, as we have not been required to maintain this level of insurance coverage in the past contracts.

For informational purposes we have included the billing rates and total costs with Professional Liability below:

- **2024/2025 - \$42.41 billing rate (total cost \$709,943)**
- **2025/2026 - \$44.12 billing rate (total cost \$738,569)**
- **2026/2027 - \$45.84 billing rate (total cost \$767,362)**



ALL CITY MANAGEMENT SERVICES

Proposed Hourly Rate

Exception Pricing at 3.5 daily hours - Without Professional Liability

As a full service contractor, the hourly rate quoted is a fully loaded rate, meaning all of our costs are included in the proposed hourly billing rate. This would include but be not limited to; recruitment, background clearance, training, equipment, insurance, supervision and management of the **City of Huntington Beach, CA** Crossing Guard Program.

Proposed Hourly Rate (2024/2025): Twenty-nine Dollars and Ninety-three Cents (**\$29.93**) per hour, per guard. This pricing is based upon 31 crossing guards compensated an average of 3.5 hours per day, for 180 school days annually. Local field supervision and substitute guards are also included in the rate, as are all other costs except as noted below. Based upon 19,530 hours, we project a **Not to Exceed price of \$584,533.**

Proposed Hourly Rate (2025/2026) – Thirty-one Dollars and Forty-three Cents (\$31.43) per hour, per guard with a Not to Exceed price of \$613,828.

Proposed Hourly Rate (2026/2027) – Thirty-two Dollars and Eighty-nine Cents (\$32.89) per hour, per guard with a Not to Exceed price of \$642,342.

Invoices for services are mailed every two weeks. Included with each invoice is a Work Summary, which details each site, each day and the hours worked at that site. **City of Huntington Beach** would only be billed for Crossing Guard services rendered on designated “school days” unless otherwise requested by the City.

The hourly rate does not include additional safety equipment, crosswalk delineators, cones or safety devices. If the City should desire any such additional equipment the additional cost would be billed to the City.

ACMS Contact Information

Business Address: 10440 Pioneer Blvd, Suite 5 Santa Fe Springs, CA 90670

Phone numbers: 310.202.8284 or 800.540.9290

Fax number: 310.202.8325

Website address: www.thecrossingguardcompany.com

24 Hour Emergency Dispatch: 877.363.2267

General Manager: Brian Brooks:

brianb@thecrossingguardcompany.com

Marketing Manager: David Mecusker:

david@thecrossingguardcompany.com

Contract Administrator: Claudia Than:

cthan@thecrossingguardcompany.com

Comptroller: John Varner

jvarner@thecrossingguardcompany.com

This pricing is valid for a period of 180 days.



*Over thirty years of experience in providing communities with
PROFESSIONAL SCHOOL CROSSING GUARD SERVICES*

ALL CITY MANAGEMENT SERVICES