



**Downtown Manteca Improvement Association
Interim Board of Directors – New Downtown Manteca CBD
Fifth Meeting, Wednesday, January 22nd, 2025, 4 p.m.
127 N. Main Street**

Zoom Link: <https://us06web.zoom.us/j/85291148715?pwd=WDiGifbfbftaYXPqiapXD1xBGLDtV.1>
Meeting ID: 852 9114 8715 | Passcode: 467336

AGENDA

1. **Call to Order & Introductions and Public announcements:** Interim President Debra Van Essen, Marco Li Mandri
2. **Review and approval of December 4th, 2025, Minutes** *Action Item*
3. **Appointment of new Interim Board members – if any**
 - a. Self-appointment of new Interim Board, conditions to be: *Action Item*
 1. *Support of the goals of the Corporation, willing to attend every Board meeting; willing to be active on one of the Board's committees;*
 2. *Appointment of new President* *Action Item*
4. **Update on tasks: - Marco**
 - a. NCA to complete IRS application and submit to the IRS - status
 - b. Disbursement agreement with the City to administer the CBD - done
 - c. First transfer of assessments from the City once the contract has been approved by the City Council – status
5. **Committee reports:**

(Executive) Debra

 - a. Review the proposed RFP for an Executive Director, status *Action Item*
 - b. Need for office space – status
 - c. Need for Executive Committee to come up with line item cost for the year



Corporate Office ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ 888 356-2726 ■ Fax 619-239-7105
New England Office: 42 Pearl Street ■ New Bedford, MA ■ 02740
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

- d. Insurance, authorize NCA staff to source insurance coverage **Action Item**
- e. Status of IRS filing
- f. Other

(Civil Sidewalks) - Eddie

- a. Review the proposed RFP for maintenance services - status
- b. Launching area for maintenance crew
- c. Need for Committee to come up with line item cost for the year

(District Identity) Charles and Daniel

- a. Review of proposed RFPs for website and PR/Social media – status
- b. Need for Committee to come up with line item cost for the year
- c. Other

6. Other:

- a. Should the City be a voting member of the Board? **Action Item**
- b. No more than 2 reps should serve on the Board for multiple properties that they own in Downtown **Action Item**

7. Examples of proposed Landmark signs

8. Next Interim Board meeting:_____

9. Adjournment

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 room in which the Board meeting will be held. Action may not be taken on items not identified as such and posted on the agenda. For more information on the meeting, please call 888 356-2726. The DMIA Interim Board is currently subject to the open meeting rules of the Brown Act, as the Disbursement Agreement with the City of Manteca has been approved by the Manteca City Council*

Year 1 – PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)

CIVIL SIDEWALKS

Examples of this category of special benefit services and costs may include, but are not limited to:

- Regular sidewalk and gutter sweeping
- Periodic sidewalk steam cleaning
- Beautification of the district
- Enhanced trash emptying (over and above city services)
- Timely graffiti removal, within 72 hours as necessary
- Maintenance of existing and new public spaces
- Installation and maintenance of hanging plants, planting flowers throughout the district.
- Possibly funding private security to respond to issues of trespassing and petty crime
- Initiating Civil Stay Away Orders from problematic individuals

DISTRICT IDENTITY AND PLACEMAKING

Examples of this category of special benefit services and costs may include, but are not limited to:

- Website development and updating
- Traditional events done by the City or businesses within Downtown
- Social media, public relations firm
- Enhancing current City holiday and seasonal decorations
- Branding of Downtown Manteca CBD properties so a positive image is promoted to the public including the development of a new logo.
- Banner programs
- Public art displays
- Public space design and improvements
- Personnel to manage in-house or contracted public relations, web site maintenance or social media contractors.

ADMINISTRATION/PROGRAM MANAGEMENT

Examples of this category of special benefit services and costs may include, but is not limited to:

- Staff and administrative costs, contracted or in-house
- Directors and Officers and General Liability Insurance
- Office related expenses
- Rent, Financial reporting and accounting, Legal work

CONTINGENCY/CITY AND COUNTY FEES/RESERVE

Examples of this category of special benefit services and costs include, but is not limited to:

- Delinquencies, City/County fees, reserves

2024 Final DMCBD First Year Budget

| Category of Services | Percentage of Budget (rounded) | 1 st Year Allocation (rounded) |
|-----------------------------------|-----------------------------------|---|
| Civil Sidewalks | 50% | \$ 92,000 |
| District Identity and Placemaking | 25% | \$ 46,000 |
| Administration | 20% | \$ 37,000 |
| Contingency/Reserve | 5% | \$ 9,781 |
| Total Budget | 100% | \$184,781 |



**Downtown Manteca Improvement Association
Interim Board of Directors Meeting
Wednesday, December 4th, 2024, 4:00 p.m.
127 Main Street**

Present: Debra Van Essen, Daniel Machado, Barbara Harb, Kendra Kallstrom, Brandy Clark, Eddie Torres, Frank Orr, Charlene, Sevilla

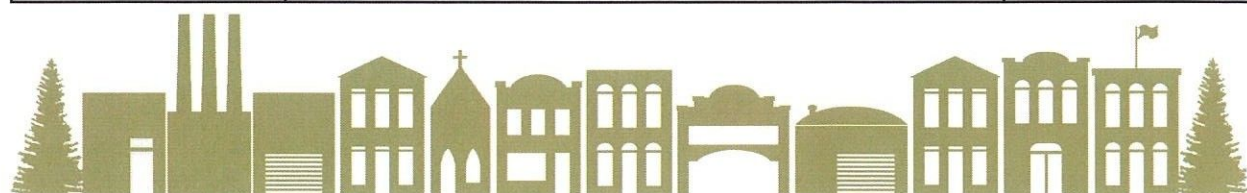
Absent: Alfredo Cazares, Tracy Lake, Charles Paz

Guests: Shawn Nussboumer, Brenda Franklin, Beatrice Bowsby, Joseph Viorge Koide,

Staff: Marco Li Mandri, New City America

MINUTES:

| <i>Item</i> | <i>Discussion Item</i> | <i>Action Taken?</i> |
|--|--|---|
| 1. Introductions | Interim President Debra Van Essen called the group together at 4:05. Interim Board members as well as those attendees, introduced themselves. This is the fourth meeting of the new interim Board of Directors of the recently approved Downtown Manteca Community Benefit District (PBID). Everyone in the room introduced themselves and stated which business or property they owned. | <i>No action taken</i> |
| 2. a Minutes from the Interim Board of October 9th, 2024 | The minutes from the October 9 th , 2024 Interim Board meeting were reviewed. | <i>Daniel moved approval of the minutes; Charlene seconded the motion. The motion was approved unanimously</i> |



Corporate Office ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ 619-233-5009 ■ Fax 619-239-7105
New England Office: 794 Purchase Street ■ New Bedford, MA ■ 02740
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

| | | |
|---|--|--|
| 3. Self-appointment of new Board members | <p>As has been the case since the group first started meeting, the Interim Board membership had been left open for new property owners to join for the first 3 – 4 meetings. No one attending, who was not currently a Board member, requested to become a new member</p> | <p><i>No action taken</i></p> |
| 4. Update on tasks: a. IRS Application b. Disbursement Agreement with the City c. Opening the bank account at Valley Strong d. Adherence to Brown Act e. First transfer of funds from the City | <p>a. Marco reported that staff has submitted the bylaws for non-profit, public benefit status to the IRS. The letter of determination will probably arrive at the New City America office sometime in February. No discussion held</p> <p>b. Barb reported that the contract between the City and the DMIA was approved by the full City Council at its November 19th, 2024 meeting. Barb is following up with the first installment of City assessments and will inform Debra when it is ready to be sent or picked up. Discussion followed.</p> <p>c. Charlene went over the steps she will need to open up a bank account. Discussion occurred about what type of accounts were needed: checking, savings and discussion occurred on parking some funds in a money market account to generate more revenue for the DMIA. Charlene requested an address for the checks as well as the account mailings. Debra offered her office building at 129 E. Center Street Downtown. Discussion followed.</p> <p>d. Marco reported that the DMIA was now subject to the open meeting provisions of the Brown Act, even though we had been following the posting of the agenda for 72 hours in advance at the location of the meetings since October.</p> <p>e. Barb gave an update on this earlier in the meeting</p> | <p><i>a. No action taken</i></p> <p><i>b. No Action taken</i></p> <p><i>c. No action taken</i></p> <p><i>d. No action taken</i></p> <p><i>e. No action taken</i></p> |

| | | |
|--|--|---|
| f. Insurance | Marco stated that we needed to find an agent to cover the General Liability and Directors and Officers insurance for the DMIA. Frank and Eddie said they would send local agents who handle non-profit insurance needs to Marco and the New City staff. Barb said that the City knew the DMIA could not secure insurance until it had received the first assessments from the City or County due to lack of funds. Barb will work on that. | <i>f. No action taken</i> |
| Committee Reports | | |
| Executive Committee, post RFP for Admin | Marco went over the RFP for the District Manager that was included in the packet. He wanted to issue it the week of December 9 th , it would be due on January 3 rd . | <i>Debra moved and Barb seconded approving the RFP as submitted and sending it out. The motion was approved unanimously.</i> |
| Civil Sidewalks Post RFP for Cleaning Services | Marco went over the RFP for the cleaning services based upon the budget allocation for Civil Sidewalk services found in the Management District Plan. Barb mentioned that there is a current 30k contract between the City and a local company to provide sidewalk pressure washing services to Downtown twice per year. Discussion was held as to whether that company could also combine the City grant with the Civil Sidewalks service provider so the sidewalks in all of Downtown could be done quarterly. Discussion followed | <i>Eddie moved and Brandy seconded approving the RFP as submitted and sending it out. The motion was approved unanimously</i> |
| District Identity and Placemaking, Post RFPs for Social Media and Website development | Marco then went over the sample RFPs for website creation and Social Media/PR that had previously been reviewed and approved by the Committee. These would be two separate contracts with the DMIA, with the website RFP being a priority. Discussion followed | <i>Daniel moved and Charlene seconded approving the RFP as submitted and sending it out. The motion was approved unanimously</i> |

| | | |
|---|--|--|
| Proposal for amending the bylaws | <p>At the previous meeting, Frank had requested that two issues for amending the bylaws be put on this agenda as a possible action item. The two issues were as follows:</p> <ol style="list-style-type: none"> 1. Should the DMIA allow for City reps on the Board to be voting or ex-officio, non-voting members; 2. No more than 2 reps for a same company owning property or businesses in Downtown, should be allowed to sit on the Board. That would not include ownership that had different LLCs owning businesses or properties in Downtown. <p>A discussion followed with many Board members stating that they thought the partnership with the City was important and that they should stay as voting Board members. Discussion also occurred over the max of 2 reps for the same business ownership or property ownership (same company) Downtown.</p> | <p><i>No action was taken on the first motion regarding City reps.</i></p> <p><i>Frank moved and Daniel seconded a motion restricting no more than 2 reps to serve on the Board from the same property owner or business owner in Downtown. That motion was approved unanimously</i></p> |
| Street spanning sign examples | <p>In light of Barb's announcement at the October meeting that a local company had approached Toni about construction a street spanning banner in Downtown, Marco passed out a series of similar signed that currently exist as "Town Center" markers in Downtowns in California. Discussion on the costs and location of such a sign occurred</p> | <i>No action taken</i> |
| Next Meeting: | Tuesday, January 14 th , 2025 at 4 p.m. at 127 N Main Street | |

Minutes taken by Marco Li Mandri, Interim Administrator – New City America

Downtown Manteca Improvement Association

Proposed Budget

9

| | January 2025 | | | |
|--------------------------------|--------------|------------|--------|---------------|
| | Jan 25 | Budget | Jan 25 | Annual Budget |
| Income | | | | |
| Assessment Income | | | | |
| 2025 Assessments | | 184,781.00 | 0.00 | 184,781.00 |
| Assessment Income - Other | 0.00 | | 0.00 | |
| Total Assessment Income | 0.00 | 184,781.00 | 0.00 | 184,781.00 |
| Nonassessment Income | | | | |
| Grants | 0.00 | | 0.00 | |
| Sponsorships | 0.00 | | 0.00 | |
| Total Nonassessment Income | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 0.00 | 184,781.00 | 0.00 | 184,781.00 |
| Expense | | | | |
| ADMINISTRATION | | | | |
| Accounting | 0.00 | | 0.00 | |
| Bank Fees | 0.00 | | 0.00 | |
| Insurance - Liability, D and O | 0.00 | | 0.00 | |
| Legal | 0.00 | | 0.00 | |
| Office Supplies | 0.00 | | 0.00 | |
| Outside Contract Services | 0.00 | | 0.00 | |
| Postage, Mailing Service | 0.00 | | 0.00 | |
| Printing and Copying | 0.00 | | 0.00 | |
| Rent | 0.00 | | 0.00 | |
| Subscriptions/ Memberships | 0.00 | | 0.00 | |
| Telephone, Telecommunications | 0.00 | | 0.00 | |
| ADMINISTRATION - Other | 0.00 | 37,000.00 | 0.00 | 37,000.00 |
| Total ADMINISTRATION | 0.00 | 37,000.00 | 0.00 | 37,000.00 |
| DISTRICT IDENTITY | | | | |
| Banner Program | 0.00 | | 0.00 | |
| Branding | 0.00 | | 0.00 | |
| Public Relations | 0.00 | | 0.00 | |
| Special Events | 0.00 | | 0.00 | |
| Website | 0.00 | | 0.00 | |
| DISTRICT IDENTITY - Other | 0.00 | 46,000.00 | 0.00 | 46,000.00 |
| Total DISTRICT IDENTITY | 0.00 | 46,000.00 | 0.00 | 46,000.00 |
| CIVIL SIDEWALKS | | | | |
| Landscaping | 0.00 | | 0.00 | |
| Maintenance Contractor | 0.00 | | 0.00 | |
| Security / Camera System | 0.00 | | 0.00 | |
| CIVIL SIDEWALKS - Other | 0.00 | 92,000.00 | 0.00 | 92,000.00 |
| Total CIVIL SIDEWALKS | 0.00 | 92,000.00 | 0.00 | 92,000.00 |
| Contingency/Reserve | 0.00 | 9,781.00 | 0.00 | 9,781.00 |
| Payroll Expenses | 0.00 | | 0.00 | |
| Total Expense | 0.00 | 184,781.00 | 0.00 | 184,781.00 |
| Net Income | 0.00 | 0.00 | 0.00 | 0.00 |

Year 1 – PROPOSED BUDGET (ASSESSMENT REVENUES/SPECIAL BENEFIT COSTS)

| | Civil Sidewalks | District Identity and Place Making | Administration | Contingency/ Reserve | TOTAL |
|----|-----------------|---------------------------------------|----------------|-------------------------|------------|
| % | 50% | 25% | 20% | 5% | 100% |
| \$ | \$ 92,000 | \$ 46,000 | \$ 37,000 | \$9,781 | \$ 184,781 |

Data in the Survey of the proposed District

A special benefits district can only fund services that are over and above what the City of Manteca is currently funding in Downtown. A survey was mailed out in early October 2022 to all property owners in a wide area that was considered the greater downtown district. The priority special benefit services that resulted from the returned surveys include the 6 top issues:

1. The overwhelming majority of respondents believe that Downtown Manteca is *“relatively safe, however suffers from an unsafe image.”* This is all about controlling the story of Downtown Manteca
2. Responding to the issue of homelessness, panhandling and loitering issues impacting Downtown
3. Supporting new public space designations and management of those public spaces
4. Managing parking in Downtown
5. Funding marketing, promotions, social media, and branding programs for Downtown
6. Funding regular sidewalk and gutter sweeping services in Downtown

The data to be used for the assessment methodology in the final plan includes the following:

- 435,1761 in gross building square footage
- 13,321 linear frontage (2.5 miles)
- 1,283,549 in gross lot size

Benefits

“General Benefit” is defined as: *“A benefit to properties in the area and in the surrounding community or benefit to the public in general resulting from the improvement, activity, or service to be provided by the assessment levied.”* “Special Benefit” as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the DMCBD or to the public at large. The general benefits of the proposed DMCBD for the first year will equal \$3,771, representing 2% of the combined special and general benefits budget of \$188,552.

Formula

There is one benefit zone in the DMCBD. (A map showing the DMCBD boundaries and benefit zones is shown in Chapter 2 of this Plan). Year 1 property assessment rates per parcel are as follows:

**REQUEST FOR PROPOSAL FOR A DISTRICT MANAGER FOR THE
DOWNTOWN MANTECA IMPROVEMENT ASSOCIATION (DMIA)
ISSUED DECEMBER 9, 2024, DUE JANUARY 3RD, 2025**

The Downtown Manteca Improvement Association is seeking a qualified “District Manager” to serve in the capacity of key support staff manager of the special benefit district the Downtown Manteca Community Benefit District (CBD). Individuals or companies are encouraged to apply. Proposals are due by January 3, 2025.

Background:

The Downtown Manteca Improvement Association (DMIA) is a public benefit corporation whose primary function is to administer the Downtown Manteca Community Benefit Improvement District (CBD). The District was approved by a vote of the affected property owners in June 2024 and is the process of commencing a number of services at the beginning of 2025. The DMIA has a contract with the City of Manteca to administer the revenues for this assessment district.

The special benefit services funded by this CBD include maintaining cleanliness and order in the public rights-of-way, improving district identity, creating, and running a new web site and coordinating district events, serving the corporations’ administrative needs, and advocating on behalf of the area’s property owners, business owners and residents. The Downtown Manteca CBD is a mandatory assessment district that funds special benefits or services over and above those currently provided by the City of Manteca. The CBD includes all property owners within the boundaries of the attached map. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building/commercial mix, and public space improvements within the district.

The expectations for the administrative employment and/or contract for services for this position include:

Desired Skills and Experience:

- Working with public benefit, non-profit corporation Board of Directors.
- Working independently and efficiently without direct supervision.
- Ability to effectively communicate with stakeholders (property owners, business owners and residents).
- Ability to write and maintain records of the Association.
- Knowledge of basic accounting principles.
- Knowledge of basic property management.
- Proficient computer and business e-mail skills.
- Proficient understanding of the public records and public notice requirements of the Brown Act.
- Identify and pursue successful funding sources outside of the District assessments.

Hours required:

The District Manager shall be determined by instructions of the Board of Directors minimum of an average of 15 – 18 hours per week and revised based on discussions with the Board of Directors. Approximately \$35.00 per hour.

Duration:

The District Manager agreement shall commence in or around February 1, 2025, and will remain in force until determined by the DMIA Board of Directors that the contract is no longer necessary.

The President, with the consent of the Executive Committee of the DMIA Board shall retain the right to terminate the employment agreement or management agreement upon 30-day notice.

Pay:

Initially, up to \$3,000.00 a month dependent upon experience. This shall be a straight performance-based agreement and shall *not include* employee or a company benefits package. Any payroll and employment taxes shall be included in this \$3,000.00 a month maximum figure. The Board may also consider higher proposals based upon experience and overview of service providers within the district.

Employment status:

Individual, consultant groups, CBD District Management Companies, or other management entities or partnerships with appropriate experience are encouraged to submit a response to this RFP. The District will enter into an independent contractor relationship or employment agreement with the selected candidate(s) or companies. The main point of contact for the selected candidate or company shall be Jorge Villa, President of the DMIA.

Expectations of the Selected Candidate or Company**IMPLEMENTATION OF SERVICES:**

- Review the Management District Plan to become knowledgeable of the scope and depth of special benefit services voted upon by the property owners of the district. Be prepared to oversee employees and/or coordinate and interview contract providers for security, landscaping, sidewalk maintenance, etc. to ensure the highest level of services for the benefiting property owners, residents, and businesses. Be knowledgeable of the limitations of the “special benefit services” as explained in Article XIII(D) of the state constitution. *(Copies of the full management district plan are available upon request.)*
- Be available to interact with district property owners, residents, businesses, visitors, and City officials as necessary in response to the delivery of services.
- Walk with the maintenance employees or contractor regularly to ensure the highest level of maintenance and security is provided.
- Ensure that the maintenance employees or contractor provider reports to the City immediately on any hazardous conditions in the public rights-of-way.
- Frequently monitor frequently the level of problematic issues in the public rights-of-way.
- Respond to constituent concerns in a timely manner.
- Respond to e-mails or inquiries from Board members or constituents with all due speed.

- Coordinate special events, (supplemental payment/time compensation is possible for this). Prepare event status reports of vendors, payments, budget concerns, leading up to the event.
- Maintain and update the database, based upon changes in land use and improvements and report to the City every year in June prior to County assessment bills are mailed.

II. CORPORATE ORGANIZATIONAL SUPPORT

DMIA Board meeting clerical, administrative and organizational support

- a. Attend all DMIA Board and Executive Committee meetings.
- b. Prepare all DMIA Board agendas, post consistent with the Brown Act and City of Manteca open meeting provision requirements.
- c. Distribute DMIA Board agendas prior to the meetings.
- d. Prepare and distribute all committee and task force agendas prior to the meeting.
- e. Work closely with President and Committee Chairs in the preparation of meetings.
- f. Attend all DMIA Board Standing Committee and Task Force meetings.
- g. Help direct and manage DMIA Board discussions.
- h. Review and correct all minutes for accuracy.
- i. Maintain all corporate meeting records consistent with the Brown Act provisions.
- j. Oversee and monitor the annual election of DMIA Board members.
- k. Keep a roster of attendance for all DMIA Board members to ensure compliance with the bylaw's attendance requirements.
- l. Prepare reports, including the annual report to the DMIA Board and the City.

III. GENERAL ADMINISTRATION

Fiscal

- a. Monitor Committee budgets to make sure they are in line with projections.
- b. Monitor assessment compliance reports with the City.
- c. Prepare monthly financial reports to the Board of Directors, and the Committees of the Board.
- d. Prepare and monitor annual budgets for the City Annual reports.
- e. Work with auditor for annual 990 reports and audits to the City.
- f. Work with accountant or CPA for compliance with federal and state tax filings.

Supervisory

- a. Oversee maintenance and other service providers.
- b. Oversee and direct any student interns.

Office

- a. Ensure public accessibility to records and minutes and finances of the corporation.

IV. OTHER:

Other duties as assigned by the DMIA Executive Committee and/or Board.

V. DUE DATE:

The Downtown Manteca Improvement Association reserves the right to accept, negotiate, reject, or propose amendments to any and all proposals submitted. The selection process will be determined based upon district management experience, knowledge of the law, experience in working with non-profit Boards and knowledge of the City of Manteca. We reserve the right to reject any and all applicants as well as to determine that we will not fill this position.

For any questions regarding this RFP, please call 888 356-2726 and ask for Marco Li Mandri, Interim Administrator.

Please email your resume, proposal or response to marco@newcityamerica.com

Due date: Friday, January 3, 2025.

Please include three references related to similar work with your response to the RFP.

The Downtown Manteca Improvement Association is an Affirmative Action, Equal Opportunity employer and does not discriminate against employees or applicants because of race, religion, creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex gender, gender identity, gender expression, age, or sexual orientation, or any other characteristics protected by State and Federal law.

REQUEST FOR PROPOSAL

SIDEWALK CLEANING AND MAINTENANCE MAINTENANCE/PRESSURE WASHING PROGRAM

Responses Due by Friday January 3rd, 2025

I. Introduction and Background

The Downtown Manteca Improvement Association (DMIA) is releasing of a Request for Proposals ("RFP") for the provisions of maintenance to designated public spaces and cleaning personnel to designated public spaces in the boundaries of the Downtown Manteca district in Manteca (see attached map). The personnel assigned to those varied functions may come from one vendor or a combination of vendors that specialize in the various needs of the Uptown Manteca. This contract will commence on approximately March 1st, 2025, and run for a period of one (1) year with annual options for renewal for a total of three (3) years. The selected contractor will interface with the Operations Manager or Executive Director, as may apply.

The DMIA Board is seeking a private maintenance and landscaping company (contractor(s)) to provide cleaning and minor landscaping services in the public rights of way as further designated in this RFP. The DMIA's mission is a challenge and not every maintenance company will have the ability to meet the demand. The DMIA requires that the Contractor(s) provide sufficient personnel to staff a maintenance program, who have the requisite skills to maintain the public rights of way and who can professionally interact with the members of DMIA, the public and have the skills and abilities necessary in dealing with unruly or marginalized persons.

The DMIA's' mission is to improve the quality of life in Downtown Manteca. Environmental change in a community can only come about as a result of focused personnel who have been designated to provide a service to the property, business owners, their employees, and visitors who are funding these services. The Downtown Manteca Improvement Association is not a public agency; although, it does engage in public safety, cleanliness and community services.

The DMIA may experience seasonal fluctuations and may require the contractor(s) to periodically supply additional personnel to the regular roster of maintenance attendants. The seasonal fluctuations primarily occur over the holiday season and when special events occur throughout the year.

The DMIA will work closely with the Manteca Police Department. The contractor(s) must be capable of sustaining the DMIA with support in the event of a major natural disaster. The DMIA employees must meet a standard of professionalism and excellence that to maintain a healthy relationship with the City of Manteca staff and the community.

II. Not to Exceed Contract Amount:

Contractor(s) shall provide a *not to exceed* price with a thorough breakdown of the wages provided for each work position, basic employment costs, the proposed hours and days for each work position and the overhead and administrative costs including a description of benefits provided to personnel, and any additional administrative cost. Maintenance and pressure washing of the public rights of way proposals shall not exceed \$90,000.00 for the first year of operation.

III. Overall Objectives

Through the retention of a private maintenance Contractor(s) the DMIA seeks to accomplish the following:

1. **Visible Distinction** - To create a visible distinction within the Downtown Manteca area when compared to the surrounding parts of the District insofar as far as standards of cleanliness are concerned.
2. **Visible Program** - To provide visible evidence that the DMIA funded maintenance program is working on a regular basis by making personnel visible with district colors on uniforms. In the future, branding may be added with the district colors and logos on trash receptacles and machinery.
3. **Public Interaction** - To provide assistance and information when requested to visitors, residents, property owners, business owners and their employees in the Downtown Manteca area and be willing to and capable of interacting with these individuals and businesses on a daily basis.
4. **Security Interaction** - To communicate observed suspicious behavior within Downtown Manteca and appropriate private security personnel within the district as well as to provide field reports of those observances. Each individual employee will be required to carry one handheld radio or cell phones to communicate with the Contractor(s) Operations Manager and/or Downtown Manteca Executive Director as directed, and other maintenance co-workers. The selected contractor is responsible for providing and maintaining all radios for maintenance personnel.

IV. Maintenance and Cleaning Services to be Provided – Required:

The mission of the DMIA is to create a dynamic Downtown Manteca urban district that will attract new businesses, retain existing businesses, create a nice living environment for residents and attract visitors to a pleasant, clean, safe and beautiful community. This shall be accomplished through the use of designated cleaning and cleaning personnel.

1. **Sidewalk/Gutter Sweeping** - Using hand or power sweeping equipment, cleaning and removing all trash, gum, stickers, debris and human bio-waste from sidewalks, gutters, driveways, tree wells, landscaped areas and on and around street furniture, including trash receptacles. Perform duties in a uniform fashion based upon directed frequency. Personnel shall be courteous and helpful to district merchants, residents, visitors, pedestrians and City personnel.
2. **Personnel schedules, services, route frequency should be as follows:**
 - A. **Sidewalk Pressure Washing frequency:**
To be determined, however, the entire district will be pressure washed no less than two times per year.

B. Sidewalk Pressure Washing:

Pressure washing should be done at a time of day that is convenient for business and property owners and not after 9 AM. Water temperature shall be at least 180 degrees Fahrenheit with a pressure of not less than 3500 psi and a volume not less than 5 gpm. All spray nozzles shall have a 25-degree pattern or greater. All storefront areas including storefront glass areas shall be protected to avoid water seepage into storefronts and debris on the sidewalk areas should be picked up immediately prior to washing. The contractor(s) shall have the capability to provide their own water source if needed or arrangements shall be made to use public or private sources. It is the responsibility of the contractor(s) and not the DMIA to ensure that the pressure washing conforms to all applicable governing laws and regulations, including state and local laws governing storm water disposal. The pressure washing is to be conducted following tree and planter watering, as may be done, to remove soiled runoff. Appropriate safety measures shall be taken at all times. The minimum schedule should be as follows:

1. Gum is to be removed from sidewalks through hand scraping or pressure washing as needed but at least annually;
2. Spot cleaning will be done as necessary;
3. The pressure washing schedule shall be posted on the Downtown Manteca websites so businesses, property owners and managers and residents can check on when their next rotation will occur.
4. Contractor(s) shall be able to provide special maintenance services, if needed, to and after special events as instructed by the Contractor(s) Operations Manager and/or Downtown Manteca Executive Director.

3. Trash Collection/Removal - There are multiple City-maintained trash receptacles which are located throughout the district. Downtown Manteca maintenance personnel may be responsible for emptying any new receptacles, once placed, as frequently as is necessary and repairing and replacing the receptacles in a timely manner as necessary. Contractor(s) shall be responsible to clean the exterior surfaces of all trash receptacles on public rights of way and keeping them free of minor graffiti by using appropriate methods which will not harm the receptacle surfaces. Major graffiti and vandalism shall be reported to the Contractor(s) Operations Manager in a manner determined by the Downtown Manteca Executive Director.

- A. Wipe down trash receptacle covers on a consistent basis, frequently mopping or washing the bottoms of the receptacles to remove dog urine, spilled drinks or other liquids;
- B. Clean and/or pressure wash trash receptacles at a minimum of once monthly or as needed;
- C. Maintain daily cleaning reports to be distributed to Contractor(s) Operations Manager and/or Downtown Manteca Executive Director, District Manager or District management company as directed to ensure compliance with contract.

4. **Graffiti Removal** – Clean with solution or pressure wash graffiti, stickers and unauthorized or illegal signs from pavements, trees, poles, planters, street furniture, news racks, bus stops, utility bases and any other relevant surfaces each day. Such removal shall be done in a manner not to damage the surface of the receptacle, pavement or public street furniture. All graffiti is to be removed from ground and wall surfaces within 24 hours of the occurrence. All other graffiti, including that on private property shall be noted and the private property owner shall be notified or the City department notified in a manner to be determined by the Contractor(s) Operations Manager and/or Downtown Manteca Executive Director or District Manager.
5. **Human Bio-waste** – Remove all human bio-waste, by sprinkling kitty litter on the bio-waste, thoroughly clean with a disinfecting agent or pressure wash with a similar agent from pavements, trees, poles, planters, street furniture, news racks, bus stops, utility bases and any other relevant surfaces when applicable. Such removal shall be done in a manner not to damage the surface of the receptacle, pavement or public street furniture. All human bio-waste is to be removed from ground and wall surfaces immediately once discovered. All other bio-waste, including that on private property shall be noted and the private property owner shall be notified or the City department notified in a manner to be determined by the Contractor(s) Operations Manager and/or Downtown Manteca Executive Director or District Manager.
6. **Painting/touch-up/washing** – Provide an ad-on for touch-up painting of trashcans, planters, benches and light bases throughout the DMIA as requested.
7. **Special Events, Holiday Decorations, Banners and Planter Watering** - Maintenance personnel may be called upon to install banners, holiday decorations, pedestrian way-finding systems and maintain those amenities as long as they are displayed in the boundaries of the District. The Downtown Manteca Executive Director or District Manager shall give contractor(s) at least thirty (30) days-notice of the need for personnel to implement various special events and/or seasonal displays in specifically designated areas in the district. This should be considered a standard service for the regular maintenance crew.
8. **Uniforms:**
The DMIA shall provide the contractor(s) an appropriate number of customized shirts, caps and windbreakers. It shall be the responsibility of the contractor(s) to provide uniform pants in a style and color selected by the Downtown Manteca Executive Director, District Manager or District management Company. It shall be the responsibility of the contractor(s) and their employees to care for and maintain all uniform apparel. All employees, at all times, shall be in uniform. Uniforms shall be neat and presentable at all times. Uniforms shall be replaced as they are worn out.

V. Specifications for Proposal

Contractor is requested to submit four (4) copies of its proposal by January 3rd, 2025 in accordance with the following format requirements:

- **Introduction** - Summarizing the scope of work to be performed.
- **Scope of Work** - List work to be performed, with the accompanying cost proposed for that service. Proposal shall describe procedure, materials and resources (e.g., staff), which will be utilized to complete each task in the scope. It is understood that services will be "as needed" and may ultimately be increased or decreased during the phase of negotiating a service agreement with the successful bidder. *The contractor is to provide the number of hours that*

cleaning and landscaping personnel shall be provided, in the DMIA, not to exceed the budgeted amount for the district.

- **Identification of Personnel and Equipment for the Uptown Manteca:** The contractor shall provide a list of the number of personnel that will be provided to maintain the Downtown Manteca for a 12-month period commencing February 2025 (or earlier) and ending on March 30th 2026. The contract may be extended by mutual agreement of both parties. *The contractor shall provide the number of the following personnel or sub-contracts including, but not limited to:*
 - i. Part time operations director;
 - ii. Annual cost of vehicle, maintenance, gas, and insurance;
 - iii. Supplies and equipment; (paid for by the DMIA)
 - iv. Water trailer, supplies, etc.
 - v. Monthly supplies for operations;
 - vi. Uniforms or special apparel in addition to those provided by the DMIA.
 - vii. Radio and communications system;
 - viii. Graffiti removal supplies and equipment;
 - ix. Steam clean costs on a quarterly basis
 - x. Maintenance employees' hourly rates, proposed hours and days;
 - xi. Overhead factor (if applicable)
 - xii. Other costs considered relevant including contingency;
 - xiii. Any start-up funding required to acquire equipment and supplies related to this contract;
- **Company Background** - Describe your organization/company's background including list of owner/principals (if private sector) or Board of Directors (if non-profit) including resumes of key management personnel, length of time company/organization has been in operation, size (annual revenues), and organizational structure (e.g., staff and org chart).
- **Current and Prior Experience** - Provide a comprehensive list of all contracts or work performed during the past two years regarding any/all of the items in the scope of service. The list should include:
 - 1. Job location;
 - 2. Contract Amount;
 - 3. Role in the job (subcontractor or contractor);
 - 4. Equipment/general procedures used on the job;
 - 5. References - past and present including contact information;

VI. Contractor's Employees

- All employees shall be U.S. citizens or be legal residents of the United States with supporting documentation.
- Personnel shall have good communications and public relations skills to effectively interact with visitors, business and property owners in the DMIA. Contractor will ensure that personnel understand that public relations and public assistance are a primary part of their duties and are willing to assist in survey, distribute community information, provide directions, and assist the public as needed.

- Daytime personnel must be able to speak, write and understand the English Language to interact with the public, property and business owners, and DMIA staff. Bilingual capabilities are preferred. Provide list of language skills in proposal.

VII. Management, Supervision and Training

- Contractor shall assign one responsible management level person or an Operations Director to meet with the DMIA District Manager on an as needed basis. This Operations Director shall attend all appropriate Committee and Board meetings.
- All shifts must be supervised by an individual who monitors cleaning and landscaping personnel, makes client calls, contacts city departments to correct area maintenance problems, makes route inspections, makes graffiti lists, maintains service reports, reports suspicious/nuisance activity and homeless/vagrant issues to the Manteca PD.
- Contractor is responsible for all training required to ensure that employees clearly understand their duties and responsibilities. Such training shall include pre-assignment training and remedial training, as necessary. Contractor understands that the DMIA's will have the right to request that any employee receive remedial training or be removed from the project upon request.

VIII. Equipment

Personnel shall be equipped with all necessary equipment to perform the essential functions of this proposal.

IX. Insurance

The successful contractor shall be required to carry the following insurance and name the Downtown Manteca Improvement Association, its Board members, Directors and Officers as well as the City of Manteca as additionally insured. Insurance companies and limits shall meet the standards of the DMIA and the City and shall be provided in forms acceptable to DMIA and City.

Insurance company issuing the policy shall be an "admitted" insurer in the State of California and shall carry an A.M. Best and Company minimum rating of AA:VII. Additional insurance provisions shall conform to Section 17 of the approved Management and Disbursement Agreement by and between the City of Manteca and the Downtown Manteca Improvement Association, copy of which will be provided upon request.

- **Worker's Compensation** - In accordance with state compensation laws, the contractor shall carry worker's compensation & employer's liability insurance for all persons employed in the performances of services at all times, described in this proposal.
- **Liability/Bodily Injury and Property Damage** - The contractor shall carry liability insurance/bodily injury and property damage in the amount not less than \$2,000,000 per occurrence with a \$3,000,000 aggregate.
- **Automobile** - The contractor shall carry automobile liability insurance/bodily injury and property damage liability in the amount not less than \$1,000,000 per combined single limit. All vehicles shall be registered and maintained by the selected contractor.

- **Additional Insured** – The DMIA Downtown Manteca Improvement Association shall be named as additional insured on all policies.

X. Other

The Contractor(s) must be licensed to do business in the State of California and hold a valid City of Manteca Business license.

XI. Submittal of Proposals

Four copies of all bids should be submitted in a sealed envelope marked "Maintenance and Landscaping Ambassador Program Bid" - **No later than 5:00pm on Friday, January 3rd, 2025.** Please ensure that all bids are addressed to:

**The Downtown Manteca Improvement Association
c/o Marco Li Mandri, Interim Director, New City America
710 W. Ivy Street, San Diego, CA 92101**

RFP Responses may also be e-mailed to: Marco@newcityamerica.com by the listed due date and time.

Contractor's Representations:

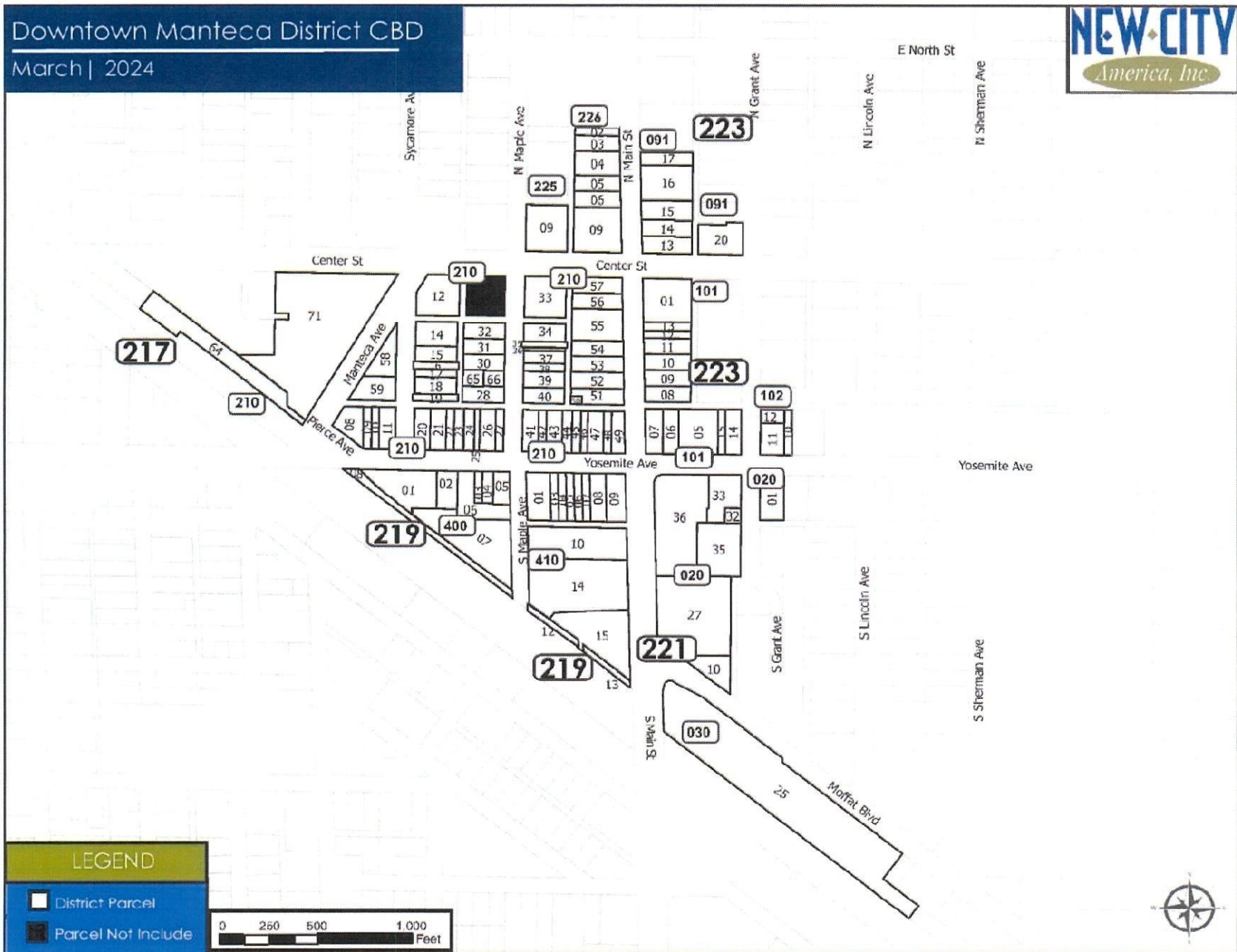
The Contractor(s), by submitting a bid, represents that:

- a. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.
- b. The Contractor, before submitting a proposal, understands that the Contractor must:
 1. examine the RFP information pack and exhibits;
 2. visit the site and become familiar with all local conditions which may in any manner affect the cost, progress or performance of the services; and,
 3. become familiar with all applicable Federal State and local laws, ordinances, codes, rules and regulations that may in any way effect the cost, progress or performance of the services.

XII. Award of Contract

The award date of the contract is anticipated to be no later than the beginning of February 2025, that date should provide for the commencement of services on or around the middle of the month. The term of the contract will be for 1 year. The rates established in the contract are to be maintained for the entire term of the contract. The selected contractor shall be expected to set up a base for operations, acquire all equipment and be ready to implement services on or around February 1st, 2025.

The DMIA Board reserves the right to accept, amend, reject or completely alter the use of a private contractor in this RFP process. The DMIA may also determine that it is most cost effective to provide such services with in-house DMIA employees. The responses to this RFP will determine that course.



REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

Issued December 9th 2024, Due Date: Friday January 3rd, 2025 by 5:00 p.m.

Downtown Manteca Improvement Association (DMIA), a management association that has recently been formed and will oversee the administration of the newly formed Community Benefit Improvement District is seeking professional organizations to provide key services to its stakeholders. The DMIA represents the property owners in Downtown Manteca and will use a portion of the revenues from the assessments to promote Downtown Manteca Improvement. The DMIA is seeking a professional services contractor to provide public relations and social media management for the Association's initiatives, activities, and events.

The contract period shall commence upon the contract being awarded for one (1) year; with the potential to extend the contract for an additional year. In the next year's contract, there may be additional services requested including, but not limited to, additional social media support, blog copywriting, etc. Additional services will be projected in the new year's budget. The budget for the initial term of this proposal has not been set yet, with an additional budget for social media advertising. *The agreement for the first year shall not exceed \$1,000 per month.*

The selected firm shall be responsible for securing traditional media and managing social media platforms for special events, new initiatives, and manage crisis communications on behalf of the Association and collaborate with Downtown Manteca stakeholders through DMIA administrative staff. The selected firm shall work with the Association for strategic planning, media coverage, press releases, social media campaigns, email marketing, media tracking/analytics, etc.

Proposals should include past and existing work with business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association Office by Friday, January 3rd, 2024 at 5:00 p.m.

Please address to:

Marco Li Mandri, Interim Administrator
Downtown Manteca Improvement Association
c/o New City America
710 W. Ivy Street, San Diego, CA 92101

Or e-mail to Chris Gomez, at chris@newcityamerica.com

For more information, please contact Chris Gomez at 888 356-2726.