



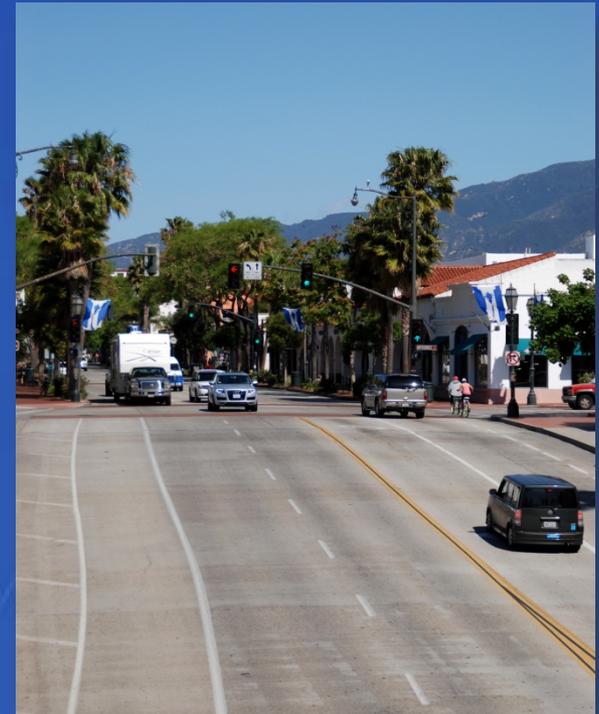
State Street Safety Guides-Pilot Program



Santa Barbara City Council
September 9, 2014

Presentation Outline

- ◆ Program goals
- ◆ Overview
- ◆ Project scope and area
- ◆ Services provided
- ◆ Stakeholders
- ◆ Request for Proposals
- ◆ Process
- ◆ Project Management





Program Goals

- ◆ Have a presence in Downtown public areas
 - Primarily State Street
 - City parking facilities
 - Pedestrian paseos and sidewalks
- ◆ Improve perception of safety in the Downtown Core
- ◆ Provide hospitality assistance to the merchants, visitors and shoppers in the Downtown Core



Overview

- ◆ On June 2, 2014 Council approved \$150,000 for a pilot program
- ◆ Staff developed scope of work in consultation with stakeholders
- ◆ Request for proposals will be issued following Council review
- ◆ Implement in early 2015





Project Area Description

- ◆ Centered on State Street
- ◆ North/South: Victoria Street to Cabrillo Boulevard
- ◆ East/West: Anacapa Street to Chapala Street
- ◆ City-operated parking garages and surface parking lots
- ◆ Pedestrian paseos connecting to State Street

Services to be Provided

- ◆ An official presence in the Downtown Core every day
 - 2-person patrol
 - 11:00 a.m. to 7:00 p.m. – Monday through Sunday
- ◆ Trained safety personnel
 - “Guard Card” certification
 - No citation authority. Not armed.
- ◆ Close coordination with the Police Department
- ◆ Working on foot
- ◆ Identify and report problems



Stakeholders

- ◆ Downtown business community
 - Downtown Organization, Property owners, business owners and employees
- ◆ Police Department
- ◆ Public Works staff





Program Research

- ◆ Reviewed Requests for Proposals from five other cities, including Long Beach and Santa Monica
- ◆ Made site visits to Long Beach and Santa Monica
 - Met with Business Improvement District representatives
 - Met with Police Department representatives
 - Police Department staff expressed support for their programs
- ◆ Worked with the Police Department
 - Management
 - Officers

Request for Proposals Process

- ◆ Draft a scope of work:
 - Security monitoring
 - Marketing
 - Public relations and customer service
- ◆ Met with stakeholders to review the scope of work
- ◆ Solicit proposals
- ◆ Final interviews and contract negotiation
- ◆ Council approval of contract



Project Management

- ◆ Administered by Downtown Parking staff
- ◆ Close coordination with the Police Department
- ◆ Regular reporting to the stakeholders
 - Monthly reports
 - Quarterly meetings
 - Monthly meetings with Downtown Organization Block Captains



Next Steps

- ◆ Release request for proposals September-October
- ◆ Interview firms October-November
- ◆ Recommendation to Council of selected firm - December
- ◆ Safety Guide program begins early 2015