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SAFETY HOSPITALITY AMBASSADOR SERVICES

INTRODUCTION

In accordance with the Request for Proposal from the South Los Angeles Industrial Tract Property Owners Association (SLAIT), the following information is provided. Streetplus Company, LLC (Streetplus) is pleased to present our qualifications regarding the Safety Hospitality Ambassador Program.



This document (Proposal) contains proprietary and confidential information. All information, to include methodology and financial model and costs, is provided in reliance upon its consent not to use or disclose any information contain herein except in the context of its business dealings with Streetplus.

The recipient of this document agrees to inform others who view or have access to its content of its confidential nature.

Mr. David Goldberg (Principal) and Mr. Patrick DeSimone (Principal) each have over twenty-five years of demonstrated experience with providing contracted labor and management to the improvement district industry. This experience has resulted in a business model with proven results, just ask our customers.

Mr. Hillard has over sixteen years of demonstrated experience with designing, implementing and managing full-service improvement districts accounts nationally, to include hospitality, safety, security, maintenance, cleaning, landscaping and social service outreach. Additionally, Mr. Hillard has worked in law enforcement at the local and federal level.

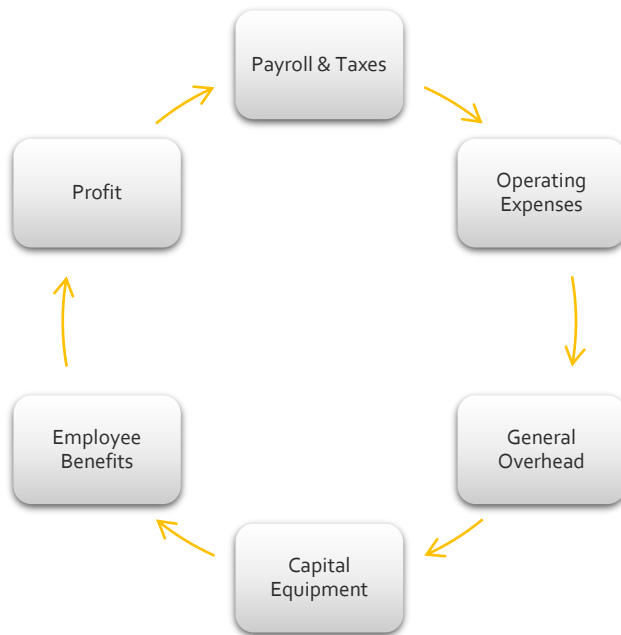
Streetplus is licensed with the State of California, Bureau of Security and Investigative Services (Private Patrol Operator License #17493).

FINANCIAL

This section of our Proposal contains the details regarding the cost to provide services described in our Proposal. The proposed cost should be considered as “all-inclusive” and our program is designed to be a turnkey operation. We’ve addressed the requirements contained in the RFP.

It is important to note that Streetplus is open to discussing our costs with representatives of the SLAIT. Our proposed annual cost to provide services includes everything, except for the equipment and items provided by the SLAIT.

The following graphic indicates the six different categories of our cost model.



PROPOSED CAPITAL EQUIPMENT

Streetplus proposes the equipment described below. It is important to note that the cost of this equipment is included in our overall cost to provide services. Streetplus is open to discussing the merits of our proposed capital equipment list and will adjust our price should the SLAIT decide to modify the equipment list. It is our professional opinion, based on several visits and walks of the area, that the proposed capital equipment is necessary to exceed desired results.

PATROL VEHICLE

Our standard vehicle for conducting security patrols is the Nissan Frontier with Short Box. This is a great utility vehicle with excellent fuel economy. Streetplus will ensure the vehicle is painted and decorated in accordance with specifications from the SLAIT. The proposed annual cost to provide services includes all associated costs to operate and maintain the patrol vehicle, to include automobile insurance, gasoline, and maintenance.



POLICE MOUNTAIN BICYCLES

Streetplus has a national agreement with Fuji for police mountain bicycles. The Fuji Code 1 patrol bicycles are made to take punishment all day long and are ready to do it again the next day. The foundation of the Fuji patrol bike is the aluminum frame with S-bend stays, a power-curse downtube and the Suntour XCT suspension fork with a lockout (allowing the Ambassador to turn the suspension on and off, depending on the environment).



Included in the baseline cost for services are eight (8) Fuji Police Mountain Bicycles with accessories.

GUARD TOUR SYSTEM

It is important to provide documentation regarding the security patrols and rounds made by Ambassadors. Streetplus has a national agreement with Timekeeping Systems Guard1 Plus. The Guard1 Tour Pipe was designed for the most rugged use and the toughest environments. The Pipe is powered by lithium batteries and does not have any of the problems associated with rechargeable batteries.



There is no downtime waiting for batteries to recharge so the Pipe is available twenty-four hours.

Included in the baseline cost for services is one (1) system with accessories and three (3) Readers.

COMPUTERS, MOBILE DEVICES AND TABLETS

Streetplus proposes to purchase a desktop computer and printer. Streetplus has a national account with Dell Computers and HP printers. The printers will have the capacity to print, scan, copy and fax (color printing).

Streetplus proposes to purchase Samsung Galaxy S5 cellular telephones and Samsung Tablets.



Included in the baseline cost for services are six (6) Samsung Galaxy S6 cellular telephones, one (1) Samsung 7” tablet, one (1) Dell desktop computer with accessories, and one (1) HP printer with network and wireless connectivity.

SUMMARY

The table below contains the proposed capital equipment that is included in our baseline cost for services and the quantity and cost.

CAPITAL EQUIPMENT			
Item	Qty	Unit Cost	Extended Cost
Patrol Vehicle	1	\$ 25,000.00	\$ 25,000.00
Police Mountain Bikes	8	\$ 750.00	\$ 6,000.00
Guard Tour System	1	\$ 5,000.00	\$ 5,000.00
Computer System	1	\$ 1,800.00	\$ 1,800.00
TOTAL			\$ 37,800.00
ANNUAL (3 Year Amortization)			\$ 14,214.18
COST PER HOUR			\$ 0.65

PROPOSED ANNUAL COSTS

Streetplus is confident the program we’ve designed for the SLAIT will exceed your expectations and we encourage dialog between both organizations regarding the proposed annual cost for services. We understand today’s economic climate is difficult and funding is limited. Our proposed annual cost for services is a beginning point and we are willing to discuss with you to ensure the program and services are within established budget perimeters.

LABOR HOURS

The table below contains data regarding the proposed hours of labor required to complete all services and tasks listed in the RFP and proposed by Streetplus.

PROPOSED HOURS		
Labor	Week	Annual
Public Safety Ambassador	212	11,024.00
Team Leader	128	6,656.00
Supervisor	40	2,080.00
Program Manager	40	2,080.00
TOTAL	420	21,840.00
FTE	10.50	

PAY RATES

The table below contains data regarding our proposed pay rate structure for this account.

Labor Category	1st Year	2nd Year	3rd Year
Public Safety Ambassador	\$ 12.25	\$ 13.00	\$ 15.00
Team Leader	\$ 13.25	\$ 14.00	\$ 15.75
Supervisor	\$ 16.50	\$ 16.75	\$ 17.00
Program Manager	\$ 21.64	\$ 22.07	\$ 22.51

COSTS BY EXPENSE CATEGORY

The table below contains costs to provide services by expense category.

COST CATEGORY	TOTAL COST	% of TOTAL
Payroll and Taxes	\$ 359,578.26	68.87%
Operating Expenses	\$ 43,378.00	8.31%
General and Administrative Overhead	\$ 11,865.00	2.27%
Capital Equipment	\$ 14,214.18	2.72%
Employee Benefits	\$ 51,573.00	9.88%
Profit	\$ 41,496.00	7.95%
TOTAL ANNUAL COST	\$ 522,104.43	100.00%

INVOICING AND BILLING

Our goal when related to invoicing and billing is to customize the process and documents to meet the needs of our customers. Each account has different requirements and we encourage dialog during the transition and implementation phase to determine what the invoicing and billing process will include. We're willing and able to provide any supporting documentation as part of our invoicing and billing process.

Our invoicing and billing system is flexible to enough to provide separate payroll and billing associated with special details and projects. These will be segregated from the normal monthly invoicing. Our local program manager will be knowledgeable of our payroll and billing process.

CREDENTIALS

This section of our Proposal provides background information related to Streetplus credentials.

STREETPLUS COMPANY, LLC

Streetplus provides positive results that improvement districts demand, but don't always receive from their contractor. We have experience, knowledge and processes structured to achieve results that will exceed your expectations, just ask our customers. You will get to know us better as you read our proposal and you will learn why we are the clean, safe and friendly addition that improvement districts have been looking for.

Streetplus has annual revenue of nearly \$15 Million, operates in eight (8) states, employs nearly 350 ambassadors and serves fifty-five (55) improvement districts. The chart below provides contact information for our regional offices.

REGIONAL OFFICES

Eastern Region	Central Region	Western Region
154 Conover Street	939 W. North Ave	515 S. Flower Street
Brooklyn, NY 11231	Suite 750	36th Floor
855-399-9600	Chicago, IL 60642	Los Angeles, CA 90071
718-222-4549	855-399-9600	855-399-9600

Streetplus is pleased to submit our proposal to provide the services described in the Request for Proposal. Please contact the following person regarding questions associated with our proposal.

Steve Hillard, Principal and President
Streetplus Company, LLC
154 Conover Street
Brooklyn, NY 11231

(718) 757-1758 Mobile
(855) 399-9600 Toll Free
(610) 466-9770 Direct Line
shillard@streetplus.net

Streetplus is a full service provider of contracted services to the improvement district industry and our services include the following:

CLEANING

Cleaning the streets of New York since 1991 has given Streetplus the experience to clean any city in the United States. You only get one chance to make a first impression. Our ambassadors tackle the toughest cleaning situations by taking the approach of “attention to detail.” Cleaning services must be objective; either the District is dirty or clean. Is there litter and debris on the sidewalks and curb lines? Is the District overwhelmed with weeds and graffiti? Are the trash cans dirty and in need of detailed cleaning? Do street fixtures, light poles, utility and electrical boxes need a fresh coat of paint? Do flower baskets and planters need water and a fresh look?



These are just a few of the conditions that adversely reflect on a District. First impressions are important and you want to make sure your District is clean. Our ambassadors are visible and care about the place where they live and work. We train them to look at the District through the “eyes of the customer” and apply “attention to detail” when performing tasks and duties throughout the District.

Good old fashion hard work is still the best approach to cleaning, but Streetplus augments our physical labor efforts with appropriate equipment that is friendly to our environment. We also use “green friendly” chemicals.

SAFETY & SECURITY

Visitors, workers and residents know when a District is clean, but what makes a District safe? How do you measure safety and security? A District that presents a clean environment creates a positive perception of safety and security, so it begins with effective cleaning, but it doesn't stop there.

Streetplus works with our customers to develop programs designed to improve the perception while making the District safe and friendly. Our ambassadors are trained to be “available and visible” throughout the District. Being available when those in need reach out provides a sense of



security while being visible deters unwanted behavior, such as criminal and nuisance activity.

We hire individuals that are dependable, trustworthy, enthusiastic and personable so that services are delivered with a smile. We understand that the rate payers are demanding and expect their customers to be safe and secure when visiting the District. Our goal is to always exceed these expectations, especially those that are investing in the future of the downtown.

Streetplus is licensed by the State of California, Bureau of Security and Investigative Services to provide security services. Our ambassadors are required to obtain and maintain valid State of California Guard Cards.

HOSPITALITY

Keeping the District clean and safe is essential, but making the district friendly is also important. At Streetplus, we add friendly as a component of our services. Our hiring practice emphasizes outgoing, engaging and friendly ambassadors. We strive for positive outcomes from each and every encounter our ambassadors have with people that live, work and visit the District. Our training programs build on the foundation of treating people with respect and giving them a smile. Knowledgeable ambassadors are expected to be well-versed in how to be friendly when providing assistance. They are a reassuring presence, giving directions and sharing information about attractions, events and other activities occurring in the District.



Does your District value friendly, outgoing and engaging “goodwill” ambassadors who are trained to represent the District in a positive light? Do you want smiling faces and caring personalities on your streets helping others?

SOCIAL OUTREACH SUPPORT

Homelessness and the quality of life is perceived and addressed differently in each city and presents a unique set of challenges. Streetplus is sensitive to these issues and our goal is to be a part of the solution, not the problem. How do you address the issue of homelessness? Do ambassadors play an active role in deterring unwanted behavior? What can ambassadors do to assist the District with these challenges?

Unwanted behavior and unpleasant activity has a negative effect and can drive away customers. Panhandling, public intoxication, public urination, loitering, trespassing and other similar unwanted and perhaps illegal behavior occur daily. Streetplus ambassadors are part



of the solution. Our selection process and training programs give our ambassadors the necessary knowledge and tools to resolve sensitive situations.

Our “team approach” achieves the results the District is looking for.

LANDSCAPING

How does a District drastically improve the outward appearance? It begins with basic clean and safe services addressing everyday conditions, but adding a thoughtful and planned landscaping element gives beauty to the District. Landscaping is a science and art, requiring good observation and design skills, along with a “green thumb.” Streetplus is capable of doing the “dirty work” for you.

Landscaping is an investment you will want to protect and we can do just that. Are you interested in making your District flourish with beauty and color? Want to soften the hardscape with flowers and plants? Streetplus is ready and willing to work with you to make the District beautiful.

TECHNOLOGY

Does your contractor still keep track of results using pencil and paper and take weeks to get program results? Are you able to instantly create customized reports for board meetings? Is your equipment efficient and “green friendly?” Streetplus allows you to answer “YES” to these questions. Streetplus embraces technology and partners with companies concerned about the environment.

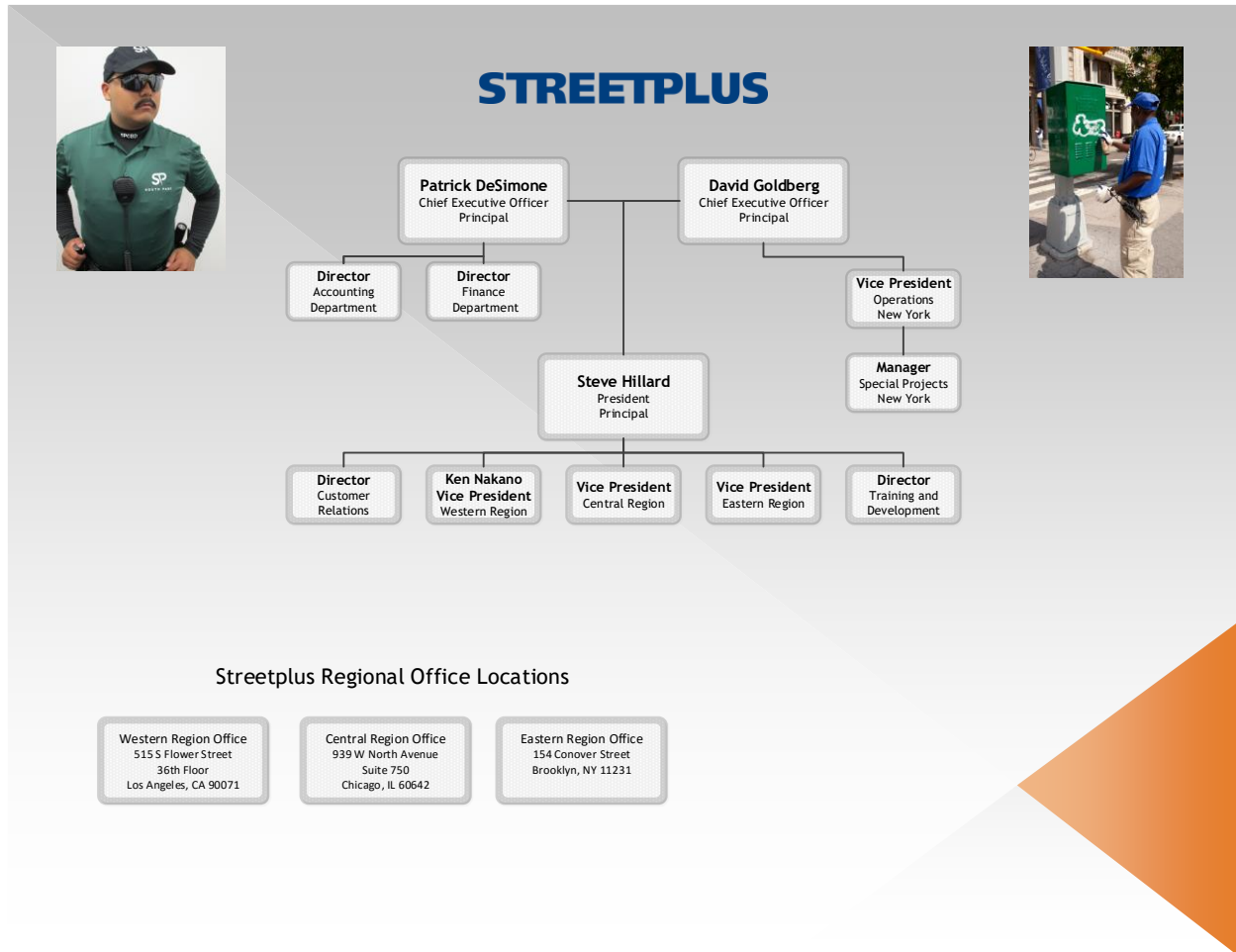


Statview is proprietary software designed by our executives for the purpose of putting data and information in the hands of our ambassadors and customers quickly. Vital data regarding a program is entered and stored in Statview, to include “before and after” pictures, activity, work orders, schedules and payroll. To begin the process of reducing your carbon footprint and streamlining your services and data, select Streetplus as your contractor.

OWNERSHIP STRUCTURE

Streetplus understand the importance and the role the corporate office plays when related to supporting our customers, vendors, managers, supervisors and employees. Our processes are structured to maximize availability and support.

The owners play an active role in operations and support and the corporate office structure ensures you will always be able to speak directly with Patrick, David or Steve. Steve Hillard, President and Principal, will be responsible for working directly with our vice president of operations, Ken Nakano.



MANAGEMENT STRUCTURE

The following information is provided regarding Streetplus Key Management personnel, to include ownership, operations, and corporate office support staff.

KEY PERSONNEL

Streetplus has put together a seasoned team of executives to provide leadership, direction, and support as the company continues to be the premier provider of clean, safe and friendly services to the improvement district industry.

Mr. DeSimone and Mr. Goldberg each have over twenty-five years of experience in providing services as owners and operators. Mr. Hillard has worked in the industry since 2000. During

that time, he has designed, implemented and directed over 75 improvement districts as a senior executive and business owner.

The combined experience of this executive team represents nearly 70 years of demonstrated experience in providing clean, safe and friendly services to improvement districts. We believe this experience will directly benefit the SLAIT.

PATRICK DESIMONE, CEO AND PRINCIPAL

Mr. DeSimone is one of the Principals with Streetplus and holds the position of Chief Executive Officer. He founded Streetplus in 1991 with David Goldberg. Since 1991, under his leadership and direction, Streetplus is the premier provider of sanitation services to improvement districts.

Prior to forming Streetplus, Mr. DeSimone was a senior credit analyst with the Bank of Tokyo and prior to joining the Bank of Tokyo he was a financial analyst with SNL Securities.

He earned his MBA from Saint John's University Graduate School of Business and holds a BS in Finance from Saint John's University.



DAVID GOLDBERG, CEO AND PRINCIPAL

Mr. Goldberg is one of the Principals with Streetplus and holds the position of Chief Executive Officer. He founded Streetplus in 1991 with Patrick DeSimone. Since 1991, under his leadership and direction, Streetplus is the premier provider of sanitation services to improvement districts.

Prior to forming Streetplus, Mr. Goldberg spent more than two years as the Director of the Graham Avenue Business Improvement District in Brooklyn, NY. His previous position was with Merrill Lynch. Mr. Goldberg is a graduate of Saint John's University and attended New York University's Wagner School of Public Service.



STEVE HILLARD, PRESIDENT

Mr. Hillard has been in the service industry for over twenty-five years overseeing, managing and providing leadership. Mr. Hillard joined Streetplus August 2012 and holds the position of Principal and President. Prior to joining Streetplus, Mr. Hillard held the position of President with Service Group, Incorporated. Under his leadership and direction, the company expanded its business from annual revenue in the improvement business industry from \$4 Million annual gross revenue to \$14 Million in five (5) years. He was instrumental in bringing several innovative service programs to the company that separated their service capability from the competition, to include technology and training.



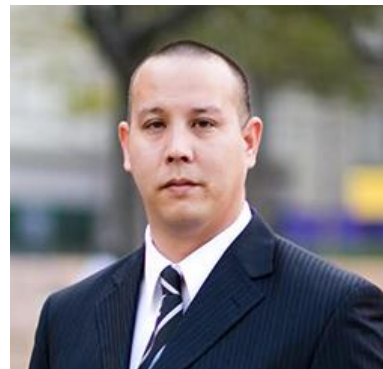
Mr. Hillard was one of the architects of Block by Block, where he held the position of General Manager and Vice President and was instrumental in the formation and operation of the company. He was responsible for administration, operations, finance, training and business development for a company specializing in providing services to improvement districts. He held that position for seven years.

Previous positions included Vice President/General Manager of an international security company and Director of Security, Parking and Transportation Services for a national Healthcare Maintenance Organization, and various positions in the law enforcement field. Mr. Hillard served in the Department of Defense and held several key positions. Mr. Hillard attended Western Montana College and is a member of the International Downtown Association (IDA) and the American Society for Industrial Security (ASIS).

KEN NAKANO, VICE PRESIDENT OF OPERATIONS

Mr. Nakano has 16 years of experience managing operations in the improvement district industry and over 22 years of private security experience.

Prior to working with Streetplus, Mr. Nakano was with one of the largest Business Improvement Districts in the United States in Downtown Los Angeles (Downtown Center Business Improvement District) where he served as Director of Operations. With the DCBID, Mr. Nakano oversaw all aspects of field operations and the deployment of over 100 Safety, Maintenance and Administrative personnel. This included a full functioning modern communications center and homeless outreach team.



ACCOUNT LEVEL

Our business model depends on experienced and knowledgeable local program managers. This position is the key to our success, in conjunction with timely and appropriate support services from the corporate office.

Streetplus has several options available for SLAIT regarding the local program manager, which are explained later in our Proposal.

PERCENT OF TIME ATTENDING TO ACCOUNT

The chart below contains the estimated amount of time key personnel from our corporate office will be spending on the SLAIT account.

Name	Title	% of Time
Ken Nakano	Vice President Operations	25%
Steve Hillard	President & Principal	15%
Eric Corona	Technology and Training Manager	10%
Lee Morgan	Customer Service Coordinator	10%
Patrick DeSimone	Chief Executive Officer & Principal	5%
David Goldberg	Chief Executive Officer & Principal	5%

PRIOR EXPERIENCE

Streetplus is considered the leading provider of contracted safety hospitality services in the improvement district industry. Today we provide services to fifty-five (55) districts nationwide, employing about 350 ambassadors.

LOS ANGELES CUSTOMERS

The following information is provided regarding our accounts located in downtown Los Angeles, CA.

Customer	South Park Business Improvement District
Location	Los Angeles, CA
Contract Value	\$650,000
Scope of Work	Safety and Hospitality
Start Date	01-Jul-13
Contact	Jessica Lall, Executive Director
	jessica@southpark.la
	213-820-0837

Customer	South Park II
Location	Los Angeles, CA
Contract Value	\$280,000
Scope of Work	Safety, Hospitality and Cleaning
Start Date	02-Jan-16
Contact	Jessica Lall, Executive Director
	jessica@southpark.la
	213-820-0837

Customer	Arts District
Location	Los Angeles, CA
Contract Value	\$575,000
Scope of Work	Safety and Hospitality
Start Date	01-Jun-14
Contact	Miguel Vargas
	miguel@artsdistrictla.org
	213-400-1239

Customer	Historic Core Business Improvement District
Location	Los Angeles, CA
Contract Value	\$575,000
Scope of Work	Safety and Hospitality
Start Date	02-Jan-15
Contact	Blair Besten
	blair@historiccore.bid
	213-700-9829

EXPERIENCE WITH CITIZENS' ARREST

Streetplus is licensed to provide contracted security services with the Bureau of Security and Investigative Services. All of our safety hospitality ambassadors are required to have a valid State of California Guard License.

All of our safety hospitality ambassadors assigned to accounts in the State of California are authorized to make citizens' arrests, which is included in the basic security guard testing to obtain a license. Additionally, Streetplus provides additional training related to making citizens' arrests.

On average, Streetplus safety ambassadors assigned to accounts in downtown Los Angeles make about 3 citizens' arrests weekly for various violations that include assault, battery, trespassing, aggressive panhandling, and vandalism.

There are legal requirements that safety hospitality ambassadors must follow in order to affect a legal citizens' arrest and our employees receive training on these requirements to ensure that all citizens' arrest are legal and appropriate.

WORKING RELATIONSHIP WITH LAPD

Streetplus has developed a great working relationship with the Los Angeles Police Department since July 2013 with the award of our first contract in downtown Los Angeles, CA (South Park Business Improvement District). Our local account program managers attend regular meetings sponsored by the LAPD and the Senior Lead Officers assigned to downtown BID's are familiar with our programs and speak highly of the level of training and professionalism displayed on a daily basis.

Ken Nakano, who is our vice president of operations and based in Los Angeles, is a board member of the Central City Police Boosters. Streetplus sponsors the Annual Public Safety Appreciation Luncheon and Awards Ceremony and the Annual Law Enforcement Appreciation Luncheon.

With the increase in mental illness being displayed by homeless persons, Streetplus and the Historic Core Business Improvement District co-sponsored a seminar with the Los Angeles Police Department's Medical Evaluation Team (MET) for the purpose of sharing information and developing a working relationship with members of the MET.

Senior Lead Officers patrol with our safety hospitality ambassadors and join with sting operations targeting illegal food vendors in the downtown area.

Streetplus program managers attend the weekly LAPD Crime Control meeting where reported crimes are shared with the BID's.

These are just a few of the many ways Streetplus supports the efforts of the LAPD and the value placed on maintaining our excellent working relationship.

HUMAN RESOURCES

This section of our Proposal describes our processes related to the recruitment and selection of employees, advertisement, employee benefits and background checks. Our human resource processes are structured to yield the best possible employees after a thorough interview process and background check.

We understand our greatest asset is our employees who are on the streets every day providing great service to our customers. We support awards and recognition as a way of saying thanks to a job well done.

INDUSTRY LEADING HIRING PROCESS

The number one process that all service providers and contractors must contend with is the process of hiring employees. Many times the process is rushed and short cuts are made because of the pressure to have employees on the street working. These short cuts have an immediate negative impact on the workforce and services being provided by the contractor.

You have choices today when selecting a national provider of contracted services and each company has its strengths and weaknesses, but our weakness isn't related to the hiring process but rather it's our strength and separates Streetplus from our competitors.

In most cases, the clean, safe and friendly investment made by Districts represents between 55-70% of their total annual expenses. Our cost to provide services dedicates nearly 70% of the total annual cost to labor and taxes. We understand this is a huge investment and the importance of hiring great people, not just good people. Therefore, Streetplus has invested time and money to ensure our hiring process is the best in the industry and the results are great people working for you.

STREETPLUS PARTNER - WORQPLACE

Streetplus has partnered with Worqplace, a proven team of professionals with a deep experience in recruiting, hiring management, human capital management and internet applications. Streetplus is passionate about improving the recruiting and hiring of hourly workers. Our hiring process is completely automated and requires all applicants to apply for employment online and take an assessment that takes the guesswork out of hiring.

The system identifies and captures great applicants and quickly identifies the best ones and allows our hiring managers to make excellent hiring decisions. The best employees stay longer, deliver great service and are more productive. Streetplus enhances the employment brand with a well-designed, easy-to-use application experience that respects job seekers. Next generation hiring management is about aligning that experience with what job seekers have come to expect from web applications today. By valuing applicants and addressing their needs, Streetplus begins the hiring process on a positive note, attracting better candidates who might have otherwise abandoned the process if it was too time-consuming, difficult or impersonal.

The built-in library of behavioral assessments is designed to consistently and reliably identify applicants who will perform better and stay longer on the job. Our goals with these assessments is to improve productivity and customer service and reduce risks and negative outcomes associated with making bad hiring decisions. The system helps Streetplus drive results we're looking for by highlighting applicants that fit both job requirements and our business culture. Using active science methodology, statistical hiring data is combined with new hire results and outcomes to power continual improvements to our applicant screening and selection process.

Our process is structured to give our hiring managers better information and support when hiring employees. Combined with the online employment application is the Interview Guide that displays job fit and culture fit indicators of applicants, which aids in the screening process, as well as job-specific, legally sound interview questions that are customized for each applicant, based on the job and answers to the online assessment tool.

ASSESSMENT TOOL

Two of the traits Streetplus places a high value on are dependability and service. The online assessment tool, which is part of the online employment application process, creates a series of questions for the applicant to answer, giving the hiring manager solid data to make decisions regarding which applicants are extended interview opportunities.

Let's take a look at how dependability plays an important role in employees and how the online assessment tool measures and scores the applicants on this vital trait.

Primary traits for dependability include:

- Initiative
- Conformity
- Impulse Control
- Orderliness
- Rule Following
- Maturity
- Stability
- Follow Through
- Energy
- Achievement Motivation

Dependability Behaviors Streetplus values include:

- Cooperates and conforms to expected standards
- Keeps promises and tells the truth
- Follows through and accomplishes more
- Keeps work orderly
- Shows good organizational citizenship
- Maintains good punctuality and attendance
- Carefully follows rules and policies
- Takes action, starts work quickly and works hard
- Controls wayward impulses

Applicants who achieve a high score on this trait will have a direct impact on the following for Streetplus and the SLAIT.

- Reduced terminations

- Reduced new hire no shows
- Improved rehire eligibility
- Improved attendance
- Deduced discipline actions
- Increased productivity

Our hiring manager uses the outcomes of the assessment tool when determining which applicants to offer formal interviews.

This process seems extremely complex, but Streetplus has streamlined the system and the results are extremely valuable in our hiring process. Remember, Streetplus is recommending nearly 70% of the total annual cost to labor and you should demand processes from your contractor that result in the best possible employees being assigned to your account. Our process achieves the results that separate Streetplus from our competition.

HIRING PROCESS

One of the most important and critical elements of any successful improvement district is directly related to the workforce. As a significant player in the improvement district for over twenty-five years, we have gained a great reputation as a quality company and our employees are directly responsible for attaining that distinction. We understand our employees represent our customers by wearing their logo, name and colors. Therefore, Streetplus invests the time and effort during the recruitment and selection process to hire the right people to represent our customers.

We understand how to hire the right people and we know where to recruit the right people. We operate and manage fifty-five (55) improvement districts and over the years we've gained tremendous experience in hiring employees for improvement districts. We commit to looking and hiring locally. Our advertisement and recruitment efforts will target the Los Angeles, CA area, using several different methods to "get the word out."

PROGRAM MANAGER POSITION

Streetplus understands the role of the Program Manager and the importance of hiring the right person for this position. Although our recruitment process yields excellent applicants and we hire great people, it is essential the program begins operating at full capacity on the first day.

The following processes will be used to hire the Program Manager:

1. **Incumbent** – Streetplus will discuss the position with the current program manager and if the SLAIT agrees and the person successfully completes all aspects of the hiring process, Streetplus will offer employment to the incumbent.

2. **Normal Recruitment Process** – If the incumbent isn't interested in the position, Streetplus will follow our standard recruitment process, which is explained in detail in this section.
3. **Internal Referral** – Streetplus will post the position internally and will encourage qualified employees to apply.

ADVERTISEMENT

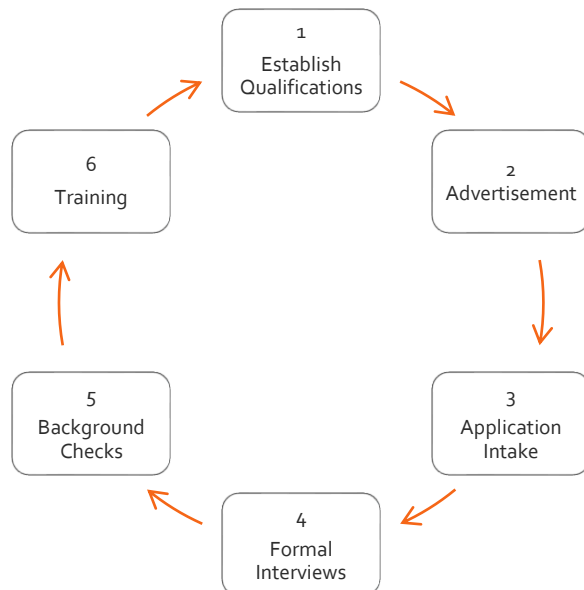
Streetplus will cast a wide net when related to placing recruitment advertisements, using publications, associations, online job postings, placement assistance agencies, and referrals. Our goal is to hire local and we're committed to achieving this goal.

Social media efforts will be used to get the word out about employment opportunities in downtown Los Angeles. Additionally, Streetplus will use a combination of Career Builder, Snag-a-Job, Craig's List, Clear Fit and Indeed.

Additionally, we'll use social media, such as Facebook and LinkedIn to get the word out.

RECRUITMENT

The goal of our hiring process is to hire the right people to work in Los Angeles. Below you will find a chart that summarizes our hiring process.



ESTABLISH QUALIFICATIONS

Although the Request for Qualifications was thorough, Streetplus believes there is value in discussing the required qualifications for Ambassadors assigned to the SLAIT prior to beginning the advertisement and recruitment process. It is vital that both organizations agree to the qualifications, which will guide the selection process. Streetplus certainly has the expertise to hire the right people, but we believe in establishing a partnership with our customers and this is the first step in laying the foundation that will lead to a successful program.

APPLICATION INTAKE

After the recruitment advertisements have been placed, the next step is to schedule application intake. This is a process by which applicants complete the employment application. Our corporate staff will review the applications and determine if the applicant meets qualifications that were established. If so, the applicant will be scheduled for a formal interview.

During the Application Intake phase, the interviewer will thoroughly review the employment application and observe the personal appearance and communication skills of the applicant.

FORMAL INTERVIEWS

Interviews are important to gain an insight into the applicant's personality, skills, abilities, and experience. During the interview process, our staff will review the entire employment application with the applicant. This is an open discussion of their work history, experiences, skills, and personality. The interviewer will evaluate the applicant on several areas, to include verbal communication skills, personal appearance, thought process, and attention to detail.

PRE-EMPLOYMENT SCREENING

Although the establishment of qualifications, placing recruitment advertisement, application intake, and formal interviews play a vital role in the hiring process, the final step in the selection process is the pre-employment screening. A thorough collection and evaluation of data and information is completed by our corporate support team.

During the transition and implementation process, a member of our corporate support staff conducts the pre-employment screening. After the program is operating, the Program Manager will enter the data electronically for the pre-employment screening.

The following pre-employment screening process includes the following:

- Social Security Number Trace
- Criminal Conviction Check (all jurisdictions of residence for the past seven year) – this includes County, State and National checks.
- Driver's License Check (for positions that are required to operate company vehicles)

- E-Verify I-9 with Homeland Security
- Drug Screen

An applicant can't complete the hiring process until the corporate office issues a Certificate of Qualification. This process eliminates mistakes that could potentially occur at the account level if there is a local need to hire someone quickly. Mistakes in the hiring process related to pre-employment screening could expose our customers to negative outcomes, so this additional step by a third party with no direct interest in the hiring process, is valuable and necessary.

Streetplus is the only contractor providing services to the improvement district industry that utilizes a ten panel drug test, which is similar to the Department of Transportation requirements. In addition to the drug screen during the hiring process, Streetplus is committed to administering random drug screens during the year. Our goal is to screen 20% of our workforce on an annual basis. This program is administered by a third party that employs a medical review officer. Employees are selected randomly by a computer using social security numbers.

SUMMARY

One of the steps in our recruitment process is the development of qualifications and standards for each labor category. Representatives from the SLAIT will have the opportunity to actively participate in the process of developing qualifications and standards.

The Streetplus local account Program Manager is responsible for interviewing applicants and offering employment to applicants that successfully pass the hiring process. Applicants offered employment opportunity must receive approval from a representative from the SLAIT before officially hired and assigned to the account. This process will be discussed and developed after award of contract.

EMPLOYEE BENEFITS

The employee benefit package was designed to retain employees. The benefit package for employees includes the following:

- **Health Insurance** - Employee only; 80% of monthly premium for full-time employee after ninety days of employment. Full-time for health insurance includes all employees scheduled to work thirty-two hours or more weekly.
- **Life Insurance** – Employee only; 100% of monthly premium for all employees after ninety days of employment.
- **Short-term Disability** - Employee only; 100% of monthly premium for all employees after ninety days of employment.

- **Vacation** - one week paid vacation for full-time employees after one year of employment; two weeks paid vacation for the Program Manager after one year of full-time employment.
- **Personal Time Off (PTO)** – in accordance with California labor law, each employee receives thirty (30) hours of paid time off annually.
- **Holiday Pay** - Employees working one of the following holidays will receive overtime pay at time and one half their regular pay rates.
 - New Year’s Day
 - Memorial Day
 - Independence Day
 - Labor Day
 - Thanksgiving
 - Christmas

INSURANCE

Streetplus shall procure and maintain, for the duration of the contract, insurance against claims for injuries to persons or damages to property which may arise from, or in connection with, the performance of the work contained in the Request for Proposal and our Proposal. Our insurance will be primary in all occurrences associated with the services outlined in the RFP. The cost of such insurance is included in our annual cost to provide services.

The Certificate of Insurance will be provided to the SLAIT prior to the start of services and will name the SLAIT, its officers, directors, administrator and employees as additional insured.

ADDITIONAL ISSUES

In accordance with the RFP, the following responses are provided to the questions.

- *How does this contract provide security services in the public right-of-way differ from your other security contracts? What changes or additions to your normal procedures and policies will be necessary in order to successfully perform under this contract?*

Streetplus only provides services to the improvement district industry and all of our contracts provide services in the public right-of-way. Streetplus doesn’t expect to make any changes or additions to our normal procedures and policies in order to successfully perform under this contract.

Streetplus has a Private Patrol Operator (PPO) license from the State of California, Department of Consumer Affairs, Bureau of Security and Investigative Services. Our only accounts/contracts are with Business Improvement Districts.

- *Have you or your company been sued for any reason in relation to the provisions of security services on a public or quasi-public setting?*

Streetplus has never been sued for security services being performed by our safety hospitality ambassadors.

- *Based upon your knowledge of South Los Angeles, the BID area, and the security business, are there recommendations you would like to make as to how we might promote safety objectives of our BID? Please describe ideas and alternatives (e.g., video surveillance, bicycle patrols, ambassadors, etc.) you might want to bring to our attention, for our consideration either now, or at some point in the future.*

Streetplus has developed a systemic approach to delivering safety and hospitality services to the improvement district. Below are the first steps Streetplus will take prior to the first day of services to ensure that the SLAIT receives maximum coverage and accountability.

1. Streetplus corporate staff (Steve Hillard and Ken Nakano) will meet with representatives of the SLAIT to learn what the issues have been in the past and what the priorities and objectives are going forward.
2. Streetplus will obtain and review reported crimes stats from the LAPD to determine where ‘hot spots’ are located and to learn what type of crimes are occurring in the SLAIT.
3. A thorough inspection of the environment will be conducted to better understand the area and to assist with developing and adjusting the proposed deployment plan.
4. Develop Patrol Routes and Position Orders for each position. These are vital as the baseline services are developed and the deployment of limited resources. The Patrol Routes are structured to give the safety hospitality ambassador instructions on how and when to complete foot, bicycle and vehicle patrols.
5. Install electronic buttons throughout the SLAIT for the purpose documenting patrol coverage and ensuring all areas of the SLAIT are receiving coverage.
6. Develop work orders in Statview that will be used to track patrol coverages and used for productivity measurements of the staff.

Another area that separates Streetplus from our national competitors and traditional security companies is our training program. Streetplus emphasizes the importance of hospitality and customer service, but at the same time understands the role our safety hospitality ambassadors play in deterring crime. Therefore, our training program addresses the issues they will encounter in the public domain and the public right-of-way.

ADDITIONAL PROGRAM ELEMENTS

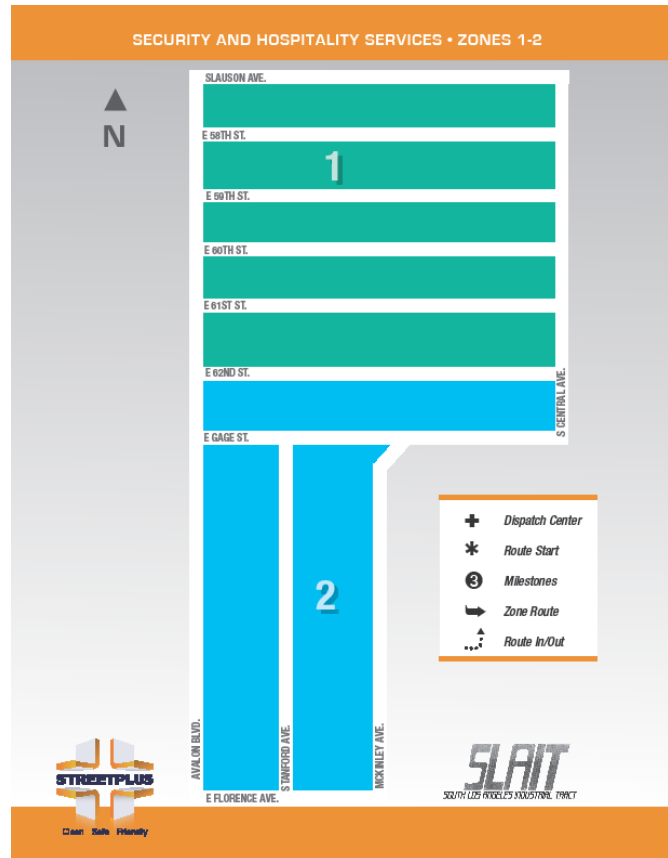
Streetplus would like to provide additional information about other program elements that are included with our services, to include Operational Methodology, Training, Quality Assurance, and Technology.

OPERATIONS

Twenty-five years of experience has afforded us the opportunity to design, implement and operate various types of programs. Our programs are recognized for producing results that make the downtowns we serve cleaner, safer and friendlier.

Our methodology for deployment of ambassador's concentrates on being *“available and visible”* and *“attention to detail.”* Both address accountability and provide methods of tracking and monitoring. Our competitors can provide safety and security ambassadors, but Streetplus ensures they are available, visible and friendly. Again, the difference is in the details.

Please remember our Deployment Plan and Schedule are a beginning point and are designed to have dialogue between Streetplus and the SLAIT. If awarded the contract to provide services, Streetplus will discuss the merits of our proposed deployment plan and schedule for consideration. We strongly believe involvement from the customer is essential to the success of the program. Although we have the skills, experience and knowledge to do this, it is best to work together.



DISTRICT ZONES

One element of our methodology is to thoroughly evaluate the environment and the SLAIT for the purpose of establishing baseline staffing and to create “patrol routes.” Streetplus proposes two (2) zones within the SLAIT. Ambassadors are assigned to a specific zone or zones at the beginning of each shift. They are responsible for addressing most issues identified within their zone. This also is done for accountability. Supervision and management

are able to inspect work completed and know who was responsible for the work. It also assists in the assignment of work orders.

After award of contract, Streetplus will further develop “patrol routes” for each ambassador to ensure that the entire District receives patrol services.

KEEPING THE DISTRICT SAFE & FRIENDLY

Our operational and deployment plan addresses general and specific functions and tasks that will make the District safer and friendlier. The safety hospitality ambassadors will be required to maintain a valid State of California Guard Card.

PROGRAM OBJECTIVES

Our safety hospitality ambassadors are trained to provide information and directions and will use various methods of achieving goals established by Streetplus and the SLAIT.

Below you will find some of the program objectives and requirements.

1. The safety hospitality ambassadors will create a visible presence of security within the boundaries of the SLAIT in order to improve the perception of public safety in the area.
2. The program will achieve a measurable decrease in all crimes committed within the SLAIT,
3. Provide assistance and information to businesses and employees within the SLAIT, to include providing directions, distributing flyers, and answering questions about the SLAIT and its activities.
4. All ambassadors will maintain a valid State of California Guard Card. The State of California has mandated specific training requirements for individuals performing security functions. This training will enhance the skills and knowledge of our ambassadors.
5. Providing enhanced training addressing social outreach, to include quality of life infractions, panhandling and homelessness.
6. Enhanced customer service and hospitality training to effectively interact with and handle situations associated with events occurring in the SLAIT.
7. Availability and visibility of ambassadors will serve as a deterrent to unwanted behavior. Ambassadors conducting patrols using police mountain bicycles will result in efficient use and deployment of resources.

To keep the District friendly, Streetplus proposes an element geared towards engaging pedestrians. All safety hospitality ambassadors will be trained to provide excellent customer service while focusing on the safety and security of those in the SLAIT.

The ambassadors must convey a reassuring presence by being helpful, knowledgeable and friendly. Giving directions and providing assistance will be the responsibility of all ambassadors.

SAFETY HOSPITALITY AMBASSADORS

The safety hospitality ambassador will provide a wide-range of services and complete many different tasks with the focus on making the SLAIT safe and friendly. They will spend a vast majority of their time circulating throughout the SLAIT deterring unwanted behavior and activity. Patrols will be accomplished on foot, police mountain bikes and vehicle.

Patrols will be monitored and recorded by using a computerized program and reports will be available for the SLAIT to review.

Ambassador duties consist of the following:

1. Conduct patrols within their assigned zone.
2. Be knowledgeable of local ordinances that relate to quality of life and interact to stop unwanted behavior.
3. Offer and provide assistance, information and directions.
4. Conduct business checks as necessary.
5. Make contact and conversation with pedestrians.
6. Patrol all streets within the assigned zone and do so with a friendly, helpful and observant attitude.
7. Provide personal safety escorts.
8. Identify and report all conditions and incidents that may impact safety.
9. Pick up loose trash and other small debris.
10. Observe and report cleaning issues to the appropriate person.
11. Interview persons and witnesses.

It is important to note the following:

1. All safety hospitality ambassadors will be required to maintain a valid State of California Guard Card. This will create flexibility in our assignments.
2. All safety hospitality ambassadors are required to provide information and to serve as hospitality and informational ambassadors. They will receive intense training on this function.



3. During events, the safety ambassadors will concentrate patrols and visibility in and around the location of the event.

SERVICES PROVIDED

One of the most important aspects of a successful program is directly related to availability and visibility of the ambassadors conducting patrols. Safety and hospitality services are generally referred to as being subjective rather than objective. A person can make an assumption if the area is clean by the lack of trash on the sidewalks and no graffiti. Although the lack of trash and graffiti give the perception the area is safe, there is a direct relation to pedestrians feeling safe by seeing ambassadors.

The program must address the importance of ambassadors being available and visible and to track completed tasks and rounds.

WALKING PATROLS

Safety hospitality ambassadors are deployed to assigned zones and are responsible for patrolling the zone to serve as a deterrent to illegal and unwanted activity and to interact with businesses, residents and visitors. They are required to make business contacts daily and to record the information. Streetplus will develop patrol routes that follow a computerized system for tracking daily activities. While conducting walking patrols, ambassadors are required to engage pedestrians and provide services as required.

BIKE PATROL

Safety hospitality ambassadors will utilize bicycles to patrol the SLAIT. Bicycles are an excellent patrol technique and provide a fast response time to service requests and emergency situations. The safety hospitality ambassadors will be required to follow a defined “patrol route” within the assigned zone to ensure that the entire SLAIT receives coverage. Additionally, safety hospitality ambassadors using the bike to patrol will serve as a deterrent to crime by being highly visible.

VEHICLE PATROLS

Safety hospitality ambassadors will complete patrols using the proposed patrol vehicle, which is a Nissan Frontier. The primary purpose of conducting patrols in a vehicle is to cover more area in a shorter period of time and to improve response time to calls for service. The patrol vehicle will be used when appropriate and the program manager will work closely with Streetplus and the SLAIT to determine the amount of time the patrol vehicle will be used for completing patrols.

QUALITY OF LIFE INTERACTIONS

One of the most important functions of the safety hospitality ambassador is to remain highly visible and interact with those committing “quality of life” infractions, such as public

intoxication, panhandling, operating without a vending license, public urination, noise infractions, and other non-emergency situations that adversely affects the public domain. Streetplus provides intense training for the safety hospitality ambassadors on how to identify these infractions and how to approach individuals and gain compliance without law enforcement involvement.

Safety hospitality ambassadors will be trained to effectively interact with the homeless and panhandlers with the emphasis on providing information and resources first and compliance with existing City of Los Angeles ordinances.

BUSINESS CONTACTS

Safety hospitality ambassadors are responsible for visiting a specific number of businesses each shift. Generally, the duration of each contact should be no less than one minute and no more than three minutes for routine checks. The time is spent making contact with the on-duty supervisor or manager of the business to introduce them, provide information of crime related activity or crime prevention tips, providing information of events occurring within the District and listening to concerns the person or business may have.

PERSONAL SAFETY ESCORTS

Safety hospitality ambassadors are encouraged to engage people and provide escorts within the public domain. The general practice is to meet an employee at their place of work at a pre-determined time (usually the time their shift ends) and to walk them to their car as an extra safety precaution. These escorts are to be performed in the public right-of-way only and not on private property.

They will also provide this service by assuming a fixed position at high pedestrian traffic areas and will be visible and available during the time assigned to the fixed location.

REPORTING AND DOCUMENTATION

A significant element of the program is documenting activity occurring and tasks being completed. Safety hospitality ambassadors will keep statistical data, documenting completed tasks using “Statview.” After listening to suggestions from our customers, we developed “Statview” for our employees and customers. Completed tasks are tracked and available in reports that are available to the customer. Additionally, Statview contains before and after pictures of projects, deployment schedule and payroll.

CRIME PREVENTION AND INFORMATION SHARING

Working with local law enforcement, safety hospitality ambassadors are utilized to share information to educate people and businesses on safety/security related issues. For instance, if the police department has crime prevention brochures, the ambassadors will distribute the brochures. They’ll work closely with private security personnel assigned to private buildings and businesses by sharing information with them.

HOSPITALITY SERVICES

Ambassadors are selected based on their personalities, attitudes and friendliness. A significant part of their daily responsibilities is sharing of information. While on patrol within their assigned zone, they will focus on engaging pedestrians with the intent of enhancing their experience in the SLAIT. They will offer a friendly greeting and provide assistance, directions, and recommendations on things to see and do. They will answer any questions asked of them.

Another service is providing shelter under an umbrella during inclement weather and to offer assistance with carrying packages and opening doors.

SOCIAL OUTREACH SUPPORT

The safety hospitality ambassadors will be trained to effectively interact with and provide resources to those in need. Their focus is locating and engaging the homeless and panhandlers. The key to success is plenty of street time and investing time in building positive relationships with chronic panhandlers and the homeless. Another major focus is motivating and coordinating the homeless and others towards social service agencies and organizations to take advantage of available resources.

Here is a list of some of the duties and activities associated with this service.

1. Distribute educational and marketing materials.
2. Direct individuals to available resources for locating short-term and long-term housing.
3. Refer individuals to job placement centers and other employment agencies.
4. Provide assistance with connecting to services that include mental health, employment, health, clothing and food.
5. Crisis intervention as observed or reported, to include substance abuse and alcohol.
6. Engage panhandlers and asking them to stop the unwanted activity and refer them to agencies structured to provide assistance to those in need.
7. Maintain positive relationships with social service agencies and organizations.

SUMMARY

Streetplus understands the importance of working closely with the Los Angeles Police Department and other key city departments. The safety hospitality ambassadors, team leaders and Program Manager will communicate effectively with these agencies to ensure a strong working relationship is maintained and the SLAIT security program is respected.

SUPERVISION AND MANAGEMENT

There are many aspects of a successful program and we've addressed several of them throughout our Proposal. However, you can't underestimate the importance of having stable supervision and management that not only fully understand the goals and objectives of the

program but also have experience in supervising and managing similar programs in the Improvement District industry.

These positions serve as the foundation of successful programs. They must be well trained and versed in dealing with the multitude of issues and situations presented daily. There is value with institutional knowledge that comes with tenured leadership. Our local account level management tends to remain at one account for many years.

TEAM LEADER

This position provides street level supervision and is considered a working team member and has the responsibility of serving as the primary supervisor on their respective shift. The team leader will provide a consistent street level contact for all staff and will report directly to the program manager.

There is a team leader scheduled for every hour ambassadors are deployed. The job duties of the team leader include, but not limited to the following:

1. At the beginning of each shift, share the daily work plan with employees to ensure they fully understand what needs to be accomplished during their shift.
2. Make zone and work assignments.
3. Conduct uniform and personal appearance inspections of all employees.
4. Review the work week schedule and special assignments requiring attention or a change in the schedule.
5. Ensure equipment has been inspected and required checklists completed prior to the equipment being used.
6. Deliver training in accordance with corporate policy and local requirements.
7. Check work assignments to ensure employees have completed work in such a manner to exceed customer and Streetplus expectations.
8. Ensure all employees have necessary equipment, supplies and information to perform their duties.
9. Create goodwill by making daily contacts with business owners, business managers, stakeholders and others associated with the program.
10. Work closely with the Manager to ensure the program is achieving desired results.
11. Communicate (verbal and written) program achievements in the form of reports.

PROGRAM MANAGER

The Program Manager is the single most important position within the proposed structure for the SLAIT. The Program Manager holds the key to our success and is vital to the success of the proposed program. The Program Manager is assigned exclusively to the SLAIT. Coaching, mentoring, and oversight will come from the executive management team at Streetplus. The Program Manager will seek input and feedback from representatives from the SLAIT to ensure

our employees are achieving desired results and are performing within the spirit of the Proposal and contract.

The Program Manager has overall responsibility for the administration, operations and finance elements of the program and reports to the Vice President of Operations (Ken Nakano). Job duties include, but not limited, to the following:

1. Attend shift briefings, when necessary. Responsible for getting the ambassadors on the street at the designated time.
2. Review scheduled work tasks; distribute necessary information regarding special attractions, events, conventions and other events occurring in the District.
3. Review all reports and distribute accordingly.
4. Oversee all work performed by employees; check on work progress and conduct inspections of work completed.
5. Ensure training is delivered to employees.
6. Coach and mentor employees as needed.
7. Create, maintain, and update the deployment plan and schedule.
8. Maintain communication with employees and the customer.
9. Work closely with corporate staff in the development and implementation of new strategies, program elements and service delivery.
10. Create goodwill by making daily contacts with business owners, business managers, stakeholders and others associated with the program.
11. Communicate (verbal and written) program achievements in the form of daily, weekly, monthly, quarterly and annual reports.

The Program Manager is a working manager position who wears a uniform and performs regular tasks related to the program. The Program Manager will be required to “flex” their work schedule in order to conduct quality assurance checks on other shifts and days.

DEPLOYMENT

After a thorough review of the RFP and walks throughout the SLAIT, Streetplus proposes the following deployment of resources that will exceed expectations of the SLAIT, stakeholders and others.

SAFETY HOSPITALITY AMBASSADOR									
SHIFT	HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
Day	6:00 AM - 2:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
Mid	10:00 AM - 6:30 PM	0.00	4.00	8.00	8.00	8.00	8.00	8.00	44.00
Evening	2:00 PM - 10:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
Night	10:00 PM - 6:30 AM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
TOTAL		24.00	28.00	32.00	32.00	32.00	32.00	32.00	212.00

TEAM LEADER

SHIFT	HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
Day	6:00 AM - 2:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
Evening	2:00 PM - 10:30 PM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
Night	10:00 PM - 6:30 AM	8.00	8.00	8.00	8.00	8.00	8.00	8.00	56.00
TOTAL		24.00	24.00	24.00	24.00	24.00	24.00	24.00	168.00

PROGRAM MANAGER

SHIFT	HOURS	SUN	MON	TUE	WED	THU	FRI	SAT	TOTAL
Day	8:00 AM - 4:30 PM	0.00	8.00	8.00	8.00	8.00	8.00	0.00	40.00
TOTAL		0.00	8.00	8.00	8.00	8.00	8.00	0.00	40.00

TRAINING

We believe that a complete and comprehensive training program is vital to our commitment to retain the highest quality work force. We developed our training program with this philosophy in mind. Our training begins prior to the actual hiring of an applicant, and continues throughout the entire tenure of employment.

The foundation of our success is associated with our commitment to the training element and standards. Streetplus believes training is one of the critical functions of successful programs. After the advertisement and selection process is completed, the next step is to transform the applicant into an employee that is prepared to work in an urban environment. This is done by various methods, to include classroom instruction, field exercises, testing, and demonstrations.

Training is ongoing and an evolving process to ensure our employees are able to adjust to the changing needs of the SLAIT.

PRE-ASSIGNMENT TRAINING

Our hiring process was explained earlier in our Proposal. You learned we believe hiring the right people is the beginning of a successful program. To continue on the efforts made in making great hiring decisions, the training element certainly plays a vital role in the performance of our employees on the street.

Pre-Assignment Training is delivered to all new hires before they begin their first day on the street providing services. Pre-Assignment Training consists of twenty-four (24) hours of general training and twenty-four (24) hours of specialized training.

Pre-Assignment Training includes field exercises, classroom instruction and utilization of outside guest speakers. Employees are required to successfully pass a written test on each topic of instruction and must successfully pass all required training associated with their labor category. A Certification of Completion will be generated documenting the completion of required training. A copy will be provided to the SLAIT, if requested. Otherwise, it will be filed in the employee personnel file.

PRE-ASSIGNMENT TRAINING (GENERAL)

TOPIC	LENGTH
Introduction to BID's	1.00
History and Background of the SLAIT	1.00
Introduction to Streetplus	1.00
Human and Public Relations	1.00
Ethics, Department and Professional Conduct	1.00
Cultural Diversity and Perceptions	1.00
Criminal and Civil Liability	2.00
Elements of Citizen Arrest	2.00
Effective Interaction - Mental Illness and Agression	1.00
Background - Homelessness	1.00
Quality of Life Ordinances	2.00
Communication - Radios and Telephone	1.00
Effective Patrol Techniques	2.50
Report Writing	2.00
Safety Program and Workers Compensation	1.00
Emergency Situations and Preparedness Plan	1.00
Sexual Harassment	1.00
Hospitality and Customer Service	1.50
TOTAL	24.00

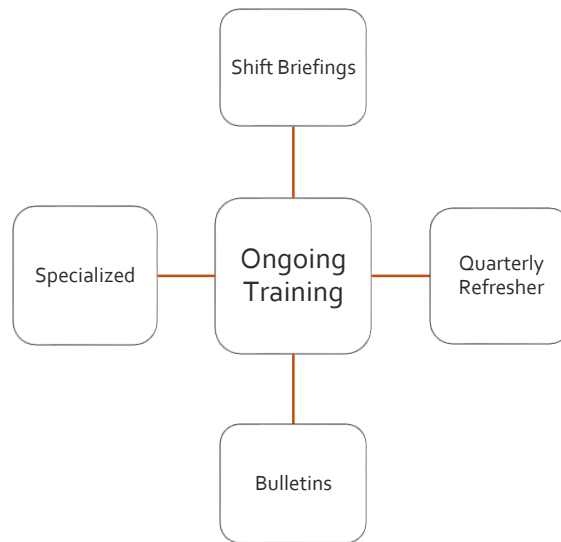
PRE-ASSIGNMENT TRAINING (SPECIALIZED)

TOPIC	LENGTH
Bike Patrol Certification	8.00
Safe Operation of Patrol Vehicle	2.00
CPR/First Aid/AED/Bloodborne Pathogens	6.00
Technology - Statview and Work Orders	4.00
Extreme Customer Service	4.00
TOTAL	24.00

ONGOING TRAINING PROGRAM

There are several delivery methods related to ongoing training and all employees assigned to the SLAIT account are required to attend and pass the training. The foundation to our training program is Pre-Assignment Training and the ongoing program builds on the foundation, ensuring that the Ambassadors are equipped with knowledge and information.

Here is a chart listing delivery methods:



SHIFT BRIEFINGS

Before employees are deployed to begin their workday, the Supervisor will conduct a shift briefing. During this time, the employees will receive information, such as work and zone assignment, special projects and tasks scheduled, special events occurring, and other general information.

The team leader or the program manager will also conduct a personal appearance and uniform inspection to ensure safety hospitality ambassadors are conforming to our standards prior to hitting the streets. Also, all equipment will be inspected and approved for use.

A portion of the Shift Briefing is dedicated to training with different topics planned for each week.

QUARTERLY REFRESHER TRAINING

This training is structured to improve performance by providing classroom and field instruction. Quarterly Refresher Training is scheduled and delivered in January, April, July and October. Each training session is four (4) hours in length and Streetplus will work closely with the SLAIT to establish topics for this element of our ongoing training program. The training will be delivered by the local account program manager with input from the corporate office.

TRAINING BULLETINS

The Corporate Office generates and distributes Training Bulletins that are used to further a training topic or address a safety issue. The program manager is responsible for reviewing the bulletins with the employees and document the sessions. Generally, Training Bulletins will be distributed monthly and will be delivered as part of the shift briefings occurring daily. This allows Streetplus to target additional training at no cost to the SLAIT.

SPECIALIZED

This element of our training program provides additional training for employees that are assigned special tasks. Specialized training will include:

1. Civil Law and Civil Liability
2. Patrol Techniques
3. Crime Prevention
4. Discrimination and Affirmative Action
5. Bike Patrol Techniques
6. Vehicle Patrol Techniques

TRANSITION AND QUALITY ASSURANCE

We are confident the program we've designed for the SLAIT addresses the requirements contained in the RFP. The critical stage after the decision is made regarding which company will be the best partner for your organization will be the implementation and transition of services.

BEFORE TRANSITION

Streetplus is committed to putting the best product on the street and this will require a concentrated effort during this period. Streetplus will focus on making sure the entire proposed program is implemented and providing services on the date the SLAIT determines.

Ken Nakano, Vice President of Operations, will be the Transition Team Leader, responsible for coordinating all tasks associated with the transition and implementation of services, reporting directly to Steve Hillard, President and Principal.

After award of contract, Streetplus is assemble the transition team, focused on ensuring all aspects of our designed program are implemented.

Streetplus will inspect the environment, review existing operational procedures and forward recommendations to representatives of the SLAIT for consideration.

AFTER TRANSITION

Ongoing involvement and support from the corporate office of Streetplus is essential to the management and evolvment of the program. Continuous improvement is our goal and our corporate team is well-versed in providing necessary support, guidance and resources. Additionally, our corporate team will share "best practices" from our other customers and the SLAIT can determine if these proven solutions are appropriate to implement.

CUSTOMER SERVICE COORDINATOR

We understand the importance of quality assurance and service and the value each has on making the program successful. There is value in having information and requests flowing through a central location or person. This improves the internal processes and streamlines the communication process.

We've created a corporate level position that will be responsible for coordinating all activity and requests for your account. The position is Customer Service Coordinator. You have a dedicated point of contact on any issue related to your account and you can expect timely responses to questions and requests.

The owners and others overseeing your account will always be just a phone call or email away, but this person will be the "go to" person and always available.

ACCOUNT VISITS

During the course of the year, members of our corporate team will make visits to Los Angeles with the purpose of making sure the program we've designed is achieving desired results. You can expect at least a visit every other month from a corporate level executive from the corporate office. Ken Nakano, Vice President of Operations (based in Los Angeles) will make weekly visits to the account.

Quarterly, a member of the corporate team will make a visit for the purpose of evaluating the program. This is a formal visit resulting in an audit of every aspect of the program. This is important to ensure quality of service and service compliance. You will receive a copy of the results and we encourage a meeting to review the findings. Achievements will be celebrated and shortcomings will be addressed in the form of an action plan.

REPORTS

It is easy for a contractor to tell you we're doing a great job and that services are being delivered with no problems. However, we know it's important to hear from the customer if things are as good as the contractor says they are. That's why at Streetplus we encourage ongoing dialog and information sharing, both positive and negative. Reports document visits, outcomes and services and are vital to the ongoing evaluation of performance.

In addition to the reports you will receive after a formal quarterly visit, you can expect to receive an annual report. The purpose of the annual report is to share with you the achievements made during the reporting period. The report will also contain highlights, milestones, and service data showing the value the program has to the SLAIT.

The program manager will generate a monthly operational report that is used to measure service delivery requirements and to measure productivity and staffing.

All reports will be made available to the SLAIT and it is our expectation that both organizations meet to review reports.

In summary, you can expect the following reports, in addition to requirements contained in the RFP.

1. **Weekly** – structured to provide comparative data from previous week to current week.
2. **Monthly** - structured to provide information related to the previous month's performance.
3. **Quarterly** – documenting formal visits. The report is an audit score card on account performance.
4. **Annual** – structured to provide results of the previous year.

One of the most important aspects of any program is the ability to share results with city government, stakeholders, members of the Board of Directors and others. It is one thing to see the results and another to report results. Statview provides numerous types of reports that capture activities, reports and outcomes. The reports are customized to fit your needs and requirements by simply hitting a button on your keyboard. All reports are “board ready” and can be customized to fit any need of the SLAIT.

Statview has a service matrix element that is used to measure employee productivity. Streetplus collects all data by employee and zone, which is used to develop outputs of employee performance. For example, Streetplus has a standard regarding the length of time it takes to conduct a complete security patrol within a zone. This benchmark is one of several that are used to determine the number of hours needed to complete basic security tasks. This information is used during the ongoing review of the program and during the performance review of the employee.

One of the basic reports generated by Statview is the “Quick Tally” report. This report provides a summary of the various tasks completed by the safety hospitality ambassadors. Remember, the SLAIT will have input in the type of services tracked and the type of reports generated.

THE PLUS PROMISE

We're confident the program we've designed, coupled with our experience and processes, will exceed your expectations. We want you to feel confident that you have made the right choice if you select Streetplus to manage and operate your program.

There are key deliverables that our customers must rely on. The Plus Promise provides monetary credits on future invoices if Streetplus fails to deliver the product.

A copy of “The Plus Promise” is contained with our Proposal. Streetplus is open to discussing this with representatives from the SLAIT to determine what is important to you and we’ll adjust “The Plus Promise” to include those tasks that are important to you.

Below are examples of the promises we make.

- ✓ If we don’t make an account visit in accordance with the contract, you will receive a \$1,000 credit on your invoice.
- ✓ If we don’t deliver summer uniforms or winter uniforms by the date agreed upon, you will receive a \$1,000 credit on your invoice.
- ✓ If we fail to deliver Refresher Training in accordance with our Proposal, you will receive a \$500 credit on your invoice.
- ✓ If we incorrectly pay an ambassador, you will receive a \$20 credit on your invoice and the ambassador will receive a \$20 gift card.
- ✓ If we invoice you incorrectly, you will receive a \$250 credit on your invoice.
- ✓ If we fail to invoice you correctly for “Special Details” and “Projects” you will receive a \$500 credit on your invoice.

MYSTERY SHOPPER PROGRAM

Streetplus works with a nationally recognized leader in Mystery Shopper programs. This program provides valuable information regarding the actual performance of the safety hospitality ambassadors completing tasks. Streetplus and the SLAIT will jointly develop the standards by which the Mystery Shopper program will measure interactions and outcomes with safety hospitality ambassadors. The results of the shops will be shared with representatives from the SLAIT and action plans developed to address identified shortcomings in the program.

Streetplus will conduct at least two (2) shops annually.

TECHNOLOGY – STATVIEW AND WORK ORDERS

There are many aspects to a successful program and certainly two of the basic elements are cleaning and providing safety. Although it is important to have a core structure that addresses the daily operational issues and tasks, which Streetplus has outlined throughout our Proposal and can be verified by contacting our customers, the program must evolve and continue to exceed the expectations of the ratepayers. This is accomplished by innovation and creativity, which is a core element of our corporate culture.

The newest innovation and creative program element only available through Streetplus is Statview. This new innovation contains applications for work orders, planned maintenance, document management, instant communications and emergency messaging.

Statview is a web-based platform using mobile devices that have Internet, cellular service and Microsoft Windows applications. Employees are equipped with hand-held devices as part of

their equipment. Statview streamlines daily activities by providing a one stop, self-service location where they will be connected to the information they need at the speed of the Internet. Simply connect, sign-in, and start sharing information.



SAFETY HOSPITALITY AMBASSADOR GENERATED WORK ORDER

While on patrol near the corner of East Gage Street and Stanford Avenue (Zone 2), a safety hospitality ambassador notices that the passenger side window is broken on the vehicle parked in front of J.M. Kitchen Cabinets. The safety hospitality ambassador conducts a visual search of the area and notices nothing is out of the ordinary. The safety hospitality ambassador takes a picture of the vehicle and enters a work order in Statview, documenting the situation.



Statview determines the exact location by using GPS and GIS that is part of Statview. The safety hospitality ambassador enters J.M. Kitchen Cabinets and learns that the owner of the vehicle works there and wasn't aware of the damage to the vehicle. With the assistance of the safety hospitality ambassador, LAPD is notified of the auto burglary.

The work order is automatically routed to the team leader, program manager and the SLAIT via text message and electronic mail. After the LAPD leaves, the work order is closed.

The work order is also tagged using Geographic Information System (GIS), which is a system designed to capture, store, manipulate, analyze, manage, and present all types of geographic data. Each work order or piece of information entered using Statview is available for

interactive queries (user-created searches), analyze information, edit data, and present information in various reports.

STAKEHOLDER GENERATED WORK ORDER

A downtown stakeholder is walking to work and notices a suspicious person at the corner of East Florence Avenue and McKinley Avenue. Using their mobile device, they enter basic information using the interface for Statview. The information is routed immediately to the ambassador assigned to Zone 2 via text message and electronic mail. The team leader and



program manager receive the same information. The safety hospitality ambassador, using the two-way radio, calls for backup to meet him at the corner of East Florence Avenue and McKinley Avenue. Upon arrival, the safety hospitality ambassador and the team leader observed a male breaking the driver's side window and was taking personal belongings from the vehicle. Using their two-way radio, they call the program manager to contact the LAPD to report a crime in progress. The suspect cooperated while the safety hospitality ambassador made a citizen's arrest for auto burglary.

The information was entered in Statview, to include picture of the suspect. The location of the incident is captured using GPS and GIS that is part of Statview. The stakeholder who originally reported the suspicious activity received information regarding the outcome.