



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT WITH ALL CITY MANAGEMENT SERVICES, INC., TO PROVIDE CROSSING GUARD SERVICES
(Police Chief Paul LeBaron)

Recommended Action:

Staff recommends City Council:

1. Approve a Professional Services Agreement (**Attachment 3**) with All City Management Services, Inc., to provide crossing guard services at an annual not-to-exceed amount of \$315,315 for year one and a three-year term, beginning July 1, 2025 and ending July 1, 2028;
2. Authorize the City Manager to extend up to two one-year terms; and
3. Authorize the City Manager to execute and the City Clerk to attest to the proposed agreement, subject to approval by the City Attorney.

Executive Summary:

The City of Hermosa Beach currently contracts crossing guard services. Following a competitive Request for Proposals (RFP) process, staff recommends City Council award a professional services agreement for crossing guard services to All City Management Services, Inc., (ACMS) at an annual not-to-exceed amount of \$315,315 for year one and a three-year term, beginning July 1, 2025 and ending July 1, 2028.

Background:

The City utilizes contract crossing guard services to assist the Hermosa Beach City School District (HBCSD) and ensure that children travel safely to and from HBCSD schools. American Guard Services provided services to the City from 2017 through 2022, when the company closed. The City requested bids for crossing guard services in 2022 and selected ACMS as the new provider. ACMS has provided crossing guard services to the City since 2022.

Past Council Actions

Meeting Date	Description
July 26, 2022	City Council awarded All City Management Services, Inc a contract for crossing guard services for a term of one year

Meeting Date	Description
	beginning June 26, 2022, ending on June 30, 2023 with an option to extend for two additional one-year periods.

Analysis:

On February 20, 2025, the City issued RFP 25-002 (**Attachment 1**) seeking proposals from qualified vendors to provide crossing guard services. The RFP was advertised on the City’s website and PlanetBids, the City’s electronic bidding platform. On March 13, 2025, the City received a total of three proposals in response to the RFP.

The proposed companies are listed below in alphabetical order:

- All City Management Services, Inc.
- Crossing Guard Services LLC
- Scaife Protection Services

The proposals were independently evaluated by a staff review panel and scored based on the following weighted criteria:

- Approach and Methods (30 percent)
 - A well thought-out and tailored approach to the technical work that responds to the City’s particular issues and needs.
 - Evidence of the team’s ability to work collaboratively with other members of a multi-disciplinary team in a complex and dynamic working environment.
 - Demonstration of the team’s commitment to accurate and superior work and services as detailed in the project management plan.
- Relevant Experience and Expertise (35 percent)
 - Recent experience providing similar services for jurisdictions.
 - Familiarity and experience with applicable industry standards and any relevant federal, state, and local requirements.
 - The contractor team’s ability to dedicate a strong manager/supervisor that will serve as a single point of contact for the duration of the agreement.
- Timeframe and Costs (25 percent)
 - Display of responsive timeframe to assign tasks.
 - Evidence of the team’s ability to successfully manage and staff locations within the identified project budget and minimize cost overruns.
- Administration (10 percent)
 - Ability to comply with the timeline terms, and billing procedures.
 - The extent and nature of any proposed amendments to the City’s Professional Services Agreement.

The RFP included a requirement for all companies to provide a cost proposal. Billing rates include the hourly rate paid to crossing guards and the overhead cost. The proposed amounts under each bid are as follows:

Company	Proposed Amount
All City Management Services, Inc.	Billing Rate: \$38.82 Annual Cost Year 1: \$315,315 Annual Cost Year 2: \$324,752
Crossing Guard Services LLC	Billing Rate: <ul style="list-style-type: none"> • Crossing Guard: \$30.91 • Supervisor: \$36.75 Annual Cost: \$260,121
Scaife Protection Services	Billing Rate: \$27.75 Annual Cost: \$215,618

During the first phase of review, staff evaluated the proposals and cost sheets based on the weighted selection criteria described above. Rankings for the proposals are as follows:

Ranking	Company
1	All City Management Services, Inc.
2	Crossing Guard Services LLC
3	Scaife Protection Services

Follow-up interviews were conducted by a staff review panel and all three companies were asked the following questions:

- What is the company’s vision for the crossing guard program?
- What are the guards instructed to do when a child refuses to follow instructions?
- Hermosa Beach has intersections that have proven to be challenging. What are the strategies you would employ to ensure the safety of the children crossing in such locations?
- Can you describe how your guards have been trained to handle emergency situations?
- How equipped is your company to manage crossing guard details at city-held special events?
- This will conclude the interview. Is there any additional information you would like to add before we end?

The staff review panel considered each proposer’s interview and the proposals in making its recommendation. The panel ultimately recommends All City Management Services, Inc., as the best qualified to provide crossing guard services.

Justification for Selection of All City Management Services

While All City Management Services, Inc., (ACMS) submitted the highest cost proposal among the three bidders—\$55,194 more than the second-lowest and \$99,697 more than the lowest—staff strongly recommends their selection based on critical differentiators in service quality, local capacity, and risk mitigation that directly impact public safety and operational reliability.

1. Proven Track Record with the City and Surrounding Region

ACMS is the City's current provider and has demonstrated consistent, high-quality service since assuming the contract in 2022. Their performance includes rapid response to shift vacancies, direct communication with City staff, and attentiveness to addressing safety concerns—all of which have helped the City avoid service interruptions and manage high-risk intersections effectively.

In addition to their strong history in Hermosa Beach, ACMS also services nearby cities such as Manhattan Beach, Redondo Beach, Torrance, and Gardena. This regional presence gives ACMS access to a deep bench of trained staff who can be rapidly deployed in Hermosa Beach when needed. Neither of the competing firms offers this local operational flexibility.

2. Highest Scoring Proposal Based on Comprehensive Evaluation

Using the City's weighted evaluation criteria—prioritizing methodology (30%), experience (35%), cost (25%), and administration (10%)—ACMS received the highest overall score. Their proposal outperformed others in both the "Approach and Methods" and "Relevant Experience" categories, which together account for 65% of the total score.

ACMS's integration of technology, such as geo-fencing for real-time tracking of guard presence, enables greater accountability and supervision. Their system allows supervisors to act immediately when a guard is late or absent, either reassigning another staff member or covering the shift themselves. This capability significantly reduces the risk of an unstaffed crossing at locations identified as supported with crossing guards.

3. Qualified Service at Critical Intersections

Hermosa Beach has several intersections near schools that require experienced and reliable crossing guards. Unstaffed or underqualified personnel at these locations present safety concerns. ACMS has demonstrated the ability to quickly resolve staffing gaps and maintain full coverage, a critical component of the "Approach and Methods" evaluation.

In contrast, Scaife Protection Services lacks any demonstrable experience in providing crossing guard services and could not cite any relevant municipal contracts or trained staff in this field. Crossing Guard Services LLC, while lower in cost, operates out of Connecticut with only one California municipal contract and no established infrastructure in Southern California. These gaps raise significant concerns about their capacity to

provide consistent and effective coverage. Evaluations of both firms' proposals is further detailed below.

4. Cost Justification through Value and Risk Avoidance

While ACMS's cost is higher, the value derived from uninterrupted, experienced, and well-supervised coverage significantly outweighs the upfront savings offered by the lower bidders. The City's investment in a premium service provider is a proactive measure to reduce potential costs from service disruptions and public safety incidents.

ACMS is the current vendor for the City's crossing guard services and has shown an ability to quickly cover unattended crossings over the course of its service to the City. They are responsive to requests by City staff and are attentive to solving issues. The panel conducted reference checks for ACMS and received positive reviews about ACMS's services and quality of work.

The panel's review of Crossing Guard Services LLC identified deficiencies based on the weighted criteria matrix. Under the category of "Relevant Experience and Expertise" a low score was given based on the fact that the company is based out of Connecticut and only provides crossing guard services for one municipality in California (Redwood City). The lack of local contracts or references generated a low score in the following graded sections.

- Recent experience providing similar services for jurisdictions.
- Familiarity and experience with applicable industry standards and any relevant federal, state, and local requirements.

The panel's review of Scaife Protection Services identified deficiencies based on the weighted criteria matrix. Under the category of "Relevant Experience and Expertise" a low score was given based on the fact that the company could not provide any examples of experience in crossing guard services and the company website does not list crossing guards as a provided service. The website indicates that Scaife Protection Services offers "security and security guard services throughout the State of California." Additional services listed on the website include legal document process serving, CPR/First Aid Class, and Notary Services. The lack of crossing guard experience generated a low score in the following graded sections.

- Recent experience providing similar services for jurisdictions.
- Familiarity and experience with applicable industry standards and any relevant federal, state, and local requirements.
- The contractor team's ability to dedicate a strong manager/supervisor that will serve as a single point of contact for the duration of the agreement.

Based on the totality of the competitive RFP review process, staff recommends All City Management Services, Inc., to provide crossing guard services for the City of Hermosa

Beach at an annual not-to-exceed amount of \$315,315 for year one and a three-year term, beginning July 1, 2025 and ending July 1, 2028. The proposed annual not-to-exceed amount of \$315,315 for FY 2025–26 did not increase from FY 2024–25.

Environmental Review

This agreement has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, and as such, is not a “project” subject to the requirements of the California Environmental Quality Act (CEQA) 14 Cal. Code Regs Section 15378.

General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with the City’s General Plan. Relevant Policies are listed below:

Mobility Element

Goal 3. Public rights-of-way supporting a multimodal and people-oriented transportation system that provides diversity and flexibility on how users choose to be mobile.

Policies:

- **3.1 Enhance public right-of-way.** Where right-of-way clearance allows, enhance public right-of-way to improve connectivity for pedestrians, bicyclists, disabled persons, and public transit stops.
- **3.2 Complete pedestrian network.** Prioritize investment in designated priority sidewalks to ensure a complete network of sidewalks and pedestrian-friendly amenities that enhances pedestrian safety, access opportunities and connectivity to destinations.

Fiscal Impact:

ACMS’s proposed bid for the first year of service is not-to-exceed \$315,315 and not-to-exceed \$324,752 for the second year. The proposed annual not-to-exceed amount of \$315,315 for FY 2025–26 did not increase from FY 2024–25. The Professional Services Agreement draft includes a not-to-exceed 5 percent annual increase in the hourly rate for crossing guards. The third year of service is projected to be \$340,990 with the 5 percent annual increase.

Agreement Request		
Agreement	Fiscal Year (FY)	Total Contract Amount
All City Management Services	FY 2025–26	\$315,315
	FY 2026–27	\$324,752
	FY 2027–28	\$340,990

Since the ACMS professional services agreement would begin on July 1, 2025, the first year of the contract would be budgeted in 146-2102-4201 as part of the Fiscal Year 2025–26 budget. Sufficient Proposition C Special Revenue funds are projected to be available to fund the agreement.

Attachments:

1. RFP 25-002–Crossing Guard Services
2. All City Management Services Bid Proposal and Cost Sheet
3. Professional Services Agreement Draft

Respectfully Submitted by: Joanne Loeza, Management Analyst

Concur: Paul LeBaron, Police Chief

Noted for Fiscal Impact: Brandon Walker, Administrative Services Director

Legal Review: Patrick Donegan, City Attorney

Reviewed by: Angela Crespi, Deputy City Manager

Approved: Suja Lowenthal, City Manager