

# ALL CITY MANAGEMENT SERVICES

*“The Crossing Guard Company”*

**A Proposal for  
City of Hermosa Beach  
RFP NO. 25-002  
Crossing Guard Services**

**March 13, 2025**

**Presented by**



10440 Pioneer Boulevard, Suite 5, Santa Fe Springs, CA 90670

OFFICE PHONE: 800.540.9290 FAX: 310.202.8325

EMERGENCY DISPATCH: 877.512.2267

[www.thecrossingguardcompany.com](http://www.thecrossingguardcompany.com)

## **Table of Contents**

### **4.2.1 COVER LETTER**

Letter of Transmittal

### **4.2.2 FIRM PROFILE**

Company Profile

Company Data

### **4.2.3 UNDERSTANDING & APPROACH TO SCOPE OF WORK**

Scope of Services

All City Management Services, Inc. Organizational Chart

Field Management Structure

Field Management Personnel

Approach and Management Plan

Recruitment and Staffing

Training

### **4.2.4 MANAGEMENT PLAN**

Implementation Schedule

City of Hermosa Beach Company Contacts

Quality Assurance Approach

### **4.2.5 EXPERIENCE & QUALIFICATIONS**

Qualifications and Experience

References

Resumes

### **4.2.6 REQUIRED FORMS**

7.2.1 Certification of Proposal

7.2.2 Non-Collusion Affidavit

7.2.3 Compliance with Insurance Requirements

7.2.4 Acknowledgement of Professional Services Agreement

7.2.5 COVID Vaccination Certification



## ALL CITY MANAGEMENT SERVICES

March 12, 2025

Lt. Mick Gaglia, Community Services Division  
City of Hermosa Beach  
RFP NO. 25-002 Crossing Guard Services  
540 Pier Ave., Hermosa Beach, CA 90254

Dear Lieutenant:

On behalf of All City Management Services, Inc. (**ACMS**), I would like to express our sincere appreciation for the potential opportunity to continue to serve the City of Hermosa Beach Crossing Guard Program. We are proud to have served the community of Hermosa Beach for the past three (3) years and we look forward to the opportunity to serve the City of Hermosa Beach once again.

We have received the Request for Proposal and I have reviewed the Scope of Services and Submission Requirements. We agree with the terms and conditions set forth with contractual exceptions related to Professional Liability Insurance. Please see our Exception Tab included in our response for additional information. We have reviewed and confirmed that there are no Addenda.

Our goal is simple, to continue to relieve the City of Hermosa Beach of the day-to-day responsibilities of managing a School Crossing Guard Program. As your service provider, we will continue to assume complete responsibility for the day-to-day operations of the Hermosa Beach Crossing Guard program. This includes recruitment, background clearance, hiring, training, equipment, payroll, supervision, and management of the program.

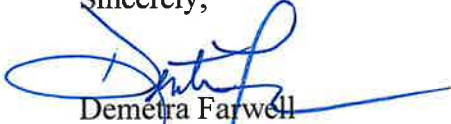
Our experience managing the City of Hermosa Beach School Crossing Guard program has provided us with a unique understanding of the scheduling requirements and staffing needs of the program. We will remain committed to providing on-site service consistent with the scheduling and coverage currently in place.

We will continue to maintain local supervision, alternate guards, a paging system, and a 24-hour 800 number to ensure adequate response and immediate back-up for any Crossing Guard absent from duty for any reason. We also establish communication with each school to ensure proper scheduling.

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

ACMS is 100% minority owned and does not outsource any part of our service. We are certainly excited about the possibility of continuing to provide Crossing Guard services for the City of Hermosa Beach. If you have any questions, please feel free to contact me at 800 540-9290

Sincerely,



Demetra Farwell

Corporate Secretary

[demetra@thecrossingguardcompany.com](mailto:demetra@thecrossingguardcompany.com)



# ALL CITY MANAGEMENT SERVICES

## COMPANY PROFILE

**All City Management Services, Inc. (ACMS)**, is a California based Corporation founded in 1985. We are the largest provider of School Crossing Guard services, managing both large and small Crossing Guard Programs. We currently employ over 8,500 School Crossing Guards dedicated to safety, serving cities, towns, communities, schools and school districts nationwide.

One defining issue that distinguishes **ACMS** is that we are the only company that *exclusively* provides School Crossing Guard Services. It is our commitment to limiting the scope and focus of the company to School Crossing Guards that has helped us emerge as “*The Crossing Guard Company*”. We have successfully privatized the Crossing Guard programs for over 320+ agencies. Ultimately our clients become the beneficiaries of our single-minded approach toward this industry.

The heart of our business is in assuming responsibility for the task and challenges of conducting a successful Crossing Guard Program. Toward that end, in our typical contractual arrangement we assume responsibility for; recruitment, local hiring, background clearance compliant with Department of Justice standards, initial and ongoing training, payroll and administrative support functions, coordination of assigning qualified substitutes during absences, local supervision, complaint investigation and resolution, communicating with schools and site safety inspections.

One of the benefits we bring to any agency is our expertise in overseeing a seamless transition from public to private management of the program. The continuity of the Crossing Guards’ employment is a key component of a seamless transition. We value the experiences and understanding of the Crossing Guards currently working in each program we manage. Much of our success with individual programs is a result of the experience and knowledge these Crossing Guards bring to our management.

With over 40 years of experience, **ACMS** leads the Crossing Guard Industry in the development of Crossing Guard standards for training, supervision and safety.

Each program we have taken on has brought a unique set of issues and challenges. The heart of our success has been our ability to articulate these challenges and experiences into our training, policies and procedures to benefit all Crossing Guards in all the cities, towns and communities we service.

## **Company Data**

### **All City Management Services, Inc.**

#### **Corporate Office**

10440 Pioneer Blvd., Suite 5  
Santa Fe Springs, CA 90670  
Phone: 310 202 8284 Fax: 800 430 1059  
24-hour number is 877 512 2267  
<https://thecrossingguardcompany.com>  
Federal Tax Identification Number: 95-3971517

#### **Bid Direct Point of Contact**

ACMS represents the following person is authorized to negotiate on their behalf with the City of Stanton in connection with this RFP:

David Mecusker, Marketing & Contracts Manager  
Phone: 310 202 8284 Ext. 107  
[david@thecrossingguardcompany.com](mailto:david@thecrossingguardcompany.com)

#### **Satellite Offices**

##### **Texas**

2012 E. Randol Mill, Ste. 222  
Arlington, TX 76011  
Phone: 817 962 0110  
Fax: 800 430 1059

##### **Nevada**

4775 W. Teco Ave., Ste. 235  
Las Vegas, NV 89118  
Phone: 702 675 3135  
Fax: 702 750 2110

##### **Kansas**

8928 Nieman Road  
Shawnee, KS 66214  
Phone: 800 540 9290  
Fax: 800 430 1059

All City Management Services, Inc. was established on May 3, 1985, as an S Corporation and has not conducted business under any other business name. All City Management Services, Inc. is not partially owned by another business organization or individual. All City Management Services, Inc. has 40 years of experience providing crossing guard services. Baron Farwell; President and General Manager owns one hundred percent (100%) of stock outstanding. Demetra Farwell is the Corporate Secretary and Brian Brooks is the Chief Operating Officer for All City Management, Inc.

All City Management Services, Inc. has not lost a client agency due to failure or refusal to complete a contract and has never lost a client agency due to the level of service provided. All City Management Services, Inc.'s financial interests are associated with Crossing Guard and has no financial interest in other lines of business.

THIS CERTIFIES THAT

**All City Management Services, Inc.**



\* Nationally certified by the: **SOUTHERN CALIFORNIA MINORITY SUPPLIER DEVELOPMENT COUNCIL**

\*NAICS Code(s): 561612

\* Description of their product/services as defined by the North American Industry Classification System (NAICS)

10/09/2024

**Issued Date**

SC17218

**Certificate Number**

07/01/2026

**Expiration Date**

  
Ying McGuire  
NMSDC CEO and President



**Virginia Gomez, President**

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

*Certify, Develop, Connect, Advocate.*

\* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

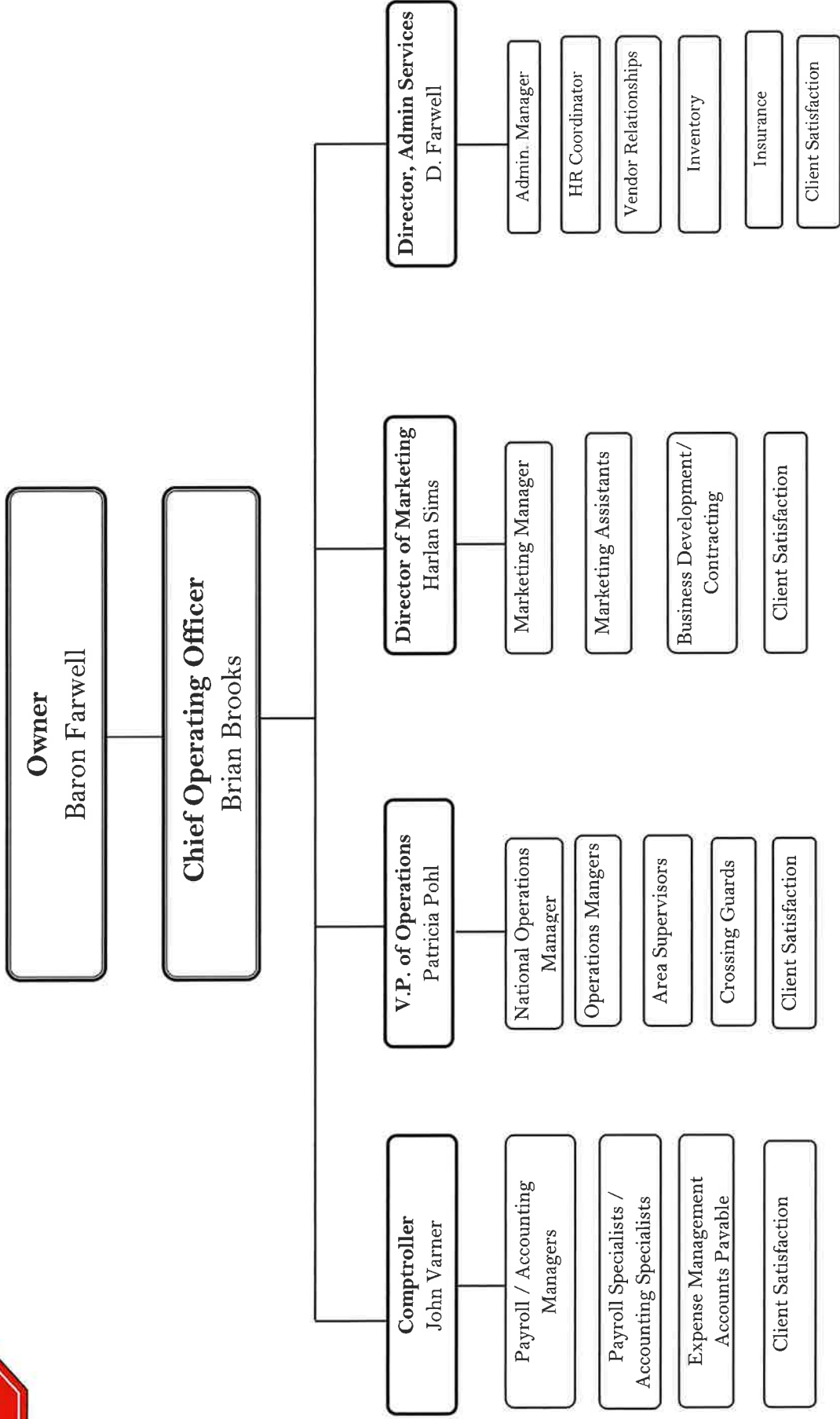
## **ACMS Scope of Services**

1. All City Management Services, Inc. will handle the Crossing Guard services for the City of Hermosa Beach for a one (1) year period; to commence on: August 20, 2025, ending on June 12, 2026.
2. ACMS will provide fourteen (14) personnel equipped and trained in appropriate procedures for crossing pedestrians in marked crosswalks. Such personnel shall be herein referred to as a Crossing Guard. ACMS is an independent Consultant and the Crossing Guards to be furnished by it shall at all times be its employees and not those of the City of Hermosa Beach.
3. Crossing Guard Services shall be provided by ACMS at designated locations, identified by the City of Hermosa Beach and ACMS shall provide coverage at the school crossings as required. ACMS shall be flexible and provide guards for the hours and locations needed on the instructions of appropriate City personnel.
4. ACMS and all persons who are employed for assignment to this contract shall undergo background checks to ensure they have not been convicted of any offense involving moral turpitude, a felony for a violent crime, or a felony for crimes against children. ACMS understands no one registered as a sex offender or narcotics offender will be hired as a crossing guard.
5. All persons who are employed for assignment shall undergo a drug testing prior to deployment. ACMS will maintain a written policy regarding a drug and alcohol-free work environment that can be made available to the City upon request.
6. Crossing Guards assigned to the City of Hermosa Beach Crossing Guard program shall have the ability to read, write and speak English with sufficient proficiency such that they can communicate quickly and accurately with children and emergency service personnel.
7. ACMS designated Trainer will conduct training for Crossing Guards. ACMS shall provide personnel properly trained as herein specified for the performance of duties as a Crossing Guard.
8. In the performance of their duties ACMS and its employees shall conduct themselves in accordance with the conditions of this Agreement and the laws and codes of the State of California pertaining to general pedestrian and school crossing safety.

9. ACMS understands all crossing guards shall also receive training pertaining to general traffic safety for pedestrians, motorists and themselves while serving as crossing guards.
10. ACMS employees shall work to the highest professional standards and act in a courteous, respectable manner and shall conduct themselves in a manner that is befitting a public servant. They shall present a professional appearance, that is neat, clean, well-groomed and be properly uniformed.
11. ACMS shall provide all Crossing Guards with apparel by which they are readily visible and easily recognized as Crossing Guards. Such apparel shall be uniform for all persons performing the duties of Crossing Guards and shall be worn at all times while performing said duties. The apparel must be appropriate for weather conditions.
12. ACMS shall provide three (3) Traffic Cones per crosswalk and shall be responsible for the replacement of Traffic Cones.
13. ACMS shall provide supervisory personnel to see that Crossing Guard activities are taking place at the required places and times, and in accordance with all items of this agreement.
14. ACMS shall maintain adequate reserve personnel to be able to furnish alternate Crossing Guards in the event that any person fails to report for work at the assigned time and location and agrees to provide immediate replacement. ACMS shall provide its employees a 24-hour answering service and shall establish its own call-out procedures.
15. ACMS shall invoice the City of Hermosa Beach bi-weekly, invoices shall provide the following detail, at a minimum: total hours worked, hourly rate billed, crossing guard names, assignment locations, shift start/end times and date worked.

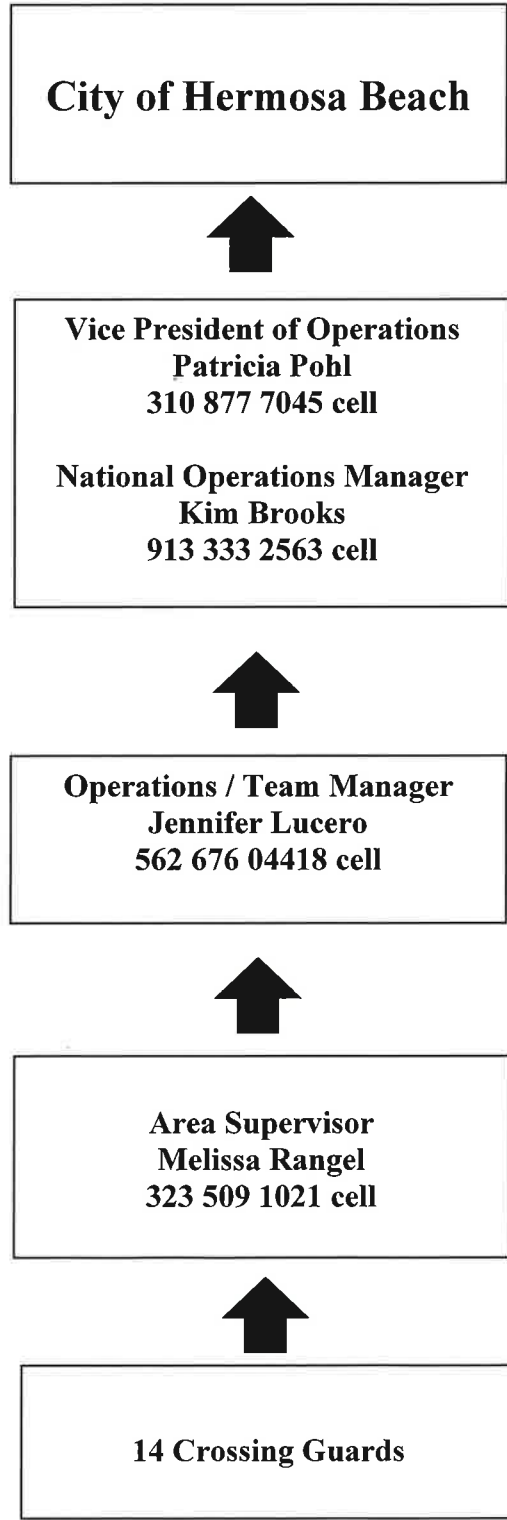


# ALL CITY MANAGEMENT SERVICES





**ALL CITY MANAGEMENT SERVICES**



## **Field Management Personnel**

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

**Area Supervisor (Melissa Rangel)** Melissa will continue to serve as Area Supervisor for the City of Hermosa Beach crossing guard program, she will manage all aspects of the daily supervision of the program of fourteen (14) Crossing Guards and alternate/relief pool. With support from the Team Manager and National Operations Manager, the Area Supervisor will typically recruit, hire, train and provide personnel management for all the sites they oversee and interface with school staff as needed. In addition to communicating with the City and School staff, they are responsible for ensuring each employee receives the proper number of Site Performance Evaluations, completed the Certification mandates. Melissa Rangel reports directly to the Team Manager.

**Team Manager (Jennifer Lucero):** Jennifer will continue to serve as Program Manager with assistance from our National Operations Manager, she will directly manage your Local Area Supervisor and provide training and support. Jennifer will also interface with the City representatives and School staff as needed. She will assist in the hiring of the Local Area Supervisor and Crossing Guards as well as the development and implementation of training programs and certification standards. Jennifer has considerable experience as a Team Manager overseeing programs in California. Jennifer will ensure compliance with Company standards and District expectations. Jennifer Lucero reports directly to the National Operations Manager.

**National Operations Manager (Kim Brooks):** Kim has over 10 years in the industry providing field management and support for ACMS. She is responsible for the development and implementation of operational standards, training programs, safety instruction and compliance with all legal requirements and restrictions. Works directly with Team Manager to ensure all program standards are being met. Kim has extensive experience implementing and managing comparable and larger programs. She is responsible for initial training and orientation for all new client programs. Kim Brooks reports directly to Vice President of Operations.

**Vice President of Operations (Pat Pohl):** Pat has over 32 years of industry experience. She is responsible for overall contract compliance. Works with the National Operations Manager on the development of training programs and implementation of safety standards. Coordinates the flow of information between operations and administrative staff.

## Approach and Management Plan

ACMS employs a Local and Regional Team Concept of management which results in efficient field operations as well as providing a multifaceted response to potential problems. The Vice President of Operations and National Operations Manager will work together (with input from the City of Hermosa Beach) to establish specific program objectives and expectations. These Senior Managers then work directly with your Team Manager and Area Supervisor to implement the management plan. The City of Hermosa Beach Area Supervisor and our Team Manager live and work locally, which allows them to respond quickly to program or client requests.

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

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

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

Background checks will be completed on all potential employees as allowed by California State Law. Successful completion of the background check, which includes a **National and State of California Criminal and Sex Offender Check**. With all background checks using the applicant's social security number and date of birth to avoid any mistaken identities.

We also use **Sterling Check Systems** that allows for **Extended Global Sanctions that include FBI Most Wanted List, Interpol, Terrorist Watch Lists**, etc. We will also use Social Security verification via E-Verify which is required prior to the employee being hired. ACMS will conduct physical assessments to ensure the applicants are physically capable of performing the job duties of a School Crossing Guard. ACMS will comply with the Equal Employment Opportunity Commission guidelines when making hiring decisions based on criminal records.

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

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

- Conduct in violation of California Penal Code or which requires registration under California Penal Code
- Conduct which requires registration under the California Health and Safety Code.
- Any offense involving the use of force or violence upon another person.
- Any offense involving theft, fraud, dishonesty, or deceit.
- Any offense involving the manufacture, sales, possession, or use of a controlled substance.
- Conspiracy or attempt to commit any of the aforementioned offenses.
- Any registered sex offender or narcotics offender.

Summary reports of background clearance on employees within the City of Hermosa Beach Crossing Guard program will be regularly available to the City.

ACMS will investigate all public complaints concerning crossing guard services. All incidents shall be reported within two (2) hours. ACMS shall furnish a written report within five (5) workdays after the date of the incident.

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

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

ACMS management will meet with City representatives for periodic reviews as requested to ensure operational effectiveness.

## **Recruitment and Staffing**

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

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

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

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

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

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

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

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

## Training

Effective initial and ongoing training is essential in a profession dedicated to the safety of children. With over 40 years of experience and a commitment to working cooperatively with other public safety professionals, ACMS is recognized as an industry leader in the development and implementation of School Crossing Guard training and standards of excellence.

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

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

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

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

The standard issue equipment and clothing includes:

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

**City of Hermosa Beach**  
**School Crossing Guard Management Services**  
**(Estimated) Implementation Schedule / Major Milestones**

Contractor Notification (unofficial)	April 2025
City of Hermosa Beach Council Approval	May 2025
Contract and Insurance complete (Final Terms agreed to)	May 2025
City of Hermosa Beach Kick-Off / Review Meeting (Hermosa Beach Staff, ACMS Team)	Week of June 30 <sup>th</sup>
ACMS re-Training Meeting(s) with current crossing guards, substitutes (Assignments / schedules confirmed equipment delivered to guards)	Week of July 14 <sup>th</sup>
School designees re-contacted and Monthly Status Meetings agreed to	Week of July 21 <sup>st</sup>
Additional Training/Equipment needs delivered	Week of July 28 <sup>th</sup>
Guards re-contacted for assignment readiness	Week of August 4 <sup>th</sup>
Guards on site / Area Supervisor in field for Hermosa Beach Joint Unified School District Start of School	Aug. 20 <sup>th</sup>
60 Day Review City of Hermosa Beach / ACMS Team (next Review Meeting scheduled)	Nov. 20 <sup>th</sup>

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



# ALL CITY MANAGEMENT SERVICES

## Department Contact Listing

### **Owner / President:**

Baron Farwell  
310 202 8284 Ext 100 / Mobile: 310 877 7336  
baron@thecrossingguardcompany.com

### **Chief Operating Office:**

Brian Brooks  
310 202 8284 Ext. 105 / Mobile: 913 731 8174  
brianb@thecrossingguardcompany.com

### **Human Resources Director / Corporate Secretary:**

Demetra Farwell  
310 202 8284 Ext. 101  
demetra@thecrossingguardcompany.com

### **Operations Staff:**

Patricia Pohl, Vice President of Operations  
Mobile: 310 877 7045  
pat@thecrossingguardcompany.com

Kim Brooks, National Operations Manager  
Mobile: 913 333 2563  
kim@thecrossingguardcompany.com

Jennifer Lucero, Team Manager  
Mobile: 562 676 0418  
jlucero@thecrossingguardcompany.com

Melissa Rangel, Lead Supervisor  
Mobile: 323 509 1021  
mrangel@thecrossingguardcompany.com

### **Contract Manager:**

David Mecusker  
310 202 8284 Ext. 107 / Mobile: 424 521 5123  
david@thecrossingguardcompany.com

### **Administrative Services Manager:**

Ashlee Herron  
310 202 8284 Ext. 103  
ashlee@thecrossingguardcompany.com

### **Controller:**

John Varner  
800 540 9290 / Mobile: 562 536 9290  
jvarner@thecrossingguardcompany.com

### **Accounting Manager:**

Angelica Maciel  
800 540 9290 / Mobile: 424 521 5949  
angelicam@thecrossingguardcompany.com

### **Payroll Manager:**

Noel Concha  
310 202 8284 Ext. 110  
noel@thecrossingguardcompany.com

### **City of Stanton Payroll Representative:**

Bianca Serrano  
424 203 9930  
bianca@thecrossingguardcompany.com

## **Quality Assurance Approach**

### **(Overview)**

**All City Management Services, Inc. (ACMS)** is dedicated to being a “Best in Class” organization and is committed to providing model School Crossing Guard programs to each of the clients we serve. Training has been a cornerstone in the development and expansion of ACMS. We continue to learn and incorporate new methods and standards of training into our organization. Our goal is to elevate the level of accountability for training throughout our organization.

We continue to revise and update our training programs, procedures and monitor our results. The heart of our success has been our ability to articulate these challenges and experience into training policies and procedures. These policies and procedures are designed to integrate quality assurance checks into each facet of a programs training, oversight, and management.

#### **Field Operations Quality Assurance**

- Starts with Management Structure – a multi layered management approach allows for a multifaceted response to problems but also additional levels of quality assurance.
- Training is not just done during onboarding, but is a year-round process, which is the same approach with quality checks. After initial training ACMS will require Area Supervisors to conduct 30, 60 and 90 day assessments to ensure the guards are performing at the highest levels.
- Any Crossing Guard receiving a low score on a Site Performance Evaluation will be re-evaluated within 30 days. These assessments are conducted through our Field Training Checklists and Site Performance Evaluations. These evaluation tools are used as an instructional tool to validate correct procedures and correct inappropriate procedures.
- Additionally, each guard is provided a Field Training Checklist that provides them a step-by-step approach to a “safe cross” and allows them to conduct self-evaluations to ensure they are at the highest standards.
- ACMS also conducts independent field observations that can be conducted by Team Managers, National Operations Manager, Vice President, and our Chief Operations Officer. These checks are random and without advanced notice to the Area Supervisor or the Crossing Guards. The results of these observations are then sent over to the guards’ Area Supervisor for review and potential coaching/corrective opportunities.

### **Complaint Resolution**

- ACMS will investigate all public complaints concerning crossing guard services. All incidents shall be reported within two (2) hours.
- ACMS will investigate the incident and contact the reporting party, school administrators, Crossing Guard, and any other person(s) that may have witnessed or been party to the incident.
- ACMS shall furnish a written report within five (5) workdays after the date of the incident.

### **Timekeeping**

- Crossing Guard App only allows Crossing Guards to clock in when they are physically at their site/crosswalk.
- Area Supervisors confirm in real time Crossing Guards clocked in and then physically observe the CG is on site.
- Daily timesheet is downloaded and sent to the Team Manager for their review.

### **Invoicing / Billing**

- Invoicing is tied to our Crossing Guard App that manages clocking in and out for guards. Area Supervisors review and confirm the information provided from the App is accurate.
- Daily timesheets are sent to the Team Manager, and any irregularities or manual entries are reviewed and confirmed for accuracy.
- Once Operations approve time sheets, they are sent over to Payroll Associates who then review and confirm the accuracy of the hours worked per site prior to sending a billing summary over to our Accounting Team for invoicing.

## Qualifications & Experience

Our ability to operate and manage the City of Hermosa Beach School Crossing Guard program is supported by our current success in operating the City of Hermosa Beach program and by operating similar programs in California. Some of these programs include Los Angeles County Office of Education, City of Lynwood, Hawthorne School District, City of Carson and over 320 additional clients nationwide.

Another defining component that distinguishes ACMS as the industry leader is our focus on providing School Crossing Guard services. We are not a security guard company with a few clients based upon a low-cost offering. Our singular area of service; "*Keeping Children Safe*" enables all of our resources to be devoted to the development and delivery of programs that provide exceptionally high safety standards and client satisfaction.

### **Team Manager/Program Manager: Jennifer Lucero**

Jennifer has been providing supervision and support for ACMS Crossing Guards Programs since 2023 and through this time she has managed over 45 programs with over 640+ locations and 26 different Area Supervisors. Her strong communication and leadership skills have contributed to ACMS being able to provide model crossing guard programs for the cities, agencies, and school districts we service. Jennifer is a certified School Crossing Guard trainer since 2023 and has managed many successful programs comparable to the City of Hermosa Beach program. Please see a listing of some of the programs she has managed that are similar in size and proximity to your program.

Andrew Lewis, Sergeant  
401 Diamond Street  
Redondo Beach, CA 90277  
Phone: 310379 2477 ext. 2337  
Email: andrew.lewis@redondo.org

#### **City of Redondo Beach:**

- 1 Area Supervisor
- 5 School Crossing Guards
- 1 Alternate/Relief School Crossing Guards
- August 3, 2021 - Current

Julie Dahlgren, Police Sr. Mngt. Analyst  
420 15th Street  
Manhattan Beach, CA 60266  
Phone: 310 802 5165  
Email: jdahlgren@manhattanbeach.gov

#### **City of Manhattan Beach:**

- 1 Area Supervisor
- 25 School Crossing Guards
- 5 Alternate/Relief School Crossing Guards
- August 1, 2007 - Current

John Newman, Police Services Supervisor  
3300 Civic Center Dr.  
Torrance, CA 90503  
Phone: 310 618 5568  
Email: jnewman@torranceca.gov

#### **City of Torrance:**

- 1 Area Supervisor
- 7 School Crossing Guards
- 2 Alternate/Relief School Crossing Guards
- September 12, 2012 – Current

Joseph Lillio, Director of Finance  
350 Main Street  
El Segundo, CA 90245  
Phone: 310 524 2318  
Email: jlillio@elsegundo.org

**City of El Segundo:**

- 1 Area Supervisor
- 7 School Crossing Guards
- 2 Alternate/Relief School Crossing Guards
- January 1, 2009 - Current

Brenna Terrones, Assistant Superintendent  
375 Via Almar  
Palos Verdes, CA 90274  
Phone: 310 896 3418  
Email: terronesb@pvpusd.net

**Palos Verdes Unified School District:**

- 1 Area Supervisor
- 7 School Crossing Guards
- 2 Alternate/Relief School Crossing Guards
- August 29, 2004 - Current

**Objective:**

Every program we manage has the same objective and that is to provide a model School Crossing Guard program. This is done by educating students on proper crossing techniques, such as following local traffic regulations and using traffic control devices to ensure safe routes to school for all students and parents in the community. We have accomplished this through our dedication to ongoing training, ensuring adequate staffing levels are in place, professional staffing and the years of experience provided by our management team.

**Challenges:**

Each program we manage comes with its own set of challenges, which can vary from but not limited to; transitioning from city, agency or district management to private management, becoming familiar with ACMS policies and procedures, coordinating schedule changes from various schools, accommodating guard days off due to medical needs, etc. It is through our detailed training, experience in Crossing Guard Program management and continued employee training that has allowed us to overcome these challenges.

**Accomplishments:**

ACMS has been successful in our ability to learn from each set of challenges and issues programs face and articulate those changes and experiences into our training policies and procedures. This ongoing training has allowed us to continue to improve and grow as a company and service provider.



# ALL CITY MANAGEMENT SERVICES

## References for Crossing Guard Services

(All listed references are current clients)

<p><b>City of Santa Ana PD</b> (Since 3/2010) Zdenek Kekula, Principal Civil Engineer 60 Civic Center Plaza Santa Ana, CA 92702 <b>Tel:</b> 714 647 5606 <b>Email:</b> <a href="mailto:zkekula@santa-ana.org">zkekula@santa-ana.org</a></p>	<p><b>City of Huntington Beach PD</b> (Since 7/2007) Thoby Archer, Lieutenant 2000 Main Street Huntington Beach, CA 92648 <b>Tel:</b> 714 374 1577 <b>Email:</b> <a href="mailto:tarcher@hbpd.org">tarcher@hbpd.org</a></p>
<p><b>City of Cypress</b> (Since 4/1997) Denise Basham, City Clerk 5275 Orange Avenue Cypress, CA 90630 <b>Tel:</b> 714 229 6600 <b>Email:</b> <a href="mailto:dbahsam@ci.cypress.ca.us">dbahsam@ci.cypress.ca.us</a></p>	<p><b>City of Tustin</b> (Since 8/2009) Luis Garcia, Sergeant 300 Centennial Way Tustin, CA 92780 <b>Tel:</b> 714 573 3219 <b>Email:</b> <a href="mailto:lgarcia@tustinca.org">lgarcia@tustinca.org</a></p>
<p><b>City of Lake Forest</b> (Since 6/2003) Brent Channing Director of Management Services 25550 Commerce Center Drive, Suite 100 Lake Forrest, CA 92630 <b>Tel:</b> 949 461 3419 <b>Email:</b> <a href="mailto:bchanning@lakeforestca.gov">bchanning@lakeforestca.gov</a></p>	<p><b>Fontana Unified School District</b> (Since 8/2008) Shamica Nance SR Director of Purchasing, Warehouse 9680 Citrus Avenue, #9 Fontana, CA 92335 <b>Tel:</b> 909 357 5000 ext. 29117 <b>Email:</b> <a href="mailto:shamica.nance@fusd.net">shamica.nance@fusd.net</a></p>
<p><b>City of South Gate</b> (Since 1993) James Chavez 8620 California Avenue South Gate, CA 90280 <b>Tel:</b> 323 563 5457 <b>Email:</b> <a href="mailto:jchavez@sogate.org">jchavez@sogate.org</a></p>	<p><b>City of Rancho Cucamonga</b> (Since 1990) Jason Wedlay, Director of Engineering 10500 Civic Center Drive Rancho Cucamonga, CA 91730 <b>Tel:</b> 909 774 4011 <b>Email:</b> <a href="mailto:Jason.wedlay@cityofrc.us">Jason.wedlay@cityofrc.us</a></p>
<p><b>Adelanto Elementary School District</b> (Since 2007) Melanie Olson Zavala Director of Risk Management and Benefits 11824 Air Expressway Adelanto, CA 92301 <b>Tel:</b> 760 246 8691 ext. 10208 <b>Email:</b> <a href="mailto:melanie.olson@aesd.net">melanie.olson@aesd.net</a></p>	<p><b>Chino Consortium</b> (Since 1992) Kathy Casino, Purchasing Director 5130 Riverside Drive Chino, CA 91710 <b>Tel:</b> 909 628 1201 ext. 1200 <b>Email:</b> <a href="mailto:kathy.casino@chino.k12.ca.us">kathy.casino@chino.k12.ca.us</a></p>
<p><b>City of Fullerton PD</b> (Since 7/2000) Mike Chlebowski, Commander 237 Commonwealth Avenue Fullerton, CA 92832 <b>Tel:</b> 714 738 6816 <b>Email:</b> <a href="mailto:mchlebowski@fullertonpd.org">mchlebowski@fullertonpd.org</a></p>	<p><b>City of Glendale</b> (Since 1990) Pastor Casanova, Principal Traffic Engineer 633 E. Broadway, Suite 300 Glendale, CA 91206 <b>Tel:</b> 818 548 3945 <b>Email:</b> <a href="mailto:pcasanova@glendaleca.gov">pcasanova@glendaleca.gov</a></p>

*With over 310 nationwide clients, we would be happy to supply additional references if needed.*

10440 Pioneer Blvd., Suite \* Santa Fe Springs \* CA \* 90670 \* PHONE (310) 202 -8284 \* FAX (310) 202 -8325

**PATRICIA J. POHL**  
**21896 Red River Drive, Lake Forest, CA 92630 • 310.877.7045**

**WORK HISTORY**

**2010 to present**            All City Management Services, Inc.  
10440 Pioneer Blvd., Suite 5  
Santa Fe Springs, California 90670

**Vice President of Operations:** Full responsibility for the planning, direction and coordination of all field-based leadership personnel nationwide (250+). Accountable for development and implementation of cost-effective procedures to meet current and future company needs. Responsible for all aspects of operations to ensure successful compliance with policies and procedure resulting in achieving optimum safety standards.

**1998 to 2010**            All City Management Services, Inc.  
1749 South La Cienega Blvd.  
Los Angeles, California 90035

**Operations Manager:** Accountable for management of day-to-day operations of field 50+ area supervisors. Responsible for development, implementation and compliance for all training programs as well as Safety Certification standards for all Crossing Guards.

**1994 to 1998**            All City Management Services, Inc.  
1749 South La Cienega Blvd.  
Los Angeles, California 90035

**Area Supervisor:** Responsible for hiring, training, coordinating and scheduling 45 school crossing guards. Served as company liaison to city governments, school districts and community.

**1967 to 1994**            Various Management, Sales and Administrative Positions

Restaurant Manager, Advertising Sales Account Representative, Executive Assistant, Office Manager:  
Employment history of repeated promotion to positions of leadership and management based on work ethic and commitment to the success of employer.

**PROFESSIONAL ASSOCIATIONS**

Previously invited to serve as the only private sector representative on:  
California Crossing Guard Training Expert Review Panel  
Safe Routes to School Technical Assistant Resource Center (SRTS TARC) a project of California Active Communities within the California Department of Public Health (CDPH)

Previously retained as Expert Witness and Person Most Knowledgeable in several litigations related to personal injury accidents involving School Crossing Guards.

Florida Department of Transportation  
School Crossing Guard Trainer Certification, currently status; active

# Kimberly M. Brooks

15607 W. 83<sup>rd</sup> Street • Lenexa, KS 66219 • (913)952-9159  
kim@thecrossingguardcompany.com

---

## NATIONAL OPERATIONS MANAGER

Proven advocate for pedestrian safety by effectively administering company policies and procedures to employees. Operations leader that utilizes training and mentoring techniques to develop continuous improvement efforts with Regional Managers toward staff development.

Skilled in organizing staff and planning for complete site coverage. Effective in recruiting from various sources and using system planning to align resources. Excellent communicator capable of building relationships with clients, supervisory staff, guards, and internally at any organizational level.

- ✓ Client engagement
- ✓ Recruiting & Training
- ✓ Relationship Builder
- ✓ Safety focused
- ✓ Coaching & Mentoring
- ✓ Problem-solver

## Professional Experience

### *ALL CITY MANAGEMENT SERVICES*

**2016 to Present**

#### **National Operations Manager** – May 2020 to Present

- Responsible for overseeing the day-to-day functions of the Operations and Team Managers.
- Identify challenge programs in cooperation with Managers.
- Oversee Client Relationships.
- Assist in the development and transition of new programs.

#### **National Advertising and Recruiting Coordinator** – February 2018 – May 2020

- Manage advertising and nationally.
- Recruit, hire and train Recruiting Coordinators to build relationships within their community.
- Collaborate directly with Regional Manager to combat staffing issues within areas directly.
- Develop new strategies for recruiting.

#### **Regional Supervisor** – September 2016 to 2018

- Administer policies through training of supervisory staff and monitoring compliance of guard performance.
- Serve as liaison with contracting point of contacts and company to communicate and resolve any operational issues such as site modifications and pedestrian counts.
- Oversee programs covering over 200 sites in Kansas, Missouri and Iowa.
- Other duties include approving payroll, onboarding and training employees.

#### **Area Supervisor** – July 2016 to 2018

- Recruit, train and staff crossing guards in the City of Lenexa.
- Overall administrative functions for the area.

***SECURITAS***

**2015 to 2016**

**Crossing Guard – August 2015 to May 2016**

- Conduct safe crossings for pedestrians.

***VARIOUS DENTAL PRACTICES***

**1992 to 2013**

**Expanded Functions Dental Assistant – 9 years**

- Expanded functions include placing composite and amalgam fillings, polishing fillings, packing retraction cord, taking impressions for crowns, bite splints, and making temporary crowns.
- Working with children that have special needs.
- Charting treatment plans and patient chart maintenance.
- Dietary, preventive and treatment consultations with patients.

**Dental Assistant – 12 years**

- Chair-side duties include assisting in all procedures including fillings, crown preps, root canals and surgical extractions.
- Scheduling appointments, creating treatment plans and presenting them to patients.
- Supply management, equipment repairs and maintenance. Maintain OSHA standards.

**Education and Training**

Johnson County Community College  
Prerequisites for Dental Hygiene

State of Pennsylvania  
Certificate of Radiology

York Vocational Technical School  
Dental Assistant Technical School

## Work Experience

---

### **Area Supervisor**

Kohl's - Downey, CA

August 2022 to Present

Hardlines Area supervisor responsibilities include but are not limited to,

Opening and closing procedures for the store. Hospitality host shifts in which I am responsible for driving store metrics such as credit, loyalty, and customer service.

Responsible for shoes, home and bath, and kids apparel.

### **Store Manager**

99 Cents Only Stores - Norwalk, CA

May 2018 to November 2021

Excellent customer service skills and ability to be calm and effective in a fast-paced environment. Manage and generate entire store product orders on a weekly (or as necessary) basis to meet sales goals and customer demand.

Oversee the visual merchandising of the entire store, including product placement, shelf and display appearance, according to company standards.

Lead associates in carrying out merchandising plans and customer service objectives.

Leading recruitment, development and retention of a team that operates with clear objectives and strategies in order to achieve goals.

Organize and maintain proper inventory levels in store backroom in order to meet store merchandise scrap and shrink objective.

Manage receiving of merchandise according to company inventory and safety standards.

Responsible for planning and executing Store Seasonal Set-Ups.

Understand Profit & Loss statements (line item level), and be able to effectively manage cost controls.

Coach and counsel associates on performance issues as required.

Manage work schedules according to the budgeted hours and business needs.

Manage external vendors.

Act as first point of contact for all safety, customer and associate issues and work within company guidelines to find the best possible resolution of those issues. Store Manager

### **Store Manager**

Starbucks - South Gate, CA

March 2014 to April 2018

Setting goals for the work group, developing organizational capability, and modeling how we work together.

Demonstrates a calm demeanor during periods of high volume or unusual events and manages smooth transitions thereafter to keep store operating to standard and to set a positive example for the store team.

Displays a customer comes first attitude by training and holding partners accountable for delivering legendary customer service.

Monitors and manages store staffing levels to ensure partner development and talent acquisition to achieve and maintain store operational requirements.

Utilizes existing tools to identify and prioritize communications and regularly uses discretion to filter communications to the store team. Communicates clearly, concisely and accurately in order to ensure effective store operations.

Ensures adherence to applicable wage and hour laws for nonexempt partners and minors.  
Solicits customer feedback to understand customer needs and the needs of the local community.  
Uses all operational tools to plan for and achieve operational excellence in the store. Tools include Automated Labor Scheduling, Monthly Status Report, Quarterly Business Review, cash management and inventory management.

### **Assistant Store Manager**

Sears - Boyle Heights, CA, US  
June 2009 to March 2014

Manage up to 6 Leads, 5 departments, and 115 associates.  
Oversee a 2.4-million-dollar footwear department. #2 volume in company.  
3.4 million-dollar Men's apparel department and a 1.5-million-dollar home fashions/small kitchen appliance department.  
Customer Experience Manager and Manager on Duty responsibility.  
Maintained guest relations, effectively handled guest complaints.  
Prepare weekly schedules as well as daily schedules.  
Lead in projects, mark downs, ad set, planogram completion, daily maintenance of sales floor and fitting rooms typical and POG planning.  
Processing of new receipts Follows Associate Contribution closely.  
Sets and follows up on individual cashier goals.  
Interviews on a weekly basis to fill positions.  
Monthly and Weekly Sales Analysis reporting.  
Review budgeting reports and adjust costs as needed.

### **Assistant Manager**

Pier 1 Imports - Downey, CA, US  
February 2006 to October 2009

Monitored basic and seasonal merchandise displays.  
Managed customer relations, controlled expenses, prepared weekly payroll, and supervised shipping and receiving.  
Trained in interviewing, counseling, and terminating employees.  
Maintained guest relations, effectively handled guest complaints, reviewed budgeting reports, made adjustments in costs as needed and prepared product displays.  
Maintained orderly store appearance.  
Trained employees in placing and organizing fixtures as wells as merchandising.  
Planned, developed, and supervised daily activities.

Sent from my iPhone

## Education

---

### **Some College in Business Management**

Rio Hondo College - Whittier, CA  
June 2007 to July 2009



## 7.2 Required Forms

### 7.2.1 Certification of Proposal

RFP #: 25-002

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City. It is understood the City reserves the right to award the services to a single firm, to award portions of the Services to more than one firm, or to not award any portion of the services to any firm. Any selected firm will be required to comply with any directives issued by the City and any school district the services relate to relating to background checks for individuals performing the services, consistent with section 45100 et seq. of the Education Code, and any other applicable law.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: N/A

Addendum: N/A



Addendum: N/A

Addendum: N/A

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Demetra Farwell', written over a horizontal line.

Printed Name and Title:

Demetra Farwell, Corporate Secretary



7.2.2 Non-Collusion Affidavit

**RFP #:** 25-002

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

\_\_\_\_\_

Printed Name and Title:

Demetra Farwell, Corporate Secretary



7.2.3 Compliance with Insurance Requirements

RFP #: 25-002

The selected contractor will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.
2. If selected, proposer agrees to ~~accept all conditions and requirements~~<sup>\*</sup> as contained therein.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Demetra Farwell', written over a horizontal line.

Printed Name and Title:

Demetra Farwell, Corporate Secretary

\* ACMS taken exception to Professional Liability as referenced in page 38 - 7.2.4 Acknowledgement of Professional Services Agreement



7.2.4 Acknowledgement of Professional Services Agreement

**RFP #:** 25-002

The selected contractor will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

17. Insurance Requirements - A.4. Professional Liability

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

---



---



---

Signature of Authorized Representative:

Printed Name and Title:

Demetra Farwell, Corporate Secretary



## ALL CITY MANAGEMENT SERVICES

March 13, 2025

Suja Lowenthal, City Manager  
City of Hermosa Beach  
1315 Valley Drive Hermosa Beach, CA 90254

### **RE: Mandatory COVID-19 Vaccination for City of Hermosa Beach Contractors**

Dear Ms. Lowenthal:

Per this letter, All City Management Services, Inc. certifies that all of its officers, agents, employees, subcontractors, representatives and volunteers servicing the City of Hermosa Beach on-site within the City pursuant to the Contract for Professional Services for Crossing Guard Services dated May \_\_\_ 2025, are or will be fully vaccinated or covered by an approved medical or religious exemption prior to the implementation of the scope of work located within the above referenced agreement.

Respectfully,

Demetra Farwell  
Corporate Secretary  
demetra@thecrossingguardcompany.com



*Minority owned and family operated for forty years*

**PROFESSIONAL SCHOOL CROSSING GUARD SERVICES**

**ALL CITY MANAGEMENT SERVICES**



# ALL CITY MANAGEMENT SERVICES

## Proposed Hourly Rate

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

**2025-2026 Proposed Hourly Rate:** Thirty-five Dollars and Seventy-five Cents (**\$35.75**) per hour, per guard. This pricing is based upon 14 crossing guard compensated an average of 3.5 hours per day for 180 school days annually. Local field supervision and substitute guards are also included in the rate, as are all other costs except as noted below. Based upon 8,820 hours, we project a **Not to Exceed price of \$315,315.00.**

**2026-2027 Billing Rate:** Thirty-six Dollars and Eighty-two Cents (**\$36.82**). **Not to Exceed price of \$324,752.00**

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

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

## ACMS Contact Information

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

Phone numbers: 310.202.8284 or 800.540.9290

Fax number: 310.202.8325

Website address: [www.thecrossingguardcompany.com](http://www.thecrossingguardcompany.com)

24 Hour Emergency Dispatch: 877.363.2267

General Manager: Brian Brooks:

[brianb@thecrossingguardcompany.com](mailto:brianb@thecrossingguardcompany.com)

Marketing Manager: David Mecusker:

[david@thecrossingguardcompany.com](mailto:david@thecrossingguardcompany.com)

Contract Administrator: Claudia Than:

[cthan@thecrossingguardcompany.com](mailto:cthan@thecrossingguardcompany.com)

Comptroller: John Varner

[jvarner@thecrossingguardcompany.com](mailto:jvarner@thecrossingguardcompany.com)

This pricing is valid for a period of 90 days.