



**REQUEST FOR QUALIFICATIONS**  
School Crossing Guard Services  
**RESPONSE DEADLINE: June 17, 2025 by 2:00 PM**

Contact for Questions & Submission:

Captain Kurt Schlehuber

[kschlehuber@cityofpleasantonca.gov](mailto:kschlehuber@cityofpleasantonca.gov)

The City intends to select a qualified contractor to provide school crossing guard services for designated intersections and crosswalks within the City of Pleasanton to ensure the safe passage of students and pedestrians.

## 1. Background

The City of Pleasanton has a population of approximately 80,000 residents in 24.2 square-miles. It is located at the intersection of I-580 and I-680 in eastern Alameda County. The City is bordered on the north by the City of Dublin and on the east by the City of Livermore.

The City of Pleasanton, in partnership with the Pleasanton Unified School District (PUSD), has historically provided crossing guard services at various school-adjacent intersections and crosswalks to ensure student safety during school commute hours. The City is seeking to contract with a qualified service provider to deliver these essential safety services.

The City's commitment to public safety remains paramount, and these services are critical to maintaining safe passage for students, families, and community members throughout our school zones.

## 2. Introduction

The City of Pleasanton is seeking qualifications from experienced contractors to provide comprehensive school crossing guard services. The selected contractor will be responsible for all aspects of crossing guard operations, including personnel recruitment, training, supervision, scheduling, and administration.

The number of crossing guard locations may vary based on ongoing coordination with the Pleasanton Unified School District and operational needs. The City anticipates requiring services for multiple locations but reserves the right to adjust the scope based on final determinations with PUSD regarding locations that may be managed in-house.

The City, at its sole discretion, may select the qualified respondent for a multi-year services agreement. The City also reserves the right to reject any or all bidders.

### 3. Project Goals

Respondents shall support the City's goal by providing services that accomplish the following:

- Ensure the safe passage of students, families, and pedestrians at designated school crossings
- Provide reliable, consistent crossing guard coverage during all required time periods
- Maintain high visibility and professional standards for all crossing guard personnel
- Implement comprehensive training and safety protocols
- Provide effective supervision and quality assurance
- Maintain compliance with all applicable regulations and City requirements
- Offer flexible service delivery to accommodate changing operational needs
- Support community safety and traffic management objectives

### 4. Minimum Requirements

Respondents must meet the following minimum requirements to participate in the City's RFQ process:

1. **Experience:** Minimum of three (3) years providing crossing guard services to California public agencies or school districts.
2. **Licensing and Insurance:**
  - Current California business license
  - Comprehensive General Liability insurance (minimum \$1 million per occurrence)
  - Workers' Compensation insurance as required by California law
  - Ability to obtain City of Pleasanton business license
3. **Personnel Standards:** Demonstrated ability to recruit, screen, and employ personnel who meet strict background check requirements, including:
  - No disqualifying criminal convictions as specified in California law
  - Completion of DOJ background checks and clearances
  - Drug screening capabilities

4. **Training Capabilities:** Established training programs for crossing guard personnel covering:
  - Traffic safety procedures
  - Emergency response protocols
  - Customer service standards
  - Equipment usage and maintenance
5. **Supervision and Management:** Demonstrated supervisory structure to ensure:
  - Daily attendance verification
  - Quality assurance monitoring
  - Substitute/reserve personnel availability
  - Performance management
6. **Equipment and Uniforms:** Ability to provide all necessary equipment including:
  - High-visibility uniforms and safety apparel
  - Stop signs, whistles, and safety equipment
  - Weather-appropriate gear

## 5. Scope of Work

### Service Requirements

**Coverage Areas:** The contractor shall provide crossing guard services at locations to be determined in coordination with the Pleasanton Unified School District. Locations may include, but are not limited to, intersections and crosswalks adjacent to elementary, middle, and high schools within the City.

### Service Hours:

- Morning shifts: Approximately 1 hour prior to school start times
- Afternoon shifts: Approximately 1 hour during school dismissal times
- Coverage required for all regular school days as determined by PUSD calendar
- Additional coverage for special events as requested and agreed upon

**Reserve Personnel:** Maintain adequate reserve personnel to ensure 100% coverage for all assigned locations during all required time periods.

### Contractor Responsibilities

#### Personnel Management:

- Recruit, hire, train, and supervise all crossing guard personnel
- Conduct comprehensive background checks and maintain eligibility records

- Provide ongoing training and professional development
- Manage payroll, benefits, and all employment-related responsibilities
- Maintain adequate staffing levels and substitute coverage

**Equipment and Uniforms:**

- Provide all uniforms, safety equipment, and materials necessary for effective service delivery
- Ensure all equipment meets current safety standards and regulations
- Maintain equipment in good working condition
- Replace equipment as needed throughout the contract term

**Supervision and Quality Assurance:**

- Implement daily attendance verification procedures
- Conduct regular performance monitoring and evaluation
- Provide prompt response to service issues or concerns
- Maintain communication with City staff regarding service delivery

**Administrative Requirements:**

- Maintain comprehensive records of personnel, training, and service delivery
- Provide regular reporting as requested by the City
- Coordinate with City staff and PUSD representatives as needed
- Ensure compliance with all applicable laws and regulations

## 6. Proposal Requirements

Respondents shall submit qualifications in a clear, concise format that addresses all requirements. Proposals should be limited to 20 pages maximum (excluding resumes, references, and sample agreements).

**Submission Requirements:**

- One (1) electronic copy in PDF format
- Email submission with subject line "RFQ - Crossing Guard Services"
- Submitted by deadline – **June 17, 2025 by 2:00 PM**

The selected contractor will be required to utilize the City of Pleasanton's standard Professional Agreement for Services.

## SECTION ORGANIZATION

Qualifications should be organized using the following sections:

**COVER LETTER** A signed letter of interest (no more than two pages) stating the respondent's interest and qualifications for providing crossing guard services.

### **Tab 1: Company Background and Qualifications**

- Company history, ownership structure, and key personnel
- Experience providing crossing guard services to public agencies
- Organizational structure and management approach
- Financial capacity and stability
- Current licenses, certifications, and insurance coverage

### **Tab 2: Personnel Standards and Training**

- Recruitment and screening procedures
- Background check processes and standards
- Training program curriculum and requirements
- Ongoing professional development programs
- Supervision and quality assurance methods

### **Tab 3: Service Delivery Approach**

- Operational procedures for daily service delivery
- Attendance monitoring and substitute coverage procedures
- Equipment and uniform standards
- Communication protocols with City staff
- Emergency response procedures

**Tab 4: References** Provide detailed information for a minimum of three (3) California public agencies or school districts for which respondent has provided crossing guard services within the past five (5) years. Include:

- Agency/district name and primary contact information
- Scope of services provided
- Contract duration and current status
- Number of locations and personnel managed

### **Tab 5: Pricing Structure**

- Hourly rates for crossing guard personnel
- Administrative and management fees

- Equipment and uniform costs
- Any additional charges or fees
- Proposed payment terms and invoicing procedures

## 7. Selection Criteria

All proposals will be reviewed by City Staff and evaluated based on the following criteria:

- **Experience and Qualifications:** Relevant experience, company background, financial stability, and demonstrated capability
- **Personnel Standards:** Recruitment, screening, training, and supervision procedures
- **Service Delivery Approach:** Operational procedures, quality assurance, and reliability measures
- **References:** Past performance and client satisfaction with similar services
- **Cost:** Overall cost structure and value proposition
- **Contract Terms:** Proposed agreement terms and performance guarantees

**Interview Process:** As part of the evaluation process, interviews with top-ranked respondents may be required.

The City intends to award a contract to the responsive bidder whose qualifications present the greatest value to the City, considering all evaluation criteria. The goal is to select the contractor that demonstrates the highest quality service delivery capability.

The City reserves the right to reject any or all responses, to waive minor irregularities, and to negotiate with selected respondents to finalize contract terms.

## 8. RFQ Timeline

<b>June 3, 2025</b>	RFQ Released
<b>June 17, 2025, 2pm</b>	RFQ Responses Due
<b>June 2025</b>	Respondent Interviews (At City's discretion)
<b>June 2025</b>	Respondent Selected
<b>July 15, 2025</b>	Council Approval of Professional Services Agreement
<b>August 1, 2025</b>	Contract Execution and Service Commencement

*All dates are tentative and subject to change.*

## Submission Instructions

**Deadline:** All proposals must be received by **June 17, 2025, at 2:00 PM**

**Delivery:** Submit electronically to: Email: [pleasantoncityclerk@cityofpleasantonca.gov](mailto:pleasantoncityclerk@cityofpleasantonca.gov)  
Subject Line: "RFQ - Crossing Guard Services"

**Questions:** All questions regarding this RFQ should be directed to: Captain Kurt Schlehuber  
Police Department  
Email: [kschlehuber@cityofpleasantonca.gov](mailto:kschlehuber@cityofpleasantonca.gov)

## Additional Information

The City is committed to equal opportunity and encourages participation from all qualified contractors, including local businesses, minority-owned, women-owned, and small businesses.

Thank you for your interest in providing crossing guard services to the City of Pleasanton. We look forward to receiving your qualifications and working with a qualified contractor to ensure the continued safety of our students and community members.

## Attachments

Attachment 1- Agreement for Services



## AGREEMENT FOR SERVICES

THIS AGREEMENT FOR SERVICES is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 202\_ by and between \_\_\_\_\_, ("Contractor"), whose address is \_\_\_\_\_, and telephone number is (\_\_\_\_\_) \_\_\_\_\_, and the City of Pleasanton, a municipal corporation ("City").

In consideration of the mutual promises set forth in this Agreement, the parties agree as follows:

1. Services to be performed. The work will consist of: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

Contractor shall begin work by \_\_\_\_\_ and complete by \_\_\_\_\_.

2. Compensation. City shall pay Contractor as follows: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ OR

*check this box ☐ if payment schedule is described on an attachment.*

3. Method of Payment. Payment shall occur upon completion of work, acceptance by City staff, and submission by Contractor of a request for payment. Requests submitted promptly as of the 20th day of each month will be paid by the 10th day of the following month.

4. Indemnification. Contractor shall hold harmless, defend, and indemnify the City, its officers, and employees, against any and all claims, costs, demands, causes of action, lawsuits, losses, expenses or liability, including attorneys' fees, arising from or the alleged acts or omissions of Contractor, its subcontractors, or agents, or anything arising from this Agreement.

5. Insurance. During the term of this Agreement, Contractor shall maintain in full force and effect, at its own cost and expense, insurance coverages with insurers with an A.M. Best's rating of no less than A:VII. Contractor shall have the obligation to furnish City, as additional insured, the minimum coverages identified below, or such greater or broader coverage for City, if available in the Contractor's policies:

a. General Liability and Bodily Injury Insurance. A commercial general liability insurance for at least \$2,000,000 combined limit for bodily injury and property damage and provide that the City, its officers, employees and agents are named additional insureds under the policy as

evidenced by an additional insured endorsement satisfactory to the City Attorney. The policy shall state in writing either on the Certificate of Insurance or attached rider thereof that this insurance will operate as primary insurance for work performed by Contractor and its subcontractors, and that no other insurance effected by City or other named insured will be called on to cover a loss covered thereunder.

b. Automobile Liability Insurance. Automobile liability insurance in an amount not less than \$2,000,000 per person/per occurrence.

c. Workers' Compensation Insurance. Workers' Compensation Insurance for all of Contractor's employees, all in strict compliance with State laws, and to protect the City from any and all claims thereunder, including waiver of subrogation.

d. Certificate of Insurance. Contractor shall file a certificate of insurance with the City prior to the City's execution of this Agreement, and prior to engaging in any operation or activity set forth in this Agreement. The Certificate of Insurance shall provide in writing that the insurance afforded by this Certificate shall not be suspended, voided, canceled, reduced in coverage or in limits without providing notice to the City in accordance with California Insurance Code section 677.2 which requires the notice of cancellation to: 1) include the effective date of the cancellation; 2) include the reasons for the cancellation; and 3) be given at least 30 days prior to the effective date of the cancellation, except that in the case of cancellation for nonpayment of premiums or for fraud, the notice shall be given no less than 10 days prior to the effective date of the cancellation. Notice shall be sent by certified mail, return receipt requested. In addition, the insured shall provide thirty (30) days prior written notice to the City of any cancellation, suspension, reduction of coverage or in limits, or voiding of the insurance coverage required by this agreement. The City reserves the right to require complete certified copies of policies.

6. Independent Contractor. The Contractor is an independent contractor retained by the City to perform the work described herein. All personnel employed by the Contractor, including subcontractors, and personnel of said subcontractors, are not and shall not be employees of the City.

7. Warranty Against Defects. Contractor hereby warrants all work done under this contract against all defects in materials and workmanship for a period of 12 months following City's acceptance of said work. If any defects occur within said 12 months, Contractor shall be solely responsible for the correction of those defects.

8. Labor Code/Prevailing Wages. The work performed under this Agreement is a "public work" and prevailing wage laws shall apply. No less than the general prevailing rate of per diem wages, and not less than the general prevailing rate of per diem wages for holidays and overtime work, for each craft, classification or type of worker needed to execute the work under this Agreement shall be paid to all workers, laborers and mechanics employed in the execution of the work by the Contractor or any subcontractor doing or contracting to do any part of the work.

To the extent applicable, Contractor shall comply with all requirements of the California Labor Code, including but not limited to, Labor Code sections: 1773.2 (regarding posting wage determinations at each job site); section 1776 (regarding the certification, maintenance, and availability for inspection of payroll records); section 1777.5 (regarding employment of

apprentices); section 1810 (regarding a legal day's work as 8 hours of labor); and section 1775 (regarding penalties for violations). The Contractor shall forfeit fifty dollars (\$50.00) for each calendar day or portion thereof for each worker paid less than the stipulated prevailing rates for any public work done under the Agreement by it or by any subcontractor under Contractor.

9. Miscellaneous Provisions.

a. City may terminate this Agreement at any time by mailing notice to Contractor at the address first stated above. Contractor shall be paid for that portion of goods provided / work completed when notice is received.

b. Contractor shall not assign or transfer this Agreement.

c. If either City or Contractor waive a breach of this Agreement, such waiver shall not constitute a waiver of other or succeeding breaches of this Agreement.

d. This Agreement may be executed in multiple counterparts, each of which shall be an original and all of which together shall constitute one agreement. Counterparts may be delivered via facsimile, electronic mail (including pdf or any electronic signature complying with U.S. federal E-Sign Act of 2000 (15 U.S. Code §7001 et seq.), California Uniform Electronic Transactions Act (Cal. Civil Code §1633.1 et seq.), or other applicable law) or other transmission method, and any counterpart so delivered shall be deemed to have been duly and validly delivered and be valid and effective for all purposes.

e. This Agreement constitutes the entire understanding of the parties.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the date and year first above written.

**CITY OF PLEASANTON**

**CONTRACTOR**

\_\_\_\_\_  
Gerry Beaudin, City Manager

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Print name

ATTEST:

Title: \_\_\_\_\_

\_\_\_\_\_  
Jocelyn Kwong, City Clerk

*[If Consultant is a corporation, signatures must  
comply with California Corporations Code §313]*

APPROVED AS TO FORM:

By: \_\_\_\_\_  
Signature

Daniel G. Sodergren, City Attorney

\_\_\_\_\_  
Print name

Rev. 5/22

Title: \_\_\_\_\_