



County of Albemarle
County Executive Office

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July 28, 2020

Dan Schmitt, President
RMC Events, Inc.
8247 Meadowbridge Road
Mechanicsville, VA 23116

SUBJECT: Notice to Proceed - C19 Ambassador Program

Mr. Schmitt:

In response to the COVID-19 pandemic, a local emergency was declared in Albemarle County on March 12, 2020, by the County Executive and confirmed on March 17, 2020, by the Board of Supervisors. Pursuant to Virginia Code § 44-146.21(C), the County Executive, acting as the director of emergency management for Albemarle County, may enter into contracts and incur obligations necessary to combat such threatened or actual disaster, protect the health and safety of persons and proceed without regard to time-consuming procedures and formalities prescribed by law (except mandatory constitutional requirements), provided such funds are available.

Effective July 1, 2020, Governor Northam's Executive Order #67 (2020) and Order of Public Health Emergency Seven moved Virginia into Phase Three and increased the number of people allowed at public gatherings and food establishments, among other things; this order remains in effect today. As of July 21, 2020, the spread of COVID-19 in the Thomas Jefferson Health District of which the County is a member, and in the County itself, has been increasing. Also, since late June, the curve in the positivity rate of persons tested for COVID-19 was no longer flattened, and the community was experiencing a higher transmission rate of COVID-19. On Monday, July 27, 2020, the Albemarle County Board Supervisors enacted Ordinance No. 20-E(5) in order to limit the number of persons at food establishments, farm wineries, limited breweries, and limited distilleries and public gatherings, with some enumerated exceptions; and requires that face coverings be worn by all persons in public places, with some enumerated exceptions. This ordinance places greater limitations than are currently required by the State therefore County staff identified a need for a community outreach program to assist businesses and community members with ordinance compliance.

Having identified this need, we were pleased to solicit and receive your proposal regarding the staffing of and logistical support for the County's C19 Ambassador Program. As Staff has also determined that RMC Events' proposal fulfills our needs under these emergency conditions, I am notifying you that your proposal has been accepted and this letter will serve as the Notice to Proceed. The schedule for performance and obligations, as outlined in your proposal dated 07/28/2020, commence to run on the date of this notice. Thus, you are authorized to expend funds and resources as expeditiously as is feasible.

This letter also authorizes the Director of the Facilities & Environmental Services Department to expend funds in the amount of \$125,000.00 (One hundred twenty-five thousand and no dollars) to create a purchase order for the services described in the proposal prepared by RMC Events and dated 07/28/2020, to include providing staff and logistical support for the C19 Ambassador Program.

Thank you for your support of our continued efforts to combat COVID-19 and provide for the health and safety of the citizens of Albemarle County.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff B. Richardson", is written over a white background.

Jeffrey B. Richardson
Albemarle County Executive
401 McIntire Road
Charlottesville, VA 22902-4596

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Corporate Office / Eastern Region Event Ops.

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Western Region Event Operations

943 Glenwood Station Lane, Suite 104
Charlottesville, Virginia 22901
Phone: 434.984.7622
Fax: 434.984.2689

UVA Ambassador Operations

1413 University Avenue
Charlottesville, Virginia 22903
Phone: 434.984.7622 x406
Fax: 434.984.2689

RMC Events Executive Summary Proposal for: Albemarle County Ambassador Support
v07-2020

INTRODUCTION:

As the County of Albemarle (“the County”) is seeking assistance with a Community Outreach Program, they have reached out to RMC Events for a proposal and cost summary for such. The County has offered an overview and some preliminary responsibilities for “Ambassadors” to perform the requested duties. This document summarizes the current discussion and expectations.

RMC Events has provided the County with approved access to existing Commonwealth of Virginia Cooperative Agreement (VCU 719787BA) for the execution of this purchase order.

This program may be expanded to include the City of Charlottesville should they desire to participate. All relevant rates and proposal detail will apply accordingly. Both the County and RMC Events must approve of this, or any other program user addition.

PURPOSE OF AMBASSADORS:

The primary purpose of this program and the provided Ambassadors is:

- to provide the County with an outreach “arm” in their efforts to increase awareness and compliance of COVID-19 related requirements within their business community
- to help increase compliance from businesses within the county regarding state and local requirements related to the COVID-19 Pandemic
- to provide the County with quantifiable feedback and/or data per the visits and compilation of information

REQUESTED QUALIFICATIONS:

The County has requested the following guidelines and specifications with regard to employee characteristics, behavior, and qualifications:

- Ambassadors should have excellent communications skills.
- Ambassadors should be level-headed.
- Ambassadors should have the ability to work independently.
- Ambassadors should be responsible.
- Ambassadors must fully “buy in” to governmentally mandated public health measures and must follow them in the conduct of the work.
- Ambassador apparel is business casual.



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RATES:

RMC Events has granted the County access to a cooperative agreement which provides the following billable rates and shift requirements for the 2020 calendar year - Valid Dates: Sept. 30, 2019 thru Sept. 29, 2020. Please note that existing agreement is currently in renewal process for the 2nd of 3 renewal options. Further, the rates for Sept. 30, 2020 thru Sept. 29, 2021 for the categories below are NOT scheduled to increase. We expect the below rates to be in place thru the end of this term (Sept. 29, 2020) as well as the entire next term.

- Ambassadors Training = \$25.25 per person per hour
- Ambassadors = \$25.25 per person per hour
- Ambassador Command / Dispatcher = \$27.30 per person per hour

- Shift Length = Minimum of 4 hours per person per shift

RESPONSIBILITIES:

The County has provided the following summary of assignment expectations & responsibilities:

- Ambassadors must complete a training session prepared by the County.
- Ambassadors must be able to independently travel within Albemarle County visiting assigned businesses door to door.
- Ambassadors must be able to observe business employee and patron behaviors and actions to assess compliance with state and local COVID-19 protocols.
- Ambassadors must be able to interface with business management staff as well as devices (phone or tablet) provided by the County for recording data.
- Dispatcher shall disperse County provided resources to each Ambassador prior to the start of the shift.
- Dispatcher shall record check-in and check-out data, including times, mileage, and other relevant information for each Ambassador shift.
- Dispatcher shall assist Ambassadors with mitigating any issues that arise during a shift to include interactions with businesses & community members as well as logistical concerns.
- Dispatcher shall notify the County POC should an issue require further resolution.
- Dispatcher shall retrieve Ambassador resources at the close of each shift and prepare the resources for the next day's shifts.
- Dispatcher shall notify the County POC of resource inventory levels for maintenance.

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Related to this program, the County will:

- Provide initial and on-going guidance on program direction including desired deliverables.
 - The County shall determine the number of Ambassadors requested per day and provide this direction to RMC Events in a timely manner.
 - The County can increase the number of requested Ambassadors for this program with the expectation that RMC Events will take reasonable measures to accommodate such a request in a timely manner.
 - The County can reduce the number of requested Ambassadors for any day with at least 24 hours notice. In instances where less than 24 hours notice is provided, the County will be billed for the minimum shift length of 4 hours per Ambassador.
- Provide the daily schedule and required visit information necessary for Ambassadors to follow and execute.
 - The County reserves the right to expand or decrease the geographical parameters for shifts to engage.
- Provide equipment and materials necessary for staff to execute responsibilities.
- Provide adequate PPE supplies.

In support of delivering upon those requested responsibilities and duties, RMC Events will:

- Screen and select a pool of candidates to complete training and qualify for inclusion in the program.
- Ensure that all staff assigned to the program have successfully completed required training by the County.
- Ensure that all selected staff have successfully completed RMC Events on-boarding training and relevant initial employment fingerprint background check.
- Provide appropriate and necessary management and supervision of all employees and will meet all applicable federal, state, and local employment regulations.
- Remove from the program, whenever required to do so by the County in writing, any employee considered to be unsatisfactory or undesirable, within the limits of applicable laws.
- Provide Ambassador dispatch and equipment dispersal coordinated and conducted by RMC Events based upon guidance and resources provided by the County.
- Provide, and include in invoicing, a daily Command/Dispatch Supervisor to both oversee the daily operation of the program as well as to capture and log quantifiable data regarding the deliverables of the program.
- Provide transportation accommodations for requested number of Ambassadors traveling between sites
 - RMC Events will compensate Ambassadors for all work-related mileage traveled
 - The County will NOT be invoiced for daily mileage up to the first twenty (20) miles per Ambassador per day. Travel in excess of twenty (20) miles per ambassador, per day will be invoiced to the County at a rate of \$0.60 per mile.
- Provide at no cost, if the County would like to incorporate, WAVE, which is Verizon's Push-to-Talk cellular service technology.
 - This radio-based network will allow for Ambassadors and Command/Dispatch Supervisor to connect almost instantly and provide real time GPS tracking data.



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INITIAL PROGRAM LAUNCH TIMELINE:

The County has requested activation of the Community Outreach Program within three weeks of project approval at the latest.

RMC Events has laid out the following proposed launch and implementation schedule, pending approval by the County: (*"No Later Than" Dates (NLT) shown below*)

- NLT Monday, July 27, 2020 Proposal and Cost Summary Provided
- NLT Friday, July 31, 2020 Potential Staff Pool Identified, Selected, and Screened by RMC Events
- NLT Friday, August 7, 2020 Potential Staff Pool engaged in Training provided by the County
- NLT Wednesday, August 12, 2020 All program equipment and implementation details readied for launch
- NLT Thursday, August 13, 2020 Program work to begin

Of course, the above timeline is dependent upon several factors including:

- Approval by the County
- Readiness of training material and personnel by the County
- Readiness of program equipment and necessary materials

COST PROPOSAL:

See attached documentation for weekly/monthly cost summary document