



# CITY OF LONG BEACH

# C-11

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

May 15, 2007

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute the First Amendment to Contract No. 29521 with Graffiti Protective Coatings, Inc., for graffiti removal services. (Citywide)

## DISCUSSION

On April 4, 2006, the City Council authorized the execution of Contract No. 29521 (Contract) with Graffiti Protective Coatings, Inc., (GPC) to provide graffiti removal services on private property (Program) within a limited portion of the City. The Contract provided for one graffiti-removal truck to be utilized in a one-square mile area within Council District 6. GPC's ability to respond to hotline requests within a 48-hour period, coupled with proprietary equipment and technology allowing color matching on site, has led to great success and positive community reaction, leading to the desire to expand the Program citywide.

This Program was originally funded through the General Fund in the Department of Public Works (PW) and CDBG grant funds. On November 1, 2006, the management of the Program was reassigned to the Department of Community Development (CD). The Program was then expanded citywide and GPC's crew was augmented to four trucks. Since that time, further discussions with PW resulted in the inclusion of public rights-of-way into the scope of the Program. As a result, a fifth truck is now required.

City constituents, Council and staff have broadly acknowledged the success of the Program. It has taken GPC some number of weeks to catch up with the backlog of requests and to repaint most of the prior efforts to abate the graffiti with colors that did not match its surroundings. Since expanding the Program citywide, GPC, on a monthly average, visits 3,000 sites and repaints over 200,000 square feet of surfaces. This impressive effort has had a significant and recognizable positive impact on City aesthetics and community involvement. While there remains room for improvement, laudable progress is evident.

In an effort to continue the citywide graffiti removal services, the First Amendment to Contract No. 29521 has been proposed containing the following major provision:

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- Contract Amount: Four trucks are currently in use at an estimated monthly cost of \$15,000 per truck or \$720,000 annually. In anticipation of inclusion of public rights-of-way into the Program and the use of a fifth truck, the contract amount shall increase to an estimated \$900,000 annually.

The Contract will expire on September 30, 2007. Total costs for Fiscal Year 2007 are estimated at \$675,000. As per the agreement, the Contract may be renewed for two additional one-year periods at the discretion of the City Manager. All remaining terms and conditions shall remain in full force and effect.

This letter was reviewed by Deputy City Attorney Richard F. Anthony on May 1, 2007 and Budget and Performance Management Bureau Manager David Wodynski on April 30, 2007.

#### TIMING CONSIDERATIONS

City Council action is requested on May 15, 2007, in order to execute the First Amendment and to continue the use of Graffiti Protective Coatings on a citywide basis.

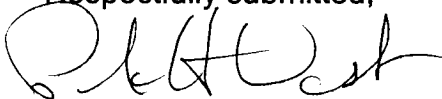
#### FISCAL IMPACT

Sufficient funds are currently appropriated in the General Fund (GP 100) \$300,000, and the Community Development Grants Fund (SR 150) \$225,000, and Bond Insurance Fees in the Housing Development Fund (SR 135) \$150,000 in the Department of Community Development (CD). Funding for the next fiscal year will be appropriated through the FY 08 budget process.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
DIRECTOR OF  
COMMUNITY DEVELOPMENT

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APPROVED:

*Christine G. Shipper*  
for GERALD R. MILLER  
CITY MANAGER