



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard 6th Floor • Long Beach, CA 90802 • (562) 570-6845 • Fax (562) 570-5836

December 11, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments thereto with Graffiti Protective Coatings, Inc. (GPC), of Los Angeles, CA (not an MBE, WBE, SBE or Local), for providing graffiti removal services on the same terms and conditions afforded to the County of Orange (OC Parks), in an annual amount not to exceed \$1,077,600, for the period of one year, with the option to renew for two additional one-year periods, at the discretion of the City Manager. (Citywide)

DISCUSSION

City Council approval is being requested to authorize the City Manager or designee to enter into a contract with GPC to provide graffiti abatement services for the City. The Department of Public Works, Public Services Bureau, administers the City's abatement program. The program's core mission is to remove graffiti from public and private property as quickly as possible in order to improve neighborhoods and discourage further graffiti. The program is offered Citywide at no cost to property owners or tenants. GPC has been the City's provider of graffiti abatement services for over 13 years.

Main thoroughfares and graffiti hotspots, which are identified through GPC staff and GPC software, are patrolled and cleaned daily. GPC has provided the City its graffiti workorder and tracking software at no additional cost. GPC has integrated its software with the City's GIS database for seamless citizen engagement and maximum transparency.

The requested service is a continuation of an ongoing program/commitment to eliminate graffiti. The City has a well-earned national reputation for its innovative and effective programs for controlling the modern blight of graffiti. These include a Free Paint Program for property owners choosing to remove the graffiti themselves; a Graffiti Removal Program, which utilizes a professional paint contractor to ensure perfect paint match when necessary; and a Graffiti Hotline for citizens to report "graffiti sightings" or request free paint.

Within this proposed contract, GPC's graffiti abatement will continue to include all park sites within the control and contract administration of the Department of Parks, Recreation and Marine (PRM). To facilitate the continued success of this expanded service level, GPC will be going to each park and proactively rehabilitating them to a level that they will then maintain.

HONORABLE MAYOR AND CITY COUNCIL

December 11, 2012

Page 2

Among the services GPC provides are painting with on-site color matching; average turnaround time of 24 hours on service calls; the availability of Target Graffiti that combines the very latest technologies of GPS and wireless communications into an all-in-one solution offering real-time web-based work order management with real-time graffiti tracking. City staff will have the capability of instantly obtaining data and graphs online including mapping, billing, individual council district reports, and work order status. In addition, the Public Services Bureau will share the resources of the Target Graffiti program to assist the Police Department and the City Prosecutor in the tracking of graffiti and the cost associated with community restitution. In addition to these services, GPC has afforded the City a number of community benefits such as, but not limited to, GPC volunteer staff for community clean-ups, GPC responds to all emergency requests during non-working hours within one hour at no additional cost, and GPC provides graffiti removal services on special projects such as bridges and freeway walls.

City Charter Section 1802 provides an alternative procurement method by permitting the City to purchase or otherwise obtain services, supplies, materials, equipment and labor with other governmental agencies by purchasing under their contracts on a voluntary and selective basis when authorized by a Resolution of the City Council.

The Department of Public Works, Public Services Bureau, in conjunction with the Department of Financial Management, Purchasing Division, investigated procurement options and learned that the County of Orange (OC Parks) had completed a competitive bid process in May 2012 for graffiti abatement services and has a contract with Graffiti Protective Coatings, Inc., of Los Angeles, CA (not a MBE, WBE, SBE or local), that meets the City's needs.

This matter was reviewed by Deputy City Attorney Amy R. Webber on November 21, 2012 and Budget Management Officer Victoria Bell on November 20, 2012.

TIMING CONSIDERATIONS

City Council action is requested on December 11, 2012 to ensure that the contract is in place expeditiously to minimize disruption of service.

FISCAL IMPACT

The cost of this contract, in an amount not to exceed \$1,077,600, of which \$897,600 is budgeted in the General Fund (GP) in the Department of Public Works (PW) and \$180,000 is budgeted in the General Fund (GP) in the Department of Parks, Recreation and Marine (PRM). The award of this contract will provide continued support to our local economy by assisting in the preservation of two full-time employees residing in Long Beach with employment.


HONORABLE MAYOR AND CITY COUNCIL
December 11, 2012

Page 3

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



**JOHN GROSS
DIRECTOR OF FINANCIAL MANAGEMENT**

JG.ES
K:\EXEC\COUNCIL LETTERS\PURCHASING\12-11-12 CCL - GRAFFITI ABATEMENT - RESO.DOC

ATTACHMENT

APPROVED:



**PATRICK H. WEST
CITY MANAGER**

1 RESOLUTION NO.
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH AUTHORIZING THE CITY
5 MANAGER TO EXECUTE AN AGREEMENT FOR
6 GRAFFITTI REMOVAL SERVICES THROUGH THE
7 CONTRACT BETWEEN THE COUNTY OF ORANGE AND
8 GRAFFITI PROTECTIVE COATINGS, INC. FOR AN
9 ANNUAL AMOUNT NOT TO EXCEED \$ 1,077,600
10

11 WHEREAS, the Charter of the City of Long Beach (the "City"), Section
12 1802, permits the City to purchase services, supplies, materials, equipment and labor
13 with other government agencies by purchasing under their contracts on a voluntary and
14 selective basis when authorized by resolution; and

15 WHEREAS, the City desires to obtain graffiti removal services for sites
16 throughout the City of Long Beach and at City park sites; and

17 WHEREAS, the County of Orange has a contract for such graffiti removal
18 services, Contract No. MA-012-12011805 ("OC Contract"); and

19 WHEREAS, the City's participation in the OC Contract will facilitate
20 acquisition of graffiti removal services as well as provide considerable cost benefits to the
21 City; and

22 WHEREAS, if the City had to utilize a formal bid process rather than
23 participate in the OC Contract considerably more funds would be required;

24 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
25 follows:

26 Section 1. The above recitals are true and correct and are incorporated
27 herein by this reference.

28 Section 2. The City Manager of the City is hereby authorized to enter an

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 agreement with Graffiti Protective Coatings, Inc. for Citywide graffiti removal services, on
2 substantially the same terms as the County of Orange except as modified by mutual
3 agreement of the City and Graffiti Protective Coatings, Inc., and the purchase by the City
4 shall be on the same terms and conditions afforded to the County of Orange in a total
5 amount not to exceed \$ 1,077,600, for a period of one year with the option to extend the
6 contract for two additional one-year periods.

7 Section 3. This resolution shall take effect immediately upon its adoption
8 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

9 I hereby certify that the foregoing resolution was adopted by the City
10 Council of the City of Long Beach at its meeting of _____, 20__ by the
11 following vote:

12
13 Ayes: Councilmembers: _____
14 _____
15 _____
16 _____

17 Noes: Councilmembers: _____
18 _____

19 Absent: Councilmembers: _____
20 _____

21
22
23 _____
24 City Clerk

25
26
27
28