



CITY OF LONG BEACH

R-28

DEPARTMENT OF FINANCIAL MANAGEMENT

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

November 17, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution authorizing the City Manager to execute a contract and any amendments thereto for providing graffiti removal services from Graffiti Protective Coatings, Inc., in an amount not to exceed \$1,081,000 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 requested authorizing the City Manager to execute a contract with Graffiti Protective Coatings, Inc., (GPC) to provide graffiti abatement services for the City. The Public Works Department, Public Services Bureau administers the City's abatement program. The program's core mission is to remove graffiti from 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 ten years.

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.

As a partner with the City, GPC is participating in the City's Contract Cost Reduction (CCR) program. The CCR is a bold program initiated by the City Manager's Office in July 2009 that voluntarily asked current City contractors to provide a cost saving to the City. As a participant, GPC has proposed within this recommended contract, at no cost to the City, an incremental "beautification" process to all City park facilities. This "beautification" process will restore the parks as close as possible to their original condition including sidewalks, signs and all structures. As an example, please refer to the attached "before" and "after" photos of Drake Park.

Within this proposed contract, GPC's graffiti abatement will include all park sites within the control and contract administration of the Department of Parks, Recreation and Marine (PRM). To facilitate the 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.

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 report, 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.

The Department of Public Works, Public Services Bureau, in conjunction with the Department of Financial Management's Purchasing Division, investigated procurement options and learned that the County of Alameda had completed a competitive bid process in June 2008 for graffiti abatement services and has a contract with Graffiti Protective Coatings, Inc., Los Angeles, CA (not a MBE, WBE, SBE or local) that meets the Public Services Bureau's needs. In addition, the Purchasing Division researched the availability of local businesses specializing in graffiti abatement services and found no local companies that provide this service.

The City Charter provides an alternative procurement method 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.

This matter was reviewed by Deputy City Attorney Amy R. Burton and Budget and Performance Management Bureau Manager David Wodynski on November 3, 2009.

TIMING CONSIDERATIONS

City Council action to adopt the attached Resolution is requested on November 17, 2009 to ensure that the contract is in place expeditiously to minimize disruption of service. The contract will be effective as of November 1, 2009.

FISCAL IMPACT

The cost of this contract is \$1,081,000 of which \$900,000 is budgeted in the General Fund (GP) in the Department of Public Works (PW). This contract amount has remained unchanged since November 2007. \$181,000 is budgeted in the General Fund (GP) in the Department of Parks, Recreation & Marine (PRM). This addition of service is derived from the cost savings PRM obtained through the competitive bid process of landscape services. Public Works expenses will be reimbursed in part by the Redevelopment Agency and the Department of Community Development.

HONORABLE MAYOR AND CITY COUNCIL
November 17, 2009
Page 2

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



LORI ANN FARRELL
DIRECTOR OF FINANCIAL MANAGEMENT/CFO

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ATTACHMENTS

APPROVED:



PATRICK H. WEST
CITY MANAGER

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

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE CITY MANAGER TO PURCHASE GRAFFITI REMOVAL SERVICES THROUGH THE AGREEMENT BETWEEN THE COUNTY OF ALAMEDA AND GRAFFITI PROTECTIVE COATINGS, INC.

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

WHEREAS, the City desires to purchase graffiti removal services; and

WHEREAS, the County of Alameda has a Contract with Graffiti Protective Coatings, Inc. for the purchase of graffiti removal services, Contract No. 900343 ("Alameda Contract"); and

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

WHEREAS, if the City had to go to formal bid rather than participate in the Alameda Contract considerably more funds would be required;

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

1. The above recitals are true and correct and are incorporated herein by this reference.
2. The City Manager of the City is hereby authorized to enter an agreement with Graffiti Protective Coatings, Inc. to purchase graffiti removal services of

1 substantially the same type and kind purchased by the County of Alameda pursuant to
2 the Alameda Contract except as modified by mutual agreement of the City and Graffiti
3 Protective Coatings, Inc., and the purchase by the City shall be on the same terms and
4 conditions afforded to the County of Alameda in an amount not to exceed \$1,081,000, for
5 the period of one (1) year, with the option to renew for two (2) additional one (1) year
6 periods, at the discretion of the City Manager.

7 3. This resolution shall take effect immediately upon its adoption by the
8 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 _____

City Clerk

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