

Council Meeting of
June 12, 2012

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: General Services and Transit- Award a contract for Graffiti Removal Services and for Bus Stop Maintenance and Repair.

Expenditure: \$ 256,440

RECOMMENDATION

Recommendation of the General Services and Transit Directors that City Council:

- 1) Award a contract with Graffiti Protective Coatings, Inc., for graffiti removal services in the City of Torrance (RFP 2011-45) at a cost not to exceed \$208,440 from July 1, 2012 to June 30, 2013 with annual options to extend the contract up to 5 years; and,
- 2) Award a contract with Graffiti Protective Coatings, Inc., for bus stop maintenance and repair services in the City of Torrance (RFP 2011-45) at a cost not to exceed \$48,000 from July 1, 2012 to June 30, 2013 with annual options to extend the contract up to 5 years.

Funding

Funding is available in the 2012-2013 General Services operating budget for Graffiti Removal and the 2012-2013 Transit operating budget for Bus Stop Maintenance and Repair.

BACKGROUND

The City of Torrance contractor graffiti abatement program initiated in 1989 is one of the most successful programs in Southern California. This success is a reflection of the program's management and methodology which differs from most other Cities. Torrance's graffiti program places a substantial emphasis on the graffiti contractor's initiative to actively seek out and abate graffiti before it is reported by city residents. Torrance also emphasizes removal as the first response as opposed to painting over graffiti. Travel from Torrance to other surrounding areas operated by the County or other cities shows the marked difference in abatement methods as well as the proactive basis to remove graffiti prior to its report by citizens or police. The abatement contractor

is responsible for the removal of all graffiti visible from a public street or thoroughfare within the City of Torrance, including City parks and park interior restrooms. Contracted response time is now within 16 working hours or 8 hours for City initiated requests and 4 hours for emergency call outs. However, the City and its contractor strive for abatement within the day of discovery for contractor discovered incidents and within 2 to 3 hours for locations requested by residents or City graffiti program staff.

The current contractor, Graffiti Protective Coatings, Inc. (GPC) has continued to meet and exceed these goals where past contractors have struggled. GPC has provided exceptional graffiti abatement services for the City over the last 9 years. During this time, the City has received numerous positive comments from residents on the professionalism and timeliness of abatement services. These comments are a marked change when compared to the previous abatement contractor. Past contractors have typically provided 2 to 3 full time crews, currently 3, with all equipment and vehicles necessary for graffiti abatement. Crew numbers are determined by City staff. Crews work 5 days a week including all holidays and are on call 24 hours a day to respond to emergencies. Current response time during emergencies is normally within 2 hours. The intent of the city is to maintain the existing high level of abatement services for the residents of Torrance while providing information to Police and City Prosecutor staff as needed.

During the past several years, numerous efficiencies in the City's oversight and management of the graffiti contract have been realized with the implementation of software that monitors work of abatement crews in the field, records data of each incident including photos, date and time removed, and GPS coordinates. Torrance Police Officers also use this database to both track times and locations of specific taggers and areas of high graffiti concentrations during set time periods. Police staff can search and map incidents by moniker, location or a variety of other means. Reports are run using the software to provide information to the City Prosecutors for court proceedings in each graffiti case brought forward. With the new contract the City will advertise new (free) Smart Phone applications allowing citizens to directly report graffiti. Smart Phone applications from the current vendor, (GPC), have been in use, though unpublicized, for over a year. Various City Departments have reviewed and used the Smart Phone applications with positive comments.

The City recently requested proposals, Attachment (A), for graffiti abatement services with proposals opened on November 17, 2011. In an effort to achieve budget efficiencies, a Bid alternate for Bus Stop Maintenance and Repairs was included to determine if price reductions on combined services could be achieved through economies of scale.

Proposals were received from two contractors; Graffiti Protective Coatings, Inc. (GPC) Attachment (B) and Superior Property Services, Inc. (Superior) Attachment (F). Two panels from various departments reviewed each proposal and scored them against the minimum specification, as well as competing plans.

Plan of Operations (Plans and Software), Costs and References sections were reviewed by a panel comprised of the Police Department Gang Lieutenant/Watch Commander, Deputy CDD Director, and Public Works Sanitation Services Manager. Their findings are found in Attachments (C) and (G).

Software section reviews were conducted by the General Services Director and General Services Graffiti Coordinator. The Assistant to the City Manager was also in attendance during software review portion. During this process the two contractors responding were requested to provide a live demonstration of the software used to manage and track the graffiti abatement. The demonstration was held on November 21 within City Hall. Their findings are also found in Attachments (C) and (G). Contractors also brought a sample of the vehicle intended for use for graffiti abatement operations.

During review of proposals and Request for Proposal (RFP) procedures by the City Attorney's office, the review period extended beyond the normal 90 day contract review window. The two contractors participating in the RFP process were asked to extend their proposals to March 31, 2012 and subsequently to June 30, 2012 while reviews were underway. Graffiti Protective Coatings, Inc., agreed to extend their proposal, however, Superior Property Services, Inc., declined to extend their proposal as noted in Attachment (E).

According to the City Attorney, staff was consistent in applying the existing informal guidelines, including preparation of a structured RFP, advertising the RFP to potential vendors, ranking proposals by an evaluation committee utilizing industry accepted scoring criteria, requiring product/software demonstrations, checking client references, verifying quality of service and considering cost of services. These guidelines were used by staff in the preparation of the latest graffiti removal proposal, as well as in evaluating both proposals that led to developing the recommendation to award the new agreement to Graffiti Protective Coatings, Inc.

Analysis of the Graffiti Protective Coating proposal is provided in the following paragraphs. Review and ranking of the withdrawn Superior Property Maintenance's proposal is provided in Attachment (I).

ANALYSIS

General summary of remarks from the various sections of the review process for Graffiti Protection Coatings, Inc. are provided below. Crew costs and numbers are discussed in a separate Cost section.

Operations Plan - A thorough and detailed description was provided in each required aspect of the proposal. It included schedules, patrol of both thoroughfares and parks, hours within the City, response times, emergency numbers, how crews are notified of assignments, and areas covered per day. Computer software and tracking was also covered in detail. Methodology for abatement by removal or paint was listed in detail to include preparation, color matching routines and feathering. Soda blasting, recovery

and recycling equipment and methods were also mentioned. A description of software and reporting capabilities with a sample report was included. The vehicle and equipment description provided a listing and capabilities were also provided.

Software - GPS met or exceeded all entry requirements. The field tech can quickly input information within 15-20 seconds for each incident. City Staff can continuously view work performed. Android and iPhone apps are both available. The software provided both basic and powerful sorting and reporting options. Mapping features allowed multiple sites for multiple fields to be viewed on one screen. Mapping features are very helpful for Police Department Gang Detectives to query and visualize locations of specific person's activities over a period of time. Options added to map graffiti within user specified distances are an added bonus. All information can be manipulated and reviewed in the field by technicians or at desktops.

References - Results of discussions with various references are found in Attachment (D). Scoring for references included review of before and after photographs as an indication of current work. Photographs were provided in the RFP from San Jose, as well as taken by City staff in Torrance. References providing input were very pleased with current work.

Costs

Graffiti crew costs have been reduced by over 10 % compared with current contract levels in fiscal year 2011-12.

	Crew cost per day
GPC (proposed for FY 2012-13)	248.00
Current costs (FY 2011-12)	283.82

GPC recommended continuation of 3 crews. GPC also included in their proposal that if the City desires a lesser standard for budgetary reasons abatement crews could be reduced with individual crew costs calculated from the price proposal. As the City has the final decision on the number of crews to be used, cost analysis for the RFP was made for identical crew sizes. A breakdown of crew and material costs is provided below:

	Crew	Materials (estimated)	total
2 crews	128,960.00	15,000.00	143,960.00
2.5 crews	161,200.00	15,000.00	176,200.00
3 crews	193,440.00	15,000.00	208,440.00

Proposal Ranking

Ranking results for proposals are found in Attachment (J)

Transit - Alternate Bid Item

An alternate bid item was included for Bus Stop Maintenance and Repair for the Torrance Transit department. This alternate item was included as staff felt cost reductions may be achieved if both bus stop maintenance and graffiti abatement were included as one package with a single contractor. Annual costs to provide maintenance and repair for 325 bus stops- 2 times a week was received and are shown below.

GPC proposal 47,320.00

Combining transit and with graffiti abatement costs provides the following.

	Graffiti Crews	Graffiti Materials	Transit	Total
Current costs	221,380	15,000	76,332	\$ 312,712
GPC proposed	193,440	15,000	47,320	\$ 255,760

Current separate contracts Comparison of the combined costs reveals economies of scale are achieved through award of the two contracts to one contractor. The difference between the current and proposed costs when combining the graffiti and transit contracts is approximately \$56,000 less (a reduction of over \$27,000 for graffiti and \$29,000 for Transit).

Staff recommends award of a contract GPC. Staff will work with GPC over the next 12 months to perform trial adjustments to staff levels to determine if modifications (reductions) to crew size are possible and the resulting impacts. Any adjustments to crew size will be reflected in future contract extensions.

During review of proposals and Request for Proposal (RFP) procedures by the City Attorney's office, the review period extended beyond the normal 90 day contract review window. The two contractors participating in the RFP process were asked to extend their proposals to March 31, 2012 and subsequently to June 30, 2012 while reviews were underway. Graffiti Protective Coatings, Inc., agreed to extend their proposal, however, Superior Property Services, Inc., declined to extend their proposal as noted in Attachment (E). As a result, Graffiti Protective Coatings remains as the only active participant in the RFP process.

Staff recommends award of a graffiti removal services contract be awarded to GPC for a cost not to exceed \$208,440 for the period of July 1, 2012 to June 30, 2013 with options for 4 additional one year extensions, 5 years maximum, with costs increases not to exceed the Consumer Price Index – All Urban Consumers.

Based on the results, Staff also recommends award of a Transit Bus Stop Maintenance and Repair contract to GPC for a cost not to exceed \$48,000 for the period of July 1,

2012 to June 30, 2013 with options for 4 additional one year extensions, 5 years maximum, with costs increases not to exceed the Consumer Price Index – All Urban Consumers.

Respectfully submitted,

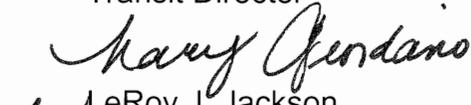
Sheryl Ballew
General Services Director

for 
By Jon Landis
Facility Services Manager

CONCUR:


for Sheryl Ballew
General Services Director


Kim Turner
Transit Director


for LeRoy J. Jackson
City Manager

Attachment

- A. Request for Proposal
- B. GPC RFP proposal
- C. GPC RFP review comments and score sheets
- D. GPC References
- E. Proposal extension response letters
- F. Superior RFP proposal
- G. Superior RFP review comments and score sheets
- H. Superior References
- I. Review of Superior RFP proposal
- J. Scoring Results & Combined Cost Comparison
- K. Graffiti Protective Coatings, Inc. Contract- Graffiti Abatement Services
- L. Graffiti Protective Coatings, Inc. Contract- Bus Stop Maintenance



Request for Proposals (RFP)

City of Torrance | 3031 Torrance Blvd, Torrance CA 90503 | www.TorranceCA.Gov

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

RFP Submittal Information

Proposals may be mailed or hand delivered. No faxed proposals will be accepted.
Late proposals will not be accepted.

Location: Office of the City Clerk
3031 Torrance Blvd.
Torrance, CA 90503

Date: Thursday, November 17, 2011

Time Deadline: **2:00 P.M.**

Proposals will be opened and publicly read aloud at 2:15 PM in the Council Chambers.

An original plus two (2) printed copies in a sealed envelope and marked with the RFP number and title must be submitted by the deadline. Your submittal must include the following:

- Vendor's Response (Section III of this document) on the forms provided. If additional space is required, please attach additional sheets/pages. Including all that is listed under "Required Proposal Submittals" on pages 8 and 9 of this RFP
- Vendors Affidavit (Attachment 1)
- References (Attachment 2)
- Other Information about your company that would assist the City in the evaluation of your RFP submittal.

Notice of Mandatory Pre-Proposal Conference

The City will conduct a mandatory briefing session for prospective vendors.

The pre-proposal conference will start promptly at the time and location listed below.

Location: City of Torrance
City Hall - Council Chamber
3031 Torrance Boulevard,
Torrance, CA 90503

Date: Wednesday, October 26th, 2011

Time: 11:00 AM

Questions Regarding this RFP Should be Directed to:

Toni Dotter
General Services Department
(310) 781-7156

Or

Diane Megerdichian
General Services Department
310-781-7151

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance**SECTION I RFP INSTRUCTIONS AND INFORMATION**

Notice is hereby given that sealed proposals will be received in the office of the City Clerk, City Hall, 3031 Torrance Boulevard, Torrance, CA, until 2:00 p.m. on November 17, 2011 and will be opened and publicly read aloud at 2:15 p.m. on the same date in the Council Chambers, Torrance City Hall. You are invited to be present at the opening of proposals. An original and two (2) printed copies of each proposal must be submitted in a sealed envelope and clearly marked: "RFP for Graffiti Removal Services for the City of Torrance, RFP No. 2011-45".

The City of Torrance:

The City of Torrance is situated on the western side of Los Angeles County. It is bordered by the Palos Verdes Peninsula on the south, the City of Gardena on the north, the City of Redondo Beach on the north and west boundaries, the City of Lomita on the east and the Pacific Ocean on the west. The City encompasses an area of approximately 21 square miles, 329 miles of Streets, 1870 intersections, 34 developed parks-for a total of 319.5 in acreage. The estimated population of approximately 145,458 makes Torrance one of the top 10 cities in Los Angeles County in regards to population.

Contract Award:

There are two components to this Request for Proposal. The City of Torrance in an effort to achieve the best value is soliciting the following:

1. Proposals for Graffiti Removal Services.
2. Bid Alternate for Transit Bus Stop Cleaning

Depending on results from the solicitation, the City of Torrance reserves the right to award both contracts with a single contractor OR award the Graffiti Contract separately to achieve the best value for the City.

Contractors submitting responses to these solicitations should complete each package with the following expectations

1. The Graffiti Abatement contract may be awarded as an individual contract OR may be combined with the Bus Stop Cleaning contract.
2. The Bus Stop Cleaning contract will only be awarded as a combined package with Graffiti Abatement.

Trade Secrets:

Contractors may submit information that is considered a trade secret in a separate sealed envelope marked "Trade Secret, Not for Public Record". Please note that an original plus two (2) copies is required. This trade secret envelope must be included inside a larger sealed envelope that includes all of required information of this RFP and marked with the RFP number and title

(From the State of California Civil Code) "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique, or process, that: (1) Derives independent economic value, actual or potential, from not being generally known to the public or to other persons who can obtain economic value from its disclosure or use; and (2) Is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.

The Contract:

The vendor to whom the award is made will be required to enter into a written contract with the City of Torrance. Attached is a copy of the City's standardized contract (Attachment A), which will be modified to reflect the awarded RFP. A copy of this RFP and the accepted proposal will be attached to and become a part of the contract.

Contract Term:

Contract shall be awarded initially for six months (January 1- June 30, 2012) with an option to renew annually for an additional 4 years at the City's discretion.

This will be determined based on the proposal amounts received as a result of this Request for Proposals.

Consumer Price Index:

If the contract is extended after the first six months, commencing in the second term (July 1 2012 to June 30, 2013), and the subsequent years, the contract may be increased by the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the Los Angeles area (April to April).

Standards for Evaluation:

The City will be the sole determiner of suitability to the City's needs. Proposals will be rated according to their completeness and understanding of the City's needs, conformance to the requirements of the technical specifications, prior experience with similar scope of work, financial capabilities, delivery, and cost.

Proposals will be reviewed based on the following:

1. Proposed plan of operation
2. Cost for graffiti abatement work
 - a. Labor costs
 - b. Material costs
 - c. Equipment costs
 - d. Cost for internet/web-based database system
3. References
4. Other information provided

Proposal Submittal Form:

The proposal must be made on the form provided for that purpose, enclosed in a sealed envelope, and marked "RFP for Graffiti Removal Services for the City of Torrance RFP No. 2011- 45" and addressed to the City Clerk, City of Torrance, 3031 Torrance Blvd., Torrance, CA 90503. If an individual makes the proposal, it must be signed by that individual, and an address, telephone (and fax number if available) must be given. If made by a business entity, it must be signed by the person(s) authorized to execute agreements and bind the entity to contracts. A full business address, telephone (and fax number if available) must be given. No telegraphic, fax or telephonic proposal will be considered.

Blank spaces in the proposal form must be filled in; using ink, indelible pencil, or typewriter, and the text of the proposal form must not be changed. No additions to the form may be made. Any unauthorized conditions, limitations, or provisos attached to a proposal will render it informal and may cause its rejection. Alterations by erasure or interlineations must be explained or noted in the proposal form over the signature of the Proposer.

Incomplete Proposals:

Incomplete proposals may not be reviewed. Only minor items not affecting the overall scope of work or value may be allowed to be updated after time of proposal submittal. The General Services Director will make the sole determination of what is considered minor.

Mandatory Pre-Proposal Conference:

Vendors intending to submit a proposal on this requirement must ensure that a representative from their company is in attendance at the mandatory pre-proposal conference. Vendors submitting proposals without attending this conference will be disqualified. No exceptions will be allowed. The pre-proposal conference will start at the location listed on page 1 of this Request for Proposals. No make-up walk-through will be scheduled and vendors may not contact individual City Departments to request tours. Individuals attending the walkthrough should be prepared to take adequate notes of their observations to assist them in preparation of their proposal submittal.

Reservation:

The City reserves the right to revise or amend these specifications prior to the date set for opening proposals. Revisions and amendments, if any, will be announced by an addendum to this RFP. If the revisions require additional time to enable vendors to respond, the City may postpone the opening date accordingly. In such case, the addendum will include an announcement of the new opening date.

All addenda must be attached to the proposal. Failure to attach any addendum may render the proposal non-responsive and cause it to be rejected.

The City Council reserves the right to reject any and all proposals received, to take all proposals under advisement for a period not to exceed ninety (90) days after the date of the opening, to waive any informality on any proposal, and to be the sole judge of the relative merits of the material and or service mentioned in the respective proposals received. The City reserves the right to reject any proposal not accompanied with all data or information required.

This Request for Proposals does not commit the City to award a contract or to pay any cost incurred in the preparation of a proposal. All responses to this RFP document become the property of the City of Torrance.

Affidavit:

An affidavit form is enclosed. It must be completed signifying that the proposal is genuine and not collusive or made in the interest or on behalf of any person not named in the proposal, that the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham proposal or any other person, firm, or corporation to refrain from proposing, and that the proposer has not in any manner sought by collusion to secure for itself an advantage over any other proposer. Any proposal submitted without an affidavit or in violation of this requirement will be rejected. (Attachment 1)

Errors and Omissions:

The proposer will not be allowed to take advantage of any errors and/or omissions in these specifications or in the proposer's specifications submitted with its proposal. Full instruction will always be given when errors or omissions are discovered.

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

SECTION II TECHNICAL REQUIREMENTS

Introduction:

The following technical requirements describe the City's requirements to provide graffiti removal services for the City of Torrance. All work must be performed in accordance with the specifications contained herein.

This RFP is intended to be as descriptive as possible. However, Proposers may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RFP. In the event of a dispute over requirements or performance, the needs of the City of Torrance will govern.

General Information:

- The City of Torrance land area is 21.2 square miles.
- 329 Miles of Streets
- Number of intersections 1870
- 34 Developed Parks, total of 319.5 acreage

Regular Workday 6:00 AM to 2:00 PM – Monday through Friday

Emergencies As requested by the City of Torrance

Tools and Materials:

The City of Torrance will provide the following tools and materials:

- City water (for water blasting)
- Use of a city owned storage container (for paint and supplies) located at the City Services Facilities (City Yard). Note: The Contractor is responsible for all of the contractor owned and City supplied materials, supplies and equipment stored within the City supplied storage container. The storage container must be maintained in a neat and orderly manner and in compliance with all applicable local, state and federal regulations.
- Reimbursement will be made to the contractor for paint used in graffiti removal

Incidents and Staffing:

- Over the past 5 year period, the City's current graffiti abatement contractor has used 3 full time crews (1 man each) for graffiti removal
- Incidents during a recent 12 month period ending May 2011 are as follows:
 - Citizen and City reported incidents – 731 (61/month average)
 - Routine graffiti incidents* - 20,447

** Note that routine graffiti incidents may be quantified differently from City to City depending on size and or location (closeness to other incidents). The information provided above is based on history within the City of Torrance.*

Minimum Requirements:

- A. The contractor shall be licensed and have held a C-33 contractor license for the last 3 years.
- B. Two (2) years, continuous, full time experience for 2 or more similar sized municipalities and be responsible for removal of ALL graffiti from public and City property within these Cities.
- C. "Similar sized municipalities" are defined as cities having populations over 75,000 and over 10 square miles land area. Abatement of flood control channels is NOT similar work.
- D. "Full time experience" is defined as the graffiti contractor having 2 or more personnel permanently assigned to each city for graffiti removal, 8 hours a day, 5 days a week.
- E. All Contractor employees must be able to understand written and verbal instructions provided by the graffiti coordinator in English, and complete reports relating to graffiti removal.
- F. Contractor must provide:
 - 1. An Internet/Web-based (work order database) system to upload and maintain graffiti photographs and work orders. Data will be made available to city staff via the internet until a period 3 years after contract termination. The records contained within the database shall remain the sole property of the City of Torrance.
 - 2. One (1) handheld mobile device for transmitting and routing work orders with attached photographs in real time directly to the Contractor. The Contractor is responsible for all costs associated with the mobile device.
 - 3. Appropriate equipment to safely remove graffiti from hard to reach areas including elevated structures. These areas will be abated without additional compensation.
 - 4. Reclamation equipment to prevent water or other materials used in the graffiti abatement process from entering storm drains. All reclaimed products shall be disposed of in accordance with applicable Federal, State and Local regulatory requirements without additional compensation. Reclaimed material or hazardous wastes shall not be stored on City property
 - 5. Insurance as required by the City of Torrance. This includes Workers Compensation Insurance encompassing all employees. See attached contract for amounts.
 - 6. A 24-hour emergency contact phone number.

Scope of Work:

- A. Seek/find and remove/eradicate all graffiti in the following areas:
 - 1. All City owned property including City Parks
 - 2. All City park restroom interiors
 - 3. All locations visible from a public thoroughfares
 - a. A waiver must be obtained by the contractor prior to removal of all graffiti from private property.
 - b. The contractor is responsible to maintain a file of all waivers received.

Graffiti is defined as markings, images or lettering, shown as initials, slogans or drawings, written, spray-painted, or sketched on a sidewalk, wall of a building or public restroom, or the like via the use of paint, spray paint, marking pen, felt marker, or by stickers. Should a dispute occur between the City and the contractor, the City of Torrance will make the sole determination whether or not something is deemed to be graffiti.

B. Removal Requirements

1. All graffiti is to be removed within 16 working hours (2 work days) of discovery
2. City or Citizen reported graffiti removed within 8 working hours of report
3. City directed emergency removals within 4 hours (same day)

C. Removal Methodology

1. Power washing is the preferred method unless damages underlying or adjacent surfaces
2. Paint must match adjacent areas
3. No recycled paint
4. No bleed through
5. Paint applied in a blocked pattern
6. Protect all adjacent surfaces and property

D. Work Order Tracking System

1. Provide a web based work order tracking system to be used by the contractor and designated City employees.
2. The tracking system must be accessible via the internet concurrently from existing City computers in multiple departments at no additional compensation.
3. The tracking system shall track and sort by each or all of the following data fields.
 - a. Date
 - b. Location (address) w/GPS coordinates
 - c. Moniker to be entered by a contractor representative by the end of the next work day. The Torrance Police Department or City of Torrance staff **will not** enter moniker information.
 - d. Photograph
 - e. Work order number
 - f. Time (non-sortable)
4. The work order tracking system must be accessible via the internet concurrently from existing City computers in multiple departments (i.e, General Services, Police Department, City Attorney, etc.) at no additional compensation.
5. The work order tracking system must have been in use for a minimum of 12 months by a similarly sized organization.
6. The internet/web-based system shall allow citizen reporting via desktop/laptop computer or via smart phone.

E. Meetings/Reports

1. On site contractor supervisory staff shall meet with City staff daily on a scheduled basis.
2. Within 8 hours, the Contractor shall provide reports regarding cost of removal for specific abatement work.

Required Proposal Submittals

Each proposal must contain the information below in the following order at the time of submittal:

- A. Proposed methods of operation for abatement of graffiti for the City of Torrance.
 1. Daily routine
 - a. Schedule of work (days, times, etc.)
 - b. Identification of work
 - c. Assignment of work
 - d. Response time
 - 1) Emergencies
 - 2) Routine
 - 3) Citizen or City reported incidents
 - e. Staffing (name, responsibility, experience)
 - 1) Field Staffing
 - 2) Office Staffing
 - 3) Management Staffing
 - f. Work order tracking
 2. Description of computer tracking/monitoring system – a demonstration will be required
 3. Methods for removal describing materials used
 4. Reporting procedures: Please describe in what format you will provide this report to the City and what information will be included in this report.
 5. Equipment to be provided within contract
 - a. Daily (i.e., which equipment is included on each response crew vehicle)
 - b. As needed (what other equipment will be provided on an as needed basis)
 6. Exclusions/Additions - For any exclusions or additions to the minimum requirements listed above the contractor shall provide the reason for each exclusion/addition and the cost benefit to the City of Torrance for each proposed exclusion
- B. Cost structure for graffiti operations
 1. An itemized breakdown including the following items as applicable:
 - a. Labor costs
 - b. Material costs
 - 1) Cost per gallon of paint.
 - 2) Cost per spray can of paint
 - c. Equipment costs for equipment not included in the daily crew rate
 - d. Cost for work order database system (annual cost if not included in the daily crew rate)
- C. References - List of current and previous customers of similarly sized abatement areas with current points of contact (See Attachment 2) .
- D. Proposed Schedule of Payment Deductions for work not performed by the Contractor per the City's specifications (i.e., response times not meet).

*Example:**Graffiti not removed within 16 hours, deduct \$100 per incident**Citizen or City reported graffiti not removed within 8 hours, deduct \$250 per incident**Emergency abatement crews not on site within 4 hours, deduct \$500 per incident**Emergency graffiti abatement not completed within 8 hours, deduct \$1000 per incident*

- E. Documentation of prior graffiti removal (before and after photos).
- F. Other information deemed valuable in reviewing the proposal.

Bid Alternate- Bus Stops:

Scope of Work: To Furnish Maintenance, Servicing, Repair, and Installation of Trash Receptacles and Miscellaneous Street Furniture at Bus Stops in the City of Torrance. Bus stops will be identified by Torrance Transit and may change over the course of the Agreement. The City may increase the number of identified bus stops during the contract period and will reimburse Contactor at the per stop rate included in the Agreement.

- Collect/empty trash, inspect trash cans and replace bags at least two times per week at 325 identified bus stops.
- Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops.
- Pick up trash within 30 feet of all bus stops at least two times per week.
- Perform safety checks of trash cans and benches at all stops.
- Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge to the City. Emergency service requests are defined as added trash collection or pick-ups
- Dispose of all collected trash in City-designated trash bins at the City Yard or other designated location only.
- Contractor must provide replacement trash bag liners must be black or other dark color.
- Provide maintenance, installation, and removal of trash cans, poles, benches, signage, or other street furniture as directed by Torrance Transit. This portion of service may be subcontracted.

Please note that the following items, listed below and the specifications above must be included in your bid alternate amount:

- Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge
- Provide maintenance, installation, and removal of trash cans, poles, benches, and signage as directed by Torrance Transit. This portion of service may be subcontracted.

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Invitation to RFP", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

Name of Company

Address

City/State/Zip Code

Telephone Number/Fax Number

Printed Name/Title

Signature

Date

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information

Name

Title

Telephone Number/Fax Number

Form of Business Organization: Please indicate the following (check one);

Corporation _____ Partnership _____ Sole Proprietorship _____ Other: _____

Business History:

How long have you been in business under your current name and form of business organization?

_____ Years

If less than three (3) years and your company was in business under a different name, what was that name?

Addenda Received:

Please indicate addenda information you have received regarding this RFP:

Addendum No. _____ Date Received: _____

_____ No Addenda received regarding this RFP.

Payment Terms: The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? _____

Renewal Option:

Please state, if requested by the City, if your company would agree to a renewal of this contract with price, terms and conditions unchanged. If the contract is extended after the first six months, commencing in the second term (July 1, 2012), and subsequent years, the contract may be increased by the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the Los Angeles area (October to October).

Yes _____ We would agree to a contract renewal for a second year.

Yes _____ We would agree to a contract renewal for a third year.

Yes _____ We would agree to a contract renewal for a fourth year.

Yes _____ We would agree to a contract renewal for a fifth year.

No _____ We would not be interested in renewing this contract.

Vendor Name: _____

Price Proposal for Graffiti Removal:

Proposal Submittal – Price Detail	
Graffiti Removal	Price
A. Labor Costs- Daily Cost Per Crew	\$
B. Labor Costs- Proposed # of Crews (Daily)	
C. Labor Costs- Total Proposed Daily Costs (A x B)	\$
D. Labor Costs- Hourly Cost for Overtime	\$
E. Material Costs- Cost per gallon of paint	\$
F. Material Costs- Cost per spray can of KILZ	\$
G. Equipment Costs (daily cost of any equipment not included in the basic contract)	\$
H. Cost for work order database system (Annual cost charged to the City if not included in the daily crew rate)	\$

Price Proposal for Bid Alternate - Bus Stop Maintenance:

Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Price per bus stop cleaning	Total Annual Price Unit Price x 325 bus stops x 2 cleanings per week x 52 weeks
325 (bus stops)	2 times per week	<ul style="list-style-type: none"> Collect/empty trash, inspect trash cans and replace bags at least two times per week at identified bus stops. Pick up trash within 30 feet of all bus stops at least two times per week. Perform safety checks of trash cans and any bench at all stops. Dispose of all collected trash in City-designated trash bins at City yard or other designated location only. 	\$	\$
Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Daily Price per bus stop	Total Annual Price Unit Price x 325 bus stops x 5 days per week x 52 weeks
325 (bus stops)	Daily	<ul style="list-style-type: none"> Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops. 	\$	\$
Total Price Per Year				\$

Vendor Name: _____

RFP Submittal Requirement and Acknowledgement –Bid Alternate - Bus Stop Maintenance

Vendors are required to place a check mark in Column A indicating that your proposal is as per the specifications of this Request for Proposals.

Vendors are required to place a check mark in Column B indicating that your proposal deviates from the specifications of this Request for Proposal. If you are proposing anything other than what is specified, you must explain in detail how your proposal differs by attaching additional pages to your RFP submittal and indicating the page number in Column C.

You may attach additional sheets to your RFP submittal describing in detail the service you are proposing. You must indicate the page number reference in Column C.

Description	Column A	Column B	Column C
RFP Specification/Requirement	Place a check mark in this column indicating that your proposal is as per the specifications in this RFP	Place a mark in this column if you are proposing something <i>different</i> then what is specified in this RFP	Please reference the page number of your attachment in the space below if your proposal deviates from the specifications.
Bid Alternate Submittals- Bus Stop Maintenance			
Inspect trash cans and replace bags at least two times per week at 325 identified bus stops.			
Trash bags must be black or other dark color.			
Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops.			
Pick up trash within 30 feet of all bus stops at least two times per week.			
Perform safety checks of trash cans and any bench at all stops.			
Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge to the City.			
Provide maintenance, installation, and removal of trash cans, poles, benches, signage as directed by Torrance Transit. This service may be subcontracted.			

Will you be subcontracting the maintenance, installation and removal of trash cans, poles, benches, and signage?

Yes, the subcontractor information is as follows:

Sub-Contractor: _____

Contact : _____

Address: _____

Phone Number: _____

No, we will provide that service ourselves.

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES

PROPOSER'S AFFIDAVIT

_____ being first duly sworn deposes and says:

1. That he/she is the _____ of _____
(Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

_____ (Title of RFP)

- 2. That the proposal is genuine; that all statements of fact in the proposal are true;
- 3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
- 4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
- 5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
- 6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
- 7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
- 8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this ____ day of _____, 2011.

(Proposer Signature)

(Title)

ATTACHMENT 2 References

Please supply the name and information of companies/agencies for whom you recently provided graffiti removal services. These references must be of similar size abatement areas as the City of Torrance. Please be sure that the contact information is current.

Reference #1	
Name of Company/Agency:	
Address:	Contact Name:
Contact Telephone #	Contact Email address:
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):	
Please indicated the annual contract fee for this reference's contract:	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.	
Additional Comments regarding the contract:	

Reference #2

Name of Company/Agency:

Address:

Contact Name:

Contact Telephone #

Contact Email address:

Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):

Please indicate the annual contract fee for this reference's contract:

Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):

Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.

Additional Comments regarding the contract:

Reference #3	
Name of Company/Agency:	
Address:	Contact Name:
Contact Telephone #	Contact Email address:
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):	
Please indicate the annual contract fee for this reference's contract:	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.	
Additional Comments regarding the contract:	

Reference #4

Name of Company/Agency:

Address:

Contact Name:

Contact Telephone #

Contact Email address:

Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):

Please indicate the annual contract fee for this reference's contract:

Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):

Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.

Additional Comments regarding the contract:

Reference #5	
Name of Company/Agency:	
Address:	Contact Name:
Contact Telephone #	Contact Email address:
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):	
Please indicate the annual contract fee for this reference's contract:	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.	
Additional Comments regarding the contract:	

Additional copies of reference forms may be provided as needed

CONTRACT SERVICES AGREEMENT

This CONTRACT SERVICES AGREEMENT ("Agreement") is made and entered into as of _____ ("The Effective Date"), by and between the CITY OF TORRANCE, a municipal corporation ("CITY"), and Company Name, type of entity ("CONTRACTOR").

RECITALS:

- A. The CITY wishes to retain the services of an experienced and qualified CONTRACTOR to provide graffiti removal services for the City of Torrance.
- B. In order to obtain the desired services, The CITY has circulated its Request for Proposal for Graffiti Removal Services for the City of Torrance, RFP B2011-45 (the "RFP").
- C. CONTRACTOR has submitted a Proposal (the "Proposal") in response to the RFP. In its Proposal CONTRACTOR represents that it is qualified to perform those services requested in the RFP. Based upon its review of all proposals submitted in response to the RFP, The CITY is willing to award the contract to CONTRACTOR.

AGREEMENT:

1. SERVICES TO BE PERFORMED BY CONTRACTOR

CONTRACTOR will provide the services and materials listed in CONTRACTOR's Proposal submitted in response to the RFP. A copy of the Proposal is attached as Exhibit A.

2. TERM

Unless earlier terminated in accordance with Paragraph 4 below, this Agreement will continue in full force and effect from the Effective Date through _____. This Agreement includes four one-year options. The options can be exercised only by the CITY.

3. COMPENSATION

A. CONTRACTOR's Fee.

For services rendered pursuant to this Agreement, CONTRACTOR will be paid in accordance with the compensation schedule set forth in the Proposal; provided, however, that in no event will the total amount of money paid the CONTRACTOR, for services initially contemplated by this Agreement, exceed the sum of \$ 0.00 ("Agreement Sum"), unless otherwise first approved in writing by the CITY. In the event the CITY exercises an option for an additional year, then the costs may be

increased by an amount not to exceed the Consumer Price Index – All Urban Consumers.

B. Schedule of Payment.

Provided that the CONTRACTOR is not in default under the terms of this Agreement, upon presentation of an invoice, CONTRACTOR will be paid monthly, within 30 days after the date of the monthly invoice.

4. **TERMINATION OF AGREEMENT**

A. Termination by CITY for Convenience.

1. CITY may, at any time, terminate the Agreement for CITY's convenience and without cause.
2. Upon receipt of written notice from CITY of such termination for CITY's convenience, CONTRACTOR will:
 - a. cease operations as directed by CITY in the notice;
 - b. take actions necessary, or that CITY may direct, for the protection and preservation of the work; and
 - c. except for work directed to be performed prior to the effective date of termination stated in the notice, terminate all existing subcontracts and purchase orders and enter into no further subcontracts and purchase orders.
3. In case of such termination for CITY's convenience, CONTRACTOR will be entitled to receive payment for work executed; and costs incurred by reason of such termination, along with reasonable overhead and profit on the work not executed.

B. Termination for Cause.

1. If either party fails to perform any term, covenant or condition in this Agreement and that failure continues for 15 calendar days after the nondefaulting party gives the defaulting party written notice of the failure to perform, this Agreement may be terminated for cause; provided, however, that if during the notice period the defaulting party has promptly commenced and continues diligent efforts to remedy the default, the defaulting party will have such additional time as is reasonably necessary to remedy the default.
2. In the event this Agreement is terminated for cause by the default of the CONTRACTOR, the CITY may, at the expense of the CONTRACTOR and its surety, complete this Agreement or cause it to be completed. Any check or bond delivered to the CITY in connection with this Agreement, and the money payable thereon,

will be forfeited to and remain the property of the CITY. All moneys due the CONTRACTOR under the terms of this Agreement will be retained by the CITY, but the retention will not release the CONTRACTOR and its surety from liability for the default. Under these circumstances, however, the CONTRACTOR and its surety will be credited with the amount of money retained, toward any amount by which the cost of completion exceeds the Agreement Sum and any amount authorized for extra services.

3. Termination for cause will not affect or terminate any of the rights of the CITY as against the CONTRACTOR or its surety then existing, or which may thereafter accrue because of the default; this provision is in addition to all other rights and remedies available to the CITY under law.

C. Termination for Breach of Law.

In the event the CONTRACTOR or any of its officers, directors, shareholders, employees, agents, subsidiaries or affiliates is convicted (i) of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of a contract or subcontract; (ii) under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense indicating a lack of business integrity or business honesty which currently, seriously, and directly affects responsibility as a public consultant or contractor; (iii) under state or federal antitrust statutes arising out of the submission of bids or proposals; or (iv) of violation of Paragraph 19 of this Agreement; or for any other cause the CITY determines to be so serious and compelling as to affect CONTRACTOR's responsibility as a public consultant or contractor, including but not limited to, debarment by another governmental agency, then the CITY reserves the unilateral right to terminate this Agreement or to impose such other sanctions (which may include financial sanctions, temporary suspensions or any other condition deemed appropriate short of termination) as it deems proper. The CITY will not take action until CONTRACTOR has been given notice and an opportunity to present evidence in mitigation.

5. FORCE MAJEURE

If any party fails to perform its obligations because of strikes, lockouts, labor disputes, embargoes, acts of God, inability to obtain labor or materials or reasonable substitutes for labor or materials, governmental restrictions, governmental regulations, governmental controls, judicial orders, enemy or hostile governmental action, civil commotion, fire or other casualty, or other causes beyond the reasonable control of the party obligated to perform, then that party's performance shall be excused for a period equal to the period of such cause for failure to perform.

6. RETENTION OF FUNDS

CONTRACTOR authorizes the CITY to deduct from any amount payable to CONTRACTOR (whether or not arising out of this Agreement) any amounts the payment of which may be in dispute or that are necessary to compensate the CITY for any losses, costs, liabilities, or damages suffered by the CITY, and all amounts for which the CITY may be liable to third parties, by reason of CONTRACTOR's negligent acts or omissions or willful misconduct in performing or failing to perform CONTRACTOR's obligations under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by CONTRACTOR, or any indebtedness exists that appears to be the basis for a claim of lien, the CITY may withhold from any payment due, without liability for interest because of the withholding, an amount sufficient to cover the claim. The failure of the CITY to exercise the right to deduct or to withhold will not, however, affect the obligations of CONTRACTOR to insure, indemnify, and protect the CITY as elsewhere provided in this Agreement.

7. THE CITY'S REPRESENTATIVE

Jon Landis, Facility Services Manager is designated as the "City Representative," authorized to act in its behalf with respect to the work and services specified in this Agreement and to make all decisions in connection with this Agreement. Whenever approval, directions, or other actions are required by the CITY under this Agreement, those actions will be taken by the City Representative, unless otherwise stated. The City Manager has the right to designate another City Representative at any time, by providing notice to CONTRACTOR.

8. CONTRACTOR REPRESENTATIVE(S)

The following principal(s) of CONTRACTOR are designated as being the principal(s) and representative(s) of CONTRACTOR authorized to act in its behalf with respect to the work specified in this Agreement and make all decisions in connection with this Agreement:

Representative
Representative

9. INDEPENDENT CONTRACTOR

The CONTRACTOR is, and at all times will remain as to the CITY, a wholly independent contractor. Neither the CITY nor any of its agents will have control over the conduct of the CONTRACTOR or any of the CONTRACTOR's employees, except as otherwise set forth in this Agreement. The CONTRACTOR may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the CITY.

10. **BUSINESS LICENSE**

The CONTRACTOR must obtain a City business license prior to the start of work under this Agreement, unless CONTRACTOR is qualified for an exemption.

11. **OTHER LICENSES AND PERMITS**

CONTRACTOR warrants that it has all professional, contracting and other permits and licenses required to undertake the work contemplated by this Agreement.

12. **FAMILIARITY WITH WORK**

By executing this Agreement, CONTRACTOR warrants that CONTRACTOR (a) has thoroughly investigated and considered the scope of services to be performed, (b) has carefully considered how the services should be performed, and (c) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, CONTRACTOR warrants that CONTRACTOR has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services set forth in this Agreement. Should CONTRACTOR discover any latent or unknown conditions that will materially affect the performance of the services set forth in this Agreement, CONTRACTOR must immediately inform the CITY of that fact and may not proceed except at CONTRACTOR's risk until written instructions are received from the CITY.

13. **CARE OF WORK**

CONTRACTOR must adopt reasonable methods during the life of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and other components to prevent losses or damages, and will be responsible for all damages, to persons or property, until acceptance of the work by the CITY, except those losses or damages as may be caused by the CITY's own negligence.

14. **CONTRACTOR'S ACCOUNTING RECORDS; OTHER PROJECT RECORDS**

Records of the CONTRACTOR's time pertaining to the project, and records of accounts between the CITY and the CONTRACTOR, will be kept on a generally recognized accounting basis. CONTRACTOR will also maintain all other records, including without limitation specifications, drawings, progress reports and the like, relating to the project. All records will be available to the CITY during normal working hours. CONTRACTOR will maintain these records for three years after final payment.

15. INDEMNIFICATION

CONTRACTOR will indemnify, defend, and hold harmless CITY, the City Council, each member thereof, present and future, its officers, agents and employees from and against any and all liability, expenses, including defense costs and legal fees, and claims for damages whatsoever, including, but not limited to, those arising from breach of contract, bodily injury, death, personal injury, property damage, loss of use, or property loss however the same may be caused and regardless of the responsibility for negligence. The obligation to indemnify, defend and hold harmless includes, but is not limited to, any liability or expense, including defense costs and legal fees, arising from the negligent acts or omissions, or willful misconduct of CONTRACTOR, its officers, employees, agents, subcontractors or vendors. It is further agreed, CONTRACTOR's obligations to indemnify, defend and hold harmless will apply even in the event of concurrent negligence on the part of CITY, the City Council, each member thereof, present and future, or its officers, agents and employees, except for liability resulting solely from the negligence or willful misconduct of CITY, its officers, employees or agents. Payment by CITY is not a condition precedent to enforcement of this indemnity. In the event of any dispute between CONTRACTOR and CITY, as to whether liability arises from the sole negligence of the CITY or its officers, employees, agents, subcontractors or vendors, CONTRACTOR will be obligated to pay for CITY's defense until such time as a final judgment has been entered adjudicating the CITY as solely negligent. CONTRACTOR will not be entitled in the event of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

16. NON-LIABILITY OF THE CITY'S OFFICERS AND EMPLOYEES

No officer or employee of the CITY will be personally liable to CONTRACTOR, in the event of any default or breach by the CITY or for any amount that may become due to CONTRACTOR.

17. INSURANCE

A. CONTRACTOR must maintain at its sole expense the following insurance, which will be full coverage not subject to self insurance provisions:

- (1) Automobile Liability, including owned, non-owned and hired vehicles, with at least the following limits of liability:
 - (a) Primary Bodily Injury with limits of at least \$500,000 per person, \$1,000,000 per occurrence; and
 - (b) Primary Property Damage of at least \$250,000 per occurrence; or

- (c) Combined single limits of \$1,000,000 per occurrence.
 - (2) General Liability including coverage for premises, products and completed operations, independent contractors, personal injury and contractual obligations with combined single limits of coverage of at least \$1,000,000 per occurrence.
 - (3) Workers' Compensation with limits as required by the Labor Code of the State of California and Employers Liability with limits of at least \$1,000,000 per occurrence.
- B. The insurance provided by CONTRACTOR will be primary and non-contributory.
 - C. The CITY of Torrance, the City Council and each member thereof, members of boards and commissions, every officer, agent, official, employee and volunteer must be named as additional insured under the automobile and general liability policies.
 - D. CONTRACTOR must provide certificates of insurance and/or endorsements to the City Clerk of the City of Torrance before the commencement of work.
 - E. Each insurance policy required by this Paragraph must contain a provision that no termination, cancellation or change of coverage can be made without thirty days notice to the CITY.
 - F. CONTRACTOR must include all subcontractors as insured under its policies or must furnish separate certificates and endorsements for each subcontractor. All coverage for subcontractors will be subject to all of the requirements of this Paragraph 17.

18. SUFFICIENCY OF INSURERS

Insurance required by this Agreement will be satisfactory only if issued by companies admitted to do business in California, rated "B+" or better in the most recent edition of Best's Key Rating Guide, and only if they are of a financial category Class VII or better, unless these requirements are waived by the Risk Manager of the CITY ("Risk Manager") due to unique circumstances. In the event the Risk Manager determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to the CITY, the CONTRACTOR agrees that the minimum limits of any insurance policies and/or the performance bond required by this Agreement may be changed accordingly upon receipt of written notice from the Risk Manager; provided that CONTRACTOR will have the right to appeal a determination of increased coverage by the Risk Manager to the City Council of the CITY within 10 days of receipt of notice from the Risk Manager.

19. CONFLICT OF INTEREST

- A. No officer or employee of the CITY may have any financial interest, direct or indirect, in this Agreement, nor may any officer or employee participate in any decision relating to the Agreement that effects the officer or employee's financial interest or the financial interest of any corporation, partnership or association in which the officer or employee is, directly or indirectly interested, in violation of any law, rule or regulation.
- B. No person may offer, give, or agree to give any officer or employee or former officer or employee, nor may any officer or employee solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation or any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any way pertaining to any program requirement, contract or subcontract, or to any solicitation or proposal.

20. NOTICE

- A. All notices, requests, demands, or other communications under this Agreement will be in writing. Notice will be sufficiently given for all purposes as follows:
 - (1) Personal delivery. When personally delivered to the recipient: notice is effective on delivery.
 - (2) First Class mail. When mailed first class to the last address of the recipient known to the party giving notice: notice is effective three mail delivery days after deposit in an United States Postal Service office or mailbox.
 - (3) Certified mail. When mailed certified mail, return receipt requested: notice is effective on receipt, if delivery is confirmed by a return receipt.
 - (4) Overnight delivery. When delivered by an overnight delivery service, charges prepaid or charged to the sender's account: notice is effective on delivery, if delivery is confirmed by the delivery service.
 - (5) Facsimile transmission. When sent by fax to the last fax number of the recipient known to the party giving notice: notice is effective on receipt. Any notice given by fax will be deemed received on the

24. SEVERABILITY

If any part of this Agreement is found to be in conflict with applicable laws, that part will be inoperative, null and void insofar as it is in conflict with any applicable laws, but the remainder of the Agreement will remain in full force and effect.

25. TIME OF ESSENCE

Time is of the essence in the performance of this Agreement.

26. GOVERNING LAW; JURISDICTION

This Agreement will be administered and interpreted under the laws of the State of California. Jurisdiction of any litigation arising from the Agreement will be in Los Angeles County, California.

27. COMPLIANCE WITH STATUTES AND REGULATIONS

CONTRACTOR will be knowledgeable of and will comply with all applicable federal, state, county and city statutes, rules, regulations, ordinances and orders.

28. WAIVER OF BREACH

No delay or omission in the exercise of any right or remedy by a nondefaulting party on any default will impair the right or remedy or be construed as a waiver. A party's consent or approval of any act by the other party requiring the party's consent or approval will not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and will not be a waiver of any other default concerning the same or any other provision of this Agreement.

29. ATTORNEY'S FEES

Except as provided for in Paragraph 15, in any dispute, litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party will be awarded reasonable attorney's fees, together with any costs and expenses, to resolve the dispute and to enforce any judgment.

30. EXHIBITS

All exhibits identified in this Agreement are incorporated into the Agreement by this reference.

31. CONTRACTOR'S AUTHORITY TO EXECUTE

The persons executing this Agreement on behalf of the CONTRACTOR warrant that (i) the CONTRACTOR is duly organized and existing; (ii) they are duly authorized to execute this Agreement on behalf of the CONTRACTOR; (iii) by so executing this Agreement, the CONTRACTOR is formally bound to the provisions of this Agreement; and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which the CONTRACTOR is bound.

CITY OF TORRANCE,
a Municipal Corporation

Company Name.
Type of entity

Frank Scotto, Mayor

By: _____
Signer
Title

ATTEST:

Sue Herbers, City Clerk

APPROVED AS TO FORM:

JOHN L. FELLOWS III
City Attorney

By: _____
Deputy City Attorney

Attachments: Exhibit A: Proposal



**GRAFFITI PROTECTIVE COATINGS, INC.
PROPOSAL FOR
GRAFFITI REMOVAL SERVICES
FOR THE CITY OF TORRANCE
RFP NO. 2011-45**

NOVEMBER 17, 2011

SUBMITTED TO:
OFFICE OF THE CITY CLERK
3031 TORRANCE BLVD
TORRANCE, CA 90503
DUE: 11/17/2011 2:00 PM

SUBMITTED BY:
GRAFFITI PROTECTIVE COATINGS, INC.
419 N. LARCHMONT BLVD., #264
LOS ANGELES, CA 90004
CONTACT: BARRY STEINHART
323.464.4472
FAX 323.656.3579

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Invitation to RFP", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

Graffiti Protective Coatings, Inc.
Name of Company

419 N. Larchmont Blvd. #264
Address

Los Angeles, CA 90004
City/State/Zip Code

(323) 464-4472 / (323) 656-3579 fax
Telephone Number/Fax Number

Carla Lenhoff, President
Printed Name/Title


Signature

11/17/11
Date

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information

Barry Steinhart
Name

General Manager
Title

(213) 591-1153 / (323) 656-3579 fax
Telephone Number/Fax Number

Form of Business Organization: Please indicate the following (check one);

Corporation Partnership Sole Proprietorship Other: _____

Business History:

How long have you been in business under your current name and form of business organization?

19 (nineteen) Years

If less than three (3) years and your company was in business under a different name, what was that name?

N/A

Addenda Received:

Please indicate addenda information you have received regarding this RFP:

Addendum No. _____	Date Received: _____
Addendum No. _____	Date Received: _____
Addendum No. _____	Date Received: _____
Addendum No. _____	Date Received: _____

No Addenda received regarding this RFP.

Payment Terms: The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? No

Renewal Option:

Please state, if requested by the City, if your company would agree to a renewal of this contract with price, terms and conditions unchanged. If the contract is extended after the first six months, commencing in the second term (July 1, 2012), and subsequent years, the contract may be increased by the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the Los Angeles area (October to October).

Yes We would agree to a contract renewal for a second year.

Yes We would agree to a contract renewal for a third year.

Yes We would agree to a contract renewal for a fourth year.

Yes We would agree to a contract renewal for a fifth year.

No _____ We would not be interested in renewing this contract.

Vendor Name: GRAFFITI PROTECTIVE COATINGS, INC.

Price Proposal for Graffiti Removal:

Proposal Submittal – Price Detail	
Graffiti Removal	Price
A. Labor Costs- Daily Cost Per Crew	\$ 248.00
B. Labor Costs- Proposed # of Crews (Daily)	3
C. Labor Costs- Total Proposed Daily Costs (A x B)	\$ 744.00
D. Labor Costs- Hourly Cost for Overtime	\$ 50.00
E. Material Costs- Cost per gallon of paint	\$ 12.00
F. Material Costs- Cost per spray can of KILZ	\$ 2.80
G. Equipment Costs (daily cost of any equipment not included in the basic contract)	\$ 0
H. Cost for work order database system (Annual cost charged to the City if not included in the daily crew rate)	\$ 0

Price Proposal for Bid Alternate - Bus Stop Maintenance:

Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Price per bus stop cleaning	Total Annual Price Unit Price x 325 bus stops x 2 cleanings per week x 52 weeks
325 (bus stops)	2 times per week	<ul style="list-style-type: none"> Collect/empty trash, inspect trash cans and replace bags at least two times per week at identified bus stops. Pick up trash within 30 feet of all bus stops at least two times per week. Perform safety checks of trash cans and any bench at all stops. Dispose of all collected trash in City-designated trash bins at City yard or other designated location only. 	\$1.40	\$ 47,320
Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Daily Price per bus stop	Total Annual Price Unit Price x 325 bus stops x 5 days per week x 52 weeks
325 (bus stops)	Daily	<ul style="list-style-type: none"> Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops. 	\$ ∅	\$ ∅
Total Price Per Year				\$ 47,320

Vendor Name: GRAFFITI PROTECTIVE⁴⁴ COATINGS, INC.

RFP Submittal Requirement and Acknowledgement – Bid Alternate - Bus Stop Maintenance

Vendors are required to place a check mark in Column A indicating that your proposal is as per the specifications of this Request for Proposals.

Vendors are required to place a check mark in Column B indicating that your proposal deviates from the specifications of this Request for Proposal. If you are proposing anything other than what is specified, you must explain in detail how your proposal differs by attaching additional pages to your RFP submittal and indicating the page number in Column C.

You may attach additional sheets to your RFP submittal describing in detail the service you are proposing. You must indicate the page number reference in Column C.

Description	Column A	Column B	Column C
RFP Specification/Requirement	Place a check mark in this column indicating that your proposal is as per the specifications in this RFP	Place a mark in this column if you are proposing something <i>different</i> then what is specified in this RFP	Please reference the page number of your attachment in the space below if your proposal deviates from the specifications.
Bid Alternate Submittals- Bus Stop Maintenance			
Inspect trash cans and replace bags at least two times per week at 325 identified bus stops.	✓		
Trash bags must be black or other dark color.	✓		
Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops.	✓		
Pick up trash within 30 feet of all bus stops at least two times per week.	✓		
Perform safety checks of trash cans and any bench at all stops.	✓		
Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge to the City.	✓		
Provide maintenance, installation, and removal of trash cans, poles, benches, signage as directed by Torrance Transit. This service may be subcontracted.	✓		

<p>Will you be subcontracting the maintenance, installation and removal of trash cans, poles, benches, and signage?</p>	<p><input checked="" type="checkbox"/> Yes, the subcontractor information is as follows:</p> <p>Sub-Contractor: <u>All Purpose Manufacturing Inc.</u></p> <p>Contact: <u>Orlando Vargas</u></p> <p>Address: <u>614 Airport Rd. Oceanside CA 92054</u></p> <p>Phone Number: <u>877-877-8006</u></p> <p><input type="checkbox"/> No, we will provide that service ourselves.</p>
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STATE OF CALIFORNIA

PROPOSER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Carla Lenhoff being first duly sworn deposes and says:

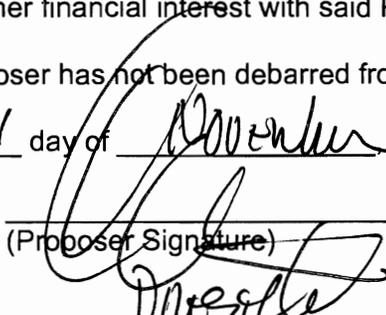
1. That he/she is the President of Graffiti Protective Coatings, Inc.
(Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

Graffiti Removal Services for the City of Torrance
(Title of RFP)

- 2. That the proposal is genuine; that all statements of fact in the proposal are true;
- 3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
- 4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
- 5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
- 6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
- 7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
- 8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this 11 day of November 2011.


 (Proposer Signature)
President
 (Title)

CONFIDENTIAL

ATTACHMENT 2
References

Please supply the name and information of companies/agencies for whom you recently provided graffiti removal services. These references must be of similar size abatement areas as the City of Torrance. Please be sure that the contact information is current.

Reference #1

Name of Company/Agency: CITY OF TORRANCE	
Address: 3031 TORRANCE BLVD TORRANCE CA 90503	Contact Name: TOM POTTER
Contact Telephone # (310) 618-2754	Contact Email address: TPOTTER@TORRANCECA.GOV
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else): PROACTIVE ZERO TOLERANCE GRAFFITI REMOVAL PROGRAM.	
Please indicated the annual contract fee for this reference's contract: \$ 225,000	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else): PER CREW	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services. FULL TIME / PERMANENT	
Additional Comments regarding the contract:	

CONFIDENTIAL

ATTACHMENT 2
References

Reference #2

Name of Company/Agency:

CITY OF LONG BEACH

Address:

100 E SPRENG ST
LONG BEACH CA 90803

Contact Name:

LANE LEOTA

Contact Telephone #

(213)447-2248

Contact Email address:

FUALLELAGI.LEOTA@LONGBEACH.GOV

Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):

PROACTIVE ZERO TOLERANCE GRAFFITI REMOVAL
PROGRAM

Please indicate the annual contract fee for this reference's contract:

\$ 1,100,000

Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):

PER INCIDENT

Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.

FULL TIME / PERMANENT

Additional Comments regarding the contract:

CONFIDENTIAL

ATTACHMENT 2
References

Reference #3	
Name of Company/Agency: CITY OF HUNTINGTON PARK	
Address: 6550 MILES AVE HUNTINGTON PARK CA 90255	Contact Name: MARIO LOPEZ
Contact Telephone # (323) 447-6115	Contact Email address: MLOPEZ@HUNTINGTONPARK.ORG
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else): PROACTIVE ZERO TOLERANCE GRAFFITI REMOVAL PROGRAM	
Please indicate the annual contract fee for this reference's contract: \$ 360,000	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else): PER CREW	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services. FULL TIME / PERMANENT	
Additional Comments regarding the contract:	

Reference #4

Name of Company/Agency:

CITY OF ONTARIO

Address:

 1425 S. BON VIEW
 ONTARIO CA 91761

Contact Name:

GEORGE JOYNER

Contact Telephone #

(909) 721-9549

Contact Email address:

GJOYNER@CI.ONTARIO.CA.US

Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):

 PROACTIVE ZERO TOLERANCE GRAFFITI REMOVAL
 PROGRAM

Please indicate the annual contract fee for this reference's contract:

\$360,000

Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):

PER CREW

Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.

FULL TIME / PERMANENT

Additional Comments regarding the contract:

CONFIDENTIAL

ATTACHMENT 2
References

Reference #5	
Name of Company/Agency: CITY OF SANTA ANA	
Address: 220 S. DAISY AVE SANTA ANA, CA 92703	Contact Name: DANIEL MERCADO
Contact Telephone # (714)647-3308	Contact Email address: DMERCADO@SANTA-ANA.ORG
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else): PROACTIVE ZERO TOLERANCE GRAFFITI REMOVAL PROGRAM	
Please indicate the annual contract fee for this reference's contract: \$600,000	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else): PER CREW	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services. FULL TIME / PERMANENT	
Additional Comments regarding the contract:	

Additional copies of reference forms may be provided as needed

A. Method of Operation

Overview

The keys to a successful graffiti removal program are fast response, removal of all graffiti, and removal methods that leave no traces that the graffiti ever existed. Graffiti breeds more graffiti, and fast professional removal will allow to the City of Torrance to control this problem. Graffiti Protective Coatings, Inc. specializes in these services with its “Zero-Tolerance Program”. Under GPC’s proven program each technician is fully equipped and trained to remove all graffiti.

GPC performs thorough and complete removal, leaving no traces of the past graffiti. Details are not overlooked. All graffiti at sites requested by the City are removed no matter how small including but not limited to: all streets, sidewalks, private and public property, parks, parks interiors, civic center, upper level locations, and all objects in the City Right of Way.

1. a. Schedule of work (days, times, etc.)

GPC is planning a schedule of Monday through Friday of 6 am to 2:30 pm for 3 full-time trucks exclusive to the City of Torrance. Each GPC truck will provide a minimum of eight working hours in Torrance daily. GPC does not include its commute time in the eight working hours. GPC will provide additional vehicles at no additional charge on weekends and after normal working hours in order to meet the City’s 4 hour response requirement as called for in the RFP.

b. Identification of Work

GPC will be responding to City staff requests, hotline calls, and proactive patrols of areas assigned by City staff. GPC will meet with City staff daily to discuss work orders, schedules, and areas to be maintained.

c. Assignment of Work

GPC prefers to put techs in specific zones. By dividing the City into zones, GPC gains efficiencies of drive time creating faster response times; more specific knowledge of neighborhoods, “hot spots”, and color matches creating better consistency; and the technicians are more accountable for the appearance of their zone creating higher quality. GPC will provide the City its Target Graffiti software and a smartphone equipped with the Target Graffiti manager’s app to City staff for instant and easy communication.

GPC will utilize three crews breaking the city into three zones. The zones will be as follows: all areas of Torrance north of 190th Street; all areas of Torrance between 190th and Torrance Blvd; and all areas of Torrance south of Torrance Blvd. Each Zone will have its own truck and crew specializing in that area.

GPC's workday will start at 6am so that busy thoroughfares can be cleaned safely before heavy morning traffic. During the patrols we will immediately remove all graffiti no matter how small including but not limited to: walls, sidewalks, signs, curbs, windows, phones, hydrants, concrete light poles, steel light poles, roofs, sewer lids, vents, gutters, trees, trash cans, parking bumpers, doors, railings, garage sale signs, stickers, mailboxes, banners, etc. Each site cleaned will be photographed and documented using Target Graffiti. Waivers will be obtained as needed.

All main thoroughfares within the City will be patrolled daily. Parks and parks interiors will also be checked and walked daily with no trace of vandalism left behind.

GPC's Torrance lead service technician will check in with City staff twice a day at 8am and 1pm to review service requests and overall operations. City staff will enter requests directly into the Target Graffiti work order system where they will be routed real-time to appropriate technician via the technician's location. City staff can monitor and manage work orders via the web or on the provided manager's smartphone.

Once the citizen application is implemented, citizen requests with photos will feed directly into Target Graffiti. The system will automatically notify the citizen when the job is completed. Most all service requests will be completed within 1 hour with all requests being completed within 8 working hours; priority calls or obscenities will be responded to in minutes. GPC workday is 8 hours.

GPC custom color matches all buildings along the main drags to 98% or better. GPC will maintain the formulas as well as the inventory of labeled locations. Therefore, our touch-ups will always be 100% accurate. Our custom matches will include specific coatings and bases as needed for unique finishes. For quality reasons, GPC will not use recycled paint.

Each GPC crew will patrol and clean between 50-60 miles of city rights of way daily. GPC takes a proactive approach to graffiti removal, seeking out and immediately cleaning graffiti rather than waiting for frustrated and scared citizens to call in complaints.

d. Response Time

Barry Steinhart will be available to the city 24 hours a day, 365 days a year via cell phone. No matter what the Holiday or time, emergency after-hours calls will have a response time of less than one hour. Emergency number is (323) 464-4472.

- 1) **Emergencies**- less than 1 hour
- 2) **Routine**- clean immediately upon spotting graffiti, never beyond 8 working hours
- 3) **Citizen or City reported incidents**- same day if reported by 2pm, if after 2pm then next business morning

e. Staffing

GPC will be using three crews for this project. GPC staff members know how to remove graffiti properly. GPC staff members are smart. They know and recognize hazards and

are skilled professionals. All GPC personnel will wear GPC uniforms on duty and will have cell phones for immediate and direct communication.

GPC's crew for this contract will all have experience in Torrance. They know the how to match colors, recognize hot spots and areas of importance, the best times to attack various locations, and how to communicate with City staff.

GPC staff is able to fill in while City staff is on vacation, seamlessly handling the Hotline and customer relations.

The City contains some busy thoroughfares, and has a large population of residents and visitors. Therefore, extreme care and diligence must be utilized when using airless sprayers and chemicals to avoid overspray of cars, personal property, and pedestrians. During the past 20 years GPC personnel have removed millions of tags with not one insurance claim of overspray, injury, or any other complication for any of our clients.

Key Personnel for Field, Office, and Management

Key personnel for this proposal are Barry Steinhart, Jorge Calvillo, and Sandy Corbett.

-Jorge Calvillo (Lead Service Technician)

Jorge has been the lead service technician for GPC in Torrance the past five years. From Jorge's first day in the City up to the present, he has been providing the highest quality work, effort, and customer service to the City. He has been the model of consistency. He knows the City geography, residents, business owners, and City staff. The City cannot find a service technician more proven or with a better understanding of the scope of services for this contract than Jorge. Jorge will continue to be lead technician for GPC in Torrance.

-Sandy Corbett, Administrative Manager

Sandy will be responsible for handling all administrative tasks relating to this project. Sandy has been with the company for six years and is the administrative manager for GPC's larger clients that required more detailed and complex administrative needs. Sandy is available to the City seven days a week and will work tirelessly to provide the City any reports or data required. Sandy was one of the lead designers in GPC's Target Graffiti software; which is a real-time web based program that solves the administrative needs of field techs, GPC administration, City staff/administration, and law enforcement.

-Barry Steinhart, Project Manager

(213)591-1153

gpcla@msn.com

Barry Steinhart has 20 years experience in graffiti removal and has a degree from the University of Southern California. He was instrumental in the development of many of GPC's graffiti removal techniques, pioneered the use of sacrificial anti-graffiti coatings, and developed the company's zero-tolerance graffiti program. He created a simple system of field color matching and the 98% minimum color match program. Barry will be directly involved with all facets of this contract and will insure expectations are being

exceeded. The level of service and quality of work performed under Barry's leadership is outstanding. Barry works very hard to be responsive, consistent, detailed, professional, and exceptional. His history is verifiable and irrefutable and always wishes to be judged more by his actions over GPC's 20 year history of successful projects verified through references rather than by words on a piece of paper.

Operations Personnel

GPC field staff for this contract will be our experienced technicians currently fulfilling their roles as field technicians in the second and third trucks. They know the ins and outs of their zones including "hotspots" and all custom colors to be used at each site. GPC staff has six other technicians all with at least four months experience maintaining zones within Torrance. Backup staffs can effectively and competently fill in at a moments notice when the city needs additional service trucks or while a technician is sick or on vacation.

Subcontractors

GPC will use no subcontractors for this contract.

Training

GPC offers employee's good pay, thorough training, and the best possible equipment. New hires at GPC must have a clean driving record, pass a drug test and background check, and meet GPC's extremely high minimum standards. New staff members train for 1 year as an assistant until getting the chance (upon merit) to take on the responsibility of one of GPC's routes. During training they not only learn how to become skilled professionals at graffiti removal, but also how to recognize hazards. All GPC personnel will wear GPC uniforms, reflective safety vests, and will have cell phones for immediate and direct communication.

Training includes how to match colors, proper use and repair of all equipment, working with varying graffiti removers, appropriate use of blasting attachments, recognizing hot spots and areas of importance, the best times to attack various locations, and communicating with citizens and City staff.

GPC has an excellent safety record. GPC utilizes environmentally friendly biodegradable materials and techniques and will adhere to all Local, State, and Federal rules and regulations. GPC has an appointed Safety Officer who put together our extensive Injury and Illness Prevention Program. Some highlights of our Program in which all of our employees are trained include MSDS knowledge, driving techniques, personal safety gear protection, proper use of tools and equipment, hazard communication practices, recognizing potential hazards, and job site safety.

New employees also learn the importance of quality. Quality control is the responsibility of every GPC staff member. Quality of the removal is to be the highest standard, and also all graffiti removal must be 100% completed. Attention is directed at the importance

of experience, details, and ethics. GPC accepts and performs only “excellent” quality from its staff and that is the standard that the City will receive from GPC.

Quality control will be the responsibility of every GPC staff member with overall responsibility going to Barry Steinhart. Personnel for this contract are experienced, detail focused, and conscientious.

GPC accepts and performs only “excellent” quality from its staff and that is the standard that the city will receive from GPC. Barry Steinhart will make random weekly inspections of work performed. Staff understands that a member doing a poor job negates all the hard work and past performance of others.

In the past nine years in Torrance, GPC is aware of no citizen complaints, yet has received countless citizen compliments.

f. Work Order Tracking

GPC provides the City its Target Graffiti system at no additional charge. The system allows the City to monitor and manage all work orders in real-time from any web enabled device. The software will show what time and who created the work order as well as what time the work order was closed. Reports can be easily generated that display response times to service requests. Urgent requests can also be submitted through the system that notifies the technician of the job’s priority status.

2) Description of computer tracking/monitoring system

The Target Graffiti electronic work order system is a green solution to work order management. The real-time web based software system creates tremendous efficiencies and significant cost savings for GPC and the City. The City is able to dispatch, route, and monitor work orders real-time via the web. The technicians are able to directly submit work order number, address, date, surface, method, square footage, cost, moniker, zones, time, remarks, comments, and before/after photos electronically real-time to the City through the Target Graffiti smartphone software system. The system is web-based and is available to City staff 24/7 and is searchable by a variety of fields such as location, date, or moniker. Target Graffiti provides real-time maps, reports, and photos for monikers, addresses, surfaces, and police report numbers. No downloads are needed.

City staff can print current and real-time custom reports and graphs within seconds on-line. Target Graffiti shows in real-time open/closed work orders, billing, and reports. It also separates out costs for different surfaces, technicians, methods, and zones. Billing and reports can be customized to the City’s needs and downloaded in seconds. Law enforcement is provided passwords so they can map and track vandal activity as well as get instant and real-time billing reports and photos for apprehended taggers.

Included, GPC will provide the City its own branded app on the App Store and Android Marketplace that will allow residents to report graffiti using their smartphone. Photos and GPS data from resident requests feed directly into the Target Graffiti system. A

seamless web link is also included that allows residents to submit their requests from the City's website. GPC also includes a free manager's smartphone equipped with Target Graffiti for real-time submission, management, and routing of work orders directly to GPC technicians. GPC staff receives text messages as new urgent requests are created.

There are no hidden costs associated with the software as GPC office staff and /or field staff enters monikers for the City. Since GPC owns its software, the City will receive all customizations and upgrades at no additional cost. The upgrades include custom forms for the police department as well as restitution and case management options.

The software also allows City staff the ability to track the hours worked by GPC staff and total response time for service requests.

Target Graffiti is used by GPC in over 20 cities in three states and has processed over 750,000 graffiti incidents over the past 2 years.

3) Methods for removal describing materials used

-Painting

On most previously painted surfaces (with the exception of *some* semi-gloss, gloss, oil based, powder coated, and anti-graffiti coated surfaces), the best method of removal is to prep and repaint graffiti affected areas with exact color matches. For the few exceptions listed in parentheses above, GPC possesses a graffiti remover that erases the graffiti without damaging the finish or color of those surfaces.

The choices for applying the graffiti removal touch-up paint are brush, 6" mini roller, 9" standard roller, or airless sprayer. If the area to be painted is less than 1 square foot, most likely a brush will be used. If the area to be painted is more than 1 square foot and less than 25 square feet a mini roller will be used. If the area to be painted is over 25 square feet or is extremely porous such as certain stucco finishes or painted block walls where the roller does not easily fill the grout areas, then GPC will use an airless sprayer. If wind conditions or surroundings dictate a sprayer cannot be used, then a standard 9" roller will be used.

Preparation (prep), which includes adjacent surface protection, is vital in professional removal. Before the touch-up paint can be applied, the surface must be clean. If the graffiti is from a marker or dark spray paint on a light color, the graffiti will be "killed" with a primer. It is required to use a primer in these instances, otherwise, many rapid coats of paint will have to be applied which will lead to adhesion problems and will distort the texture of the surface.

GPC must now make the custom color of the surface. GPC will match the sheen of the surface, followed by the base, and then add colorants so that the touch-up is virtually undetectable. Once the paint is made, the formula is saved and the paint is labeled with the corresponding location. The advantage of near perfect color matches is that smaller areas can be touched-up without having to paint the entire surface, creating tremendous cost savings. All GPC techs are excellent color matchers and are extensively trained at on-site color matching.

The 32 colors most frequently used will be kept in the truck. GPC inventories all custom color matches. Each color is stored on racks by zone and route. GPC will maintain all color formulas and inventory at a centralized warehouse. Therefore, GPC touch-ups will always be 100% accurate. Colors not normally on the truck will be added in the morning based upon the work order locations received.

GPC applies the color using its “feathering” technique with the applicators listed above. The techs are trained to apply a thin even coat while blending out all the edges. There will be no drip marks or awkward squares. Upon completion, the touch-up will not be recognizable and no one will have known that site had been vandalized.

It is important to note that GPC uses only quality paint to prevent color fading, obtain better coverage, and prevent adhesion problems.

If the tech is in the field and finds a surface where the color cannot be matched on-site to 98% or better accuracy, the tech will temporarily cover with the graffiti with the closest color and bring a small sample to the warehouse. A custom color will be made and within 24 hours the field tech will have applied the custom color using the processes already discussed.

GPC utilizes drop cloths to protect the ground and landscaping from drops or spills. If vehicle(s) are too close to the work area, GPC with permission from the CPM, will reschedule for the most advantageous time. Techs are well trained and highly skilled which greatly limits the possibilities of adjacent surface damage. Plastic sheeting and tape is in every truck and will be used when necessary.

Extreme care and diligence is always utilized when using airless sprayers and graffiti removers to avoid overspray of cars, personal property, and pedestrians. During the past 20 years GPC personnel have removed millions of tags with not one insurance claim of overspray, injury, or other complication for any of our clients.

-Media Blasting

GPC removes graffiti from unpainted surfaces with soda blasting techniques. These can be performed wet or dry. For wet blasting, GPC utilizes water recovery and recycling equipment. GPC possesses many water recovery units. The units are truck mounted and designed after a much larger CALTRANS model. The units are fully automatic zero discharge-closed loop wash water recovery system. This units remove all physical particles twenty microns and larger in size as well as absorbing petroleum hydrocarbons. It collects the wash water using a Vacuboom system, filters the water and returns the clean water to the main water tank. Water recovery units are in compliance with current wastewater regulations and requirements.

The media used for soda blasting is baking soda. Baking soda is FDA approved, non-toxic, and contains no free silica. It is also non-sparking, non-flammable, non-hazardous, and environmentally safe.

4) Reporting procedures

GPC’s project manager or crew leader will contact the City Project Manager (CPM) two times per day, five days per week (Monday through Friday) by phone, at a mutually agreed upon time to discuss schedule for the day, pending work orders, areas to be maintained, and areas to be inspected for removal. Work orders can be given out by phone, facsimile, e-mail, smartphone app, or accessing **Target Graffiti, GPC’s smartphone/web based work order system**. The CPM can determine the method(s) for delivering requests that is most advantageous to City staff.

The City can create its own custom report from any web enabled device; a sample of a report is on the following page:

Work Orders

Closed Date: 2011-11-14 to 2011-11-15

Work Order Id	Address	Surface	Start Time	Closed Time	Closed Date	Surface/Square Feet	Rate/SF	Cost
TG11-0011996	301 E Julian St	Painted Fence	11/15/2011 04:37:18 PM	11/15/2011 04:41:47 PM	11/15/2011	50	0.40	20.00
TG11-0011995	Tully Rd	Utility Box	11/15/2011 03:32:18 PM	11/15/2011 03:35:58 PM	11/15/2011	15	0.40	6.00
TG11-0011994	2543 Ohlone Dr	Utility Box	11/15/2011 02:52:00 PM	11/15/2011 02:56:16 PM	11/15/2011	10	0.40	4.00
TG11-0011993	Squeri Dr	Painted Wall	11/15/2011 02:36:32 PM	11/15/2011 02:38:05 PM	11/15/2011	10	0.40	4.00
TG11-0011992	Mc Laughlin Ave Laughlin Ave	Painted Wall	11/15/2011 02:20:34 PM	11/15/2011 02:23:38 PM	11/15/2011	50	0.40	20.00
TG11-0011991	Mc Laughlin Ave	Painted Wall	11/15/2011 02:18:32 PM	11/15/2011 02:20:18 PM	11/15/2011	50	0.40	20.00
TG11-0011990	1204 Valdosta Rd	Painted Wall	11/15/2011 02:08:11 PM	11/15/2011 02:12:05 PM	11/15/2011	50	0.40	20.00
TG11-0011989	Mc Laughlin Ave	Painted Wall	11/15/2011 02:02:38 PM	11/15/2011 02:03:59 PM	11/15/2011	50	0.40	20.00
TG11-0011988	Mc Laughlin Ave Laughlin Ave	Painted Wall	11/15/2011 02:00:55 PM	11/15/2011 02:02:06 PM	11/15/2011	50	0.40	20.00
TG11-0011987	3947 Marlette Dr	Painted Wall	11/15/2011 01:58:48 PM	11/15/2011 02:00:32 PM	11/15/2011	50	0.40	20.00
TG11-0011986	9th and St James	Door	11/15/2011 03:42:50 PM	11/15/2011 03:54:53 PM	11/15/2011	100	0.40	40.00
TG11-0011985	Julian and 7th Street	Painted Wall	11/15/2011 04:25:25 PM	11/15/2011 04:35:15 PM	11/15/2011	50	0.40	20.00
TG11-0011984	329 E Julian St	Not In List	11/15/2011 04:13:31 PM	11/15/2011 04:19:37 PM	11/15/2011	30	0.40	12.00
TG11-0011983	402 E Julian St	Wood Fence	11/15/2011 04:03:22 PM	11/15/2011 04:06:15 PM	11/15/2011	20	0.40	8.00
TG11-0011982	Moss Point Dr	Sidewalk	11/15/2011 01:54:37 PM	11/15/2011 02:08:53 PM	11/15/2011	20	0.40	8.00
TG11-0011981	Moss Point Dr	Painted Fence	11/15/2011 01:47:46 PM	11/15/2011 01:50:32 PM	11/15/2011	50	0.40	20.00
TG11-0011980	Moss Point Dr	Painted Fence	11/15/2011 01:40:13 PM	11/15/2011 01:46:41 PM	11/15/2011	15	0.40	6.00
TG11-0011979	Moss Point Dr	Painted Fence	11/15/2011 01:38:22 PM	11/15/2011 01:40:08 PM	11/15/2011	30	0.40	12.00
TG11-0011978	1188 Lightland Rd	Utility Box	11/15/2011 01:34:58 PM	11/15/2011 01:38:15 PM	11/15/2011	10	0.40	4.00
TG11-0011977	1207 Sylvia Dr	Utility Box	11/15/2011 01:15:28 PM	11/15/2011 01:17:19 PM	11/15/2011	10	0.40	4.00
TG11-0011976	1207 Sylvia Dr	Not In List	11/15/2011 01:10:45 PM	11/15/2011 01:15:08 PM	11/15/2011	10	0.40	4.00
TG11-0011975	Mc Laughlin Ave	Painted Wall	11/15/2011 12:58:13 PM	11/15/2011 01:01:18 PM	11/15/2011	50	0.40	20.00
TG11-0011974	2606 Othello	Painted Wall	11/15/2011 04:02:41 PM	11/15/2011 04:17:50 PM	11/15/2011	75	0.40	30.00
TG11-0011972	McLaughlin and Yerba Buena	Painted Wall	11/15/2011 01:43:18 PM	11/15/2011 01:56:46 PM	11/15/2011	120	0.40	48.00
TG11-0011971	2537 Ohlone Dr	Painted Wall	11/15/2011 02:36:50 PM	11/15/2011 02:50:27 PM	11/15/2011	75	0.40	30.00
TG11-0011970	Stokes and Fruitdale	No Graffiti Found		11/15/2011 03:49:10 PM	11/15/2011	0	0.40	0.00
TG11-0011968	1158 Candia Dr	Unpainted Wall	11/15/2011 12:01:45 PM	11/15/2011 12:08:13 PM	11/15/2011	10	0.40	4.00
TG11-0011967	1970 Mc Laughlin Ave	Painted Fence	11/15/2011 11:36:56 AM	11/15/2011 11:42:46 AM	11/15/2011	50	0.40	20.00
TG11-0011966	Twilight and White Oaks	No Graffiti Found		11/15/2011 01:57:28 PM	11/15/2011	0	0.40	0.00
TG11-0011964	Twilight and White Oaks	No Graffiti Found		11/15/2011 01:57:42 PM	11/15/2011	0	0.40	0.00
TG11-0011965	Twilight and White Oaks	No Graffiti Found		11/15/2011 01:58:44 PM	11/15/2011	0	0.40	0.00

5) Equipment to be provided within contract

a. Daily

GPC trucks will be a mix of new or late model long bed 3/4-ton pick-ups. All trucks are fully equipped and self contained for all aspects of graffiti removal. Graffiti locations often require multiple techniques of hot water cleaning, chemical removal, and painting. Therefore, each of our trucks are equipped with 3,000 psi 5gpm hot water pressure washers, water tanks, .75-gpm gas powered airless paint sprayers, ladder, baking soda blaster attachments, and pressure washer hose reels. GPC's equipment is of the highest quality and all the trucks are specifically customized and designed for GPC graffiti removal techniques. GPC currently has all the equipment needed to fulfill this contract.

Trucks possess drop cloths, plastic sheeting, spray guards, spray socks, brushes, bucket screens, rags, regular and mini rollers, regular and mini frames, scrapers, sanding tools, blue painter's tape, spray buckets for color matching and spraying, bilingual wet paint signs, razor blades, spray guns, extension spray hose, paint filters, mixing sticks, and pole extensions. Each truck also carries primer, 6 colors of spray paint, 32 water based stock colors, and colorants for on site matching.

Trucks also possess spray bottles, abrasive and non-abrasive sponges, towels, bags of baking soda, baking soda blasting attachment for wet blasting, plastic sheeting, 4 sizes of pressure washer tips, 100 extra feet of pressure washer hose, 3 different graffiti removers, blue painter's tape, razor blades, spray gun and wand, and quick connectors.

GPC also possesses water recovery and recycling equipment. The units are a fully automatic zero discharge-closed loop wash water recovery system. This unit removes all physical particles twenty microns and larger in size as well as absorbing petroleum hydrocarbons. It collects the wash water as the technician is working, filters the water, and returns the clean water to the main water tank. Recovery machines are in compliance with current wastewater regulations and requirements.

Mounted on the trucks are dual strobe lights. The trucks possess a "Men Working" flag sign as well as enough cones to comply with WATCH handbook requirements. Inside the trucks are caution tape, respirators, first aid kits, MSDS sheets, safety equipment, and tools for repairs.

All GPC trucks will have the permanent vinyl GPC logos on the doors. Backs of the trucks will have permanent reflective decals stating "MANY STOPS DO NOT FOLLOW". Since the trucks will be exclusively used for the City, GPC will place permanent 8-inch vinyl logos "Under Contract with the City of Torrance" on driver and passenger doors under the GPC logo (Magnets will not last).

b. As needed

All GPC trucks for the City will always be fully equipped for types of graffiti removal as stated above. There will be no need or delay for additional equipment.

6) Exclusions/Additions

If the City desires a lesser standard, for budgetary reasons, than the aggressive proactive daily patrols of all thoroughfares, removal of slap tags and signs, and walking of all parks, then staff can be reduced. Costs can be calculated from the price proposal.

GPC can provide glass buffing, power washing, and anti-graffiti film services on a per request basis. Quotes per job will be provided upon request.

B. Cost structure for graffiti operations

1. Itemized breakdown
 - a. Labor costs- see trade secret package
 - b. Material costs
 - 1) Cost per gallon of high quality paint- see trade secret package
 - 2) Cost per spray can of high quality spray paint- see trade secret package
 - c. Equipment costs for equipment not included in the daily crew rate- \$0
 - d. Costs for work order data base system- see trade secret package

C. References (see attachment 2)**D. Proposed Schedule of Payment****Deductions for work not performed by the Contractor per the City's specifications**

Graffiti not removed within 16 hours, deduct \$200 per incident

Citizen or City reported graffiti not removed within 8 hours, deduct \$500 per incident

Emergency abatement crews not on site within 4 hours, deduct \$1,000 per incident

Emergency graffiti abatement not completed within 8 hours, deduct \$2,000 per incident

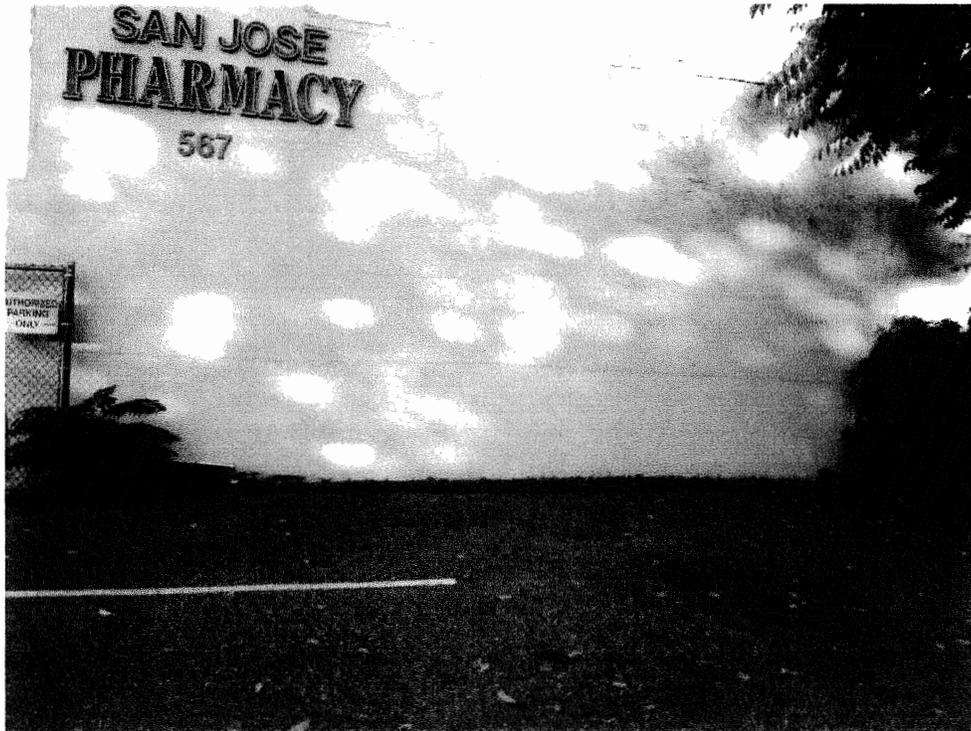
E. Documentation of prior graffiti removal (photos)



TG11-0011088

11/07/11

567 E. Santa clara



TG11-0011088

11/07/11

567 E. Santa clara



TG11-0011968

11/15/11

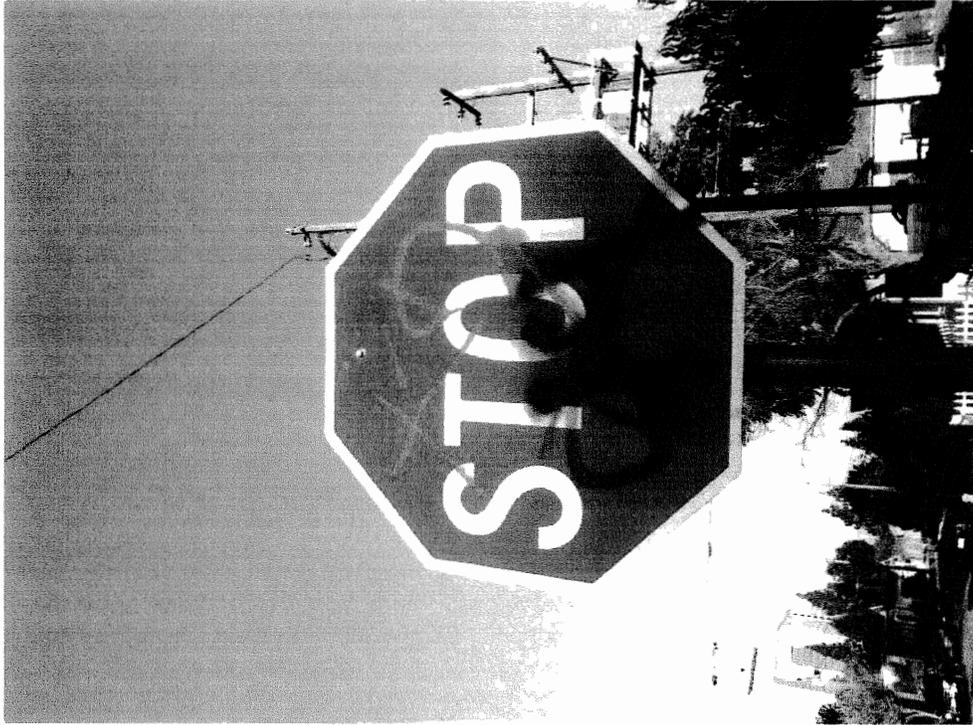
1158 Candia Dr



TG11-0011968

11/15/11

1158 Candia Dr



TG11-0011769

11/14/11

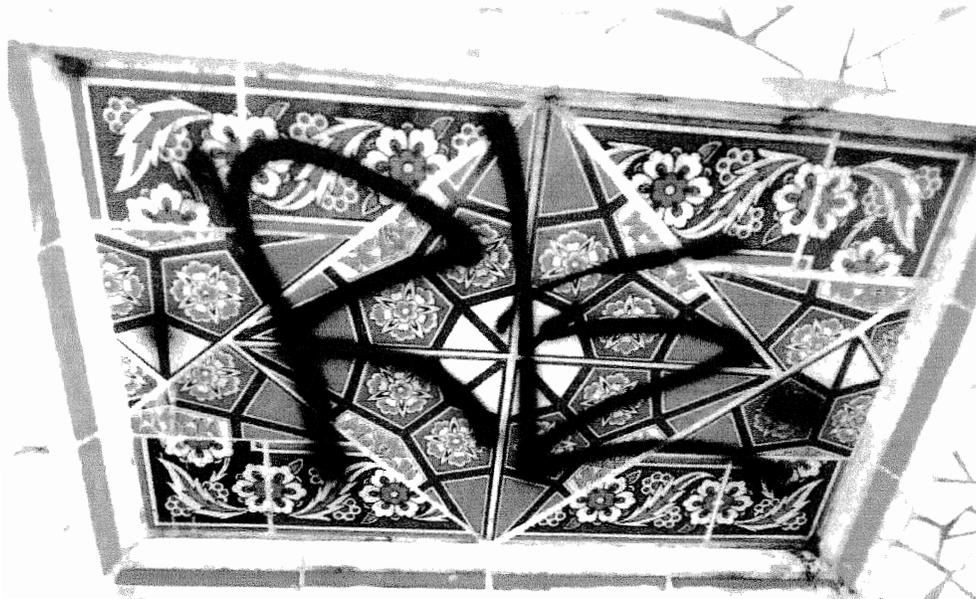
union and state



TG11-0011769

11/14/11

union and state



TG11-0011475

11/09/11

856 E Santa Clara St



TG11-0011475

11/09/11

856 E Santa Clara St



TG11-0011251

11/07/11

Park and Race



TG11-0011251

11/07/11

Park and Race

F. Other Information

Overview

Graffiti Protective Coatings, Inc. (GPC) is a graffiti abatement company created in 1991. The founders of GPC, who were students at University of Southern California, had researched and improved upon various graffiti removal techniques and products from around the world after having created an award winning business plan for an entrepreneur class. GPC was then created and the University became the company's first significant client. After just one year GPC had saved the University over \$100,000 (50% cost reduction), dramatically improved the appearance of the campus, and gained credibility for the start-up company. GPC's contract with the University is still in place after 20 years and has been expanded many times.

The company centered on a formula of constant research and development in techniques, equipment, and products as well as a highly skilled well paid labor force of problem solving, ever improving, and self motivated individuals. GPC has stayed true to its business plan. Its products, equipment, and techniques are the most advanced in the industry. Staff expertise, consistency, and professionalism continue to grow.

GPC and its related companies have over 1,000 public and private clients and presently clean over 500,000 locations and 16,000,000 square feet of graffiti annually in three states. Required California State Contractor's License number is 672447.

GPC's equipment set-up is designed exclusively for graffiti abatement. GPC's proprietary methods and products are vastly superior to all industry standards. Field staff is trained thoroughly in all graffiti removal techniques and situations. Office staff customizes and develops sophisticated yet user-friendly data compilation for the customers. Management understands communication, priorities, follow through, and the importance of exceeding the customer's expectations.

GPC has extensive dealings with large government agencies and understands processes, procedures, work volume, documentation, and invoicing requirements associated with these customers. GPC can handle graffiti contracts of all sizes.

GPC has three types of clients for graffiti abatement. These include municipalities, government agencies, and private customers.

GPC can remove graffiti from *any surface* leaving no trace of graffiti, and our skilled and efficient personnel can perform these tasks at an extremely fast speed. GPC standards include 24 hour 7 day a week availability, 98% minimum color match quality, 1 hour or less response to emergency service requests, proactive zero-tolerance patrols, and always exceeding the specifications of the scope of work.

GPC is available to City of Torrance (City) staff 24 hours a day, seven days week. GPC also understands priorities and will work seamlessly with City staff.

Torrance Results

GPC has been providing graffiti removal services for the City of Torrance for the past nine years. Perhaps there is not another contract within the City that has a greater impact on quality of life and property values for all residents than the graffiti contract. When GPC came into the City nine years ago, graffiti was seen everywhere through illegal postings, slap tags, patch marks of previous removals (secondary graffiti), trash dumpsters, signs, poles, etc. Work orders were submitted through notecards and the program had little transparency due to the contractor's reporting. City staff was at the mercy of a contractor interpreting the needs and the scope of the City's program.

From day one, GPC along with City staff charted out a vision and a goal to make Torrance the best graffiti removal program in the country. The first year was spent restoring hundreds of buildings and structures that had mismatched paint from previous removal efforts as well as improving the response time to citizen requests to the same day on all requests before 2 pm. The next year GPC asked for and received permission to clean all the dumpsters in the City. Dumpsters had previously been ignored and were becoming an eyesore throughout the City. The following year, GPC focused on all the parks, restoring all structures and voluntarily steam cleaning all the bathrooms to remove years of grime and paint drops. Once the core of the City was completed, GPC focused on details. Regular meetings with City staff focused on areas of the City that needed improvement. Removal of stickers and illegal postings became a priority. The goal of leaving the City of Torrance completely graffiti free at the end of each work day was in reach and now being achieved. Next up were City structures such as the library and City Hall where GPC staff voluntarily went in and removed years of grime and gum.

Discussions on where to improve next focused on work order management. GPC, with direction from City staff, spent 8 months testing and developing a software program to solve the needs of both GPC and the City. Once completed, notecards and downloading photos were a thing of the past. Now all work orders and photos were processed electronically in real time. Completely green; and it made the City's graffiti program 100% transparent. City staff could now manage every aspect of the program in a fraction of the time it would have taken in the past.

Next up, GPC and City staff are looking for ways to get the community more involved. Utilizing neighborhood cleanups and events with the assistance from some of our past corporate sponsors (School Districts, Home Depot, and Target), GPC and City staff hope to bring awareness of the vandalism and inform residents the importance of rapidly reporting graffiti as soon as it is spotted.

GPC's long term employees in Torrance are instructed to purchase all supplies and materials in Torrance whenever possible.

GPC has achieved its goal making Torrance the best graffiti program in the country. The program has no shortcomings or deficiencies and has achieved the highest possible standards, exceeding all possible expectations.

Conclusion

There is no better indicator of future success than past performance.

Bus Stop Services

GPC is an experienced professional in bus stop maintenance services. Services GPC will perform are as follows:

- Collect/empty trash, inspect trash can and replace bags at least two times per week at 325 identified bus stops
- Inspect for and remove all graffiti daily (Mon-Fri) at all bus stops
- Pick up trash within 30 feet of all bus stops at least 2 times per week
- Perform safety checks of trash cans and benches at all stops
- Perform unlimited emergency service requests(one hour max response time) during normal business hours at no additional charge
- Dispose of all collected trash in City-designated bins at the City Yard or other designated location
- Trash bags will be heavy duty and dark in color
- Provide maintenance, installation, or removal of transit property as directed by Torrance Transit
- *Provide daily service at approximately 30 stops that are high use and/or “hot” priorities at no additional charge*
- *Provide unlimited emergency service requests (90 min max response time) during non-business hours and weekends at no additional charge*



CITY OF
TORRANCE

TRANSIT DEPARTMENT
Administration Division

Kim Turner
Transit Director

Jim Mills
Administration Manager

Jim Mills
Transit Administration Manager
310-618-6291
jmills@TorranceCa.Gov

March 21, 2011

Dear City of Glendale Arizona,

Graffiti Protective Coatings, Inc. (GPC) has performed the City's bus shelter/stop maintenance during the past 12 months. These services include trash pick-up, power washing, and repairs.

If you would like to contact me directly, I can be reached at (310) 618-6291.

Sincerely,

Jim Mills, Administration Manager
Torrance Transit System



City of Montebello

March 21, 2011

The purpose of this letter is to express the high quality of work that Montebello Bus Lines (MBL) has received from Graffiti Protective Coatings, Inc (GPC). MBL set a high standard on providing customers a clean, safe and proper area to wait for buses. To accomplish this it was necessary to find a contractor that could meet these high standards. MBL issued an RFP in 2001 for bus stop maintenance that included pressure washing, trash and graffiti removal, and required competing contractors to demonstrate their proposed cleaning processes. GPC was determined to be the most responsive and responsible and outperformed competing contractors based on overall ratings.

Montebello Bus Lines has retained GPC to perform bus stop maintenance for over 9 years. These services include trash pick-up, graffiti removal, power washing, and minor repairs around the bus stop areas. Montebello Bus Lines is satisfied with the high quality of work GPC has performed.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tom Barrio', with a long horizontal flourish extending to the right.

Tom Barrio
Vehicle Maintenance Manager
Montebello Bus Lines

C. Tay Chor, Senior Management Analyst

400 So. Taylor Ave. Montebello, CA 90640. E: tbarrio@cityofmontebello.com P: 323-887-4601



City of
HUNTINGTON PARK California

6900 BISSELL STREET • HUNTINGTON PARK, CALIFORNIA 90255
TEL. (323) 584-6274 • FAX (323) 584-6309

PUBLIC WORKS DEPARTMENT

March 21, 2011

Graffiti Protective Coatings, Inc. (GPC) has performed the City's bus shelter/stop maintenance during the past 12 months. These services include trash pick-up, power washing, and repairs. I have overseen contract for only four (4) months and so far they have been doing a great job.

Sincerely,

A handwritten signature in black ink that reads "Mario Lopez". The signature is written in a cursive style.

Mario Lopez
City of Huntington Park
6900 Bissell St.
Huntington Park, CA 90255
(323) 584-6214 office
(323) 447-6115 cell

Contractor GPCPrinted Name M. VUKOTIC

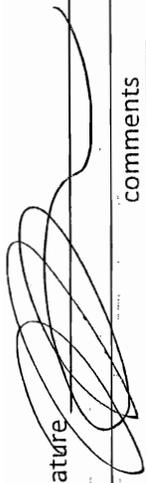
Signature



Date

NOVEMBER 29 2011

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan	9/10	20	
Software		20	
		Total	
Costs (graffiti only)	8/10	40	
References	8/10	20	
		Total	

GPC printed name MARTIN VUKOTIC signature  date NOVEMBER 29th 2011

	provided	comments
A. Proposed methods for abatement		
1a. Schedule of work	YES	M-F 7 AM - 2 1/2 PM
1b. Identification of work	YES	
1c. Assignment of work	YES	THREE CREWS WITH ONE EACH HAVING A DESIGNATED ZONE ① - TOLLANCE BLVD → ② - 17th STREET → ③ - RBS (2)
1d. Response time	YES	EMERGENCIES - LESS THAN 1 HR ROUTINE - NEVER BEFORE 8 AM CITIZEN RPT - SAME DAY IF AFTN BY 2 PM. IF AFTER THEN NEXT BUS MORNING
1e. Staffing	YES	APPROPRIATE LEVEL OF STAFFING WITH EXPERIENCE
1f. Work order tracking	YES	ADEQUATE
2. Description of tracking/monitoring system	YES	BASED ON A JO. CALIFORNIA CITIES SERVICE (HUNTINGTON PK, LONG BEACH & SANTA ANA) AND THE AMOUNTS OF STAFF STAFFING THAT EACH HAS, THEIR EXPERIENCE IS NOTED IN THIS ASSESSMENT
3. Methods of removal	YES	ADEQUATE METHODS
Other Notes:		

4. Reporting procedures	YES	ADEQUATE AND AVAILABLE TO CLIENTS. DAILY MEETINGS ALSO ENSURE CURRENT INTELLIGENCE & DATA SHARING.
5. Equipment	YES	ADEQUATELY OUTFITTED TRUCKS AND NECESSARY EQUIPMENT
6. Exclusions or Additions	YES	ADEQUATE AND FLEXIBLE TO THE CLIENT'S NEEDS AND AMOUNT OF GRAFAT EXPERIENCED.
B. Cost (in chart)	YES	ADEQUATE DETAILED BREAK DOWN BASED ON WALK SITE
C. References (in chart)	YES	BASED ON MY EXPERIENCE IN THE PROVIDED I THEIR RESPECTIVE AMOUNTS OF GRAFFITI (HUNTINGTON PARK & MONTEBELLO) ALONG WITH THE NUMBER OF STREET SCRAMS AND TAGGING CREWS, THE FACT THAT THEY HAVE CONTRACTS & REFERENCES FROM THE MENTIONED CITIES MADE AN IMPRESSION ON ME.
D. Schedule of Deductions	YES	<p>• \$200 if NOT REMOVED IN 14 MS / \$500 if CITY RPTD & NOT REMOVED IN 60D</p> <p>• \$1,000 if NOT ON SITE WITHIN 45D / \$2,000 if NOT COMPLETED WITHIN 90D</p>
E. Documentation of Prior Removal	YES	ADEQUATE. I WAS HAPPY & SATISFIED WITH THE EXAMPLES OF PROVIDED BUSINESS, STREET SIGNS & TILE WORK WAS IMPRESSIVE
F. Other information	YES	BASED ON REPUTATION AND PROVIDED RESULTS LEFT ME WITH A GOOD IMPRESSION OF THIS COMPANY.
Other Notes:	NONE	

Dotter, Toni

From: Vukotic, Martin
Sent: Tuesday, December 06, 2011 1:32 PM
To: Dotter, Toni; Landis, Jon
Subject: Bids/Score

After reviewing all of the available information, I feel that GPC is best suited to meet the City of Torrance's needs as it pertains to graffiti removal. The provided photos of their removals were much better than Superior. The method and paint that Superior utilized in the photos was substandard and would contrast with our City's aesthetics. In addition, the dated reference material that Superior provided reflects a lack of preparation and current work product. As a result of my assessment, I recommend GPC.

V/R,

Martin Vukotic

Contractor GPCPrinted Name CessaSignature [Signature] Date 11-29-11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan	9	20	
Software		20	
		Total	
Costs (graffiti only)	7.5	40	
References	9	20	
		Total	

GPC printed name Cessna signature [Signature] date 11-29-11

	provided	comments
A. Proposed methods for abatement		
1a. Schedule of work	✓	
1b. Identification of work	✓	
1c. Assignment of work	✓	Specific assigned zones for each tech - allows for familiarity - better service
1d. Response time	✓	
1e. Staffing	✓	3 crews specific assigned personnel
1f. Work order tracking	✓	Target graffiti system example included
2. Description of tracking/monitoring system	✓	desktop / smart phone example
3. Methods of removal	✓	clear, concise description of techniques - excellent before/after photos
Other Notes:		description of computer system very clear & impressive

GPC printed name Cessum signature [Signature] date 11-29-11

4. Reporting procedures	✓	in person / PC / smart phone
5. Equipment	✓	
6. Exclusions or Additions	✓	Window / glass work available
B. Cost (in chart)	✓	
C. References (in chart)	✓	
D. Schedule of Deductions	✓	
E. Documentation of Prior Removal	✓	
F. Other information		
<p>Other Notes: Proposal is very clear & detailed. Would be very comfortable recommending proposer based on quality of work included in Proposal</p>		

Landis, Jon

From: Cessna, Linda
Sent: Monday, December 05, 2011 8:49 PM
To: Landis, Jon
Subject: RE: Bids/score

Jon-- sorry about the delay-- regarding the references for the grafitti bids:

GPC- photos of their work look very good. references from current clients excellent. score 9

Superior_ photos of their work shows lack of appropriate response. references from clients are all old. Score 4

Would not recommend Superior.

Linda Cessna

Contractor

GPC

Printed Name

MATTHEW KNAPP

Signature



Date

11/29/11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan	9	20	
Software		20	
		Total	
Costs (graffiti only)	7	40	
References	9	20	
		Total	

GPC printed name MATTHEW KNAPP signature  date 11/29/11

	provided	comments
A. Proposed methods for abatement		
1a. Schedule of work	Y	8 Hours per route, 3 trucks
1b. Identification of work	Y	Hotline, Patrols, Daily mtgs w staff
1c. Assignment of work	Y	ZONES AND HOTSPOTS
1d. Response time	Y	→ I HA F1 EMERGENCES. SAME DAY IF REPORTED BY 2 PM
1e. Staffing	Y	Good
1f. Work order tracking	Y	TIME DATES ACTIVITY
2. Description of tracking/monitoring system	Y	PEAK TIME, REPORTS, SMART PHONE APPS
3. Methods of removal	Y	ALL COVERED
Other Notes:		

GPC printed name

Matthew Krapp signature

date

11/29/17

4. Reporting procedures	Y City Acc to Reports
5. Equipment	Y TRUCKS ARE WELL EQUIPED
6. Exclusions or Additions	Y CITY CAN REDUCE SERVICE
B. Cost (in chart)	Y INCLUDED
C. References (in chart)	Y INCLUDED
D. Schedule of Deductions	Y \$200 PER BRUSH ON 16 HRS UP TO \$2000
E. Documentation of Prior Removal	Y LOOKS GOOD
F. Other information	Y COMPANY OVERVIEW
Other Notes:	

Dotter, Toni

From: Knapp, Matthew
Sent: Monday, December 05, 2011 12:35 PM
To: Dotter, Toni
Subject: RE: Bids/score

From: Knapp, Matthew
Sent: Monday, December 05, 2011 11:17 AM
To: Landis, Jon
Subject: RE: Bids/score

Re references:

GPC- looks very good they show various applications. All seem to be done effectively.

9

Superior- paint on poles looks horrible. The dated photos show a lack of response that is not acceptable. **1**

I would only recommend GPC at this point.

Matt Knapp

Contractor GPCPrinted Name SHERYL BALLEWSignature *Sheryl Ballew* Date 11/21/11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan		20	
Software	10	20	
		Total	
Costs (graffiti only)		40	
References		20	
		Total	

Graffiti Protective Coatings
 Monday 21 November 2011 – 2:30 p.m.
 Barry Steinhart/Carla

S.B.

A – Data Input

1. acceptable
2. iPhone based system. Used by all Cities under contract with GPC in 3 states (CA, NV, AZ) Torrance, Long Beach, San Jose, Las Vegas, etc. completely paperless, efficient to review any open work order and photo
3. Acceptable – worked in basement of West Annex - very quick 15-20 seconds per location
4. Calendar to schedule specific future jobs, voice activated (less dirty hands) Can be set up for each city per their specific needs (more or less info as desired). Tracks people performing work in real time. Could be set up to forward info to other departments if desired, i.e., code enforcement
All fields are available and reportable
5. acceptable, work locations and item information were recorded correctly
6. can enter single or multiple work orders with minimal retyping. Many available fields if needed.
7. and
8. internet reporting
 - a. name
 - b. phone
 - c. e-mail
 - d. location
 - e. description
 - f. system responds to reporting individual when work is completed
9. smart phone – same as internet but in standalone iPhone or Android app (free). Recording thanking for input, photo upload part of application. Very quick and easy. Auto load of e-mail and phone number for contact.
10. notice of job completed for citizen app
 - select individual photos from list for reports
 - shows tags within selected distance of location (user adjusts distance)
 - techs are assigned work directly for citizen and city reported functions

GPS met or exceeded all entry requirements. The field tech can quickly input information within 15-20 seconds for each incident. City Staff can continuously view work performed. Many tools currently available and working.

B. Sorting/Reporting capabilities

1. provided a list of incidents for specific work order number or range of numbers
2. provided a list of incidents for a range of dates selected by calendar screen
3. provided a list of incidents for specific street and date range
4. provided a list of incidents for a specific moniker within a date range
5. Mapping functions – need to add a mapping button -FUTURE
 - 5.1 mapping of multiple work orders displayed
 - 5.2 mapping of a specific date range displayed
 - 5.3 mapping of multiple incidents for a specific street displayed
 - 5.4 mapping of multiple incidents for specific moniker displayed
6. can view multiple photos at a time. Can select specific photos to report on
7. make and save reports for running in future
8. work orders within selected distance of location
9. Other
 - 9.1 Work orders closed via iPhone by tech
 - 9.2 Can track and report each tech completed incident with location and time

C. other attributes?

Many tools available for mapping and reporting

GPS met or exceeded all entry requirements. Systems worked simply and quickly without bugs. System fields are in future if desired. (10/10)

Sheryl Baller

Contractor GPCPrinted Name TONI DOTTERSignature Toni Dotter Date 11/21/11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan		20	
Software	10	20	
		Total	
Costs (graffiti only)		40	
References		20	
		Total	

Graffiti Protective Coatings
 Monday 21 November 2011 – 2:30 p.m.
 Barry Steinhart/Carla Lenhaff (President)



A - Data Input

1. Acceptable (multiple users simultaneously)
2. iPhone based system. Used in Cities under contract with GPC in three states (CA, NV, AZ) Torrance, Long Beach, San Jose, Las Vegas, etc. System is completely paperless, efficient to review any open work order and photo
3. Acceptable. Worked in the basement of West Annex. Very quick upload time
4. Free citizen app for reporting. City announcement recording feature.
 Calendar to schedule specific future jobs.
 Voice activated (less dirty hands).
 Can be set up for each city - per their specific needs (more or less info as desired).
 Tracks people performing work in real time. Has manager app.
 Notifies tech of urgent requests.
 Could be set up to forward info to other departments if desired, i.e., code enforcement, PD cases, etc
 All fields are available and reportable
5. Acceptable, work locations and item information were recorded correctly
6. Can enter single or multiple work orders (able to submit multiple request from one screen while clearing hotline) with minimal retyping. Many available fields if needed
7. We can choose any field combination and date range
8. Internet reporting
 - a. name
 - b. phone
 - c. e-mail
 - d. location
 - e. description
 - f. system responds to reporting individual when work is completed
9. Smart phone - same as internet but in standalone iPhone or Android app (free).
 Customized recording thanking for input, etc.
 Photo upload is part of application, uses gps location.
 Very quick and easy.
 Auto load of e-mail and phone number for contact.
10. Notice of job completed for citizen app. Field tech can clone work orders in field from handheld for time efficiency.
 Select individual photos from list for reports
 Shows tags within selected distance of location (user adjusts distance)
 Techs are assigned work directly for citizen and city reported functions

GPS met or exceeded all entry requirements. The field tech can quickly input information within 15-20 seconds for each incident. City Staff can continuously view work performed

B - Sorting/Reporting capabilities

1. Provided a list of incidents for specific work order number or range of numbers
2. Provided a list of incidents for a range of dates selected by calendar screen
3. Provided a list of incidents for specific street and date range
4. Provided a list of incidents for a specific moniker within a date range
5. Mapping functions
 - 5.1 mapping of multiple work orders displayed
 - 5.2 mapping of a specific date range displayed
 - 5.3 mapping of multiple incidents for a specific street displayed
 - 5.4 mapping of multiple incidents for specific moniker displayed
6. Can view multiple photos at a time (browse). Can select specific photos to report on
7. Make and save reports for running in future. Multiple ways to searching for ease of use
8. Time/date stamp. Response time (time to complete work order). Work orders within selected distance of location
9. Other
 - 9.1 Work orders closed via iPhone by tech
 - 9.2 Can track and report each tech completed incident with location and time

C - Other attributes

Techs can continue to work without signal and system will auto upload work orders/photos when signal comes back

Techs can clone work orders for multiple graffiti at same location

Work order based system not photo based

All search and mapping functions available

Interdepartmental use (can preload enforcement codes, etc)

GPS met or exceeded all entry and tracking requirements. Systems worked simply and quickly without bugs. Additional system fields are in future if desired.

10/10
Zoni Dotter

City of Torrance - Graffiti Protective Coatings – November 30, 2011

How long under contract?

Over nine years, since 2002

Number of techs used daily?

Three crews used daily (techs & trucks)

Fixed number of techs or as needed?

Fixed number

Number of days per week - or every day?

Full time, five days a week

Patrol and remove (seek) – or remove as requested? As requested or seek out?

They patrol and remove (seek out), do “as requested” and onsite staff requests

Estimated % of as requested (100%, 50%, and 25%)?

Less than 5% is as “requested” – more than 95% is sought out – the number of citizen reports has drastically reduced since GPC has been doing the graffiti abatement for us

Abatement method used? How is graffiti abated - remove or paint over graffiti?

Remove: Graffiti is removed with chemical, power wash or baking soda blast from signs, stop signs, sidewalks, block walls, light poles, utility poles, etc

Paint: Graffiti is painted over on surfaces that are already painted such as buildings, park restrooms, painted fences, doors, garages, garage doors, etc.

Our choice as to method used – not the contractor’s. Removal methods are predetermined by us and completed by GPC. Prior notification and express approval by city coordinator is obtained if any deviation is needed. GPC directly obtains written approval/release from private property owners.

Do you use their Software?

Yes, we use the gps graffiti tracking system provided by GPC. We are able to search for graffiti by location, moniker, surface tagged, etc. We can sort and track by any or all fields in the database and create reports and restitution billings from the results. It is especially helpful to our Police Department to have the ability to search and map by monikers and photos

City of Torrance - Graffiti Protective Coatings – November 30, 2011

Additional comments:

GPC's fully equipped trucks remain parked in the City of Torrance at all times (24/7) – should we need emergency after hour service any GPC employee is able to access the trucks, equipment, and paints needed to remove graffiti at any time providing a quick response time

Requests for graffiti removal (hotline calls) have greatly diminished since GPC has been taking care of our graffiti abatement. Most graffiti is proactively found by GPC during their patrols and never seen by Citizens or Staff. When I view the pictures in the database from my desktop, I am amazed at the large number of huge and offensive graffiti that has been removed without anyone even being aware of it. It is hard to believe that I am actually looking at pictures of the City of Torrance. I have received many praises and thanks to the City since GPC has been removing graffiti for us

Our Citizen complaints used to be frequent with our prior contractor. Our Citizen complaints are virtually nonexistent now that GPC is removing the graffiti. If there is ever the slightest concern They immediately addresses it, going out of their way to make the City, our Citizens' and Business' happy

GPC employees have the best attitude out of any contractor that I have ever worked with during my tenure here at the City of Torrance, they have great communication skills and take pride in their work

Long Beach - Graffiti Protective Coatings – November 30, 2011

How long under contract?

GPC has been under contract for the complete City of Long Beach since November 1, 2006. They were working 2 -3 years earlier with only one crew in West Long Beach (a hard hit area) then GPC won the contract for the whole city

Number of techs used daily?

Use total of five drivers daily. City has four zones (N, S, E, W) with four drivers plus one (a little driver for stickers, etc. only) every day. They have one parks only truck (for large parks), the other three trucks do all of their area's including parks and there is one roving truck that covers all areas as needed

Fixed number of techs or as needed?

Fixed

Number of days per week worked - or every day?

Crews work five days a week, full time

Patrol and remove (seek) – or remove as requested? As requested or seek out?

They patrol and remove (seek out) and do "as requested"

Estimated % of "as requested" (100%, 50%, and 25%)?

The majority of graffiti is found by GPC, not requested - way more than 50%

Abatement method used? How is graffiti abated - remove or paint over graffiti?

Remove with solvent and water blast

Paint is used for the majority of graffiti, GPC uses color matching

Contractor's choice in field as to method used – city protocol is to go with the last layer

Do you use their Software?

We are stuck with "Go Long Beach" app otherwise we would love to have GPC's software app because it is awesome!

Long Beach - Graffiti Protective Coatings – November 30, 2011

Additional comments:

GPC has made phenomenal changes in the city

GPC color matches on their own initiative (not by city instruction) and provides the paint to us

GPC uses KILZ to cover graffiti, tech gets a paint chip, and goes to get an exact color match from paint the store

GPC assists us with everything

GPC has constant contact with us – they have good communications

GPC drives the main roads, the techs know their areas and know their paint colors – they can paint early in the morning because they have color matched paints on hand for the locations

GPC removes stickers

GPC is very trust worthy

GPC is meticulous

GPC has a great attitude

GPC is professional, on tack, on point

Each crew knows their area but will help each other out if needed (say a 30 block parade plus intersections per long beach protocol) and on Mondays (our busiest day) etc

GPC follows my priority lists and follows my instructions

GPC has 24 hour turnaround time

GPC removes graffiti as seen on route from point A to point B

Council says the graffiti is not as bad as it was before

They are the best! I love my crew! I won't let Barry change the techs because I love them!

Huntington Park - Graffiti Protective Coatings – November 30, 2011

How long under contract?

Seven years under contract

Number of techs used daily?

Total three crews used daily – 1 guy parks, 1 guy residential, 1 guy commercial

Fixed number of techs or as needed?

The number of crews is fixed

Number of days per week worked - or every day?

Crews work five days a week

Patrol and remove (seek) – or remove as requested? As requested or seek out?

Crews patrol to seek out graffiti, very few service requests needed – we maybe receive one report a day - which means that GPC is doing a good job

Estimated % of “as requested” (100%, 50%, and 25%)?

Estimated 0% of “as requested” – nearly 100% sought out

Abatement method used? How is graffiti abated - remove or paint over graffiti?

Remove from sidewalks, block walls, etc.

Paint for painted surfaces, they use color matching

Huntington Park’s choice as to method used – not contractor’s

Do you use their Software?

No software used due to budget reasons - we call GPC, GPC completes the work, GPC calls us back and then we call the citizen back to let them know the work is complete

Huntington Park - Graffiti Protective Coatings – November 30, 2011

Additional comments:

We call GPC, to do an entire block for example, and GPC comes right away

We hear that they are doing a very good job

We receive a report everyday from GPC

GPC communicates "good" with us

Public Works has received a certificate from City Council to commend our good work with graffiti abatement – and we (Public Works) feel it is directly due to the good work of GPC

GPC frees up my time so I can oversee other things, like work in landscaping, restrooms, etc



March 19, 2012

Mr. Jon Landis
City of Torrance
3031 Torrance Blvd.
Torrance, CA 90509

RE: RFP2011-45

Dear Mr. Landis:

Per your letter dated March 15, 2012, Graffiti Protective Coatings, Inc. (GPC) will extend ;
proposal price until June 30, 2012.

Sincerely,

Carla Lenhoff, President

419 Larchmont Blvd
Number 264
Los Angeles CA 90004
Ph: (323) 464-4472
Fax: (323) 656-3579
LICENSE No. 672447



February 6, 2012

Sheryl Ballew
City of Torrance
3031 Torrance Blvd.
Torrance, CA 90509-2970

Re: RFP2011-45

Dear Ms. Ballew:

Graffiti Protective Coatings, Inc. is willing to extend the validity of the proposal for the Graffiti Abatement Contract (RFP2011-45) prices until March 31, 2012.

Sincerely,

A handwritten signature in black ink, appearing to read "Carla Lephoff", is written over the typed name.

Carla Lephoff
President
Graffiti Protective Coatings, Inc.

419 Larchmont Blvd
Number 264
Los Angeles CA 90004
Ph: (323) 454-4472
Fax: (323) 656-3579
LICENSE No. 672447

Dotter, Toni

From: Ballew, Sheryl
Sent: Tuesday, March 27, 2012 3:14 PM
To: Landis, Jon
Cc: Megerdichian, Diane; Dotter, Toni; Vidaillet, Leann
Subject: FW: graffiti proposal

FYI

Sheryl Ballew

General Services Director, General Services Department

City of Torrance | 3031 Torrance Blvd. | Torrance CA 90503 | 310.781-7143voice | 310.781.7199 fax | sballew@TorranceCA.gov
and www.TorranceCA.gov

From: Ballew, Sheryl
Sent: Tuesday, March 27, 2012 3:10 PM
To: Jackson, LeRoy; Fellows, John
Cc: Chaparyan, Aram
Subject: FW: graffiti proposal

FYI

Sheryl Ballew

General Services Director, General Services Department

City of Torrance | 3031 Torrance Blvd. | Torrance CA 90503 | 310.781-7143voice | 310.781.7199 fax | sballew@TorranceCA.gov
and www.TorranceCA.gov

From: Ron Bruneck [mailto:ron@4superior.com]
Sent: Tuesday, March 27, 2012 2:47 PM
To: Scotto, Frank; Barnett, Gene; tbrewar@torranceca.gov; Furey, Pat; Numark, Cliff; Rhilinger, Susan; bsutherland@torrancecq.gov; Ballew, Sheryl
Cc: Larry DeCrona; Nancy Hernandez; nick.green@dailybreeze.com
Subject: graffiti proposal

Please be advised we have decided to withdraw our proposal for the Graffiti Abatement Contract (RFP2011-45). We fill we have spent enough time and effort trying to provide the City of Torrance a competitive proposal for graffiti abatement services. As you know this is the second proposal we have submitted and each time we were the lowest bidder. Twice we have had our references contacted, twice we have demonstrated our equipment and twice we have been, in our opinion, improperly evaluated. It has become clear the City of Torrance has no intention of fairly or objectively evaluate competitive contractors for the graffiti removal services. No less than four other contractors have also reached this conclusion and have chosen to no longer submit proposals to the City of Torrance. Consider Superior another.

We also feel our public records request for information relating to the investigation of this proposal process was improperly denied. We have never suggested or considered litigation, so to withhold that report seems a stretch. The public should have a right to know if your proposal process has been compromised or influenced. Obviously, transparency in government does not apply to Torrance.

Sincerely,

Superior Property Services, Inc.

Ron Bruneck
Vice President
(562) 801-9200





Superior Property Services, Inc.
Superior Graffiti Services

February 16, 2012

City of Torrance
Attn.: Sheryl Ballew
3031 Torrance Blvd.
Torrance, CA 90509-2970

RE: RFP2011-45

Dear Ms. Ballew,

Please be advised Superior Property Services, Inc. will extend the proposal prices until March 31, 2012.

We would also like to request a copy of any and all information related to the investigation conducted by Public Safety Consulting, Inc. and Mrs. Betty Kelepezz as it relates to this graffiti abatement proposal.

We make this request for public records pursuant to the California Public Records Act.

Sincerely,

Ron Bruneck
Vice President

9129 Perkins St., Pico Rivera, CA 90660-4512
562-801-9200 • 714-285-1200 (Fax) 562-801-9230 • www.4superior.com

City of Torrance

“Graffiti Removal Services”

PROPOSAL

November 17, 2011



Superior Property Services, Inc.

9129 Perkins St.
Pico Rivera, CA 90660
(562) 801-9200
FAX (562) 801-9230
(800) 741-2532

Website: www.4superior.com

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Invitation to RFP", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

Superior Property Services, Inc.
 Name of Company

9129 Perkins St.
 Address

Pico Rivera, CA 90660
 City/State/Zip Code

(562) 801-9200 / (562) 801-9230 - FAX
 Telephone Number/Fax Number

Ron Bruneck, Vice President
 Printed Name/Title


 Signature

11-16-2011
 Date

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information

Ron Bruneck
 Name

Vice President
 Title

(562) 801-9200 / (562) 801-9230 - FAX
 Telephone Number/Fax Number

Form of Business Organization: Please indicate the following (check one);

Corporation Partnership Sole Proprietorship Other: _____

Business History:

How long have you been in business under your current name and form of business organization?

15 _____ Years

If less than three (3) years and your company was in business under a different name, what was that name?

Addenda Received:

Please indicate addenda information you have received regarding this RFP:

Addendum No. _____ Date Received: _____
 Addendum No. _____ Date Received: _____
 Addendum No. _____ Date Received: _____
 Addendum No. _____ Date Received: _____

No Addenda received regarding this RFP.

Payment Terms: The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? No

Renewal Option:

Please state, if requested by the City, if your company would agree to a renewal of this contract with price, terms and conditions unchanged. If the contract is extended after the first six months, commencing in the second term (July 1, 2012), and subsequent years, the contract may be increased by the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the Los Angeles area (October to October).

Yes We would agree to a contract renewal for a second year.

Yes We would agree to a contract renewal for a third year.

Yes We would agree to a contract renewal for a fourth year.

Yes We would agree to a contract renewal for a fifth year.

No _____ We would not be interested in renewing this contract.

Vendor Name: Superior Property Services, Inc.

Price Proposal for Graffiti Removal:

Proposal Submittal – Price Detail	
Graffiti Removal	Price
A. Labor Costs- Daily Cost Per Crew	\$ 245.00
B. Labor Costs- Proposed # of Crews (Daily)	2
C. Labor Costs- Total Proposed Daily Costs (A x B)	\$ 490.00
D. Labor Costs- Hourly Cost for Overtime	\$ 50.00
E. Material Costs- Cost per gallon of paint	\$ 7.00
F. Material Costs- Cost per spray can of KILZ	\$ 4.00
G. Equipment Costs (daily cost of any equipment not included in the basic contract)	\$ 0
H. Cost for work order database system (Annual cost charged to the City if not included in the daily crew rate)	\$ 0

Price Proposal for Bid Alternate - Bus Stop Maintenance:

Quantity	Activity Timing	Service Description - Bus Stop Maintenance	Unit Price Price per bus stop cleaning	Total Annual Price Unit Price x 325 bus stops x 2 cleanings per week x 52 weeks
325 (bus stops)	2 times per week	<ul style="list-style-type: none"> • Collect/empty trash, inspect trash cans and replace bags at least two times per week at identified bus stops. Pick up trash within 30 feet of all bus stops at least two times per week. • Perform safety checks of trash cans and any bench at all stops. • Dispose of all collected trash in City-designated trash bins at City yard or other designated location only. 	\$ 2.50	\$ 84,500.00
Quantity	Activity Timing	Service Description - Bus Stop Maintenance	Unit Price Daily Price per bus stop	Total Annual Price Unit Price x 325 bus stops x 5 days per week x 52 weeks
325 (bus stops)	Daily	<ul style="list-style-type: none"> • Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops. 	\$ 0	\$ 0
Total Price Per Year				\$ 84,500.00

Vendor Name. Superior Property Services, Inc

RFP Submittal Requirement and Acknowledgement - Bid Alternate - Bus Stop Maintenance

Vendors are required to place a check mark in Column A indicating that your proposal is as per the specifications of this Request for Proposals

Vendors are required to place a check mark in Column B indicating that your proposal deviates from the specifications of this Request for Proposal. If you are proposing anything other than what is specified, you must explain in detail how your proposal differs by attaching additional pages to your RFP submittal and indicating the page number in Column C.

You may attach additional sheets to your RFP submittal describing in detail the service you are proposing. You must indicate the page number reference in Column C.

Description	Column A	Column B	Column C
RFP Specification/Requirement	Place a check mark in this column indicating that your proposal is as per the specifications in this RFP	Place a mark in this column if you are proposing something <i>different</i> than what is specified in this RFP	Please reference the page number of your attachment in the space below if your proposal deviates from the specifications.
Bid Alternate Submittals- Bus Stop Maintenance			
Inspect trash cans and replace bags at least two times per week at 325 identified bus stops.	✓		
Trash bags must be black or other dark color.	✓		
Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops.	Deleted per City at mandatory conference		
Pick up trash within 30 feet of all bus stops at least two times per week.	✓		
Perform safety checks of trash cans and any bench at all stops.	✓		
Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge to the City.	✓		
Provide maintenance, installation, and removal of trash cans, poles, benches, signage as directed by Torrance Transit. This service may be subcontracted.	✓		

Will you be subcontracting the maintenance, installation and removal of trash cans, poles, benches, and signage?	<input type="checkbox"/> Yes, the subcontractor information is as follows: Sub-Contractor: _____ Contact : _____ Address: _____ Phone Number: _____
	<input type="checkbox"/> No, we will provide that service ourselves

STATE OF CALIFORNIA

PROPOSER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Ron Bruneck being first duly sworn deposes and says:

1. That he/she is the Vice President of Superior Property Services, Inc.
 (Title of Office) (Name of Company)

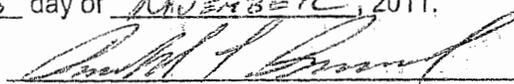
Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

Graffiti Removal Services

(Title of RFP)

2. That the proposal is genuine; that all statements of fact in the proposal are true;
3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this 16 day of NOVEMBER, 2011.


 (Proposer Signature)

VICE PRESIDENT
 (Title)

ATTACHMENT 2
References

Please supply the name and information of companies/agencies for whom you recently provided graffiti removal services. These references must be of similar size abatement areas as the City of Torrance. Please be sure that the contact information is current.

Reference #1	
Name of Company/Agency: County of Los Angeles	
Address: 900 S. Fremont Ave., Alhambra, CA	Contact Name: Ari Tellas
Contact Telephone # (626) 458-4062	Contact Email address: ATELIAS@dpw.lacounty.gov
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else): On request and search/find and remove. 80% of work orders completed are found/removed proactively	
Please indicate the annual contract fee for this reference's contract: 17 individual contracts Total value - \$1.5 million/annually	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else): Flat fee contract which includes all labor and materials for Zero Tolerance Graffiti Removal Service	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services. Permanent/Full Time	
Additional Comments regarding the contract: We have provided graffiti removal services for the County of Los Angeles for over 10 years and are currently the largest graffiti contractor for the County.	

ATTACHMENT 2
References

Reference #2	
Name of Company/Agency: City of West Covina	
Address: 1444 W. Garvey Ave., West Covina, CA	Contact Name: Sargent Ron Allen
Contact Telephone # (626) 939-8657	Contact Email address: ron.allen@wcpd.org
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):	
On request and seach/find and remove	
Please indicate the annual contract fee for this reference's contract:	
\$144,000/annually	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):	
Per site fee with a ceiling of not to exceed \$144,000/Annually	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.	
Permanent/Full Time	
Additional Comments regarding the contract:	
If unable to reach Ron Allen you may also contact Police Chief Frank Wills at (626) 939-8502 or (626) 523-4013	

ATTACHMENT 2
References

Reference #3	
Name of Company/Agency: County of Orange	
Address: 2301 N. Glassell St., Orange, CA	Contact Name: Carl Reed
Contact Telephone #: (714) 955-0331	Contact Email address: Carl.Reed@ocpw.ocgov.com
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else): Upon Request	
Please indicate the annual contract fee for this reference's contract: \$100,000/Annually	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else): Hourly	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services. Permanent/Full Time	
Additional Comments regarding the contract: Contract was both for flood control channels and public rightaways including color matching	

ATTACHMENT 2
References

Reference #4	
Name of Company/Agency: City of Simi Valley	
Address: 500 W. Los Angeles Ave., Simi Valley, CA	Contact Name: John Parris
Contact Telephone #: (805) 583-6453	Contact Email address: JParris@simivalley.org
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else): On Request	
Please indicate the annual contract fee for this reference's contract: \$50,000/Annually	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else): Hourly	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services. Permanent/Full Time	
Additional Comments regarding the contract:	

ATTACHMENT 2
References

Reference #5	
Name of Company/Agency: City of Coachella	
Address: 1515 Sixth Street Coachella, CA	Contact Name: Maritza Martinez
Contact Telephone #	Contact Email address: mmartinez@coachella.org
Please describe the general method of the contract used by this reference (i.e. on request, search/find and remove or something else):	
On Request	
Please indicate the annual contract fee for this reference's contract:	
\$15,000/Annually	
Please describe what the fee for this contract was based upon (i.e. per incident, crew, square footage or something else):	
Flat Fee	
Please describe how your employees were assigned to this contract (i.e. permanent or temporary-hourly). If employees were assigned on an hourly/on-call basis, provide the number of labor hours that were used for this contract per week for graffiti removal services.	
Permanent/Full Time	
Additional Comments regarding the contract:	
New contract to cover work overload, primarily maintaining parks graffiti free	

Additional copies of reference forms may be provided as needed



State Of California
CONTRACTORS STATE LICENSE BOARD
ACTIVE LICENSE



License Number

835687

Entity **CORP**

Business Name

**SUPERIOR PROPERTY SERVICES
INC**

License Class

C33 C61/D38

Expiration Date

04/30/2012



Background

Superior Property Services, Inc., including Superior Graffiti Services and Superior Pressure Washing offer the kind of unique experience in all areas of graffiti abatement; pressure washing; painting; construction and property maintenance, rarely found in other companies. Superiors Vision of 'Thinking About Tomorrow' reflects our profound respect for our environment and our responsibility to operate in a way that recognizes the impact we have on tomorrow's future.

From the companies owners down we take pride in working together to provide the best products, technology and services available. Our innovative solutions and responsiveness to our clients have established Superior as a leader in the graffiti abatement industry. We are 'Thinking About Tomorrow' and strive to improve the quality of life by providing cleaner and safer communities. We bring this vision to life through the power of our outstanding employees working hard to provide unmatched client services. The founders of Superior have over 80 years of combined business experience building relationships on integrity and being responsive to our clients.

We strive to always be a part of the solution.

- Superior will succeed only by creating value for our clients
- Superior will reward our employees that accept responsibility and provide superior service to our clients
- Superior will always strive for excellence
- Superior will work to protect the environment
- Superior will foster teamwork
- Superior recognizes our most valuable assets are our people and clients

Superior Facts:

- California Corporation
 - Larry DeCrona, President & Founder
 - Ron Bruneck, Vice President & Founder
- In business since 1993
- Twelve years of Graffiti Abatement experience
- Currently employ 31 full time people
- Licenses: C33; D64 and B General Contractor
- Corporate Offices & warehouse located in Pico Rivera
- Service Areas:
 - Orange; Los Angeles; Riverside & San Bernardino Counties



Field Staff Roberto Equihua, Graffiti Abatement Tech
Roberto has been with Superior for only 2 years but has been very dependable providing graffiti abatement on several of our contracts. Roberto worked with a painting contractor prior to joining the Superior team.

Field Staff Darren Bruneck, Graffiti Abatement Tech
Darren graduated from Vanguard University with a degree in accounting and continues to work with Superior while continuing his education. Darren has worked for Superior removing graffiti for over five years .

Office Staff Rosa Equihua, Data Entry
Rosa will be responsible for completing all reports and handling all communications with the City of Torrance personnel.

- Work order tracking will be handled by using our Tag Profiler software which allows us to review all work orders and completed work in real time. In addition any work order marked URGENT is tagged and an alert is sent to the supervisor via email.

Tracking / Monitoring System:

Superior recognizes the importance of providing the City of Torrance a system to track; report and monitor graffiti abatement and crews working in the City of Torrance. We are confident we have the ability to meet the requirement as outlined in this RFP. In anticipation of this RFP we have modified our existing work order management system to include a web based graffiti tracking component. Our proprietary system Tag Profiler has been in use for a number of years to manage our work orders and billing system, we have now improved its capabilities to be used in the field as well.

Methods for Removal

Existing Painted Surface

Completely cover / remove graffiti, no bleeding or ghosting, with new quality latex paint. Proper color matching to maintain the integrity of the surface.

Un-painted surface

All unpainted (never paint previously) graffiti shall be removed by pressure washing using best accepted practices and or chemical removal. Superior use only environmentally friendly products and all chemicals are approved and bio-degradable. Superior abides by all CAL OSHA and MSDS requirements and complies with all applicable local, state and federal environmental regulations and requirements.

Reporting Procedures:

Superior has proven itself as highly competent in our response times, reporting and maintaining accurate records. On a daily basis all information regarding completed work orders are entered into a data base. Superior provides monthly reports custom tailored to our client's requirements. In addition our Tag Profiler software is accessible to our clients to review at anytime all work orders completed or in process and print out any number of reports.

Equipment:

Trucks used will be flat bed Ford F-150 equipped with full pressure washing capability; airless paint sprayer and complete compliment of colors and small tag abatement supplies and safety equipment.

- Superior takes a great deal of pride in providing our clients the best service possible and to do so we feel we must use the best equipment for the job. We are constantly upgrading vehicles. We set up our graffiti trucks in three ways
- Quick attack paint truck: Usually a smaller truck equipped to move quickly removing smaller size tags but a greater number of sites. This truck has multiple colors all in 2 galleon paint buckets; a small paint sprayer and chemicals for removing graffiti from signs, glass and polls.
- Standard Paint truck: A full size truck with a aluminum flatbed instead of the standard truck bed. This truck is equipped with a larger airless paint sprayer; larger quantity of paint and capable of handling any size of tag.
- Paint truck/Pressure washing: Full size truck equipped like the above truck but also includes a hot pressure washer and water tank along with a water recovery/recycling system.
- Pressure Washing Truck: This is a full size truck equipped just for pressure washing. Usually has a two person crew and can handle any type of pressure washing required. We use both truck mounted and trailer mounted pressure washing rigs. Our trailer mounted system is the only fully propane system in California with completed water recycling and recovering system. This system was custom made for Superior
- The purpose of using different types of set ups is to make sure we can be as productive as possible. Over the years we have found in some areas it is much more effective have a crew be able to concentrate on just removing small tags, if or depending on an area have a crew
- In addition, we have the ability to do on site color matching.

Exclusion / Additions

We have made no exclusions or additions to this proposal.

We would like to suggest an alternative pricing to be considered. If the City is concerned Superior cannot provided adequate coverage with the number of crews proposed, we would like to suggest a fixed contract amount. For a fixed contract amount of \$160,000 annually Superior would provide whatever equipment is necessary to remove graffiti and all paint and chemicals would be included.

Quality Control

Superior has a quality assurance program in place. Al Maglietto would be responsible for monitoring this area if the contract were awarded to Superior. Based on the inspections and evaluations of our Quality Assurance inspector each crew member will have opportunities to win cash and prizes for meeting or exceeding our standards for these areas.

Superior has implemented a three tier level of supervision. Each area is assigned a field supervisor working in the area and responsible for handling daily issues and problem areas. The supervisor also acts as a back up to the assigned abatement crew in the event of illness or vacations. We also have our quality assurance supervisor who regularly inspects the area and is available to meet with City field inspectors whenever needed or requested. Finally, we have the operations manager, who can conduct his own inspections and is responsible for establishing training guidelines and evaluation reports of all field employees and areas. The operations manager reports directly to our office manager and the company owners.

We insist that our supervisors work with our crews and not interfere with their work. Our supervisors are all "hands on" including the company owners. Everyone, from the top down understands our goal of zero tolerance and work in the most productive way possible to achieve that goal.

Uniforms

All Superior Graffiti Abatement crews are required to wear safety work boots; clean work pants and Superior safety t-shirts and Superior safety vests. All employees on a regular basis are provided new Superior shirts and safety vests at no cost to the employee. Identification badges are provided to every employee identifying the employee, company and immediate supervisor and telephone number. This information must be presented upon request by any individual.

Emergency & Contingency Planning

Superior works in what could be considered a high risk environment, and as such we take our employee's safety and emergency training very serious. No employee is ever required to put themselves or their fellow workers in a dangerous situation. Every Superior vehicle is provided with safety equipment and emergency instructions along with emergency contact phone numbers. In some areas we provide two man crews and/or multiple crews to provide additional safety.

Schedule of Payment Deductions:

Payments will not be made for any unsatisfactory work until the work deficiencies have been fully corrected. Any work not performed by Superior per the City's specifications will be corrected within 24 hours of being notified or subject to a \$100 penalty per incident. Any work not performed within the required response times per the City's specifications will be subject to a \$100 deduction per incident.

Community Service:

Superior has the reputation for contributing back to local communities and assisting law enforcement agencies with establishing ways to countering graffiti vandalism.

Over the years we have established relationships with Vista Paint, Dunn Edwards Paint, Urban Restoration and Acrylatex Coatings & Recycling. These vendors provide all of our paint supplies recycled products and chemicals. All have a strong and ongoing commitment to providing environmentally friendly products and are heavily involved in local charitable functions.

Graffiti vandalism cost the State of California over 350 million dollars annually; local governments estimate they spend an additional 255 million dollars and it costs small business and property owners over 80 million dollars per year. Superior has helped remove over 95 million square feet of graffiti and continue work hard to help fight this huge problem.

We have always taken a proactive approach to removing graffiti and participating in programs that work to that end. We continue to support the following local nonprofit organizations:

Torrance Downtown Sounds sponsored by Torrance Rotary
“Evening Under the Stars” benefiting Torrance Memorial Medical Center
El Camino College Foundation
Torrance Relay for Life
Habitat for Humanity
American Cancer Society
Big Brothers & Big Sisters
Orange County Head Start Program
Los Angeles county STAR program



List of Superior Vehicles and Equipment



2009 Ford F150 Long Flat Bed Truck
 2008 Chevy Silverado Truck
***2007 Ford-F150 Long Bed Truck**
 2006 Ford F150 Truck
 2006 Ford Ranger
 2005 Ford F150 Long Bed Truck
 2003 Ford 15 passenger Van
 2003 Dodge Dakota X/C Truck
 2003 Chevy S-10 Flat Bed Truck
 2002 F250 Ford Flat Bed Truck
 2001 Ford F150 Truck
 2000 Toyota Tundra Flat Bed Truck
 2000 F250 Ford Flat Bed Truck
 1999 Ford F150 Long Bed Truck
 1999 Dodge Dakota X/C Truck
 1998 Dodge Dakota Truck
 1998 Dodge Dakota Truck
 1997 GMC Sierra Flat Bed Truck
 1996 Dodge Dakota Truck
 1998 Chevy S-10 Truck
 1996 Chevy S-10 Truck

Trailer Mounted Silver Eagle "All Propane" Pressure washer & Water Recovery System
 Trailer Mounted Landau Pressure Washer/Steam Cleaner
 Trailer Mounted Delco Pressure Washer/Steam Cleaner
 Truck Mounted Hydro Blaster Pressure Washer/Steam Cleaner
 Truck Mounted Hydro Blaster Pressure Washer/Steam Cleaner
 Portable 3000 PSI Water blasters (2)
 Water recovery vacuum systems (3)
 Extension wands for water blasting of high areas
 2 Sand blasting pots and wands (4)

8900 Speedflow Airless Paint Sprayers (14)
 4900 Speedflow Airless Sprayers (2)
 3900 Grayco Airless Paint Sprayer (2)
 Titan Portable Pot Paint Sprayers
 X-Rite ColorDesigner Paint Matching Computer System
 Portable hand help paint Scanners for on-site color matching
 Paint Tinting Equipment, Paint Shakers & Paint Mixing Equipment

Honda 3000 watt Portable Generator
 Yamaha 1600 watt Portable Generator
 Coleman 2500 watt Portable Generator
 Extension wands for water blasting of high areas
 Extension Ladders, Step Ladders and Portable scaffolding
 Custom Hose Reels (14)
 Full supply of all pressure washing equipment, hoses and Turbo nozzles
 Full supply of all painting equipment & hoses
 Traffic Control Equipment



Superior Property Services, Inc.

PROPOSER'S REFERENCE LIST

A. County of Los Angeles Graffiti Abatement Contracts

1997	Zone 1A (City Terrace)
1998-1999	Zone 1A, 1B (East Los Angeles) and Flood Control Channels
1999-2002	Zone 1D, 1E, 1D, 2A, 2B, 4A, and 5A
2003-2005	Zone 1A, 1B, 1D, 1G, 2A, 2D, 2E, Flood Channel, and 2 nd Story (District 1 & 2)
Current Fiscal Year	Zone 1A, 1B, 1D, 1G, 2B, 2C, 2D, 2E, Flood Control Channels, 2 nd story (District 1 & 2), 5A, 5C, 5D, 5E, 5F, and 5G

B. Other governmental agencies and private companies

2001 – Current Fiscal Year	County of Orange (Graffiti Abatement Contract) Includes County buildings County Court house interior/exterior County Flood Control Channels
2006 - Current Fiscal Year	City of West Covina (Graffiti Abatement Contract)
Current Fiscal Year	City of Orange (Graffiti Abatement Services)
Current Fiscal Year	City of West Hollywood (Pressure Washing Contract)
2006 – 2009	City of Colton (Graffiti Abatement Contract)
2004 – 2008	Santa Ana Police Department (Pressure Washing and Graffiti Abatement)
2004 – 2006	San Bernardino (Graffiti Abatement Contract) Supervisory Districts 2 & 4
2007	City of Claremont (Graffiti Abatement Contract)

Superior Property Services, Inc.

Partial Reference List

AMC MANAGEMENT

AMERISTAR LENDING GROUP

AMERICAN RED CROSS

BIXBY LAND COMPANY

BPS GROUP

BRENTWOOD COUNTRY CLUB

BRYMAN COLLEGE

CANYON ACRES CHILDREN SERVICES

CENTER TRUST

CITY OF CLAREMONT

CITY OF COLTON

CITY OF ORANGE

CITY OF RIVERSIDE

CITY OF SANTA ANA

CITY OF WEST COVINA

CITY OF WEST HOLLYWOOD

COUNTY OF LOS ANGELES

COUNTY OF ORANGE

COUNTY OF SAN BERNARDINO

EPOCH CONSTRUCTION

FLEET FUELS

FOUNTAINGLEN PROPERTIES

GODBAY MONROE

GT BICYCLES

HACKETT MANAGEMENT CORP.

IC MYERS PROPERTIES

KB HOMES

LIMELIGHT JAVA

LOS ANGELES COUNTY FLOOD CONTROL

MADISSON MARQUETTE MANAGEMENT

MARNELL CORRAO

MC CARRION AIRPORT,- Las Vegas, NV

MINI-U-STORAGE

NATIONAL AUCTION PROPERTIES, INC.

NEW YORK, NEW YORK HOTEL, Las Vegas, NV

ORANGE COAST JEEP, GMC & BUICK

ORANGE COUNTY HEAD START

ORANGE COUNTY PARENTS & TEACHERS

PHILARMONIC HOUSE OF DESIGN

PRESBYTERIAN CHURCH OF THE COVENANT

PROWEST PCM, INC.

RESCO SELF STORAGE

RIDGEPARK LANDSCAPE

RIVERSIDE COUNTY TRANS. COMMITTEE

RUBY'S RESTAURANTS

S & S BUILDING MAINTENANCE

SCHROEDER MANAGEMENT

SHOOK PROPERTIES

SHURGARD SELF-STORAGES

SPERRY VAN NESS

SOUPLANTATION RESTAURANTS

SWINERTON BUILDERS

THE CARLSON COMPANY

TUSTIN UNIFIED SCHOOL DISTRICT

UNITED CONSTRUCTION

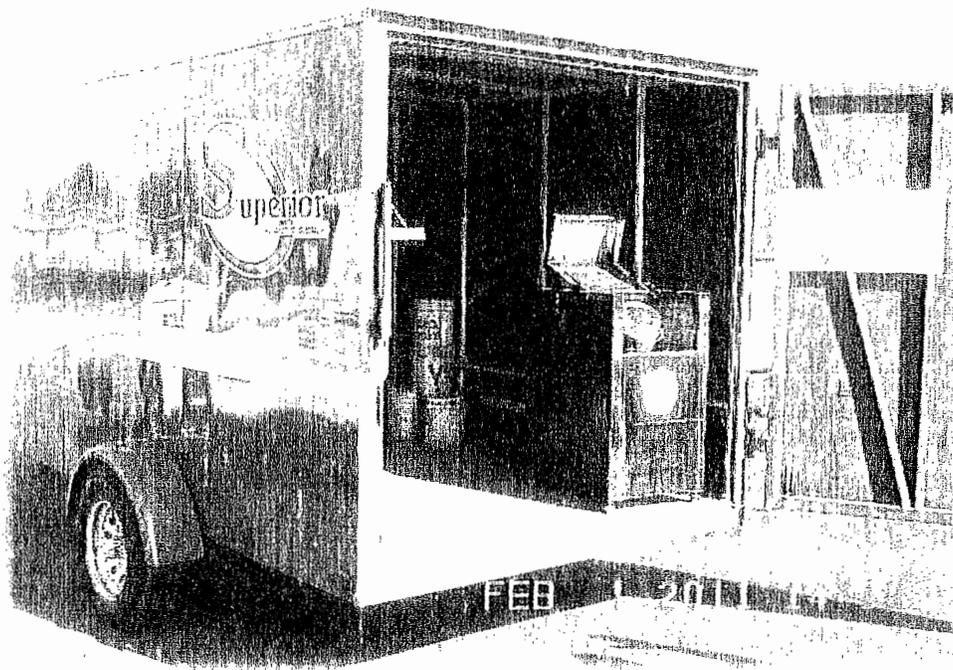
W. CRAIG DOOTSON

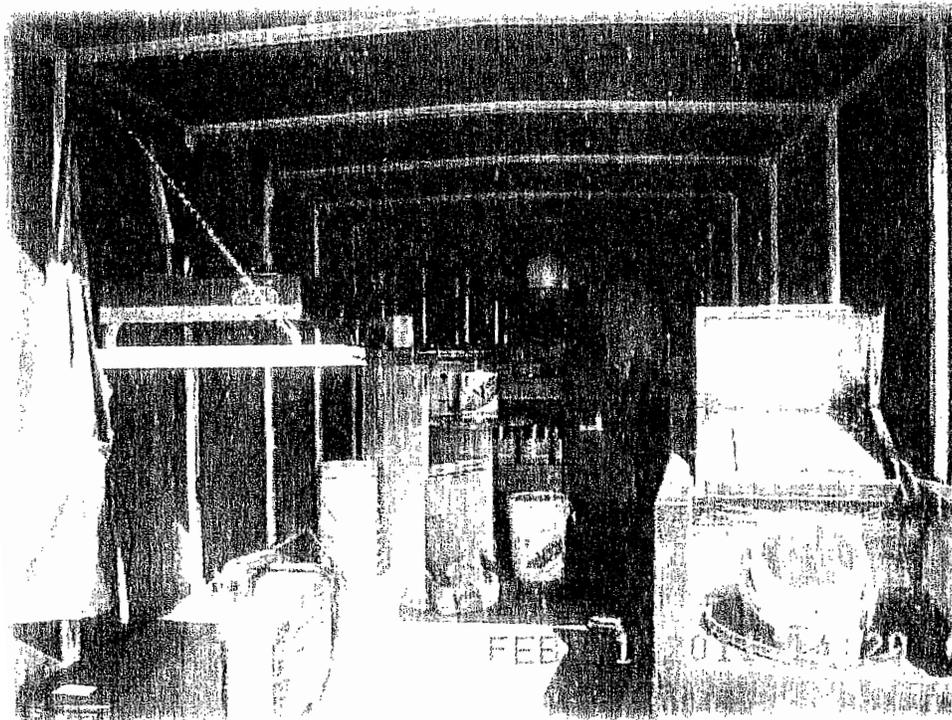
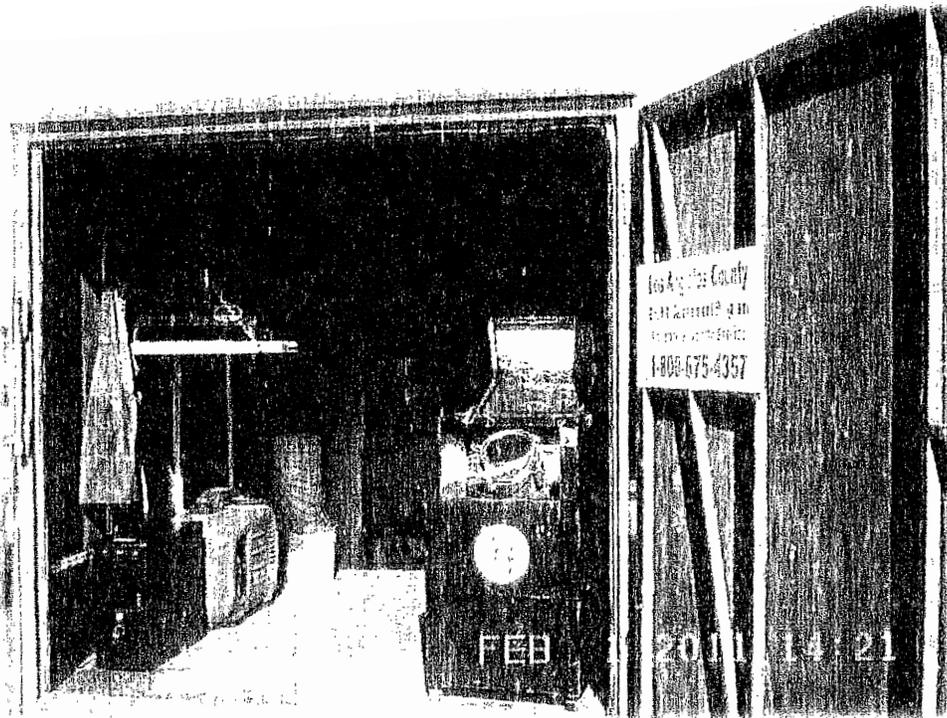
WAIHOO'S RESTAURANTS

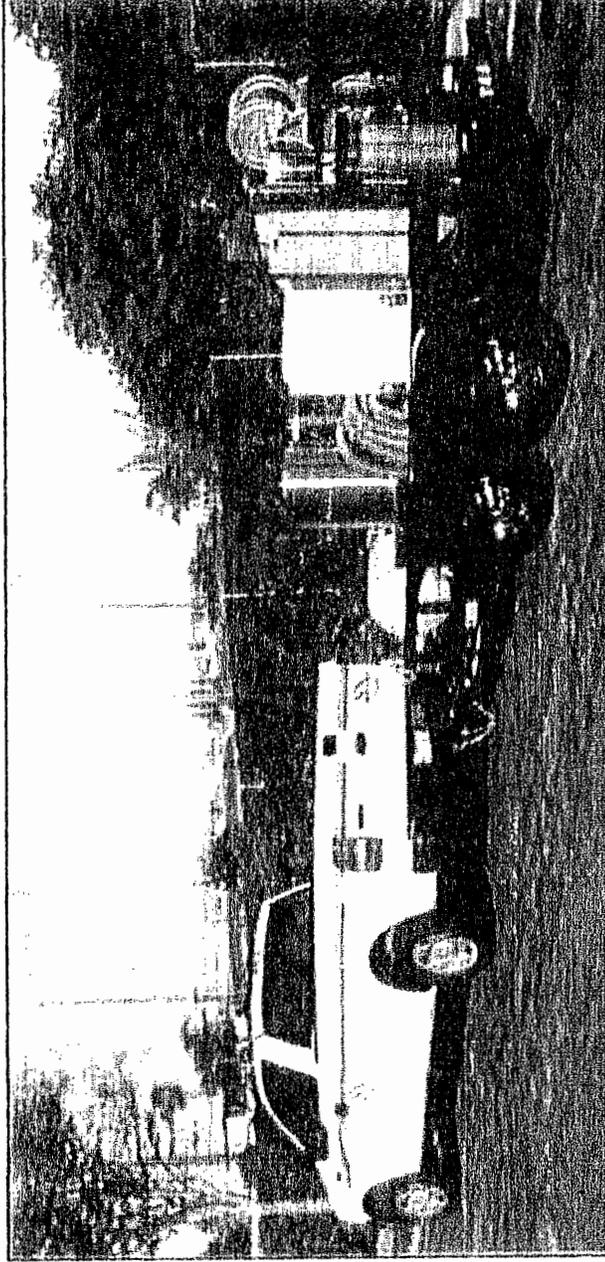
24 HOUR FITNESS CENTERS



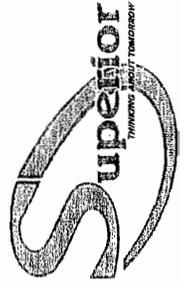
Superior Property Services Mobile Color Matching Capabilities







Superior has just finished designing and putting into active service a new, state of the art, trailer mounted fully propane powered hot water pressure washer unit. The one of a kind unit is equipped with a Hydro Tek water recovery system and Honda Super Quiet Series EU3000's generator and has the capacity to fully recycle up to 220 gallons of water during recovery.

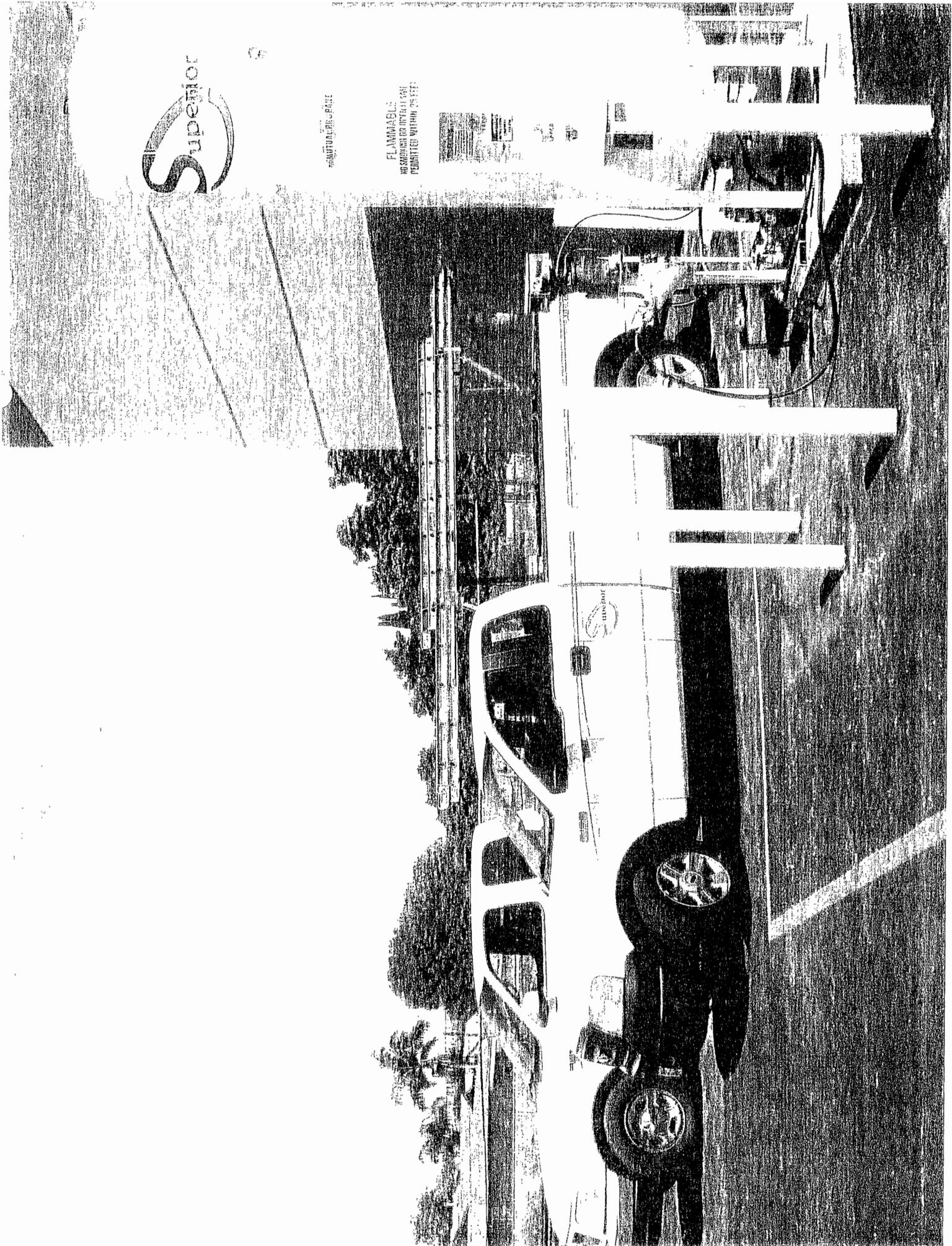


Superior

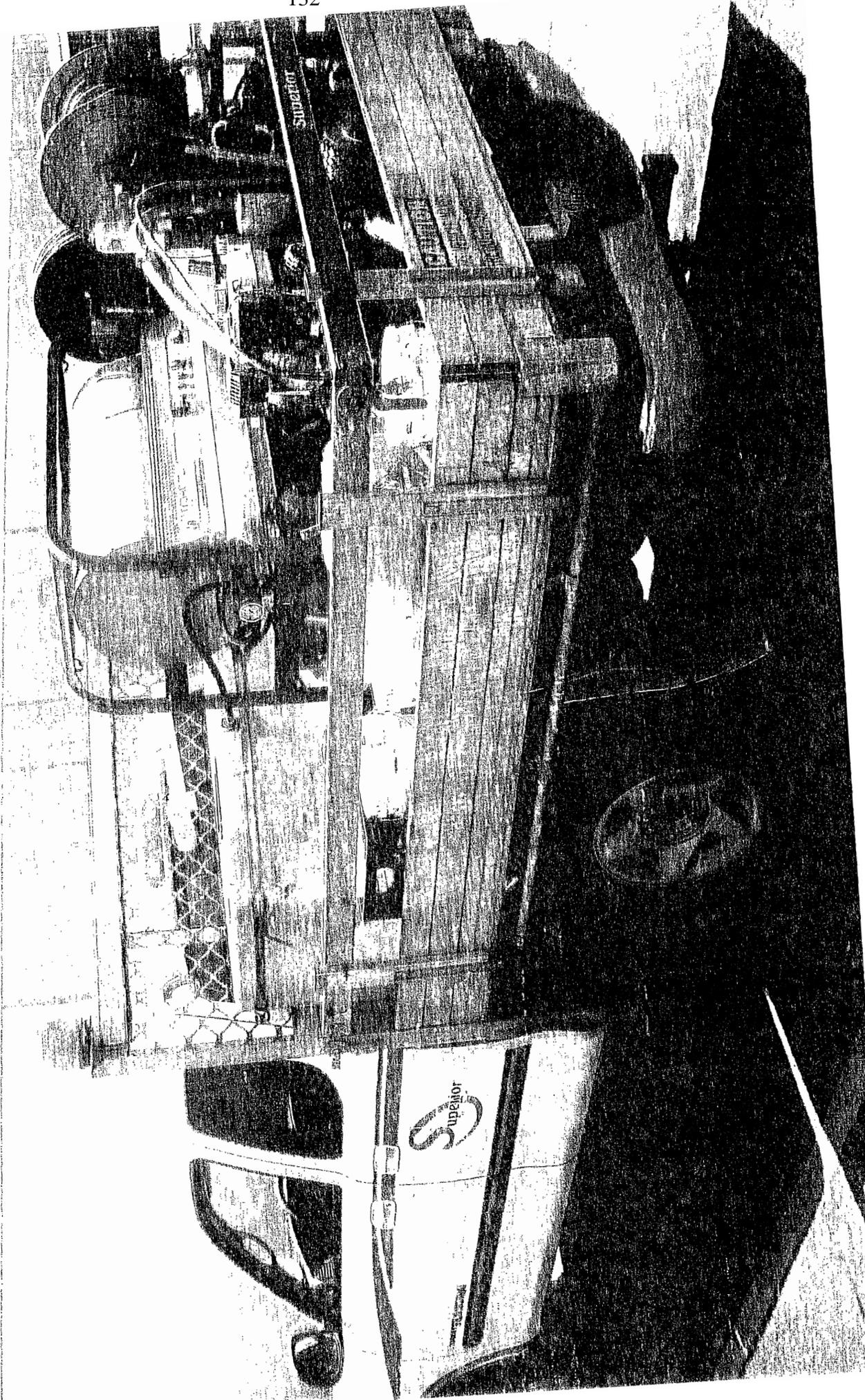
AMTUTALPUBRICE

FLAMMABLE
RESOURCES OR OTHER GASES
PERMITTED WITHIN 25 FEET

WARNING
FUEL
EXHAUST
ELECTRICAL









FRANK J. WILLS
Chief of Police

December 19, 2008

Ron Bruneck
Superior Property Services
9129 Perkins Street
Pico Rivera, CA 90660-4512

Dear Superior Property Services:

Thank you for your graffiti removal service in the City of West Covina over the last few years. The presence of graffiti, in any city, is a direct reflection on the community and how the community deals with crime. The City of West Covina has a zero tolerance towards graffiti and Superior has helped us with this goal.

Besides being very responsive to the needs of the community, you have acted quickly to removing the graffiti from the well-traveled streets as well as in our parks and highly visible public areas.

In the past when an area had to be painted over it often did not match previously painted areas. This was almost like leaving a calling card to taggers to return. With the addition of your custom paint matching systems on your service trucks this will improve your onsite paint matching capabilities. This new system will help in the overall appearance of the community and benefit everyone.

I have also heard you will be going GREEN in a few months with the addition of your new propane pressure washer and full water recovery and recycling units. It sounds like Superior has done their homework to incorporate the latest technology in graffiti removal. This will be an added benefit for the community and the environment.

Your mission of removing graffiti from the City of West Covina is a never-ending task, which is quite challenging to say the least. I commend you, your staff and your standard of excellence in keeping West Covina graffiti free. We believe that you are setting the standards for graffiti removal, keep up the good work.

Sincerely,



FRANK J. WILLS
Chief of Police



CITY OF WEST HOLLYWOOD

CITY HALL
8300 SANTA MONICA BLVD.
WEST HOLLYWOOD, CA
90069-6216
TEL: (323) 848-6471
FAX: (323) 848-6565

DEPARTMENT OF HUMAN SERVICES

June, 24, 2009

To Whom It May Concern;

I am pleased to recommend Superior Property Services, Inc. to anyone considering the use of their services. They have been providing consistent high quality pressure washing services to the City of West Hollywood. Superior has embraced West Hollywood's core values relating to sustainability and have up graded their equipment and provided us with 100% propane powered pressure washing and water recycling which exceeded our stiff requirements and goals of maintaining a Green image.

It continues to be a pleasure dealing with the friendly staff of Superior. They have been very dependable, professional and responsive in meeting all of our requests, including the specifications of our RFP. Superior has provided quick response, detailed follow-up reports, good communication with my staff, and have been terrific to work with. It is without reservation I provide this letter of recommendation for Superior.

Should you have any questions please feel free to contact me at 323-848-6339.

Sincerely,

Kevin W. Trudeau, Maintenance Superintendent
Facilities and Landscape Division



JAMES A. NOYES, Director

COUNTY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS

900 SOUTH FREEMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
www.lapw.org

ADDRESS ALL CORRESPONDENCE TO:
P O BOX 1460
ALHAMBRA, CALIFORNIA 91802 1460

IN REPLY PLEASE
REFER TO FILE: AS-0

November 19, 2002

To Whom It May Concern:

SUPERIOR PRESSURE WASHING, INC.

Superior Pressure Washing, Inc. (Superior) served as our graffiti removal contractor from July 1, 1997 to June 30, 2002. Over the past five years, Superior has administered 14 contracts within the County. Superior has proved to be very effective and timely in removing graffiti throughout the unincorporated areas that they served. The graffiti was professionally removed within the 48 hours and 24 if obscene, sometimes being removed in the same day. The Los Angeles County Board of Supervisors and the community, in which this contractor serviced, were highly satisfied with the services provided. Due to our bidding process, Superior was outbid for the fiscal year 2002-2003.

If you have any questions, please feel free to call me at (626) 458-4091.

Sincerely,

A handwritten signature in cursive script that reads "Valerie J. Hill".

Valerie J. Hill
Graffiti Abatement Program Manager

VH:ti/P:Larry

O R A N G E C O U N T Y

Public Works

Our Community Our Commitment

Byron Sasaglo, Director
1001 N. Flower Street
Santa Ana, CA
P.O. Box 4048
Santa Ana, CA 92702-4048
Telephone: (714) 834-2000
Fax: (714) 834-5182

December 17, 2008

To Whom It May Concern:

I am pleased to recommend Superior Graffiti Abatement to anyone considering the use of their services. They have been providing supplemental graffiti abatement services to the County of Orange. Their primary responsibility has been graffiti removal in the County's flood control channels.

It has been a pleasure dealing with the friendly staff of Superior. They are dependable, professional and responsive in meeting all of our requests, including the specifications of our RFP.

Superior has provided quick response, detailed follow-up reports, good communication with my staff, and have been terrific to work with. It is without reservation I provide this letter of recommendation for Superior. If you have any further questions, please feel free to contact my office.

Sincerely,



Eileen DePuy
Manager, Operations & Maintenance/Special Projects



January 5, 2008

Re: Letter of Support

To whom it may concern,

Superior Property Services has been providing graffiti removal services on a weekend basis to the City of Colton for the past two and half years. In the past three years Superior Property Services has provided satisfactory work. Graffiti is removed within the specified time required by the City and requested work is completed in a timely manner. In addition, Superior Property Services has been responsive to the City needs and any of our requests or concerns.

If you have any further questions please do not hesitate to contact me at (909) 370-5193.

Thank you,

Dennice Raygoza
Administrative Analyst
Department of Public Works
City of Colton
(909) 370-5065



COUNTY OF ORANGE
RESOURCES & DEVELOPMENT MANAGEMENT DEPARTMENT

Bryan Speegle, Director
36011 Flower Street
Santa Ana, CA
P.O. Box 4018
Santa Ana, CA 92702-4018
Telephone: (714) 831-2300
Fax: (714) 831-5188

March 3, 2006

Superior Property Service
Larry DeCrona
1415 E. McFadden Suite D
Santa Ana, Ca. 92705

To Whom It May Concern:

This is a letter of reference for Superior Property Service.

This company has been doing graffiti removal, painting and steam cleaning for various County of Orange facilities for the past five and half years.
The company has performed in a satisfactory manner.

If you have any questions regarding Superior Property Service, please do not hesitate to give me a call at 714-567-7750.

Sincerely,

A handwritten signature in cursive script that reads "Norman Hamaker".

Norman Hamaker
Contract Services Supervisor



CITY OF CLAREMONT

Community Services Department

1616 Monte Vista Avenue
Claremont, CA 91711-2913
FAX (909) 445-7822
www.ci.claremont.ca.us

Director • (909) 399-5432
Trees • (909) 399-5431
Maintenance • (909) 399-5431
Solid Waste • (909) 399-5431
Oak Park Cemetery • (909) 399-5487

February 20, 2007

Superior Property Services Inc.
Attn: Nancy Hernandez
1415 East McFadden Avenue, Suite D
Santa Ana, CA 92705

Dear Ms. Hernandez,

I just wanted to send you a quick note to let you know how much we appreciated your effort last Friday to get someone into the city to respond to the graffiti located at 144 North Indian Hill Boulevard.

The business owner called us immediately to commend the service that your company provides. If there are any additional expenses associated with this call out, please indicate them on your next invoice.

Once again, thank you for the excellent service.

Sincerely,

Stacey Niemeyer
Management Analyst

LAND USE SERVICES DEPARTMENT

COUNTY OF SAN BERNARDINO
PUBLIC AND SUPPORT SERVICES GROUP

385 North Arrowhead Avenue • San Bernardino, CA 92415-0187
(909) 387-4141 • Fax (909) 387-4288
<http://www.sbcounty.gov/landuseservices>

MICHAEL E HAYS
Director

March 7, 2006

To Whom It May Concern:

Since October 2004, the County of San Bernardino Land Use Services Department - Code Enforcement Division has contracted with Superior Property Services to provide graffiti removal in the unincorporated CDBG qualified areas of the Second Supervisorial District.

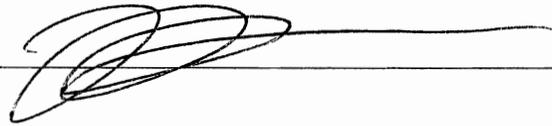
Superior Property Services has provided the personnel, supplies, and equipment necessary to respond to the County's complaints in this area. They have worked hard to provide the requested services and meet the required response time frames.

Based on this experience I would recommend Superior Property Services for graffiti removal services. If you have further questions or wish to discuss Superior's performance, feel free to call me (909-387-4148).

Sincerely,

A handwritten signature in cursive script that reads "Ruth M. Rice".

Ruth M. Rice, Administrative Supervisor II
County of San Bernardino
Land Use Services Department

Contractor superiorPrinted Name M. JUKOTASignature  Date NOVEMBER 29 2011

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan	5/10	20	
Software		20	
		Total	
Costs (graffiti only)	8/10	40	
References	1/10	20	
		Total	

Superior printed name MARTIN VUKOTIC signature  date NOVEMBER 29 2011

	provided	comments
A. Proposed methods for abatement		
1a. Schedule of work	YES	M - F 6 AM - 2 PM
1b. Identification of work	YES	VERY VAGUE. ROUTINE PATROLS WITH NO SPECIFIC MENTIONS OF STAKES.
1c. Assignment of work	YES	ONLY PROVIDES TWO WORKING CREWS WITH NO DESIGNATED ZONES.
1d. Response time	OK	ADEQUATE BUT NOT AS SPECIFIC AS EPC RE ROUTINE REQUEST RESPONSE TIMES.
1e. Staffing	YES	ADEQUATE STAFFING. BUT RESOURCE IMPLEMENTATION NOT AS THOROUGH AS EPC
1f. Work order tracking	OK	BRIEF DESCRIPTIONS AND URGENT ITEMS SENT VIA EMAIL DOES NOT GUARANTEE TIMELY RECEIPT OF WORKERS AND ACKNOWLEDGEMENT OF WORK ORDERS.
2. Description of tracking/monitoring system	YES	VAGUE AND THEIR SYSTEM IS NOT APPROPRIATELY INDUSTRY TESTED.
3. Methods of removal	YES	NOT A DESIRED LEVEL OF SERVICE REMOVAL METHOD.
Other Notes:		

Superior printed name MARTINE VUKOTIC signature [Signature] date NOVEMBER 29 2011

4. Reporting procedures	YES	VALUE BUT NOT AS THOROUGHLY EXPLAINED BY THE VENDOR
5. Equipment	YES	OK BUT NOT AS EQUIPPED COMPARED TO GPC
6. Exclusions or Additions	YES	NOT APPROPRIATELY EXPLAINED - QUESTIONABLE TRANSPARENTCY
B. Cost (in chart)	YES	
C. References (in chart)	YES	IMPRESSIVE LOT OF REFERENCES
D. Schedule of Deductions	YES	NOT AS COMPETITIVE AS GPC. NOT HEED AS ACCOUNTANT
E. Documentation of Prior Removal	NO	?? WITH THE AMOUNT OF REFERENCES, I'M PUZZLED AS TO WHY THERE WERE NO QUALITY OF WORK ITEMS. A PHOTO OF YOUR STAFF WAS NICE, BUT I'D LIKE TO SEE WHAT TYPE OF WORK THEY DO.
F. Other information		

Other Notes: BASED ON PROVIDED INFORMATION, THIS COMPANY IS NOT AS PREPARED AS GPC.

Dotter, Toni

From: Vukotic, Martin
Sent: Tuesday, December 06, 2011 1:32 PM
To: Dotter, Toni; Landis, Jon
Subject: Bids/Score

After reviewing all of the available information, I feel that GPC is best suited to meet the City of Torrance's needs as it pertains to graffiti removal. The provided photos of their removals were much better than Superior. The method and paint that Superior utilized in the photos was substandard and would contrast with our City's aesthetics. In addition, the dated reference material that Superior provided reflects a lack of preparation and current work product. As a result of my assessment, I recommend GPC.

V/R,

Martin Vukotic

Contractor SuperiorPrinted Name CessaSignature L Cessa Date 11-29-11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan	4	20	
Software		20	
		Total	
Costs (graffiti only)	4	40	
References	4	20	
		Total	

Superior printed name Cessa signature [Signature] date 11-29-11

	provided	comments
A. Proposed methods for abatement		
1a. Schedule of work	✓	
1b. Identification of work	✓	
1c. Assignment of work	✓	
1d. Response time	✓	
1e. Staffing	✓	
1f. Work order tracking	✓	very vague
2. Description of tracking/monitoring system	✓	very vague
3. Methods of removal	✓	no detail / description

Other Notes: While all items are included, all are very vague, with no detail. In fact, tracking system is minimal - this would cause me concern

Superior printed name _____ signature _____ date _____

4. Reporting procedures	✓	no sample to no detail
5. Equipment	✓	
6. Exclusions or Additions		none - no window (glass fixed amount? -
B. Cost (in chart)	✓	
C. References (in chart)	✓	only 1 reference to any size, all other small containers.
D. Schedule of Deductions	✓	
E. Documentation of Prior Removal		<u>none</u>
F. Other information		
<p>Other Notes: Again, all items are vague, there is no documentation of prior removal included, which would make proposal incomplete. In exclusion or addition the comment re providing service for fixed amount causes me concern. Based on info contained in proposal, I would not be comfortable re commencing the proposal</p>		

Landis, Jon

From: Cessna, Linda
Sent: Monday, December 05, 2011 8:49 PM
To: Landis, Jon
Subject: RE: Bids/score

Jon-- sorry about the delay-- regarding the references for the graffiti bids:

GPC- photos of their work look very good. references from current clients excellent. score 9

Superior_ photos of their work shows lack of appropriate response. references from clients are all old. Score 4

Would not recommend Superior.

Linda Cessna

Contractor SuperiorPrinted Name Superior MATTHEW KRAMSignature M. Kram Date 11-29-11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan	6	20	
Software		20	
		Total	
Costs (graffiti only)	8	40	
References	1	20	
		Total	

Superior printed name MATTHEW KEMP signature [Signature] date 11-29-11

	provided	comments
A. Proposed methods for abatement		
1a. Schedule of work	Y	2 TRUCKS (1-LESS THAN NOW) ???
1b. Identification of work	Y	ZONES?? UNCLEAR...
1c. Assignment of work	Y	OKAY
1d. Response time	Y	OKAY
1e. Staffing	Y	OKAY
1f. Work order tracking	Y	LACKS DETAILS. WOULD LIKE TO KNOW MORE.
2. Description of tracking/monitoring system	Y	THIS APPEARS TO BE NEW FOR THIS COMPANY
3. Methods of removal	Y	PAINT MATCH? NEED MORE DETAILS
Other Notes:		

Superior printed name Matthew Krapp signature [Signature] date 11-29-11

4. Reporting procedures	Y
5. Equipment	Y UNCLEAR - SMALL? LARGE? FULLSIZE?
6. Exclusions or Additions	Y (CREWS) NUMBER OF IS A CONCERN
B. Cost (in chart)	Y
C. References (in chart)	Y
D. Schedule of Deductions	Y <u>LOW</u> Flat \$100 Deductions
E. Documentation of Prior Removal	N NOT PROVIDED ??
F. Other information	Y Some overview uniforms, etc...
Other Notes:	<p>WEB BASED tracking tools seem to new. overall BID covers most points with little detail - I FEEL AS THOUGH 2-CREWS WILL NOT BE ABLE TO KEEP UP WITH THE WORK LOAD.</p>

Dotter, Toni

From: Knapp, Matthew
Sent: Monday, December 05, 2011 12:35 PM
To: Dotter, Toni
Subject: RE: Bids/score

From: Knapp, Matthew
Sent: Monday, December 05, 2011 11:17 AM
To: Landis, Jon
Subject: RE: Bids/score

Re references:

GPC- looks very good they show various applications. All seem to be done effectively.

9

Superior- paint on poles looks horrible. The dated photos show a lack of response that is not acceptable. **1**

I would only recommend GPC at this point.

Matt Knapp

Contractor SUPERIORPrinted Name SHERYL BALLEWSignature *Sheryl Ballew* Date 11/21/11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan		20	
Software	5	20	
		Total	
Costs (graffiti only)		40	
References		20	
		Total	

Superior Property Services
 Monday 21 November 2011 – 1 p.m.
 Ron Bruneck & Ted (software developer) *J.B.*

A – Data Input

1. Acceptable
2. Android based, heavy duty phone (commando – Casio), works via tablet also (Samsung) city would have preference. Not used by other cities at present. Working with West Covina PD on features. Used internally with recent start up using smartphone type input to meet City of Torrance requirements (moniker) Stated LA Sheriff having difficulties with their equipment
3. Entered 3 test photos with moniker outside building (City Hall West Annex). Several minutes for each report as photo had to be taken saved and imported for upload
4. “using in house to test, working well”
5. Acceptable except location information. Work information was recorded and test photos were successfully entered/received on the desktop with the exception of location. Work locations were not accurate. The 3 tests showed Carson St when actual location was Torrance Blvd. They then showed other photos taken earlier in the day on Western however the GPS system showed Vermont address. Was able to correct via desktop computer and said the abatement tech (tech) could correct the address in the field as well. this is a problem

Showed square foot bar to allow tech to more quickly enter size in field (this is used at other customers).

The system is still in development. They mentioned they have used the data base for a long time, the current product with the functions Torrance wants is new. They said we have the option to enable various fields as needed

Flow of work from Torrance would be assigned from main office. Direct assignment is a future option

6. Completed – acceptable
7. Urgent key – directly notify field techs/supevisor
8. Showed internet reporting function
 - a. name
 - b. address
 - c. phone
 - d. no e-mail address available (can add later)
 - e. upload photo – taking photo is not part of reporting system
9. Showed smart phone bookmark – same information as internet. Works for all phone platforms as it is a bookmark not a specific app. Photo upload must take photo separately, import into system and upload. Works but time consuming and not user friendly
- 10 None noted

Superior met most entry requirements easily. The GPS location function not working accurately is a problem. Time required for input is lengthy compared to the City's present system. While they said technicians could easily correct errors in the field, missing errors would cause much more work and could cause problems for the Police Department.

B Sorting/Reporting capabilities

1. Provided a list of incidents for specific number but not a range of numbers
2. Provided a list of incidents for a specific date but not a range of dates
3. Provided a list of incidents for specific street, date range not noted
4. Provided a list of incidents for a specific moniker
5. Mapping functions – need to add a mapping button -FUTURE
 - 5.1 mapping of multiple work orders not currently included
 - 5.2 mapping of a specific date range not currently included
 - 5.3 mapping of multiple incidents for a specific street not currently included
 - 5.4 mapping of multiple incidents for specific moniker not currently included
6. Can view 1 photo at a time, not multiple per page
7. Need to add display time field
8. None noted
9. Other
 - 9.1 showed closure of work order
 - 9.2 Need to add an assign to field (which tech)

Most reports are exportable to excel. Superior finds it easier to monitor the large data reports in a excel spreadsheet

the photo for each work order is viewed individually, this could increase time to review multiple photos

the lack of mapping of work orders is a significant issue. The Police Department uses this function heavily when reviewing graffiti trends by date, street and moniker

C. other attributes?

None noted. Will go back and correct the discrepancies

A number of required features operated acceptably. However, based on the lack of an operating GPS system that accurately identifies the street location and the lack of an operating group mapping features the system software as presented marginally meets the minimum requirements but offers few added benefits to improve efficiency within the City. Use of this system after using our present system for several years would be a large step backward. Superior said they were going to add the mapping features. 5/10

Sheryl Ballaw

Contractor SUPERIORPrinted Name TONI DOTTERSignature Toni Dotter Date 11/21/11

	Score (0-10)	Weighting (%)	
Plan of Operation			
Plan		20	
Software	6	20	
		Total	
Costs (graffiti only)		40	
References		20	
		Total	

Superior Property Services
 Monday 21 November 2011 – 1 p.m.
 Ron Bruneck & Ted (software developer)



A - Data Input

1. Acceptable
2. Android based, heavy duty phone (commando - Casio), works on tablet as well (Samsung) - will provide either handheld or pad to city, at our preference. System is not set up for clients (has not been used by other cities) used in house only (internal management) but they will let us use it. Recent start up using Smartphone type input to meet City of Torrance requirements (moniker). Stated working with West Covina PD on features. Stated LA Sheriff having difficulties with their system.
3. Entered three test photos with moniker outside building (City Hall West Annex) – took at least ten minutes to upload work orders.
4. “Using in house to test, working well”
5. Acceptable, except location information. Work information was recorded and test photos were successfully entered/received on the desktop with the exception of location. Address (work) locations were not accurate. Address location and photo location were different. System sorts by photo location – we sort by address location. Three test work orders showed Carson St when the actual location was Torrance Blvd. Other photos were taken earlier in the day on Western however the GPS system showed a Vermont address. They were able to correct (change) the address from the desktop computer and said the abatement tech could correct the address from the field as well. **This is a problem**

The system is still in development. They stated that they have used the data base in house for a long time, the added functions that Torrance wants is new. They said we can enable various fields as needed in future

The requests from Torrance would be assigned from their main office to techs. Direct assignment is a future option

6. Completed – acceptable
7. Urgent key to directly notify reporter, field techs/supervisor and office - also Square footage bar to allow tech to more quickly enter size in field
8. Showed internet reporting function
 - a. name
 - b. address
 - c. phone
 - d. no e-mail address available (can add later) (GPC better because it allows remarks and allows the user more options for information)
 - e. upload photo if available

9. Must use browser. Showed smart phone with bookmark – same information as internet. Works with all phone platforms, from browser, you can bookmark it - it is not a direct app. Photo upload - must take photo separately, import into system and upload. Works but not user friendly
10. None noted

Superior met most of the requirements. The GPS location function not working is a problem. They said the tech could easily adjust location in the field, missing the error would cause much more work and make it very hard to locate a needed work order

B - Sorting/Reporting capabilities

1. Provided a list of incidents for specific number but not a range of numbers
2. Provided a list of incidents for a specific date but not a range of dates
3. Provided a list of incidents for specific street only, date range not noted
4. Provided a list of incidents for a specific moniker
5. Mapping functions – need to add a mapping button in the FUTURE
 - 5.1 mapping of multiple work orders not currently included
 - 5.2 mapping of a specific date range not currently included
 - 5.3 mapping of multiple incidents for a specific street not currently included
 - 5.4 mapping of multiple incidents for specific moniker not currently included
6. Can view one photo at a time, not multiple per page
7. Need to add display for time field (no time stamps currently shown)
8. None noted
9. Other
 - 9.1 showed closure of work order
 - 9.2 need to add an assign to field (which tech)

Basic work order reports only available, they are exportable to excel. Fields must be searched and manipulated in excel, not available in their system.

The inability to view multiple photos and the lack of mapping features are significant issues. The Police Department uses these functions heavily when reviewing graffiti trends by date, street and moniker

C - Other attributes.

None noted. Need to go back and correct the discrepancies

A number of required features operated acceptably, However based on the lack of an operating GPS system that accurately identifies the street location AND the lack of an operating mapping feature the system software as presented does not meet the minimum needs of the City of Torrance.

6/10

Joni Dotter

West Covina – Superior Property Services – December 1, 2011

How long under contract?

No longer under contract, lost BID to low bidder, not due to them. Prior contract for a little over three years

Number of techs used daily?

As needed

Fixed number of techs or as needed?

Contractor decided

Hourly or full time?

At least one guy (crew) full time – billed per site, per location with dollar cap

Number of days per week or every day?

Contractor decided

Patrol and remove (seek) – or remove as requested? As requested or seek out?

Calls first, then parks, then major thoroughfares, then alleys

Estimated % of the as requested (100%, 50%, and 25%) vs. found by them?

At 90% - dramatically reduced calls

Abatement method used? How is graffiti abated - remove or paint over graffiti?

Remove: Green as possible, soda blast, water blast, to maintain virgin walls

Paint: Yes, excellent paint matching – Superior tried to save a wall from paint but we had to paint it

Is method of removal predetermined or is it the contractor's choice? Or contractor's choice?

Contractor choice

Sandblast concrete poles?

Some painting is necessary – Superior was very professional and recognized the new poles with coating

West Covina – Superior Property Services – December 1, 2011

What Software did you use?

We use Graffiti Tracker (through law enforcement)

Additional comments:

Zero problems

Innovative

Full time abatement

48-72 hours maximum turnaround time

Immediate response and follow up for special events, hate crime, etc

Ron is the best around

Give contractor access to the hotline – let them do it

Email graffiti reports to them works the best

The less we are involved the better

Superior did not play games – we did not hold their hand

Lots of meetings

Superior used our tracking system when we brought it in on them mid contract

Superior stayed and worked month to month after they lost the contract

Simi Valley - Superior Property Services – December 1, 2011

How long under contract?

Second year with contract

Number of techs used daily?

Most often one

Fixed number of techs or as needed?

As needed

Hourly or full time?

Full time, some work done in house - but Superior is the main source

Number of days per week or every day?

As needed – usually one – 90% of the time one person/truck daily

Patrol and remove (seek) – or remove as requested? As requested or seek out?

As requested - usually three to, fifteen to twenty requests daily. We write the work order and they respond within 24 hours after receiving. We notify them through email and they respond the following day

Estimated % of the as requested (100%, 50%, and 25%) vs. found by them?

100% requested

Abatement method used? How is graffiti abated - remove or paint over graffiti?

Remove: Very rarely, on special request only, like a sensitive wall of welcome sign. There is a contract price for water blasting

Paint: 99% is painting; we use only eight colors of paint and no color matching. There is a contract price for painting

Or contractor's choice: Contractor's choice (please note that Simi Valley only uses paint except for rare occasion)

Is method of removal predetermined or is it the contractor's choice?

Pretty much everything is painted

Simi Valley - Superior Property Services – December 1, 2011

Abatement method continued:

Do you paint even sidewalks?

Yes, we paint sidewalks

Do you sandblast concrete poles?

No, they paint them

Additional comments:

Superior's response time is excellent

Super low price

Superior does an excellent job we are happy with them

Superior makes everything right if a problem occurs

Superior has a good attitude

Superior is very responsive

The owner is hands on

They cover our program (monitor our hotline)

Nancy (office) runs the show

County of LA – Superior Property Services – December 1, 2011

Can we get a full copy of the contract for Carson?

Must submit a public records request

Borders of county to Carson

Del Amo to Lomita and 110 freeway to Normandie Ave. (pg 764 and 794 Thomas guide, unincorporated, light yellow)

Comments:

We are not allowed to answer any questions about our contractors

The only thing we are allowed to convey to other municipalities is that

They have a contract with us: Yes

and

Is the contract in good standing: Yes

Other than that we are not really at liberty to share any other additional information about our contractor with anyone else

County of LA – Superior Property Services – December 1, 2011

How long under contract – Alta Dena & Carson? Other areas?

Fixed number of techs or as needed?

Patrol and remove (seek) – or remove as requested?

Estimated % of the as requested (100%, 50%, and 25%) vs. found by them?

80% proactive?

Abatement method used? How is graffiti abated - remove or paint over graffiti?

Remove

Paint

Or contractor's choice

Sandblast concrete poles?

Is method of removal predetermined or is it the contractor's choice?

Superior Property Services Proposal Review Analysis

General summary of remarks from the various sections of the review process for Superior Property Services, Inc. are provided below. Crew costs and numbers are discussed in a separate Cost section.

Operations plan - Generally, the operations plan showed few if any details on how Superior would operate with Torrance. They provided minimum information as to how graffiti would be discovered, assigned, removed and reported. No mention of park patrols or interior of park restrooms was made. Removal methods were described in similar lack of detail. A description of the truck with full pressure washing and painting equipment was provided. Added was a description of the 4 types of vehicles and trailers available. During the vehicle review, Superior stated that they would use 1 vehicle with paint and pressure washing capability and others with painting equipment. Superior provided no reasoning on how their methodology might support use of a lesser number of crews in Torrance. Comments and scoring for the operations plan is provided in Attachment (G)

Software - Details of software capabilities were absent from the RFP as required. During the demonstration portion, the software performed most but not all of the minimum requirements. GPS locations of sample tags were not correct and needed to be modified after entry into the system. Photos of sample tags taken at City Hall on Torrance Blvd showed locations on Carson St. Mapping features worked individually, however a map of multiple incidents, i.e., same moniker, same street, etc., could not be displayed. The system presented is also in development so did not meet the 12 month operational standard. Superior stated they are using the system in house but have not provided it to other cities currently under contract. After completing their demonstration, Superior forwarded an e-mail stating they were working on correcting their software package. Comments and scoring for software is provided in Attachment (G).

References - Results of discussions with various references are found in Attachment (H). Scoring for references included review of before and after photographs as an indication of current work. References providing input were very pleased with current work. The County of Los Angeles was not able to comment per County policy other than the fact that the current contract was in good standing and to confirm boundaries of areas serviced. They indicated that reviewing work in the field would be a way for us to judge the quality of work.

As before and after photos were not provided as required in the RFP, Attachment (A) page 9, item E, City staff visited other areas observing and photographing abatement results. These photographs, Attachment (E), were taken in late November 2011 in unincorporated County areas of Altadena and Carson. Photos concentrate on abatement of property in the Public Right of Way, i.e., metal and concrete poles, as these areas are normally only performed by contractor employees. The photos showed color matching was not especially accurate and also that County specifications were not followed for concrete poles. Specifications require use of soda blasting for removal of

graffiti from concrete poles as described in the following excerpt from a current County contract:

Concrete Light Poles: Graffiti shall be removed from concrete light poles using a water blasting machine with a soda compound only. No paint shall be used. All paint shall be removed from the pole. All paper or sticker signs and "slap tags" shall be removed.

Observation photos show non-compliance with this specification. The observation photos show the typical condition of 80 to 90 percent of poles within unincorporated County areas. As 1/3 to half of graffiti in Torrance is on poles, lack of adherence to a "remove first" policy is a concern as few, if any poles, in Torrance are painted over.

Costs

	Crew cost
	per day
Superior	245.00

It must be noted that Superior stated in their proposal that they recommended use of only 2 crews. However, Superior provided no reasoning to support use of a lesser number of crews in their proposal. This raises a concern. Based on prior experience with 2 crews, both with GPC and other contractors, staff feels 3 crews are necessary to keep the City at its current level of abatement and response time. Removal requires more time than painting over. Proactive patrols and abatement throughout City parks and the interior of park restrooms also requires adequate time for completion. Using 2 crews would also increase the percentage of calls from citizens. Other contractors supporting other cities have used a reduced number of crews to obtain the bid and increased staff and contract costs after complaints rose.

Superior also included in their proposal that if the City was concerned that adequate coverage would not be provided with the proposed 2 crews, they recommended a fixed contract for \$160,000 to include whatever equipment and material was necessary. This is a problem for 2 reasons, removing the \$127,400; a two crew rate from the \$160,000 cost would leave over \$33,000 for materials. As paint is the only item which the City reimburses the contractor and given the previous \$12,000 annual material (paint) costs, this proposal would equate to an additional \$20,000 bonus to ease City concerns. *Note that equipment and chemicals are the responsibility of the contractor.* Estimating annual paint costs at over \$33,000 also implies that painting was expected to be Superior's routine method for abatement. The typical set up of Superior vehicles and the review of abatement efforts in other Cities indicates a "paint first" routine for Superior.

GPC recommended continuation of 3 crews. GPC also included in their proposal that if the City desires a lesser standard for budgetary reasons abatement crews could be reduced with costs calculated from the price proposal.

As the City has the final decision on the number of crews to be used, cost analysis for the RFP was made for identical crew sizes. A breakdown of crew and material costs is provided below:

	Crew	Materials (estimated)	total
2 crews	127,400.00	15,000.00	142,400.00
2.5 crews	159,250.00	15,000.00	174,250.00
3 crews	191,100.00	15,000.00	206,100.00

Transit - Alternate Bid Item

An alternate bid item was included for Bus Stop Maintenance and Repair for the Torrance Transit department. This alternate item was included as staff felt cost reductions may be achieved if both bus stop maintenance and graffiti abatement were included as one package with a single contractor.

Superior's fixed price per bus stop proposal is shown below.

Superior Property Services	84,500.00
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Scoring Results / Combined Cost Comparison

Scoring results for graffiti abatement proposals from Graffiti Protective Coatings, Inc. (GPC) and Superior Property Services, Inc. (Superior) are as follows.

Graffiti Protective Coatings

	%	Rater					AVERAGE	WEIGHTED AVERAGE
		A	B	C	D	E		
Operations								
Plan	20	9	9	9			9.00	1.80
Software	20				10	10	10.00	2.00
Cost	40	8	7.5	7			7.50	3.00
References	20	8	9	9			8.67	1.73
TOTAL							8.53	

Superior Property Services (results prior to proposal withdrawal)

	%	Rater					AVERAGE	WEIGHTED AVERAGE
		A	B	C	D	E		
Operations								
Plan	20	5	4	6			5.00	1.00
Software	20				5	6	5.50	1.10
Cost	40	8	8	8			8.00	3.20
References	20	1	4	1			2.00	0.40
TOTAL							5.70	

Scoring was accomplished based on information provided in the RFP and software demonstration. Scores ranged from 0-10 with 0 being lowest, 10 highest, and 5 average. Scores were totaled and averaged by the number of raters for each area. Averaged scores are multiplied by the element percentage to determine the weighted average and then added for the final score. Scoring sheets are provided in Attachment (D) and (E).

Combined costs for graffiti abatement and transit are as follows.

	Graffiti Crews	Graffiti Materials	Transit	Total
Current costs	221,380	15,000	76,332	\$ 312,712
Superior proposal	191,100	15,000	84,500	\$ 290,600
GPC proposal	193,440	15,000	47,320	\$ 255,760

Comparison of the combined costs reveals economies of scale are achieved through award of the two contracts to one contractor. GPC's combined proposal is \$56,000 less than the current contracts and \$34,000 less than Superiors proposal.

CONTRACT SERVICES AGREEMENT

This CONTRACT SERVICES AGREEMENT ("Agreement") is made and entered into as of July 1, 2012 ("The Effective Date"), by and between the CITY OF TORRANCE, a municipal corporation ("CITY"), and Graffiti Protective Coatings, Inc. a California corporation ("CONTRACTOR").

RECITALS:

- A. The CITY wishes to retain the services of an experienced and qualified CONTRACTOR to provide graffiti removal services for the City of Torrance.
- B. In order to obtain the desired services, The CITY has circulated its Request for Proposal for Graffiti Removal Services for the City of Torrance, RFP B2011-45 (the "RFP").
- C. CONTRACTOR has submitted a Proposal (the "Proposal") in response to the RFP. In its Proposal CONTRACTOR represents that it is qualified to perform those services requested in the RFP. Based upon its review of all proposals submitted in response to the RFP, The CITY is willing to award the contract to CONTRACTOR.

AGREEMENT:

1. SERVICES TO BE PERFORMED BY CONTRACTOR

CONTRACTOR will provide the services and materials listed in CONTRACTOR's Proposal submitted in response to the RFP. A copy of the Proposal is attached as Exhibit A.

2. TERM

Unless earlier terminated in accordance with Paragraph 4 below, this Agreement will continue in full force and effect from the Effective Date through June 30, 2013. This Agreement includes four one-year options to renew the contract. The options can be exercised only by the CITY.

3. COMPENSATION

A. CONTRACTOR's Fee.

For services rendered pursuant to this Agreement, CONTRACTOR will be paid in accordance with the compensation schedule set forth in the Proposal; provided, however, that in no event will the total amount of money paid the CONTRACTOR, for services initially contemplated by this Agreement, exceed the sum of \$ 208,440 ("Agreement Sum"), unless otherwise first approved in writing by the CITY. In the event the CITY

exercises an option for an additional year, then the costs may be increased by an amount not to exceed the Consumer Price Index – All Urban Consumers.

B. Schedule of Payment.

Provided that the CONTRACTOR is not in default under the terms of this Agreement, upon presentation of an invoice, CONTRACTOR will be paid monthly, within 30 days after the date of the monthly invoice.

4. TERMINATION OF AGREEMENT

A. Termination by CITY for Convenience.

1. CITY may, at any time, terminate the Agreement for CITY's convenience and without cause.
2. Upon receipt of written notice from CITY of such termination for CITY's convenience, CONTRACTOR will:
 - a. cease operations as directed by CITY in the notice;
 - b. take actions necessary, or that CITY may direct, for the protection and preservation of the work; and
 - c. except for work directed to be performed prior to the effective date of termination stated in the notice, terminate all existing subcontracts and purchase orders and enter into no further subcontracts and purchase orders.
3. In case of such termination for CITY's convenience, CONTRACTOR will be entitled to receive payment for work executed; and costs incurred by reason of such termination, along with reasonable overhead and profit on the work not executed.

B. Termination for Cause.

1. If either party fails to perform any term, covenant or condition in this Agreement and that failure continues for 15 calendar days after the nondefaulting party gives the defaulting party written notice of the failure to perform, this Agreement may be terminated for cause; provided, however, that if during the notice period the defaulting party has promptly commenced and continues diligent efforts to remedy the default, the defaulting party will have such additional time as is reasonably necessary to remedy the default.
2. In the event this Agreement is terminated for cause by the default of the CONTRACTOR, the CITY may, at the expense of the CONTRACTOR and its surety, complete this Agreement or cause it to be completed. Any check or bond delivered to the CITY in

connection with this Agreement, and the money payable thereon, will be forfeited to and remain the property of the CITY. All moneys due the CONTRACTOR under the terms of this Agreement will be retained by the CITY, but the retention will not release the CONTRACTOR and its surety from liability for the default. Under these circumstances, however, the CONTRACTOR and its surety will be credited with the amount of money retained, toward any amount by which the cost of completion exceeds the Agreement Sum and any amount authorized for extra services.

3. Termination for cause will not affect or terminate any of the rights of the CITY as against the CONTRACTOR or its surety then existing, or which may thereafter accrue because of the default; this provision is in addition to all other rights and remedies available to the CITY under law.

C. **Termination for Breach of Law.**

In the event the CONTRACTOR or any of its officers, directors, shareholders, employees, agents, subsidiaries or affiliates is convicted (i) of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of a contract or subcontract; (ii) under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense indicating a lack of business integrity or business honesty which currently, seriously, and directly affects responsibility as a public consultant or contractor; (iii) under state or federal antitrust statutes arising out of the submission of bids or proposals; or (iv) of violation of Paragraph 19 of this Agreement; or for any other cause the CITY determines to be so serious and compelling as to affect CONTRACTOR's responsibility as a public consultant or contractor, including but not limited to, debarment by another governmental agency, then the CITY reserves the unilateral right to terminate this Agreement or to impose such other sanctions (which may include financial sanctions, temporary suspensions or any other condition deemed appropriate short of termination) as it deems proper. The CITY will not take action until CONTRACTOR has been given notice and an opportunity to present evidence in mitigation.

5. FORCE MAJEURE

If any party fails to perform its obligations because of strikes, lockouts, labor disputes, embargoes, acts of God, inability to obtain labor or materials or reasonable substitutes for labor or materials, governmental restrictions, governmental regulations, governmental controls, judicial orders, enemy or hostile governmental action, civil commotion, fire or other casualty, or other causes beyond the reasonable control of the party obligated to perform, then that

party's performance shall be excused for a period equal to the period of such cause for failure to perform.

6. RETENTION OF FUNDS

CONTRACTOR authorizes the CITY to deduct from any amount payable to CONTRACTOR (whether or not arising out of this Agreement) any amounts the payment of which may be in dispute or that are necessary to compensate the CITY for any losses, costs, liabilities, or damages suffered by the CITY, and all amounts for which the CITY may be liable to third parties, by reason of CONTRACTOR's negligent acts or omissions or willful misconduct in performing or failing to perform CONTRACTOR's obligations under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by CONTRACTOR, or any indebtedness exists that appears to be the basis for a claim of lien, the CITY may withhold from any payment due, without liability for interest because of the withholding, an amount sufficient to cover the claim. The failure of the CITY to exercise the right to deduct or to withhold will not, however, affect the obligations of CONTRACTOR to insure, indemnify, and protect the CITY as elsewhere provided in this Agreement.

7. THE CITY'S REPRESENTATIVE

Jon Landis, Facility Services Manager is designated as the "City Representative," authorized to act in its behalf with respect to the work and services specified in this Agreement and to make all decisions in connection with this Agreement. Whenever approval, directions, or other actions are required by the CITY under this Agreement, those actions will be taken by the City Representative, unless otherwise stated. The City Manager has the right to designate another City Representative at any time, by providing notice to CONTRACTOR.

8. CONTRACTOR REPRESENTATIVE(S)

The following principal(s) of CONTRACTOR are designated as being the principal(s) and representative(s) of CONTRACTOR authorized to act in its behalf with respect to the work specified in this Agreement and make all decisions in connection with this Agreement:

Carla Lenoff
Barry Steinhart

9. INDEPENDENT CONTRACTOR

The CONTRACTOR is, and at all times will remain as to the CITY, a wholly independent contractor. Neither the CITY nor any of its agents will have control over the conduct of the CONTRACTOR or any of the CONTRACTOR's employees, except as otherwise set forth in this Agreement. The CONTRACTOR may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the CITY.

10. BUSINESS LICENSE

The CONTRACTOR must obtain a City business license prior to the start of work under this Agreement, unless CONTRACTOR is qualified for an exemption.

11. OTHER LICENSES AND PERMITS

CONTRACTOR warrants that it has all professional, contracting and other permits and licenses required to undertake the work contemplated by this Agreement.

12. FAMILIARITY WITH WORK

By executing this Agreement, CONTRACTOR warrants that CONTRACTOR (a) has thoroughly investigated and considered the scope of services to be performed, (b) has carefully considered how the services should be performed, and (c) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, CONTRACTOR warrants that CONTRACTOR has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services set forth in this Agreement. Should CONTRACTOR discover any latent or unknown conditions that will materially affect the performance of the services set forth in this Agreement, CONTRACTOR must immediately inform the CITY of that fact and may not proceed except at CONTRACTOR's risk until written instructions are received from the CITY.

13. CARE OF WORK

CONTRACTOR must adopt reasonable methods during the life of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and other components to prevent losses or damages, and will be responsible for all damages, to persons or property, until acceptance of the work by the CITY, except those losses or damages as may be caused by the CITY's own negligence.

14. CONTRACTOR'S ACCOUNTING RECORDS; OTHER PROJECT RECORDS

Records of the CONTRACTOR's time pertaining to the project, and records of accounts between the CITY and the CONTRACTOR, will be kept on a generally recognized accounting basis. CONTRACTOR will also maintain all other records, including without limitation specifications, drawings, progress reports and the like, relating to the project. All records will be available to the CITY during normal working hours. CONTRACTOR will maintain these records for three years after final payment.

15. **INDEMNIFICATION**

CONTRACTOR will indemnify, defend, and hold harmless CITY, the City Council, each member thereof, present and future, its officers, agents and employees from and against any and all liability, expenses, including defense costs and legal fees, and claims for damages whatsoever, including, but not limited to, those arising from breach of contract, bodily injury, death, personal injury, property damage, loss of use, or property loss however the same may be caused and regardless of the responsibility for negligence. The obligation to indemnify, defend and hold harmless includes, but is not limited to, any liability or expense, including defense costs and legal fees, arising from the negligent acts or omissions, or willful misconduct of CONTRACTOR, its officers, employees, agents, subcontractors or vendors. It is further agreed, CONTRACTOR's obligations to indemnify, defend and hold harmless will apply even in the event of concurrent negligence on the part of CITY, the City Council, each member thereof, present and future, or its officers, agents and employees, except for liability resulting solely from the negligence or willful misconduct of CITY, its officers, employees or agents. Payment by CITY is not a condition precedent to enforcement of this indemnity. In the event of any dispute between CONTRACTOR and CITY, as to whether liability arises from the sole negligence of the CITY or its officers, employees, agents, subcontractors or vendors, CONTRACTOR will be obligated to pay for CITY's defense until such time as a final judgment has been entered adjudicating the CITY as solely negligent. CONTRACTOR will not be entitled in the event of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

16. **NON-LIABILITY OF THE CITY'S OFFICERS AND EMPLOYEES**

No officer or employee of the CITY will be personally liable to CONTRACTOR, in the event of any default or breach by the CITY or for any amount that may become due to CONTRACTOR.

17. **INSURANCE**

- A. CONTRACTOR must maintain at its sole expense the following insurance, which will be full coverage not subject to self insurance provisions:
- (1) Automobile Liability, including owned, non-owned and hired vehicles, with at least the following limits of liability:
 - (a) Primary Bodily Injury with limits of at least \$500,000 per person, \$1,000,000 per occurrence; and
 - (b) Primary Property Damage of at least \$250,000 per occurrence; or

- (c) Combined single limits of \$1,000,000 per occurrence.
 - (2) General Liability including coverage for premises, products and completed operations, independent contractors, personal injury and contractual obligations with combined single limits of coverage of at least \$1,000,000 per occurrence.
 - (3) Workers' Compensation with limits as required by the Labor Code of the State of California and Employers Liability with limits of at least \$1,000,000 per occurrence.
- B. The insurance provided by CONTRACTOR will be primary and non-contributory.
 - C. The CITY of Torrance, the City Council and each member thereof, members of boards and commissions, every officer, agent, official, employee and volunteer must be named as additional insured under the automobile and general liability policies.
 - D. CONTRACTOR must provide certificates of insurance and/or endorsements to the City Clerk of the City of Torrance before the commencement of work.
 - E. Each insurance policy required by this Paragraph must contain a provision that no termination, cancellation or change of coverage can be made without thirty days notice to the CITY.
 - F. CONTRACTOR must include all subcontractors as insured under its policies or must furnish separate certificates and endorsements for each subcontractor. All coverage for subcontractors will be subject to all of the requirements of this Paragraph 17.

18. SUFFICIENCY OF INSURERS

Insurance required by this Agreement will be satisfactory only if issued by companies admitted to do business in California, rated "B+" or better in the most recent edition of Best's Key Rating Guide, and only if they are of a financial category Class VII or better, unless these requirements are waived by the Risk Manager of the CITY ("Risk Manager") due to unique circumstances. In the event the Risk Manager determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to the CITY, the CONTRACTOR agrees that the minimum limits of any insurance policies and/or the performance bond required by this Agreement may be changed accordingly upon receipt of written notice from the Risk Manager; provided that CONTRACTOR will have the right to appeal a determination of increased coverage by the Risk Manager to the City Council of the CITY within 10 days of receipt of notice from the Risk Manager.

19. CONFLICT OF INTEREST

- A. No officer or employee of the CITY may have any financial interest, direct or indirect, in this Agreement, nor may any officer or employee participate in any decision relating to the Agreement that effects the officer or employee's financial interest or the financial interest of any corporation, partnership or association in which the officer or employee is, directly or indirectly interested, in violation of any law, rule or regulation.
- B. No person may offer, give, or agree to give any officer or employee or former officer or employee, nor may any officer or employee solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation or any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any way pertaining to any program requirement, contract or subcontract, or to any solicitation or proposal.

20. NOTICE

- A. All notices, requests, demands, or other communications under this Agreement will be in writing. Notice will be sufficiently given for all purposes as follows:
 - (1) Personal delivery. When personally delivered to the recipient: notice is effective on delivery.
 - (2) First Class mail. When mailed first class to the last address of the recipient known to the party giving notice: notice is effective three mail delivery days after deposit in an United States Postal Service office or mailbox.
 - (3) Certified mail. When mailed certified mail, return receipt requested: notice is effective on receipt, if delivery is confirmed by a return receipt.
 - (4) Overnight delivery. When delivered by an overnight delivery service, charges prepaid or charged to the sender's account: notice is effective on delivery, if delivery is confirmed by the delivery service.
 - (5) Facsimile transmission. When sent by fax to the last fax number of the recipient known to the party giving notice: notice is effective on receipt. Any notice given by fax will be deemed received on the

next business day if it is received after 5:00 p.m. (recipient's time) or on a non-business day.

Addresses for purpose of giving notice are as follows:

CONTRACTOR: Graffiti Protective Coatings
419 N. Larchmont Blvd.
Suite 264
Los Angeles, CA 90004
Fax #323-656-3579

CITY: City Clerk
City of Torrance
3031 Torrance Boulevard
Torrance, CA 90509-2970
Fax: (310) 618-2931

- B. Any correctly addressed notice that is refused, unclaimed, or undeliverable because of an act or omission of the party to be notified, will be deemed effective as of the first date the notice was refused, unclaimed or deemed undeliverable by the postal authorities, messenger or overnight delivery service.
- C. Either party may change its address or fax number by giving the other party notice of the change in any manner permitted by this Agreement.

21. PROHIBITION AGAINST ASSIGNMENT AND SUBCONTRACTING

This Agreement and all exhibits are binding on the heirs, successors, and assigns of the parties. The Agreement may not be assigned or subcontracted by either the CITY or CONTRACTOR without the prior written consent of the other.

22. INTEGRATION; AMENDMENT

This Agreement represents the entire understanding of the CITY and CONTRACTOR as to those matters contained in it. No prior oral or written understanding will be of any force or effect with respect to the terms of this Agreement. The Agreement may not be modified or altered except in writing signed by both parties.

23. INTERPRETATION

The terms of this Agreement should be construed in accordance with the meaning of the language used and should not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction that might otherwise apply.

24. SEVERABILITY

If any part of this Agreement is found to be in conflict with applicable laws, that part will be inoperative, null and void insofar as it is in conflict with any applicable laws, but the remainder of the Agreement will remain in full force and effect.

25. TIME OF ESSENCE

Time is of the essence in the performance of this Agreement.

26. GOVERNING LAW; JURISDICTION

This Agreement will be administered and interpreted under the laws of the State of California. Jurisdiction of any litigation arising from the Agreement will be in Los Angeles County, California.

27. COMPLIANCE WITH STATUTES AND REGULATIONS

CONTRACTOR will be knowledgeable of and will comply with all applicable federal, state, county and city statutes, rules, regulations, ordinances and orders.

28. WAIVER OF BREACH

No delay or omission in the exercise of any right or remedy by a nondefaulting party on any default will impair the right or remedy or be construed as a waiver. A party's consent or approval of any act by the other party requiring the party's consent or approval will not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and will not be a waiver of any other default concerning the same or any other provision of this Agreement.

29. ATTORNEY'S FEES

Except as provided for in Paragraph 15, in any dispute, litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party will be awarded reasonable attorney's fees, together with any costs and expenses, to resolve the dispute and to enforce any judgment.

30. EXHIBITS

All exhibits identified in this Agreement are incorporated into the Agreement by this reference.

31. CONTRACTOR’S AUTHORITY TO EXECUTE

The persons executing this Agreement on behalf of the CONTRACTOR warrant that (i) the CONTRACTOR is duly organized and existing; (ii) they are duly authorized to execute this Agreement on behalf of the CONTRACTOR; (iii) by so executing this Agreement, the CONTRACTOR is formally bound to the provisions of this Agreement; and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which the CONTRACTOR is bound.

CITY OF TORRANCE,
a municipal corporation

Graffiti Protective Coatings, Inc.
A California corporation

Frank Scotto, Mayor

By: _____
Carla Lenoff
President

ATTEST:

Sue Herbers, City Clerk

APPROVED AS TO FORM:

JOHN L. FELLOWS III
City Attorney

By: _____

Attachments: Exhibit A: Proposal

ORIGINAL

**GRAFFITI PROTECTIVE COATINGS, INC.
PROPOSAL FOR
GRAFFITI REMOVAL SERVICES
FOR THE CITY OF TORRANCE
RFP NO. 2011-45**

NOVEMBER 17, 2011

SUBMITTED TO:
OFFICE OF THE CITY CLERK
3031 TORRANCE BLVD
TORRANCE, CA 90503
DUE: 11/17/2011 2:00 PM

SUBMITTED BY:
GRAFFITI PROTECTIVE COATINGS, INC.
419 N. LARCHMONT BLVD., #264
LOS ANGELES, CA 90004
CONTACT: BARRY STEINHART
323.464.4472
FAX 323.656.3579

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Invitation to RFP", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

Graffiti Protective Coatings, Inc.
Name of Company

419 N. Larchmont Blvd. #264
Address

Los Angeles, CA 90004
City/State/Zip Code

(323) 464-4472 / (323) 656-3579 fax
Telephone Number/Fax Number

Carla Kenhoff, President
Printed Name/Title


Signature

11/17/11
Date

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information

Barry Steinhart
Name

General Manager
Title

(213) 591-1153 / (323) 656-3579 fax
Telephone Number/Fax Number

Form of Business Organization: Please indicate the following (check one);

Corporation Partnership _____ Sole Proprietorship _____ Other: _____

Business History:

How long have you been in business under your current name and form of business organization?

19 (nineteen) Years

If less than three (3) years and your company was in business under a different name, what was that name?

N/A

Addenda Received:

Please indicate addenda information you have received regarding this RFP:

Addendum No. _____ Date Received: _____

No Addenda received regarding this RFP.

Payment Terms: The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? No

Renewal Option:

Please state, if requested by the City, if your company would agree to a renewal of this contract with price, terms and conditions unchanged. If the contract is extended after the first six months, commencing in the second term (July 1, 2012), and subsequent years, the contract may be increased by the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the Los Angeles area (October to October).

Yes We would agree to a contract renewal for a second year.

Yes We would agree to a contract renewal for a third year.

Yes We would agree to a contract renewal for a fourth year

Yes We would agree to a contract renewal for a fifth year.

No _____ We would not be interested in renewing this contract.

Vendor Name: GRAFFITI PROTECTIVE COATINGS, INC.

Price Proposal for Graffiti Removal:

Proposal Submittal – Price Detail	
Graffiti Removal	Price
A. Labor Costs- Daily Cost Per Crew	\$ 248.00
B. Labor Costs- Proposed # of Crews (Daily)	3
C. Labor Costs- Total Proposed Daily Costs (A x B)	\$ 744.00
D. Labor Costs- Hourly Cost for Overtime	\$ 50.00
E. Material Costs- Cost per gallon of paint	\$ 12.00
F. Material Costs- Cost per spray can of KILZ	\$ 2.80
G. Equipment Costs (daily cost of any equipment not included in the basic contract)	\$ 0
H. Cost for work order database system (Annual cost charged to the City if not included in the daily crew rate)	\$ 0

Price Proposal for Bid Alternate Bus Stop Maintenance:

Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Price per bus stop cleaning	Total Annual Price Unit Price x 325 bus stops x 2 cleanings per week x 52 weeks
325 (bus stops)	2 times per week	<ul style="list-style-type: none"> Collect/empty trash, inspect trash cans and replace bags at least two times per week at identified bus stops. Pick up trash within 30 feet of all bus stops at least two times per week. Perform safety checks of trash cans and any bench at all stops. Dispose of all collected trash in City-designated trash bins at City yard or other designated location only. 	\$1.40	\$ 47,320
Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Daily Price per bus stop	Total Annual Price Unit Price x 325 bus stops x 5 days per week x 52 weeks
325 (bus stops)	Daily	<ul style="list-style-type: none"> Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops. 	\$ ∅	\$ ∅
Total Price Per Year				\$ 47,320

Vendor Name: GRAFFITI PROTECTIVE COATINGS, S .

RFP Submittal Requirement and Acknowledgement –Bid Alternate - Bus Stop Maintenance

Vendors are required to place a check mark in Column A indicating that your proposal is as per the specifications of this Request for Proposals.

Vendors are required to place a check mark in Column B indicating that your proposal deviates from the specifications of this Request for Proposal. If you are proposing anything other than what is specified, you must explain in detail how your proposal differs by attaching additional pages to your RFP submittal and indicating the page number in Column C.

You may attach additional sheets to your RFP submittal describing in detail the service you are proposing. You must indicate the page number reference in Column C.

Description	Column A	Column B	Column C
RFP Specification/Requirement	Place a check mark in this column indicating that your proposal is as per the specifications in this RFP	Place a mark in this column if you are proposing something <i>different</i> then what is specified in this RFP	Please reference the page number of your attachment in the space below if your proposal deviates from the specifications.
Bid Alternate Submittals- Bus Stop Maintenance			
Inspect trash cans and replace bags at least two times per week at 325 identified bus stops.	✓		
Trash bags must be black or other dark color.	✓		
Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops.	✓		
Pick up trash within 30 feet of all bus stops at least two times per week.	✓		
Perform safety checks of trash cans and any bench at all stops.	✓		
Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge to the City.	✓		
Provide maintenance, installation, and removal of trash cans, poles, benches, signage as directed by Torrance Transit. This service may be subcontracted.	✓		

Will you be subcontracting the maintenance, installation and removal of trash cans, poles, benches, and signage?	<input checked="" type="checkbox"/> Yes, the subcontractor information is as follows: Sub-Contractor: <u>All Purpose Manufacturing Inc.</u> Contact: <u>Orlando Vargas</u> Address: <u>614 Airport Rd. Oceanside CA 92054</u> Phone Number: <u>877-877-8006</u> <input type="checkbox"/> No, we will provide that service ourselves.
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STATE OF CALIFORNIA

PROPOSER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Carla Lenhoff being first duly sworn deposes and says:

1. That he/she is the President of Graffiti Protective Coatings, Inc.
(Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

Graffiti Removal Services for the City of Torrance
(Title of RFP)

- 2. That the proposal is genuine; that all statements of fact in the proposal are true;
- 3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
- 4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
- 5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
- 6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
- 7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
- 8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this 11 day of November 2011.

[Signature]
(Proposer Signature)

[Signature]
(Title)

A. Method of Operation

Overview

The keys to a successful graffiti removal program are fast response, removal of all graffiti, and removal methods that leave no traces that the graffiti ever existed. Graffiti breeds more graffiti, and fast professional removal will allow to the City of Torrance to control this problem. Graffiti Protective Coatings, Inc. specializes in these services with its “Zero-Tolerance Program”. Under GPC’s proven program each technician is fully equipped and trained to remove all graffiti.

GPC performs thorough and complete removal, leaving no traces of the past graffiti. Details are not overlooked. All graffiti at sites requested by the City are removed no matter how small including but not limited to: all streets, sidewalks, private and public property, parks, parks interiors, civic center, upper level locations, and all objects in the City Right of Way.

1. a. Schedule of work (days, times, etc.)

GPC is planning a schedule of Monday through Friday of 6 am to 2:30 pm for 3 full-time trucks exclusive to the City of Torrance. Each GPC truck will provide a minimum of eight working hours in Torrance daily. GPC does not include its commute time in the eight working hours. GPC will provide additional vehicles at no additional charge on weekends and after normal working hours in order to meet the City’s 4 hour response requirement as called for in the RFP.

b. Identification of Work

GPC will be responding to City staff requests, hotline calls, and proactive patrols of areas assigned by City staff. GPC will meet with City staff daily to discuss work orders, schedules, and areas to be maintained.

c. Assignment of Work

GPC prefers to put techs in specific zones. By dividing the City into zones, GPC gains efficiencies of drive time creating faster response times; more specific knowledge of neighborhoods, “hot spots”, and color matches creating better consistency; and the technicians are more accountable for the appearance of their zone creating higher quality. GPC will provide the City its Target Graffiti software and a smartphone equipped with the Target Graffiti manager’s app to City staff for instant and easy communication.

GPC will utilize three crews breaking the city into three zones. The zones will be as follows: all areas of Torrance north of 190th Street; all areas of Torrance between 190th and Torrance Blvd; and all areas of Torrance south of Torrance Blvd. Each Zone will have its own truck and crew specializing in that area.

GPC's workday will start at 6am so that busy thoroughfares can be cleaned safely before heavy morning traffic. During the patrols we will immediately remove all graffiti no matter how small including but not limited to: walls, sidewalks, signs, curbs, windows, phones, hydrants, concrete light poles, steel light poles, roofs, sewer lids, vents, gutters, trees, trash cans, parking bumpers, doors, railings, garage sale signs, stickers, mailboxes, banners, etc. Each site cleaned will be photographed and documented using Target Graffiti. Waivers will be obtained as needed.

All main thoroughfares within the City will be patrolled daily. Parks and parks interiors will also be checked and walked daily with no trace of vandalism left behind.

GPC's Torrance lead service technician will check in with City staff twice a day at 8am and 1pm to review service requests and overall operations. City staff will enter requests directly into the Target Graffiti work order system where they will be routed real-time to appropriate technician via the technician's location. City staff can monitor and manage work orders via the web or on the provided manager's smartphone.

Once the citizen application is implemented, citizen requests with photos will feed directly into Target Graffiti. The system will automatically notify the citizen when the job is completed. Most all service requests will be completed within 1 hour with all requests being completed within 8 working hours; priority calls or obscenities will be responded to in minutes. GPC workday is 8 hours.

GPC custom color matches all buildings along the main drags to 98% or better. GPC will maintain the formulas as well as the inventory of labeled locations. Therefore, our touch-ups will always be 100% accurate. Our custom matches will include specific coatings and bases as needed for unique finishes. For quality reasons, GPC will not use recycled paint.

Each GPC crew will patrol and clean between 50-60 miles of city rights of way daily. GPC takes a proactive approach to graffiti removal, seeking out and immediately cleaning graffiti rather than waiting for frustrated and scared citizens to call in complaints.

d. Response Time

Barry Steinhart will be available to the city 24 hours a day, 365 days a year via cell phone. No matter what the Holiday or time, emergency after-hours calls will have a response time of less than one hour. Emergency number is (323) 464-4472.

- 1) **Emergencies**- less than 1 hour
- 2) **Routine**- clean immediately upon spotting graffiti, never beyond 8 working hours
- 3) **Citizen or City reported incidents**- same day if reported by 2pm, if after 2pm then next business morning

e. Staffing

GPC will be using three crews for this project. GPC staff members know how to remove graffiti properly. GPC staff members are smart. They know and recognize hazards and

are skilled professionals. All GPC personnel will wear GPC uniforms on duty and will have cell phones for immediate and direct communication.

GPC's crew for this contract will all have experience in Torrance. They know the how to match colors, recognize hot spots and areas of importance, the best times to attack various locations, and how to communicate with City staff.

GPC staff is able to fill in while City staff is on vacation, seamlessly handling the Hotline and customer relations.

The City contains some busy thoroughfares, and has a large population of residents and visitors. Therefore, extreme care and diligence must be utilized when using airless sprayers and chemicals to avoid overspray of cars, personal property, and pedestrians. During the past 20 years GPC personnel have removed millions of tags with not one insurance claim of overspray, injury, or any other complication for any of our clients.

Key Personnel for Field, Office, and Management

Key personnel for this proposal are Barry Steinhart, Jorge Calvillo, and Sandy Corbett.

-Jorge Calvillo (Lead Service Technician)

Jorge has been the lead service technician for GPC in Torrance the past five years. From Jorge's first day in the City up to the present, he has been providing the highest quality work, effort, and customer service to the City. He has been the model of consistency. He knows the City geography, residents, business owners, and City staff. The City cannot find a service technician more proven or with a better understanding of the scope of services for this contract than Jorge. Jorge will continue to be lead technician for GPC in Torrance.

-Sandy Corbett, Administrative Manager

Sandy will be responsible for handling all administrative tasks relating to this project. Sandy has been with the company for six years and is the administrative manager for GPC's larger clients that required more detailed and complex administrative needs. Sandy is available to the City seven days a week and will work tirelessly to provide the City any reports or data required. Sandy was one of the lead designers in GPC's Target Graffiti software; which is a real-time web based program that solves the administrative needs of field techs, GPC administration, City staff/administration, and law enforcement.

-Barry Steinhart, Project Manager

(213)591-1153
gpcla@msn.com

Barry Steinhart has 20 years experience in graffiti removal and has a degree from the University of Southern California. He was instrumental in the development of many of GPC's graffiti removal techniques, pioneered the use of sacrificial anti-graffiti coatings, and developed the company's zero-tolerance graffiti program. He created a simple system of field color matching and the 98% minimum color match program. Barry will be directly involved with all facets of this contract and will insure expectations are being

exceeded. The level of service and quality of work performed under Barry's leadership is outstanding. Barry works very hard to be responsive, consistent, detailed, professional, and exceptional. His history is verifiable and irrefutable and always wishes to be judged more by his actions over GPC's 20 year history of successful projects verified through references rather than by words on a piece of paper.

Operations Personnel

GPC field staff for this contract will be our experienced technicians currently fulfilling their roles as field technicians in the second and third trucks. They know the ins and outs of their zones including "hotspots" and all custom colors to be used at each site. GPC staff has six other technicians all with at least four months experience maintaining zones within Torrance. Backup staffs can effectively and competently fill in at a moments notice when the city needs additional service trucks or while a technician is sick or on vacation.

Subcontractors

GPC will use no subcontractors for this contract.

Training

GPC offers employee's good pay, thorough training, and the best possible equipment. New hires at GPC must have a clean driving record, pass a drug test and background check, and meet GPC's extremely high minimum standards. New staff members train for 1 year as an assistant until getting the chance (upon merit) to take on the responsibility of one of GPC's routes. During training they not only learn how to become skilled professionals at graffiti removal, but also how to recognize hazards. All GPC personnel will wear GPC uniforms, reflective safety vests, and will have cell phones for immediate and direct communication.

Training includes how to match colors, proper use and repair of all equipment, working with varying graffiti removers, appropriate use of blasting attachments, recognizing hot spots and areas of importance, the best times to attack various locations, and communicating with citizens and City staff.

GPC has an excellent safety record. GPC utilizes environmentally friendly biodegradable materials and techniques and will adhere to all Local, State, and Federal rules and regulations. GPC has an appointed Safety Officer who put together our extensive Injury and Illness Prevention Program. Some highlights of our Program in which all of our employees are trained include MSDS knowledge, driving techniques, personal safety gear protection, proper use of tools and equipment, hazard communication practices, recognizing potential hazards, and job site safety.

New employees also learn the importance of quality. Quality control is the responsibility of every GPC staff member. Quality of the removal is to be the highest standard, and also all graffiti removal must be 100% completed. Attention is directed at the importance

of experience, details, and ethics. GPC accepts and performs only “excellent” quality from its staff and that is the standard that the City will receive from GPC.

Quality control will be the responsibility of every GPC staff member with overall responsibility going to Barry Steinhart. Personnel for this contract are experienced, detail focused, and conscientious.

GPC accepts and performs only “excellent” quality from its staff and that is the standard that the city will receive from GPC. Barry Steinhart will make random weekly inspections of work performed. Staff understands that a member doing a poor job negates all the hard work and past performance of others.

In the past nine years in Torrance, GPC is aware of no citizen complaints, yet has received countless citizen compliments.

f. Work Order Tracking

GPC provides the City its Target Graffiti system at no additional charge. The system allows the City to monitor and manage all work orders in real-time from any web enabled device. The software will show what time and who created the work order as well as what time the work order was closed. Reports can be easily generated that display response times to service requests. Urgent requests can also be submitted through the system that notifies the technician of the job’s priority status.

2) Description of computer tracking/monitoring system

The Target Graffiti electronic work order system is a green solution to work order management. The real-time web based software system creates tremendous efficiencies and significant cost savings for GPC and the City. The City is able to dispatch, route, and monitor work orders real-time via the web. The technicians are able to directly submit work order number, address, date, surface, method, square footage, cost, moniker, zones, time, remarks, comments, and before/after photos electronically real-time to the City through the Target Graffiti smartphone software system. The system is web-based and is available to City staff 24/7 and is searchable by a variety of fields such as location, date, or moniker. Target Graffiti provides real-time maps, reports, and photos for monikers, addresses, surfaces, and police report numbers. No downloads are needed.

City staff can print current and real-time custom reports and graphs within seconds on-line. Target Graffiti shows in real-time open/closed work orders, billing, and reports. It also separates out costs for different surfaces, technicians, methods, and zones. Billing and reports can be customized to the City’s needs and downloaded in seconds. Law enforcement is provided passwords so they can map and track vandal activity as well as get instant and real-time billing reports and photos for apprehended taggers.

Included, GPC will provide the City its own branded app on the App Store and Android Marketplace that will allow residents to report graffiti using their smartphone. Photos and GPS data from resident requests feed directly into the Target Graffiti system. A

seamless web link is also included that allows residents to submit their requests from the City's website. GPC also includes a free manager's smartphone equipped with Target Graffiti for real-time submission, management, and routing of work orders directly to GPC technicians. GPC staff receives text messages as new urgent requests are created.

There are no hidden costs associated with the software as GPC office staff and /or field staff enters monikers for the City. Since GPC owns its software, the City will receive all customizations and upgrades at no additional cost. The upgrades include custom forms for the police department as well as restitution and case management options.

The software also allows City staff the ability to track the hours worked by GPC staff and total response time for service requests.

Target Graffiti is used by GPC in over 20 cities in three states and has processed over 750,000 graffiti incidents over the past 2 years.

3) Methods for removal describing materials used

-Painting

On most previously painted surfaces (with the exception of *some* semi-gloss, gloss, oil based, powder coated, and anti-graffiti coated surfaces), the best method of removal is to prep and repaint graffiti affected areas with exact color matches. For the few exceptions listed in parentheses above, GPC possesses a graffiti remover that erases the graffiti without damaging the finish or color of those surfaces.

The choices for applying the graffiti removal touch-up paint are brush, 6" mini roller, 9" standard roller, or airless sprayer. If the area to be painted is less than 1 square foot, most likely a brush will be used. If the area to be painted is more than 1 square foot and less than 25 square feet a mini roller will be used. If the area to be painted is over 25 square feet or is extremely porous such as certain stucco finishes or painted block walls where the roller does not easily fill the grout areas, then GPC will use an airless sprayer. If wind conditions or surroundings dictate a sprayer cannot be used, then a standard 9" roller will be used.

Preparation (prep), which includes adjacent surface protection, is vital in professional removal. Before the touch-up paint can be applied, the surface must be clean. If the graffiti is from a marker or dark spray paint on a light color, the graffiti will be "killed" with a primer. It is required to use a primer in these instances, otherwise, many rapid coats of paint will have to be applied which will lead to adhesion problems and will distort the texture of the surface.

GPC must now make the custom color of the surface. GPC will match the sheen of the surface, followed by the base, and then add colorants so that the touch-up is virtually undetectable. Once the paint is made, the formula is saved and the paint is labeled with the corresponding location. The advantage of near perfect color matches is that smaller areas can be touched-up without having to paint the entire surface, creating tremendous cost savings. All GPC techs are excellent color matchers and are extensively trained at on-site color matching.

The 32 colors most frequently used will be kept in the truck. GPC inventories all custom color matches. Each color is stored on racks by zone and route. GPC will maintain all color formulas and inventory at a centralized warehouse. Therefore, GPC touch-ups will always be 100% accurate. Colors not normally on the truck will be added in the morning based upon the work order locations received.

GPC applies the color using its “feathering” technique with the applicators listed above. The techs are trained to apply a thin even coat while blending out all the edges. There will be no drip marks or awkward squares. Upon completion, the touch-up will not be recognizable and no one will have known that site had been vandalized.

It is important to note that GPC uses only quality paint to prevent color fading, obtain better coverage, and prevent adhesion problems.

If the tech is in the field and finds a surface where the color cannot be matched on-site to 98% or better accuracy, the tech will temporarily cover with the graffiti with the closest color and bring a small sample to the warehouse. A custom color will be made and within 24 hours the field tech will have applied the custom color using the processes already discussed.

GPC utilizes drop cloths to protect the ground and landscaping from drops or spills. If vehicle(s) are too close to the work area, GPC with permission from the CPM, will reschedule for the most advantageous time. Techs are well trained and highly skilled which greatly limits the possibilities of adjacent surface damage. Plastic sheeting and tape is in every truck and will be used when necessary.

Extreme care and diligence is always utilized when using airless sprayers and graffiti removers to avoid overspray of cars, personal property, and pedestrians. During the past 20 years GPC personnel have removed millions of tags with not one insurance claim of overspray, injury, or other complication for any of our clients.

-Media Blasting

GPC removes graffiti from unpainted surfaces with soda blasting techniques. These can be performed wet or dry. For wet blasting, GPC utilizes water recovery and recycling equipment. GPC possesses many water recovery units. The units are truck mounted and designed after a much larger CALTRANS model. The units are fully automatic zero discharge-closed loop wash water recovery system. This units remove all physical particles twenty microns and larger in size as well as absorbing petroleum hydrocarbons. It collects the wash water using a Vacuboom system, filters the water and returns the clean water to the main water tank. Water recovery units are in compliance with current wastewater regulations and requirements.

The media used for soda blasting is baking soda. Baking soda is FDA approved, non-toxic, and contains no free silica. It is also non-sparking, non-flammable, non-hazardous, and environmentally safe.

4) Reporting procedures

GPC’s project manager or crew leader will contact the City Project Manager (CPM) two times per day, five days per week (Monday through Friday) by phone, at a mutually agreed upon time to discuss schedule for the day, pending work orders, areas to be maintained, and areas to be inspected for removal. Work orders can be given out by phone, facsimile, e-mail, smartphone app, or accessing **Target Graffiti, GPC’s smartphone/web based work order system**. The CPM can determine the method(s) for delivering requests that is most advantageous to City staff.

The City can create its own custom report from any web enabled device; a sample of a report is on the following page:

Work Orders

Closed Date: 2011-11-14 to 2011-11-15

Work Order Id	Address	Surface	Start Time	Closed Time	Closed Date	Surface/Square Feet	Rate/SF	Cost
TG11-0011996	301 E Julian St	Painted Fence	11/15/2011 04:37:18 PM	11/15/2011 04:41:47 PM	11/15/2011	50	0.40	20.00
TG11-0011995	Tully Rd	Utility Box	11/15/2011 03:32:18 PM	11/15/2011 03:35:58 PM	11/15/2011	15	0.40	6.00
TG11-0011994	2543 Ohlone Dr	Utility Box	11/15/2011 02:52:00 PM	11/15/2011 02:56:16 PM	11/15/2011	10	0.40	4.00
TG11-0011993	Squeri Dr	Painted Wall	11/15/2011 02:36:32 PM	11/15/2011 02:38:05 PM	11/15/2011	10	0.40	4.00
TG11-0011992	Mc Laughlin Ave Mc Laughlin Ave	Painted Wall	11/15/2011 02:20:34 PM	11/15/2011 02:23:38 PM	11/15/2011	50	0.40	20.00
TG11-0011991	Mc Laughlin Ave	Painted Wall	11/15/2011 02:18:32 PM	11/15/2011 02:20:18 PM	11/15/2011	50	0.40	20.00
TG11-0011990	Mc Laughlin Ave	Painted Wall	11/15/2011 02:08:11 PM	11/15/2011 02:12:05 PM	11/15/2011	50	0.40	20.00
TG11-0011989	1204 Valdosta Rd	Painted Wall	11/15/2011 02:02:38 PM	11/15/2011 02:03:59 PM	11/15/2011	50	0.40	20.00
TG11-0011988	Mc Laughlin Ave Mc Laughlin Ave	Painted Wall	11/15/2011 02:00:55 PM	11/15/2011 02:02:06 PM	11/15/2011	50	0.40	20.00
TG11-0011987	3947 Marlette Dr	Painted Wall	11/15/2011 01:58:48 PM	11/15/2011 02:00:32 PM	11/15/2011	50	0.40	20.00
TG11-0011986	9th and St James	Door	11/15/2011 03:42:50 PM	11/15/2011 03:54:53 PM	11/15/2011	100	0.40	40.00
TG11-0011985	Julian and 7th Street	Painted Wall	11/15/2011 04:25:25 PM	11/15/2011 04:35:15 PM	11/15/2011	50	0.40	20.00
TG11-0011984	329 E Julian St	Not In List	11/15/2011 04:13:31 PM	11/15/2011 04:19:37 PM	11/15/2011	30	0.40	12.00
TG11-0011983	402 E Julian St	Wood Fence	11/15/2011 04:03:22 PM	11/15/2011 04:06:15 PM	11/15/2011	20	0.40	8.00
TG11-0011982	Moss Point Dr	Sidewalk	11/15/2011 01:54:37 PM	11/15/2011 02:08:53 PM	11/15/2011	20	0.40	8.00
TG11-0011981	Moss Point Dr	Painted Fence	11/15/2011 01:47:46 PM	11/15/2011 01:50:32 PM	11/15/2011	50	0.40	20.00
TG11-0011980	Moss Point Dr	Painted Fence	11/15/2011 01:40:13 PM	11/15/2011 01:46:41 PM	11/15/2011	15	0.40	6.00
TG11-0011979	Moss Point Dr	Painted Fence	11/15/2011 01:38:22 PM	11/15/2011 01:40:08 PM	11/15/2011	30	0.40	12.00
TG11-0011978	1188 Lightland Rd	Utility Box	11/15/2011 01:34:58 PM	11/15/2011 01:38:15 PM	11/15/2011	10	0.40	4.00
TG11-0011977	1207 Sylvia Dr	Utility Box	11/15/2011 01:15:28 PM	11/15/2011 01:17:19 PM	11/15/2011	10	0.40	4.00
TG11-0011976	1207 Sylvia Dr	Not In List	11/15/2011 01:10:45 PM	11/15/2011 01:15:08 PM	11/15/2011	10	0.40	4.00
TG11-0011975	Mc Laughlin Ave	Painted Wall	11/15/2011 12:58:13 PM	11/15/2011 01:01:18 PM	11/15/2011	50	0.40	20.00
TG11-0011974	2606 Othello	Painted Wall	11/15/2011 04:02:41 PM	11/15/2011 04:17:50 PM	11/15/2011	75	0.40	30.00
TG11-0011972	McLaughlin and Yerba Buena	Painted Wall	11/15/2011 01:43:18 PM	11/15/2011 01:56:46 PM	11/15/2011	120	0.40	48.00
TG11-0011971	2537 Ohlone Dr	Painted Wall	11/15/2011 02:36:50 PM	11/15/2011 02:50:27 PM	11/15/2011	75	0.40	30.00
TG11-0011970	Stokes and Fruitdale	No Graffiti Found		11/15/2011 03:49:10 PM	11/15/2011	0	0.40	0.00
TG11-0011968	1158 Candia Dr	Unpainted Wall	11/15/2011 12:01:45 PM	11/15/2011 12:08:13 PM	11/15/2011	10	0.40	4.00
TG11-0011967	1970 Mc Laughlin Ave	Painted Fence	11/15/2011 11:36:56 AM	11/15/2011 11:42:46 AM	11/15/2011	50	0.40	20.00
TG11-0011966	Twilight and White Oaks	No Graffiti Found		11/15/2011 01:57:28 PM	11/15/2011	0	0.40	0.00
TG11-0011964	Twilight and White Oaks	No Graffiti Found		11/15/2011 01:57:42 PM	11/15/2011	0	0.40	0.00
TG11-0011965	Twilight and White Oaks	No Graffiti Found		11/15/2011 01:58:44 PM	11/15/2011	0	0.40	0.00

5) Equipment to be provided within contract

a. Daily

GPC trucks will be a mix of new or late model long bed 3/4-ton pick-ups. All trucks are fully equipped and self contained for all aspects of graffiti removal. Graffiti locations often require multiple techniques of hot water cleaning, chemical removal, and painting. Therefore, each of our trucks are equipped with 3,000 psi 5gpm hot water pressure washers, water tanks, .75-gpm gas powered airless paint sprayers, ladder, baking soda blaster attachments, and pressure washer hose reels. GPC's equipment is of the highest quality and all the trucks are specifically customized and designed for GPC graffiti removal techniques. GPC currently has all the equipment needed to fulfill this contract.

Trucks possess drop cloths, plastic sheeting, spray guards, spray socks, brushes, bucket screens, rags, regular and mini rollers, regular and mini frames, scrapers, sanding tools, blue painter's tape, spray buckets for color matching and spraying, bilingual wet paint signs, razor blades, spray guns, extension spray hose, paint filters, mixing sticks, and pole extensions. Each truck also carries primer, 6 colors of spray paint, 32 water based stock colors, and colorants for on site matching.

Trucks also possess spray bottles, abrasive and non-abrasive sponges, towels, bags of baking soda, baking soda blasting attachment for wet blasting, plastic sheeting, 4 sizes of pressure washer tips, 100 extra feet of pressure washer hose, 3 different graffiti removers, blue painter's tape, razor blades, spray gun and wand, and quick connectors.

GPC also possesses water recovery and recycling equipment. The units are a fully automatic zero discharge-closed loop wash water recovery system. This unit removes all physical particles twenty microns and larger in size as well as absorbing petroleum hydrocarbons. It collects the wash water as the technician is working, filters the water, and returns the clean water to the main water tank. Recovery machines are in compliance with current wastewater regulations and requirements.

Mounted on the trucks are dual strobe lights. The trucks possess a "Men Working" flag sign as well as enough cones to comply with WATCH handbook requirements. Inside the trucks are caution tape, respirators, first aid kits, MSDS sheets, safety equipment, and tools for repairs.

All GPC trucks will have the permanent vinyl GPC logos on the doors. Backs of the trucks will have permanent reflective decals stating "MANY STOPS DO NOT FOLLOW". Since the trucks will be exclusively used for the City, GPC will place permanent 8-inch vinyl logos "Under Contract with the City of Torrance" on driver and passenger doors under the GPC logo (Magnets will not last).

b. As needed

All GPC trucks for the City will always be fully equipped for types of graffiti removal as stated above. There will be no need or delay for additional equipment.

6) Exclusions/Additions

If the City desires a lesser standard, for budgetary reasons, than the aggressive proactive daily patrols of all thoroughfares, removal of slap tags and signs, and walking of all parks, then staff can be reduced. Costs can be calculated from the price proposal.

GPC can provide glass buffing, power washing, and anti-graffiti film services on a per request basis. Quotes per job will be provided upon request.

B. Cost structure for graffiti operations

1. Itemized breakdown
 - a. Labor costs- see trade secret package
 - b. Material costs
 - 1) Cost per gallon of high quality paint- see trade secret package
 - 2) Cost per spray can of high quality spray paint- see trade secret package
 - c. Equipment costs for equipment not included in the daily crew rate- \$0
 - d. Costs for work order data base system- see trade secret package

C. References (see attachment 2)**D. Proposed Schedule of Payment
Deductions for work not performed by
the Contractor per the City's
specifications**

Graffiti not removed within 16 hours, deduct \$200 per incident

Citizen or City reported graffiti not removed within 8 hours, deduct \$500 per incident

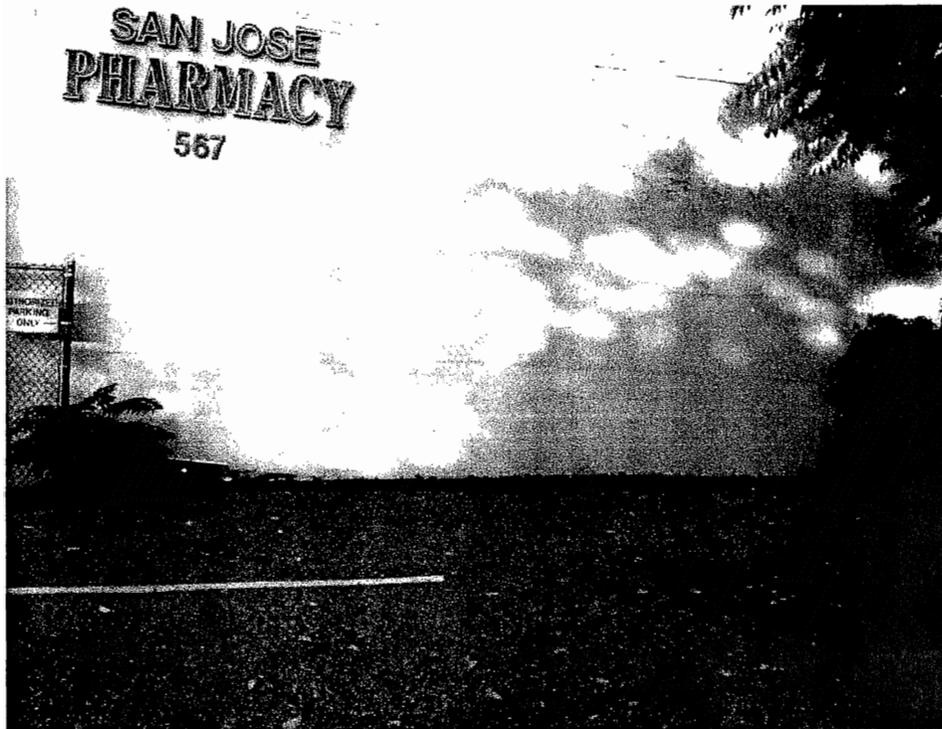
Emergency abatement crews not on site within 4 hours, deduct \$1,000 per incident

Emergency graffiti abatement not completed within 8 hours, deduct \$2,000 per incident

**E. Documentation of prior graffiti
removal (photos)**



TG11-0011088 11/07/11
567 E. Santa clara



TG11-0011088 11/07/11
567 E. Santa clara



TG11-0011968

11/15/11

1158 Candia Dr



TG11-0011968

11/15/11

1158 Candia Dr

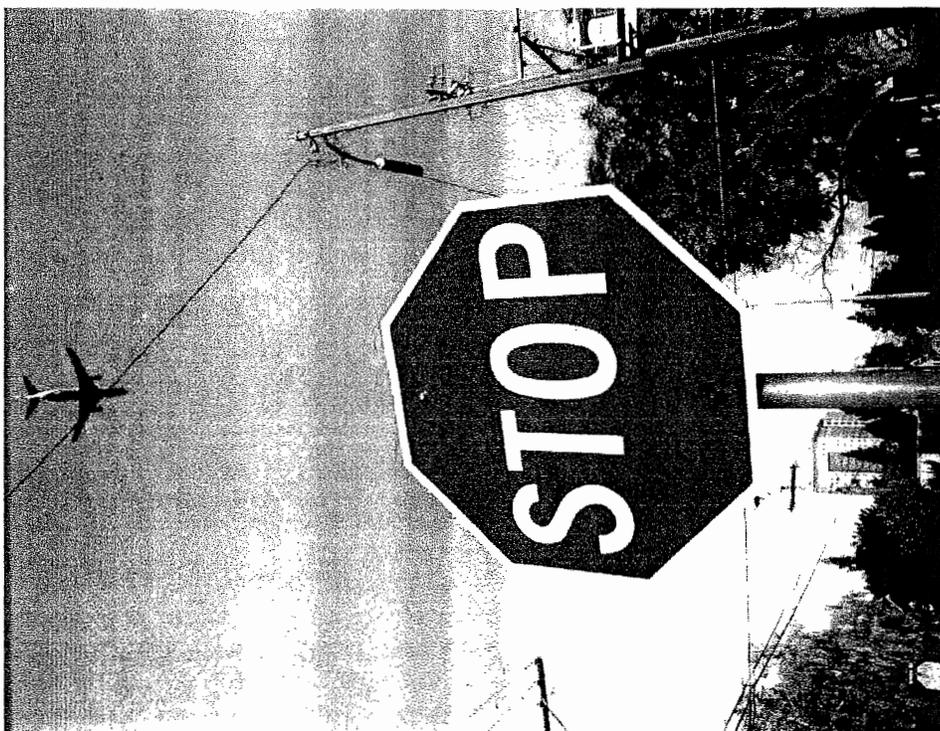
201
Photos



TG11-0011769

11/14/11

union and state

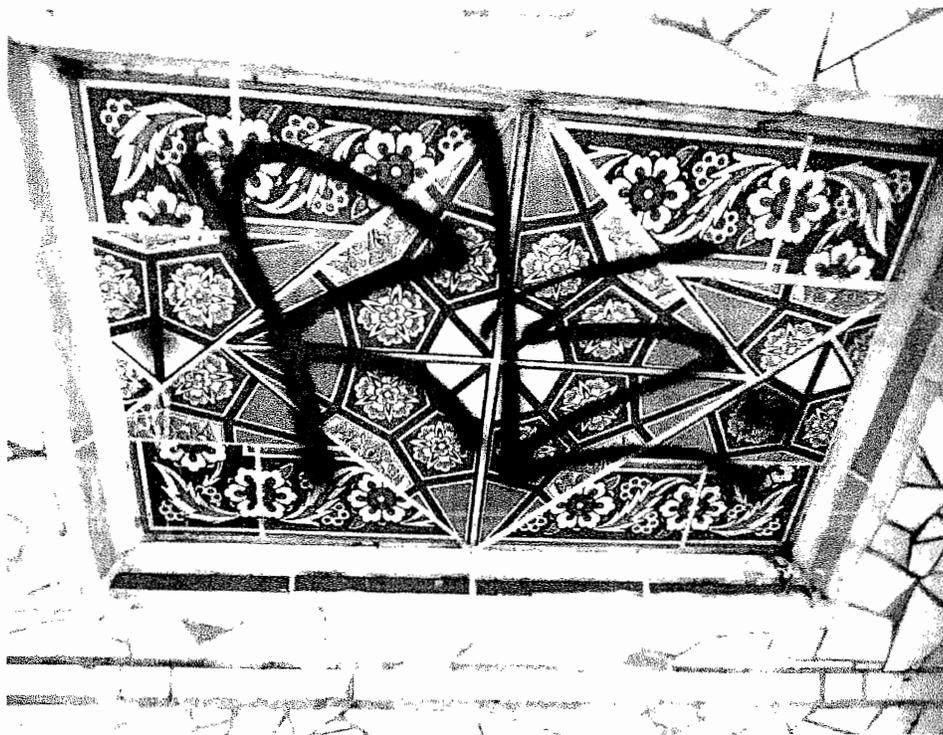


TG11-0011769

11/14/11

union and state

Photos



TG11-0011475

11/09/11

856 E Santa Clara St



TG11-0011475

11/09/11

856 E Santa Clara St



TG11-0011251

11/07/11

Park and Race



TG11-0011251

11/07/11

Park and Race

F. Other Information

Overview

Graffiti Protective Coatings, Inc. (GPC) is a graffiti abatement company created in 1991. The founders of GPC, who were students at University of Southern California, had researched and improved upon various graffiti removal techniques and products from around the world after having created an award winning business plan for an entrepreneur class. GPC was then created and the University became the company's first significant client. After just one year GPC had saved the University over \$100,000 (50% cost reduction), dramatically improved the appearance of the campus, and gained credibility for the start-up company. GPC's contract with the University is still in place after 20 years and has been expanded many times.

The company centered on a formula of constant research and development in techniques, equipment, and products as well as a highly skilled well paid labor force of problem solving, ever improving, and self motivated individuals. GPC has stayed true to its business plan. Its products, equipment, and techniques are the most advanced in the industry. Staff expertise, consistency, and professionalism continue to grow.

GPC and its related companies have over 1,000 public and private clients and presently clean over 500,000 locations and 16,000,000 square feet of graffiti annually in three states. Required California State Contractor's License number is 672447.

GPC's equipment set-up is designed exclusively for graffiti abatement. GPC's proprietary methods and products are vastly superior to all industry standards. Field staff is trained thoroughly in all graffiti removal techniques and situations. Office staff customizes and develops sophisticated yet user-friendly data compilation for the customers. Management understands communication, priorities, follow through, and the importance of exceeding the customer's expectations.

GPC has extensive dealings with large government agencies and understands processes, procedures, work volume, documentation, and invoicing requirements associated with these customers. GPC can handle graffiti contracts of all sizes.

GPC has three types of clients for graffiti abatement. These include municipalities, government agencies, and private customers.

GPC can remove graffiti from *any surface* leaving no trace of graffiti, and our skilled and efficient personnel can perform these tasks at an extremely fast speed. GPC standards include 24 hour 7 day a week availability, 98% minimum color match quality, 1 hour or less response to emergency service requests, proactive zero-tolerance patrols, and always exceeding the specifications of the scope of work.

GPC is available to City of Torrance (City) staff 24 hours a day, seven days week. GPC also understands priorities and will work seamlessly with City staff.

Torrance Results

GPC has been providing graffiti removal services for the City of Torrance for the past nine years. Perhaps there is not another contract within the City that has a greater impact on quality of life and property values for all residents than the graffiti contract. When GPC came into the City nine years ago, graffiti was seen everywhere through illegal postings, slap tags, patch marks of previous removals (secondary graffiti), trash dumpsters, signs, poles, etc. Work orders were submitted through notecards and the program had little transparency due to the contractor's reporting. City staff was at the mercy of a contractor interpreting the needs and the scope of the City's program.

From day one, GPC along with City staff charted out a vision and a goal to make Torrance the best graffiti removal program in the country. The first year was spent restoring hundreds of buildings and structures that had mismatched paint from previous removal efforts as well as improving the response time to citizen requests to the same day on all requests before 2 pm. The next year GPC asked for and received permission to clean all the dumpsters in the City. Dumpsters had previously been ignored and were becoming an eyesore throughout the City. The following year, GPC focused on all the parks, restoring all structures and voluntarily steam cleaning all the bathrooms to remove years of grime and paint drops. Once the core of the City was completed, GPC focused on details. Regular meetings with City staff focused on areas of the City that needed improvement. Removal of stickers and illegal postings became a priority. The goal of leaving the City of Torrance completely graffiti free at the end of each work day was in reach and now being achieved. Next up were City structures such as the library and City Hall where GPC staff voluntarily went in and removed years of grime and gum.

Discussions on where to improve next focused on work order management. GPC, with direction from City staff, spent 8 months testing and developing a software program to solve the needs of both GPC and the City. Once completed, notecards and downloading photos were a thing of the past. Now all work orders and photos were processed electronically in real time. Completely green; and it made the City's graffiti program 100% transparent. City staff could now manage every aspect of the program in a fraction of the time it would have taken in the past.

Next up, GPC and City staff are looking for ways to get the community more involved. Utilizing neighborhood cleanups and events with the assistance from some of our past corporate sponsors (School Districts, Home Depot, and Target), GPC and City staff hope to bring awareness of the vandalism and inform residents the importance of rapidly reporting graffiti as soon as it is spotted.

GPC's long term employees in Torrance are instructed to purchase all supplies and materials in Torrance whenever possible.

GPC has achieved its goal making Torrance the best graffiti program in the country. The program has no shortcomings or deficiencies and has achieved the highest possible standards, exceeding all possible expectations.

Conclusion

There is no better indicator of future success than past performance.

Bus Stop Services

GPC is an experienced professional in bus stop maintenance services. Services GPC will perform are as follows:

- Collect/empty trash, inspect trash can and replace bags at least two times per week at 325 identified bus stops
- Inspect for and remove all graffiti daily (Mon-Fri) at all bus stops
- Pick up trash within 30 feet of all bus stops at least 2 times per week
- Perform safety checks of trash cans and benches at all stops
- Perform unlimited emergency service requests (one hour max response time) during normal business hours at no additional charge
- Dispose of all collected trash in City-designated bins at the City Yard or other designated location
- Trash bags will be heavy duty and dark in color
- Provide maintenance, installation, or removal of transit property as directed by Torrance Transit
- *Provide daily service at approximately 30 stops that are high use and/or "hot" priorities at no additional charge*
- *Provide unlimited emergency service requests (90 min max response time) during non-business hours and weekends at no additional charge*



CITY OF
TORRANCE

TRANSIT DEPARTMENT
Administration Division

Kim Turner
Transit Director

Jim Mills
Administration Manager

Jim Mills
Transit Administration Manager
310-618-6291
jmills@TorranceCa.Gov

March 21, 2011

Dear City of Glendale Arizona,

Graffiti Protective Coatings, Inc. (GPC) has performed the City's bus shelter/stop maintenance during the past 12 months. These services include trash pick-up, power washing, and repairs.

If you would like to contact me directly, I can be reached at (310) 618-6291.

Sincerely,

Jim Mills, Administration Manager
Torrance Transit System



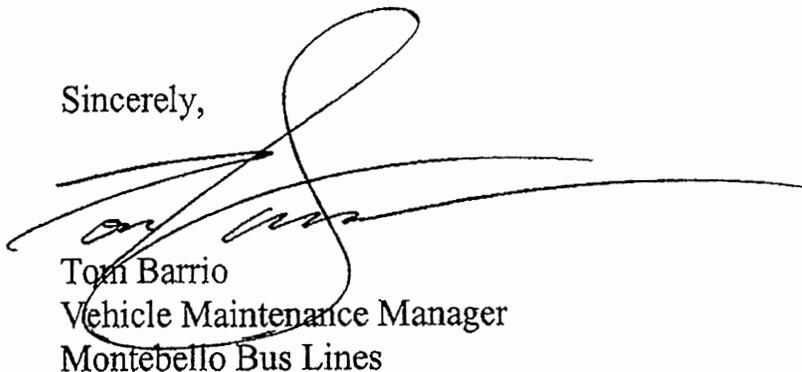
City of Montebello

March 21, 2011

The purpose of this letter is to express the high quality of work that Montebello Bus Lines (MBL) has received from Graffiti Protective Coatings, Inc (GPC). MBL set a high standard on providing customers a clean, safe and proper area to wait for buses. To accomplish this it was necessary to find a contractor that could meet these high standards. MBL issued an RFP in 2001 for bus stop maintenance that included pressure washing, trash and graffiti removal, and required competing contractors to demonstrate their proposed cleaning processes. GPC was determined to be the most responsive and responsible and outperformed competing contractors based on overall ratings.

Montebello Bus Lines has retained GPC to perform bus stop maintenance for over 9 years. These services include trash pick-up, graffiti removal, power washing, and minor repairs around the bus stop areas. Montebello Bus Lines is satisfied with the high quality of work GPC has performed.

Sincerely,



Tom Barrio
Vehicle Maintenance Manager
Montebello Bus Lines

C. Tay Chor, Senior Management Analyst

400 So. Taylor Ave. Montebello, CA 90640. E: tbarrio@cityofmontebello.com P: 323-887-4601



City of
HUNTINGTON PARK California

6900 BISSELL STREET • HUNTINGTON PARK, CALIFORNIA 90255
TEL. (323) 584-6274 • FAX (323) 584-6309

PUBLIC WORKS DEPARTMENT

March 21, 2011

Graffiti Protective Coatings, Inc. (GPC) has performed the City's bus shelter/stop maintenance during the past 12 months. These services include trash pick-up, power washing, and repairs. I have overseen contract for only four (4) months and so far they have been doing a great job.

Sincerely,

A handwritten signature in black ink that reads "Mario Lopez". The signature is written in a cursive style.

Mario Lopez
City of Huntington Park
6900 Bissell St.
Huntington Park, CA 90255
(323) 584-6214 office
(323) 447-6115 cell

CONTRACT SERVICES AGREEMENT

This CONTRACT SERVICES AGREEMENT ("Agreement") is made and entered into as of July 1, 2012 ("The Effective Date"), by and between the CITY OF TORRANCE, a municipal corporation ("CITY"), and Graffiti Protective Coatings, Inc. a California Corporation ("CONTRACTOR").

RECITALS:

- A. The CITY wishes to retain the services of an experienced and qualified CONTRACTOR to provide Bus Stop Maintenance for the City of Torrance.
- B. In order to obtain the desired services, The CITY has circulated its Request for Proposal for Graffiti Removal Services for the City of Torrance, RFP B2011-45 (the "RFP").
- C. CONTRACTOR has submitted a Proposal (the "Proposal") in response to the RFP. In its Proposal CONTRACTOR represents that it is qualified to perform those services requested in the RFP. Based upon its review of all proposals submitted in response to the RFP, The CITY is willing to award the contract to CONTRACTOR.

AGREEMENT:

1. SERVICES TO BE PERFORMED BY CONTRACTOR

CONTRACTOR will provide the services and materials listed in CONTRACTOR's Proposal submitted in response to the RFP. A copy of the Proposal is attached as Exhibit A.

2. TERM

Unless earlier terminated in accordance with Paragraph 4 below, this Agreement will continue in full force and effect from the Effective Date through June 30, 2013. This Agreement includes four one-year options to renew the contract. The options can be exercised only by the CITY.

3. COMPENSATION

A. CONTRACTOR's Fee.

For services rendered pursuant to this Agreement, CONTRACTOR will be paid in accordance with the compensation schedule set forth in the Proposal; provided, however, that in no event will the total amount of money paid the CONTRACTOR, for services initially contemplated by this Agreement, exceed the sum of \$48,000 ("Agreement Sum"), unless otherwise first approved in writing by the CITY. In the event the CITY

exercises an option for an additional year, then the costs may be increased by an amount not to exceed the Consumer Price Index – All Urban Consumers.

B. Schedule of Payment.

Provided that the CONTRACTOR is not in default under the terms of this Agreement, upon presentation of an invoice, CONTRACTOR will be paid monthly, within 30 days after the date of the monthly invoice.

4. TERMINATION OF AGREEMENT

A. Termination by CITY for Convenience.

1. CITY may, at any time, terminate the Agreement for CITY's convenience and without cause.
2. Upon receipt of written notice from CITY of such termination for CITY's convenience, CONTRACTOR will:
 - a. cease operations as directed by CITY in the notice;
 - b. take actions necessary, or that CITY may direct, for the protection and preservation of the work; and
 - c. except for work directed to be performed prior to the effective date of termination stated in the notice, terminate all existing subcontracts and purchase orders and enter into no further subcontracts and purchase orders.
3. In case of such termination for CITY's convenience, CONTRACTOR will be entitled to receive payment for work executed; and costs incurred by reason of such termination, along with reasonable overhead and profit on the work not executed.

B. Termination for Cause.

1. If either party fails to perform any term, covenant or condition in this Agreement and that failure continues for 15 calendar days after the nondefaulting party gives the defaulting party written notice of the failure to perform, this Agreement may be terminated for cause; provided, however, that if during the notice period the defaulting party has promptly commenced and continues diligent efforts to remedy the default, the defaulting party will have such additional time as is reasonably necessary to remedy the default.
2. In the event this Agreement is terminated for cause by the default of the CONTRACTOR, the CITY may, at the expense of the CONTRACTOR and its surety, complete this Agreement or cause it to be completed. Any check or bond delivered to the CITY in

connection with this Agreement, and the money payable thereon, will be forfeited to and remain the property of the CITY. All moneys due the CONTRACTOR under the terms of this Agreement will be retained by the CITY, but the retention will not release the CONTRACTOR and its surety from liability for the default. Under these circumstances, however, the CONTRACTOR and its surety will be credited with the amount of money retained, toward any amount by which the cost of completion exceeds the Agreement Sum and any amount authorized for extra services.

3. Termination for cause will not affect or terminate any of the rights of the CITY as against the CONTRACTOR or its surety then existing, or which may thereafter accrue because of the default; this provision is in addition to all other rights and remedies available to the CITY under law.

C. Termination for Breach of Law.

In the event the CONTRACTOR or any of its officers, directors, shareholders, employees, agents, subsidiaries or affiliates is convicted (i) of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of a contract or subcontract; (ii) under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or any other offense indicating a lack of business integrity or business honesty which currently, seriously, and directly affects responsibility as a public consultant or contractor; (iii) under state or federal antitrust statutes arising out of the submission of bids or proposals; or (iv) of violation of Paragraph 19 of this Agreement; or for any other cause the CITY determines to be so serious and compelling as to affect CONTRACTOR's responsibility as a public consultant or contractor, including but not limited to, debarment by another governmental agency, then the CITY reserves the unilateral right to terminate this Agreement or to impose such other sanctions (which may include financial sanctions, temporary suspensions or any other condition deemed appropriate short of termination) as it deems proper. The CITY will not take action until CONTRACTOR has been given notice and an opportunity to present evidence in mitigation.

5. **FORCE MAJEURE**

If any party fails to perform its obligations because of strikes, lockouts, labor disputes, embargoes, acts of God, inability to obtain labor or materials or reasonable substitutes for labor or materials, governmental restrictions, governmental regulations, governmental controls, judicial orders, enemy or hostile governmental action, civil commotion, fire or other casualty, or other causes beyond the reasonable control of the party obligated to perform, then that

party's performance shall be excused for a period equal to the period of such cause for failure to perform.

6. RETENTION OF FUNDS

CONTRACTOR authorizes the CITY to deduct from any amount payable to CONTRACTOR (whether or not arising out of this Agreement) any amounts the payment of which may be in dispute or that are necessary to compensate the CITY for any losses, costs, liabilities, or damages suffered by the CITY, and all amounts for which the CITY may be liable to third parties, by reason of CONTRACTOR's negligent acts or omissions or willful misconduct in performing or failing to perform CONTRACTOR's obligations under this Agreement. In the event that any claim is made by a third party, the amount or validity of which is disputed by CONTRACTOR, or any indebtedness exists that appears to be the basis for a claim of lien, the CITY may withhold from any payment due, without liability for interest because of the withholding, an amount sufficient to cover the claim. The failure of the CITY to exercise the right to deduct or to withhold will not, however, affect the obligations of CONTRACTOR to insure, indemnify, and protect the CITY as elsewhere provided in this Agreement.

7. THE CITY'S REPRESENTATIVE

Jim Mills, Transit Administration Manager is designated as the "City Representative," authorized to act in its behalf with respect to the work and services specified in this Agreement and to make all decisions in connection with this Agreement. Whenever approval, directions, or other actions are required by the CITY under this Agreement, those actions will be taken by the City Representative, unless otherwise stated. The City Manager has the right to designate another City Representative at any time, by providing notice to CONTRACTOR.

8. CONTRACTOR REPRESENTATIVE(S)

The following principal(s) of CONTRACTOR are designated as being the principal(s) and representative(s) of CONTRACTOR authorized to act in its behalf with respect to the work specified in this Agreement and make all decisions in connection with this Agreement:

Carla Lenoff
Barry Steinhart

9. INDEPENDENT CONTRACTOR

The CONTRACTOR is, and at all times will remain as to the CITY, a wholly independent contractor. Neither the CITY nor any of its agents will have control over the conduct of the CONTRACTOR or any of the CONTRACTOR's employees, except as otherwise set forth in this Agreement. The CONTRACTOR

may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the CITY.

10. BUSINESS LICENSE

The CONTRACTOR must obtain a City business license prior to the start of work under this Agreement, unless CONTRACTOR is qualified for an exemption.

11. OTHER LICENSES AND PERMITS

CONTRACTOR warrants that it has all professional, contracting and other permits and licenses required to undertake the work contemplated by this Agreement.

12. FAMILIARITY WITH WORK

By executing this Agreement, CONTRACTOR warrants that CONTRACTOR (a) has thoroughly investigated and considered the scope of services to be performed, (b) has carefully considered how the services should be performed, and (c) fully understands the facilities, difficulties and restrictions attending performance of the services under this Agreement. If the services involve work upon any site, CONTRACTOR warrants that CONTRACTOR has or will investigate the site and is or will be fully acquainted with the conditions there existing, prior to commencement of services set forth in this Agreement. Should CONTRACTOR discover any latent or unknown conditions that will materially affect the performance of the services set forth in this Agreement, CONTRACTOR must immediately inform the CITY of that fact and may not proceed except at CONTRACTOR's risk until written instructions are received from the CITY.

13. CARE OF WORK

CONTRACTOR must adopt reasonable methods during the life of the Agreement to furnish continuous protection to the work, and the equipment, materials, papers, documents, plans, studies and other components to prevent losses or damages, and will be responsible for all damages, to persons or property, until acceptance of the work by the CITY, except those losses or damages as may be caused by the CITY's own negligence.

14. CONTRACTOR'S ACCOUNTING RECORDS; OTHER PROJECT RECORDS

Records of the CONTRACTOR's time pertaining to the project, and records of accounts between the CITY and the CONTRACTOR, will be kept on a generally recognized accounting basis. CONTRACTOR will also maintain all other records, including without limitation specifications, drawings, progress reports and the like, relating to the project. All records will be available to the CITY during normal working hours. CONTRACTOR will maintain these records for three years after final payment.

15. **INDEMNIFICATION**

CONTRACTOR will indemnify, defend, and hold harmless CITY, the City Council, each member thereof, present and future, its officers, agents and employees from and against any and all liability, expenses, including defense costs and legal fees, and claims for damages whatsoever, including, but not limited to, those arising from breach of contract, bodily injury, death, personal injury, property damage, loss of use, or property loss however the same may be caused and regardless of the responsibility for negligence. The obligation to indemnify, defend and hold harmless includes, but is not limited to, any liability or expense, including defense costs and legal fees, arising from the negligent acts or omissions, or willful misconduct of CONTRACTOR, its officers, employees, agents, subcontractors or vendors. It is further agreed, CONTRACTOR's obligations to indemnify, defend and hold harmless will apply even in the event of concurrent negligence on the part of CITY, the City Council, each member thereof, present and future, or its officers, agents and employees, except for liability resulting solely from the negligence or willful misconduct of CITY, its officers, employees or agents. Payment by CITY is not a condition precedent to enforcement of this indemnity. In the event of any dispute between CONTRACTOR and CITY, as to whether liability arises from the sole negligence of the CITY or its officers, employees, agents, subcontractors or vendors, CONTRACTOR will be obligated to pay for CITY's defense until such time as a final judgment has been entered adjudicating the CITY as solely negligent. CONTRACTOR will not be entitled in the event of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees and costs of litigation.

16. **NON-LIABILITY OF THE CITY'S OFFICERS AND EMPLOYEES**

No officer or employee of the CITY will be personally liable to CONTRACTOR, in the event of any default or breach by the CITY or for any amount that may become due to CONTRACTOR.

17. **INSURANCE**

A. CONTRACTOR must maintain at its sole expense the following insurance, which will be full coverage not subject to self insurance provisions:

- (1) Automobile Liability, including owned, non-owned and hired vehicles, with at least the following limits of liability:
 - (a) Primary Bodily Injury with limits of at least \$500,000 per person, \$1,000,000 per occurrence; and
 - (b) Primary Property Damage of at least \$250,000 per occurrence; or

- (c) Combined single limits of \$1,000,000 per occurrence.
 - (2) General Liability including coverage for premises, products and completed operations, independent contractors, personal injury and contractual obligations with combined single limits of coverage of at least \$1,000,000 per occurrence.
 - (3) Workers' Compensation with limits as required by the Labor Code of the State of California and Employers Liability with limits of at least \$1,000,000 per occurrence.
- B. The insurance provided by CONTRACTOR will be primary and non-contributory.
 - C. The CITY of Torrance, the City Council and each member thereof, members of boards and commissions, every officer, agent, official, employee and volunteer must be named as additional insured under the automobile and general liability policies.
 - D. CONTRACTOR must provide certificates of insurance and/or endorsements to the City Clerk of the City of Torrance before the commencement of work.
 - E. Each insurance policy required by this Paragraph must contain a provision that no termination, cancellation or change of coverage can be made without thirty days notice to the CITY.
 - F. CONTRACTOR must include all subcontractors as insured under its policies or must furnish separate certificates and endorsements for each subcontractor. All coverage for subcontractors will be subject to all of the requirements of this Paragraph 17.

18. SUFFICIENCY OF INSURERS

Insurance required by this Agreement will be satisfactory only if issued by companies admitted to do business in California, rated "B+" or better in the most recent edition of Best's Key Rating Guide, and only if they are of a financial category Class VII or better, unless these requirements are waived by the Risk Manager of the CITY ("Risk Manager") due to unique circumstances. In the event the Risk Manager determines that the work or services to be performed under this Agreement creates an increased or decreased risk of loss to the CITY, the CONTRACTOR agrees that the minimum limits of any insurance policies and/or the performance bond required by this Agreement may be changed accordingly upon receipt of written notice from the Risk Manager; provided that CONTRACTOR will have the right to appeal a determination of increased coverage by the Risk Manager to the City Council of the CITY within 10 days of receipt of notice from the Risk Manager.

19. CONFLICT OF INTEREST

- A. No officer or employee of the CITY may have any financial interest, direct or indirect, in this Agreement, nor may any officer or employee participate in any decision relating to the Agreement that effects the officer or employee's financial interest or the financial interest of any corporation, partnership or association in which the officer or employee is, directly or indirectly interested, in violation of any law, rule or regulation.
- B. No person may offer, give, or agree to give any officer or employee or former officer or employee, nor may any officer or employee solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, preparation or any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any way pertaining to any program requirement, contract or subcontract, or to any solicitation or proposal.

20. NOTICE

- A. All notices, requests, demands, or other communications under this Agreement will be in writing. Notice will be sufficiently given for all purposes as follows:
 - (1) Personal delivery. When personally delivered to the recipient: notice is effective on delivery.
 - (2) First Class mail. When mailed first class to the last address of the recipient known to the party giving notice: notice is effective three mail delivery days after deposit in an United States Postal Service office or mailbox.
 - (3) Certified mail. When mailed certified mail, return receipt requested: notice is effective on receipt, if delivery is confirmed by a return receipt.
 - (4) Overnight delivery. When delivered by an overnight delivery service, charges prepaid or charged to the sender's account: notice is effective on delivery, if delivery is confirmed by the delivery service.
 - (5) Facsimile transmission. When sent by fax to the last fax number of the recipient known to the party giving notice: notice is effective on receipt. Any notice given by fax will be deemed received on the

next business day if it is received after 5:00 p.m. (recipient's time) or on a non-business day.

Addresses for purpose of giving notice are as follows:

CONTRACTOR: Graffiti Protective Coatings
419 N. Larchmont Blvd.
Suite 264
Los Angeles, CA 90004
Fax #323-656-3579

CITY: City Clerk
City of Torrance
3031 Torrance Boulevard
Torrance, CA 90509-2970
Fax: (310) 618-2931

- B. Any correctly addressed notice that is refused, unclaimed, or undeliverable because of an act or omission of the party to be notified, will be deemed effective as of the first date the notice was refused, unclaimed or deemed undeliverable by the postal authorities, messenger or overnight delivery service.
- C. Either party may change its address or fax number by giving the other party notice of the change in any manner permitted by this Agreement.

21. PROHIBITION AGAINST ASSIGNMENT AND SUBCONTRACTING

This Agreement and all exhibits are binding on the heirs, successors, and assigns of the parties. The Agreement may not be assigned or subcontracted by either the CITY or CONTRACTOR without the prior written consent of the other.

22. INTEGRATION; AMENDMENT

This Agreement represents the entire understanding of the CITY and CONTRACTOR as to those matters contained in it. No prior oral or written understanding will be of any force or effect with respect to the terms of this Agreement. The Agreement may not be modified or altered except in writing signed by both parties.

23. INTERPRETATION

The terms of this Agreement should be construed in accordance with the meaning of the language used and should not be construed for or against either party by reason of the authorship of this Agreement or any other rule of construction that might otherwise apply.

24. SEVERABILITY

If any part of this Agreement is found to be in conflict with applicable laws, that part will be inoperative, null and void insofar as it is in conflict with any applicable laws, but the remainder of the Agreement will remain in full force and effect.

25. TIME OF ESSENCE

Time is of the essence in the performance of this Agreement.

26. GOVERNING LAW; JURISDICTION

This Agreement will be administered and interpreted under the laws of the State of California. Jurisdiction of any litigation arising from the Agreement will be in Los Angeles County, California.

27. COMPLIANCE WITH STATUTES AND REGULATIONS

CONTRACTOR will be knowledgeable of and will comply with all applicable federal, state, county and city statutes, rules, regulations, ordinances and orders.

28. WAIVER OF BREACH

No delay or omission in the exercise of any right or remedy by a nondefaulting party on any default will impair the right or remedy or be construed as a waiver. A party's consent or approval of any act by the other party requiring the party's consent or approval will not be deemed to waive or render unnecessary the other party's consent to or approval of any subsequent act. Any waiver by either party of any default must be in writing and will not be a waiver of any other default concerning the same or any other provision of this Agreement.

29. ATTORNEY'S FEES

Except as provided for in Paragraph 15, in any dispute, litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement (whether in contract, tort or both) or seeks a declaration of any rights or obligations under this Agreement, the prevailing party will be awarded reasonable attorney's fees, together with any costs and expenses, to resolve the dispute and to enforce any judgment.

30. EXHIBITS

All exhibits identified in this Agreement are incorporated into the Agreement by this reference.

31. CONTRACTOR'S AUTHORITY TO EXECUTE

The persons executing this Agreement on behalf of the CONTRACTOR warrant that (i) the CONTRACTOR is duly organized and existing; (ii) they are duly authorized to execute this Agreement on behalf of the CONTRACTOR; (iii) by so executing this Agreement, the CONTRACTOR is formally bound to the provisions of this Agreement; and (iv) the entering into this Agreement does not violate any provision of any other Agreement to which the CONTRACTOR is bound.

CITY OF TORRANCE,
a municipal corporation

Graffiti Protective Coatings, Inc.
A California corporation

Frank Scotto, Mayor

By: _____
Carla Lenoff
President

ATTEST:

Sue Herbers, City Clerk

APPROVED AS TO FORM:

JOHN L. FELLOWS III
City Attorney

By: _____

Attachments: Exhibit A: Proposal

ORIGINAL

**GRAFFITI PROTECTIVE COATINGS, INC.
PROPOSAL FOR
GRAFFITI REMOVAL SERVICES
FOR THE CITY OF TORRANCE
RFP NO. 2011-45**

NOVEMBER 17, 2011

SUBMITTED TO:
OFFICE OF THE CITY CLERK
3031 TORRANCE BLVD
TORRANCE, CA 90503
DUE: 11/17/2011 2:00 PM

SUBMITTED BY:
GRAFFITI PROTECTIVE COATINGS, INC.
419 N. LARCHMONT BLVD., #264
LOS ANGELES, CA 90004
CONTACT: BARRY STEINHART
323.464.4472
FAX 323.656.3579

RFP No. 2011-45 RFP for Graffiti Removal Services for the City of Torrance

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Invitation to RFP", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

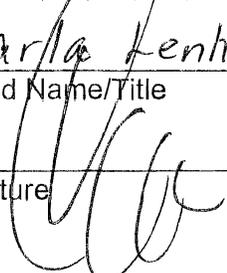
Graffiti Protective Coatings, Inc.
Name of Company

419 N. Larchmont Blvd. #264
Address

Los Angeles, CA 90004
City/State/Zip Code

(323) 464-4472 / (323) 656-3579 fax
Telephone Number/Fax Number

Carla Kenhoff, President
Printed Name/Title


Signature

11/17/11
Date

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information

Barry Steinhart
Name

General Manager
Title

(213) 591-1153 / (323) 656-3579 fax
Telephone Number/Fax Number

Form of Business Organization: Please indicate the following (check one);

Corporation Partnership _____ Sole Proprietorship _____ Other: _____

Business History:

How long have you been in business under your current name and form of business organization?

19 (nineteen) Years

If less than three (3) years and your company was in business under a different name, what was that name?

N/A

Addenda Received:

Please indicate addenda information you have received regarding this RFP:

Addendum No. _____	Date Received: _____
Addendum No. _____	Date Received: _____
Addendum No. _____	Date Received: _____
Addendum No. _____	Date Received: _____

No Addenda received regarding this RFP.

Payment Terms: The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? No

Renewal Option:

Please state, if requested by the City, if your company would agree to a renewal of this contract with price, terms and conditions unchanged. If the contract is extended after the first six months, commencing in the second term (July 1, 2012), and subsequent years, the contract may be increased by the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the Los Angeles area (October to October).

Yes We would agree to a contract renewal for a second year.

Yes We would agree to a contract renewal for a third year.

Yes We would agree to a contract renewal for a fourth year.

Yes We would agree to a contract renewal for a fifth year.

No _____ We would not be interested in renewing this contract.

Vendor Name: GRAFFITI PROTECTIVE COATINGS, INC.

Price Proposal for Graffiti Removal:

Proposal Submittal – Price Detail	
Graffiti Removal	Price
A. Labor Costs- Daily Cost Per Crew	\$ 248.00
B. Labor Costs- Proposed # of Crews (Daily)	3
C. Labor Costs- Total Proposed Daily Costs (A x B)	\$ 744.00
D. Labor Costs- Hourly Cost for Overtime	\$ 50.00
E. Material Costs- Cost per gallon of paint	\$ 12.00
F. Material Costs- Cost per spray can of KILZ	\$ 2.80
G. Equipment Costs (daily cost of any equipment not included in the basic contract)	\$ 0
H. Cost for work order database system (Annual cost charged to the City if not included in the daily crew rate)	\$ 0

Price Proposal for Bid Alternate - Bus Stop Maintenance:

Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Price per bus stop cleaning	Total Annual Price Unit Price x 325 bus stops x 2 cleanings per week x 52 weeks
325 (bus stops)	2 times per week	<ul style="list-style-type: none"> Collect/empty trash, inspect trash cans and replace bags at least two times per week at identified bus stops. Pick up trash within 30 feet of all bus stops at least two times per week. Perform safety checks of trash cans and any bench at all stops. Dispose of all collected trash in City-designated trash bins at City yard or other designated location only. 	\$ 1.40	\$ 47,320
Quantity	Activity Timing	Service Description – Bus Stop Maintenance	Unit Price Daily Price per bus stop	Total Annual Price Unit Price x 325 bus stops x 5 days per week x 52 weeks
325 (bus stops)	Daily	<ul style="list-style-type: none"> Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops. 	\$ 0	\$ 0
Total Price Per Year				\$ 47,320

Vendor Name: GRAFFITI PROTECTIVE COATINGS, INC.

RFP Submittal Requirement and Acknowledgement --Bid Alternate - Bus Stop Maintenance

Vendors are required to place a check mark in Column A indicating that your proposal is as per the specifications of this Request for Proposals.

Vendors are required to place a check mark in Column B indicating that your proposal deviates from the specifications of this Request for Proposal. If you are proposing anything other than what is specified, you must explain in detail how your proposal differs by attaching additional pages to your RFP submittal and indicating the page number in Column C.

You may attach additional sheets to your RFP submittal describing in detail the service you are proposing. You must indicate the page number reference in Column C.

Description	Column A	Column B	Column C
RFP Specification/Requirement	Place a check mark in this column indicating that your proposal is as per the specifications in this RFP	Place a mark in this column if you are proposing something <i>different</i> than what is specified in this RFP	Please reference the page number of your attachment in the space below if your proposal deviates from the specifications.
Bid Alternate Submittals- Bus Stop Maintenance			
Inspect trash cans and replace bags at least two times per week at 325 identified bus stops.	✓		
Trash bags must be black or other dark color.	✓		
Inspect for and remove all graffiti daily (Monday-Friday) at all bus stops.	✓		
Pick up trash within 30 feet of all bus stops at least two times per week.	✓		
Perform safety checks of trash cans and any bench at all stops.	✓		
Perform unlimited emergency service requests (one-hour maximum response time) during normal business hours at no additional charge to the City.	✓		
Provide maintenance, installation, and removal of trash cans, poles, benches, signage as directed by Torrance Transit. This service may be subcontracted.	✓		

Will you be subcontracting the maintenance, installation and removal of trash cans, poles, benches, and signage?	<input checked="" type="checkbox"/> Yes, the subcontractor information is as follows: Sub-Contractor: <u>All Purpose Manufacturing Inc.</u> Contact: <u>Orlando Vargas</u> Address: <u>614 Airport Rd. Oceanside CA 92054</u> Phone Number: <u>877-877-8006</u> <input type="checkbox"/> No, we will provide that service ourselves.
------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

STATE OF CALIFORNIA

PROPOSER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Carla Lenhoff being first duly sworn deposes and says:

1. That he/she is the President of Graffiti Protective Coatings, Inc.
(Title of Office) (Name of Company)

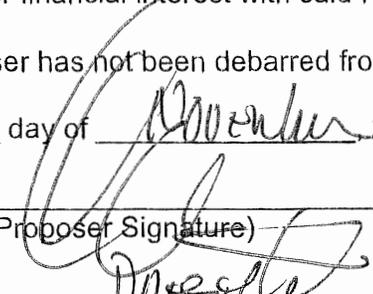
Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

Graffiti Removal Services for the City of Torrance
(Title of RFP)

- 2. That the proposal is genuine; that all statements of fact in the proposal are true;
- 3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
- 4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
- 5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
- 6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
- 7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.

8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this 11 day of November 2011.


 (Proposer Signature)
President
 (Title)

A. Method of Operation

Overview

The keys to a successful graffiti removal program are fast response, removal of all graffiti, and removal methods that leave no traces that the graffiti ever existed. Graffiti breeds more graffiti, and fast professional removal will allow to the City of Torrance to control this problem. Graffiti Protective Coatings, Inc. specializes in these services with its “Zero-Tolerance Program”. Under GPC’s proven program each technician is fully equipped and trained to remove all graffiti.

GPC performs thorough and complete removal, leaving no traces of the past graffiti. Details are not overlooked. All graffiti at sites requested by the City are removed no matter how small including but not limited to: all streets, sidewalks, private and public property, parks, parks interiors, civic center, upper level locations, and all objects in the City Right of Way.

1. a. Schedule of work (days, times, etc.)

GPC is planning a schedule of Monday through Friday of 6 am to 2:30 pm for 3 full-time trucks exclusive to the City of Torrance. Each GPC truck will provide a minimum of eight working hours in Torrance daily. GPC does not include its commute time in the eight working hours. GPC will provide additional vehicles at no additional charge on weekends and after normal working hours in order to meet the City’s 4 hour response requirement as called for in the RFP.

b. Identification of Work

GPC will be responding to City staff requests, hotline calls, and proactive patrols of areas assigned by City staff. GPC will meet with City staff daily to discuss work orders, schedules, and areas to be maintained.

c. Assignment of Work

GPC prefers to put techs in specific zones. By dividing the City into zones, GPC gains efficiencies of drive time creating faster response times; more specific knowledge of neighborhoods, “hot spots”, and color matches creating better consistency; and the technicians are more accountable for the appearance of their zone creating higher quality. GPC will provide the City its Target Graffiti software and a smartphone equipped with the Target Graffiti manager’s app to City staff for instant and easy communication.

GPC will utilize three crews breaking the city into three zones. The zones will be as follows: all areas of Torrance north of 190th Street; all areas of Torrance between 190th and Torrance Blvd; and all areas of Torrance south of Torrance Blvd. Each Zone will have its own truck and crew specializing in that area.

GPC's workday will start at 6am so that busy thoroughfares can be cleaned safely before heavy morning traffic. During the patrols we will immediately remove all graffiti no matter how small including but not limited to: walls, sidewalks, signs, curbs, windows, phones, hydrants, concrete light poles, steel light poles, roofs, sewer lids, vents, gutters, trees, trash cans, parking bumpers, doors, railings, garage sale signs, stickers, mailboxes, banners, etc. Each site cleaned will be photographed and documented using Target Graffiti. Waivers will be obtained as needed.

All main thoroughfares within the City will be patrolled daily. Parks and parks interiors will also be checked and walked daily with no trace of vandalism left behind.

GPC's Torrance lead service technician will check in with City staff twice a day at 8am and 1pm to review service requests and overall operations. City staff will enter requests directly into the Target Graffiti work order system where they will be routed real-time to appropriate technician via the technician's location. City staff can monitor and manage work orders via the web or on the provided manager's smartphone.

Once the citizen application is implemented, citizen requests with photos will feed directly into Target Graffiti. The system will automatically notify the citizen when the job is completed. Most all service requests will be completed within 1 hour with all requests being completed within 8 working hours; priority calls or obscenities will be responded to in minutes. GPC workday is 8 hours.

GPC custom color matches all buildings along the main drags to 98% or better. GPC will maintain the formulas as well as the inventory of labeled locations. Therefore, our touch-ups will always be 100% accurate. Our custom matches will include specific coatings and bases as needed for unique finishes. For quality reasons, GPC will not use recycled paint.

Each GPC crew will patrol and clean between 50-60 miles of city rights of way daily. GPC takes a proactive approach to graffiti removal, seeking out and immediately cleaning graffiti rather than waiting for frustrated and scared citizens to call in complaints.

d. Response Time

Barry Steinhart will be available to the city 24 hours a day, 365 days a year via cell phone. No matter what the Holiday or time, emergency after-hours calls will have a response time of less than one hour. Emergency number is (323) 464-4472.

- 1) **Emergencies**- less than 1 hour
- 2) **Routine**- clean immediately upon spotting graffiti, never beyond 8 working hours
- 3) **Citizen or City reported incidents**- same day if reported by 2pm, if after 2pm then next business morning

e. Staffing

GPC will be using three crews for this project. GPC staff members know how to remove graffiti properly. GPC staff members are smart. They know and recognize hazards and

are skilled professionals. All GPC personnel will wear GPC uniforms on duty and will have cell phones for immediate and direct communication.

GPC's crew for this contract will all have experience in Torrance. They know the how to match colors, recognize hot spots and areas of importance, the best times to attack various locations, and how to communicate with City staff.

GPC staff is able to fill in while City staff is on vacation, seamlessly handling the Hotline and customer relations.

The City contains some busy thoroughfares, and has a large population of residents and visitors. Therefore, extreme care and diligence must be utilized when using airless sprayers and chemicals to avoid overspray of cars, personal property, and pedestrians. During the past 20 years GPC personnel have removed millions of tags with not one insurance claim of overspray, injury, or any other complication for any of our clients.

Key Personnel for Field, Office, and Management

Key personnel for this proposal are Barry Steinhart, Jorge Calvillo, and Sandy Corbett.

-Jorge Calvillo (Lead Service Technician)

Jorge has been the lead service technician for GPC in Torrance the past five years. From Jorge's first day in the City up to the present, he has been providing the highest quality work, effort, and customer service to the City. He has been the model of consistency. He knows the City geography, residents, business owners, and City staff. The City cannot find a service technician more proven or with a better understanding of the scope of services for this contract than Jorge. Jorge will continue to be lead technician for GPC in Torrance.

-Sandy Corbett, Administrative Manager

Sandy will be responsible for handling all administrative tasks relating to this project. Sandy has been with the company for six years and is the administrative manager for GPC's larger clients that required more detailed and complex administrative needs. Sandy is available to the City seven days a week and will work tirelessly to provide the City any reports or data required. Sandy was one of the lead designers in GPC's Target Graffiti software; which is a real-time web based program that solves the administrative needs of field techs, GPC administration, City staff/administration, and law enforcement.

-Barry Steinhart, Project Manager

(213)591-1153
gpcla@msn.com

Barry Steinhart has 20 years experience in graffiti removal and has a degree from the University of Southern California. He was instrumental in the development of many of GPC's graffiti removal techniques, pioneered the use of sacrificial anti-graffiti coatings, and developed the company's zero-tolerance graffiti program. He created a simple system of field color matching and the 98% minimum color match program. Barry will be directly involved with all facets of this contract and will insure expectations are being

exceeded. The level of service and quality of work performed under Barry's leadership is outstanding. Barry works very hard to be responsive, consistent, detailed, professional, and exceptional. His history is verifiable and irrefutable and always wishes to be judged more by his actions over GPC's 20 year history of successful projects verified through references rather than by words on a piece of paper.

Operations Personnel

GPC field staff for this contract will be our experienced technicians currently fulfilling their roles as field technicians in the second and third trucks. They know the ins and outs of their zones including "hotspots" and all custom colors to be used at each site. GPC staff has six other technicians all with at least four months experience maintaining zones within Torrance. Backup staffs can effectively and competently fill in at a moments notice when the city needs additional service trucks or while a technician is sick or on vacation.

Subcontractors

GPC will use no subcontractors for this contract.

Training

GPC offers employee's good pay, thorough training, and the best possible equipment. New hires at GPC must have a clean driving record, pass a drug test and background check, and meet GPC's extremely high minimum standards. New staff members train for 1 year as an assistant until getting the chance (upon merit) to take on the responsibility of one of GPC's routes. During training they not only learn how to become skilled professionals at graffiti removal, but also how to recognize hazards. All GPC personnel will wear GPC uniforms, reflective safety vests, and will have cell phones for immediate and direct communication.

Training includes how to match colors, proper use and repair of all equipment, working with varying graffiti removers, appropriate use of blasting attachments, recognizing hot spots and areas of importance, the best times to attack various locations, and communicating with citizens and City staff.

GPC has an excellent safety record. GPC utilizes environmentally friendly biodegradable materials and techniques and will adhere to all Local, State, and Federal rules and regulations. GPC has an appointed Safety Officer who put together our extensive Injury and Illness Prevention Program. Some highlights of our Program in which all of our employees are trained include MSDS knowledge, driving techniques, personal safety gear protection, proper use of tools and equipment, hazard communication practices, recognizing potential hazards, and job site safety.

New employees also learn the importance of quality. Quality control is the responsibility of every GPC staff member. Quality of the removal is to be the highest standard, and also all graffiti removal must be 100% completed. Attention is directed at the importance

of experience, details, and ethics. GPC accepts and performs only “excellent” quality from its staff and that is the standard that the City will receive from GPC.

Quality control will be the responsibility of every GPC staff member with overall responsibility going to Barry Steinhart. Personnel for this contract are experienced, detail focused, and conscientious.

GPC accepts and performs only “excellent” quality from its staff and that is the standard that the city will receive from GPC. Barry Steinhart will make random weekly inspections of work performed. Staff understands that a member doing a poor job negates all the hard work and past performance of others.

In the past nine years in Torrance, GPC is aware of no citizen complaints, yet has received countless citizen compliments.

f. Work Order Tracking

GPC provides the City its Target Graffiti system at no additional charge. The system allows the City to monitor and manage all work orders in real-time from any web enabled device. The software will show what time and who created the work order as well as what time the work order was closed. Reports can be easily generated that display response times to service requests. Urgent requests can also be submitted through the system that notifies the technician of the job’s priority status.

2) Description of computer tracking/monitoring system

The Target Graffiti electronic work order system is a green solution to work order management. The real-time web based software system creates tremendous efficiencies and significant cost savings for GPC and the City. The City is able to dispatch, route, and monitor work orders real-time via the web. The technicians are able to directly submit work order number, address, date, surface, method, square footage, cost, moniker, zones, time, remarks, comments, and before/after photos electronically real-time to the City through the Target Graffiti smartphone software system. The system is web-based and is available to City staff 24/7 and is searchable by a variety of fields such as location, date, or moniker. Target Graffiti provides real-time maps, reports, and photos for monikers, addresses, surfaces, and police report numbers. No downloads are needed.

City staff can print current and real-time custom reports and graphs within seconds online. Target Graffiti shows in real-time open/closed work orders, billing, and reports. It also separates out costs for different surfaces, technicians, methods, and zones. Billing and reports can be customized to the City’s needs and downloaded in seconds. Law enforcement is provided passwords so they can map and track vandal activity as well as get instant and real-time billing reports and photos for apprehended taggers.

Included, GPC will provide the City its own branded app on the App Store and Android Marketplace that will allow residents to report graffiti using their smartphone. Photos and GPS data from resident requests feed directly into the Target Graffiti system. A

seamless web link is also included that allows residents to submit their requests from the City's website. GPC also includes a free manager's smartphone equipped with Target Graffiti for real-time submission, management, and routing of work orders directly to GPC technicians. GPC staff receives text messages as new urgent requests are created.

There are no hidden costs associated with the software as GPC office staff and /or field staff enters monikers for the City. Since GPC owns its software, the City will receive all customizations and upgrades at no additional cost. The upgrades include custom forms for the police department as well as restitution and case management options.

The software also allows City staff the ability to track the hours worked by GPC staff and total response time for service requests.

Target Graffiti is used by GPC in over 20 cities in three states and has processed over 750,000 graffiti incidents over the past 2 years.

3) Methods for removal describing materials used

-Painting

On most previously painted surfaces (with the exception of *some* semi-gloss, gloss, oil based, powder coated, and anti-graffiti coated surfaces), the best method of removal is to prep and repaint graffiti affected areas with exact color matches. For the few exceptions listed in parentheses above, GPC possesses a graffiti remover that erases the graffiti without damaging the finish or color of those surfaces.

The choices for applying the graffiti removal touch-up paint are brush, 6" mini roller, 9" standard roller, or airless sprayer. If the area to be painted is less than 1 square foot, most likely a brush will be used. If the area to be painted is more than 1 square foot and less than 25 square feet a mini roller will be used. If the area to be painted is over 25 square feet or is extremely porous such as certain stucco finishes or painted block walls where the roller does not easily fill the grout areas, then GPC will use an airless sprayer. If wind conditions or surroundings dictate a sprayer cannot be used, then a standard 9"roller will be used.

Preparation (prep), which includes adjacent surface protection, is vital in professional removal. Before the touch-up paint can be applied, the surface must be clean. If the graffiti is from a marker or dark spray paint on a light color, the graffiti will be "killed" with a primer. It is required to use a primer in these instances, otherwise, many rapid coats of paint will have to be applied which will lead to adhesion problems and will distort the texture of the surface.

GPC must now make the custom color of the surface. GPC will match the sheen of the surface, followed by the base, and then add colorants so that the touch-up is virtually undetectable. Once the paint is made, the formula is saved and the paint is labeled with the corresponding location. The advantage of near perfect color matches is that smaller areas can be touched-up without having to paint the entire surface, creating tremendous cost savings. All GPC techs are excellent color matchers and are extensively trained at on-site color matching.

The 32 colors most frequently used will be kept in the truck. GPC inventories all custom color matches. Each color is stored on racks by zone and route. GPC will maintain all color formulas and inventory at a centralized warehouse. Therefore, GPC touch-ups will always be 100% accurate. Colors not normally on the truck will be added in the morning based upon the work order locations received.

GPC applies the color using its “feathering” technique with the applicators listed above. The techs are trained to apply a thin even coat while blending out all the edges. There will be no drip marks or awkward squares. Upon completion, the touch-up will not be recognizable and no one will have known that site had been vandalized.

It is important to note that GPC uses only quality paint to prevent color fading, obtain better coverage, and prevent adhesion problems.

If the tech is in the field and finds a surface where the color cannot be matched on-site to 98% or better accuracy, the tech will temporarily cover with the graffiti with the closest color and bring a small sample to the warehouse. A custom color will be made and within 24 hours the field tech will have applied the custom color using the processes already discussed.

GPC utilizes drop cloths to protect the ground and landscaping from drops or spills. If vehicle(s) are too close to the work area, GPC with permission from the CPM, will reschedule for the most advantageous time. Techs are well trained and highly skilled which greatly limits the possibilities of adjacent surface damage. Plastic sheeting and tape is in every truck and will be used when necessary.

Extreme care and diligence is always utilized when using airless sprayers and graffiti removers to avoid overspray of cars, personal property, and pedestrians. During the past 20 years GPC personnel have removed millions of tags with not one insurance claim of overspray, injury, or other complication for any of our clients.

-Media Blasting

GPC removes graffiti from unpainted surfaces with soda blasting techniques. These can be performed wet or dry. For wet blasting, GPC utilizes water recovery and recycling equipment. GPC possesses many water recovery units. The units are truck mounted and designed after a much larger CALTRANS model. The units are fully automatic zero discharge-closed loop wash water recovery system. This units remove all physical particles twenty microns and larger in size as well as absorbing petroleum hydrocarbons. It collects the wash water using a Vacuboom system, filters the water and returns the clean water to the main water tank. Water recovery units are in compliance with current wastewater regulations and requirements.

The media used for soda blasting is baking soda. Baking soda is FDA approved, non-toxic, and contains no free silica. It is also non-sparking, non-flammable, non-hazardous, and environmentally safe.

4) Reporting procedures

GPC’s project manager or crew leader will contact the City Project Manager (CPM) two times per day, five days per week (Monday through Friday) by phone, at a mutually agreed upon time to discuss schedule for the day, pending work orders, areas to be maintained, and areas to be inspected for removal. Work orders can be given out by phone, facsimile, e-mail, smartphone app, or accessing **Target Graffiti, GPC’s smartphone/web based work order system**. The CPM can determine the method(s) for delivering requests that is most advantageous to City staff.

The City can create its own custom report from any web enabled device; a sample of a report is on the following page:

Work Orders

Closed Date: 2011-11-14 to 2011-11-15

Work Order Id	Address	Surface	Start Time	Closed Time	Closed Date	Surface/Square Feet	Rate/SF	Cost
TG11-0011986	301 E Julian St	Painted Fence	11/15/2011 04:37:18 PM	11/15/2011 04:41:47 PM	11/15/2011	50	0.40	20.00
TG11-0011995	Tully Rd	Utility Box	11/15/2011 03:32:18 PM	11/15/2011 03:35:58 PM	11/15/2011	15	0.40	6.00
TG11-0011994	2543 Ohlone Dr	Utility Box	11/15/2011 02:52:00 PM	11/15/2011 02:56:16 PM	11/15/2011	10	0.40	4.00
TG11-0011993	Squeri Dr	Painted Wall	11/15/2011 02:36:32 PM	11/15/2011 02:38:05 PM	11/15/2011	10	0.40	4.00
TG11-0011992	Mc Laughlin Ave Mc Laughlin Ave	Painted Wall	11/15/2011 02:20:34 PM	11/15/2011 02:23:38 PM	11/15/2011	50	0.40	20.00
TG11-0011991	Mc Laughlin Ave	Painted Wall	11/15/2011 02:18:32 PM	11/15/2011 02:20:18 PM	11/15/2011	50	0.40	20.00
TG11-0011990	1204 Valdosta Rd	Painted Wall	11/15/2011 02:08:11 PM	11/15/2011 02:12:05 PM	11/15/2011	50	0.40	20.00
TG11-0011989	Mc Laughlin Ave	Painted Wall	11/15/2011 02:02:38 PM	11/15/2011 02:03:59 PM	11/15/2011	50	0.40	20.00
TG11-0011988	Mc Laughlin Ave Mc Laughlin Ave	Painted Wall	11/15/2011 02:00:55 PM	11/15/2011 02:02:06 PM	11/15/2011	50	0.40	20.00
TG11-0011987	3947 Marlette Dr	Painted Wall	11/15/2011 01:58:48 PM	11/15/2011 02:00:32 PM	11/15/2011	50	0.40	20.00
TG11-0011986	9th and St James	Door	11/15/2011 03:42:50 PM	11/15/2011 03:54:53 PM	11/15/2011	100	0.40	40.00
TG11-0011985	Julian and 7th Street	Painted Wall	11/15/2011 04:25:25 PM	11/15/2011 04:35:15 PM	11/15/2011	50	0.40	20.00
TG11-0011984	329 E Julian St	Not In List	11/15/2011 04:13:31 PM	11/15/2011 04:19:37 PM	11/15/2011	30	0.40	12.00
TG11-0011983	402 E Julian St	Wood Fence	11/15/2011 04:03:22 PM	11/15/2011 04:06:15 PM	11/15/2011	20	0.40	8.00
TG11-0011992	Moss Point Dr	Sidewalk	11/15/2011 01:54:37 PM	11/15/2011 02:08:53 PM	11/15/2011	20	0.40	8.00
TG11-0011981	Moss Point Dr	Painted Fence	11/15/2011 01:47:46 PM	11/15/2011 01:50:32 PM	11/15/2011	50	0.40	20.00
TG11-0011980	Moss Point Dr	Painted Fence	11/15/2011 01:40:13 PM	11/15/2011 01:46:41 PM	11/15/2011	15	0.40	6.00
TG11-0011979	Moss Point Dr	Painted Fence	11/15/2011 01:38:22 PM	11/15/2011 01:40:08 PM	11/15/2011	30	0.40	12.00
TG11-0011978	1188 Lightland Rd	Utility Box	11/15/2011 01:34:58 PM	11/15/2011 01:38:15 PM	11/15/2011	10	0.40	4.00
TG11-0011977	1207 Sylvia Dr	Utility Box	11/15/2011 01:15:28 PM	11/15/2011 01:17:19 PM	11/15/2011	10	0.40	4.00
TG11-0011976	1207 Sylvia Dr	Not In List	11/15/2011 01:10:45 PM	11/15/2011 01:15:08 PM	11/15/2011	10	0.40	4.00
TG11-0011975	Mc Laughlin Ave	Painted Wall	11/15/2011 12:58:13 PM	11/15/2011 01:01:18 PM	11/15/2011	50	0.40	20.00
TG11-0011974	2606 Othello	Painted Wall	11/15/2011 04:02:41 PM	11/15/2011 04:17:50 PM	11/15/2011	75	0.40	30.00
TG11-0011972	McLaughlin and Yerba Buena	Painted Wall	11/15/2011 01:43:18 PM	11/15/2011 01:56:46 PM	11/15/2011	120	0.40	48.00
TG11-0011971	2537 Ohlone Dr	Painted Wall	11/15/2011 02:36:50 PM	11/15/2011 02:50:27 PM	11/15/2011	75	0.40	30.00
TG11-0011970	Stokes and Fruitdale	No Graffiti Found	11/15/2011 03:49:10 PM	11/15/2011	11/15/2011	0	0.40	0.00
TG11-0011968	1158 Candia Dr	Unpainted Wall	11/15/2011 12:01:45 PM	11/15/2011 12:08:13 PM	11/15/2011	10	0.40	4.00
TG11-0011967	1970 Mc Laughlin Ave	Painted Fence	11/15/2011 11:36:56 AM	11/15/2011 11:42:46 AM	11/15/2011	50	0.40	20.00
TG11-0011966	Twilight and White Oaks	No Graffiti Found	11/15/2011 01:57:28 PM	11/15/2011	11/15/2011	0	0.40	0.00
TG11-0011964	Twilight and White Oaks	No Graffiti Found	11/15/2011 01:57:42 PM	11/15/2011	11/15/2011	0	0.40	0.00
TG11-0011965	Twilight and White Oaks	No Graffiti Found	11/15/2011 01:58:44 PM	11/15/2011	11/15/2011	0	0.40	0.00

5) Equipment to be provided within contract

a. Daily

GPC trucks will be a mix of new or late model long bed 3/4-ton pick-ups. All trucks are fully equipped and self contained for all aspects of graffiti removal. Graffiti locations often require multiple techniques of hot water cleaning, chemical removal, and painting. Therefore, each of our trucks are equipped with 3,000 psi 5gpm hot water pressure washers, water tanks, .75-gpm gas powered airless paint sprayers, ladder, baking soda blaster attachments, and pressure washer hose reels. GPC's equipment is of the highest quality and all the trucks are specifically customized and designed for GPC graffiti removal techniques. GPC currently has all the equipment needed to fulfill this contract.

Trucks possess drop cloths, plastic sheeting, spray guards, spray socks, brushes, bucket screens, rags, regular and mini rollers, regular and mini frames, scrapers, sanding tools, blue painter's tape, spray buckets for color matching and spraying, bilingual wet paint signs, razor blades, spray guns, extension spray hose, paint filters, mixing sticks, and pole extensions. Each truck also carries primer, 6 colors of spray paint, 32 water based stock colors, and colorants for on site matching.

Trucks also possess spray bottles, abrasive and non-abrasive sponges, towels, bags of baking soda, baking soda blasting attachment for wet blasting, plastic sheeting, 4 sizes of pressure washer tips, 100 extra feet of pressure washer hose, 3 different graffiti removers, blue painter's tape, razor blades, spray gun and wand, and quick connectors.

GPC also possesses water recovery and recycling equipment. The units are a fully automatic zero discharge-closed loop wash water recovery system. This unit removes all physical particles twenty microns and larger in size as well as absorbing petroleum hydrocarbons. It collects the wash water as the technician is working, filters the water, and returns the clean water to the main water tank. Recovery machines are in compliance with current wastewater regulations and requirements.

Mounted on the trucks are dual strobe lights. The trucks possess a "Men Working" flag sign as well as enough cones to comply with WATCH handbook requirements. Inside the trucks are caution tape, respirators, first aid kits, MSDS sheets, safety equipment, and tools for repairs.

All GPC trucks will have the permanent vinyl GPC logos on the doors. Backs of the trucks will have permanent reflective decals stating "MANY STOPS DO NOT FOLLOW". Since the trucks will be exclusively used for the City, GPC will place permanent 8-inch vinyl logos "Under Contract with the City of Torrance" on driver and passenger doors under the GPC logo (Magnets will not last).

b. As needed

All GPC trucks for the City will always be fully equipped for types of graffiti removal as stated above. There will be no need or delay for additional equipment.

6) Exclusions/Additions

If the City desires a lesser standard, for budgetary reasons, than the aggressive proactive daily patrols of all thoroughfares, removal of slap tags and signs, and walking of all parks, then staff can be reduced. Costs can be calculated from the price proposal.

GPC can provide glass buffing, power washing, and anti-graffiti film services on a per request basis. Quotes per job will be provided upon request.

B. Cost structure for graffiti operations

1. Itemized breakdown

- a. Labor costs- see trade secret package
- b. Material costs
 - 1) Cost per gallon of high quality paint- see trade secret package
 - 2) Cost per spray can of high quality spray paint- see trade secret package
- c. Equipment costs for equipment not included in the daily crew rate- \$0
- d. Costs for work order data base system- see trade secret package

C. References (see attachment 2)**D. Proposed Schedule of Payment**

**Deductions for work not performed by
the Contractor per the City's
specifications**

Graffiti not removed within 16 hours, deduct \$200 per incident

Citizen or City reported graffiti not removed within 8 hours, deduct \$500 per incident

Emergency abatement crews not on site within 4 hours, deduct \$1,000 per incident

Emergency graffiti abatement not completed within 8 hours, deduct \$2,000 per incident

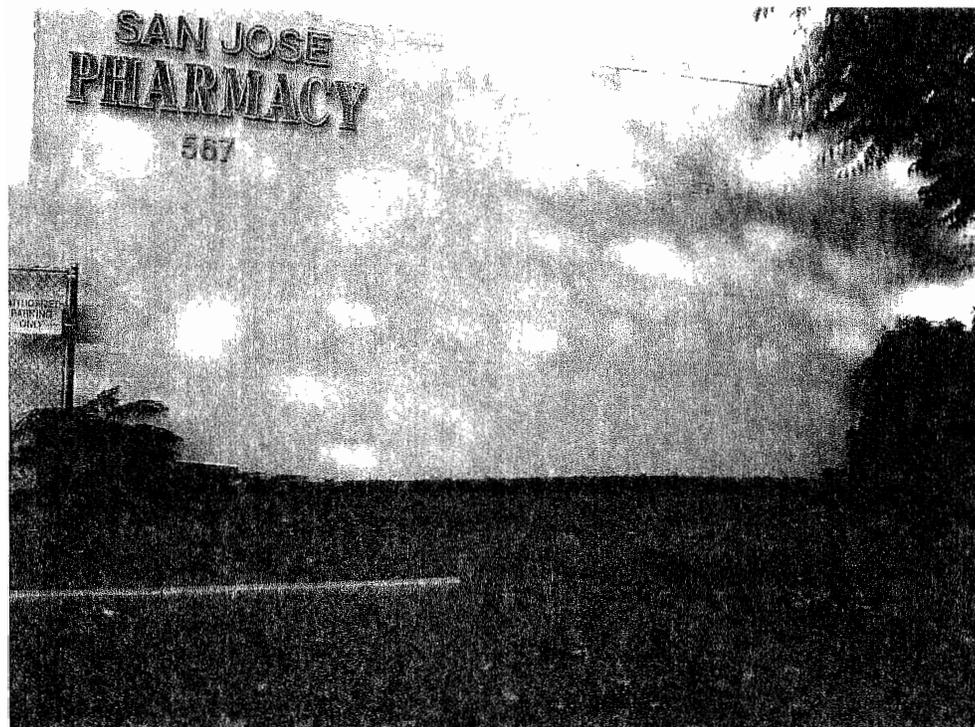
**E. Documentation of prior graffiti
removal (photos)**



TG11-0011088

11/07/11

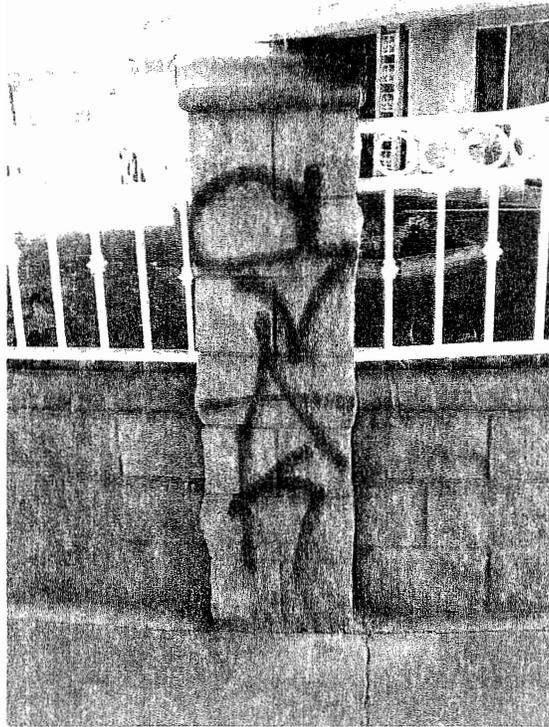
567 E. Santa clara



TG11-0011088

11/07/11

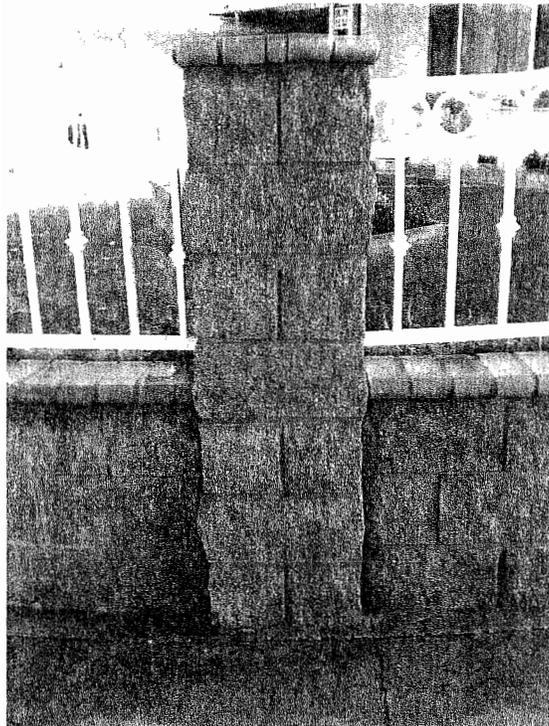
567 E. Santa clara



TG11-0011968

11/15/11

1158 Candia Dr



TG11-0011968

11/15/11

1158 Candia Dr



TG11-0011769

11/14/11

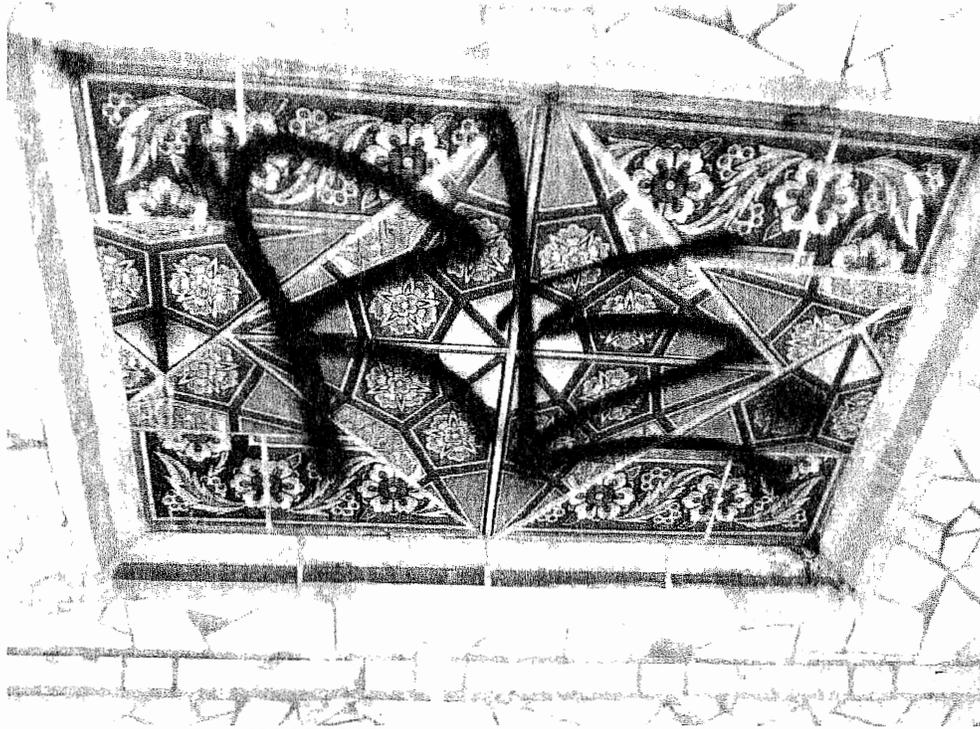
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TG11-0011769

11/14/11

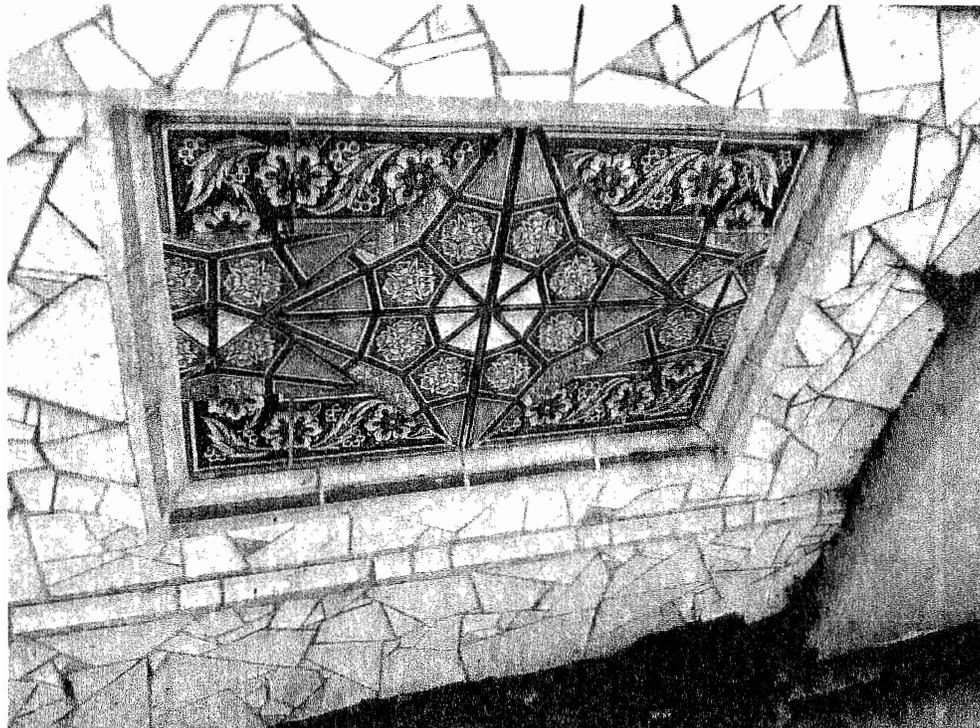
union and state



TG11-0011475

11/09/11

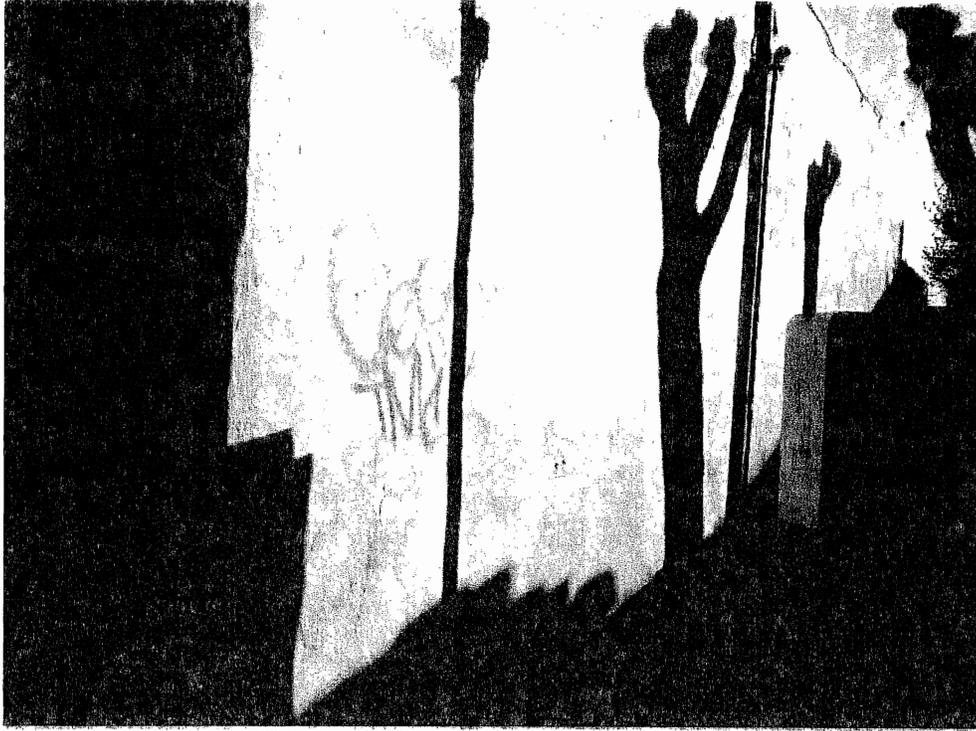
856 E Santa Clara St



TG11-0011475

11/09/11

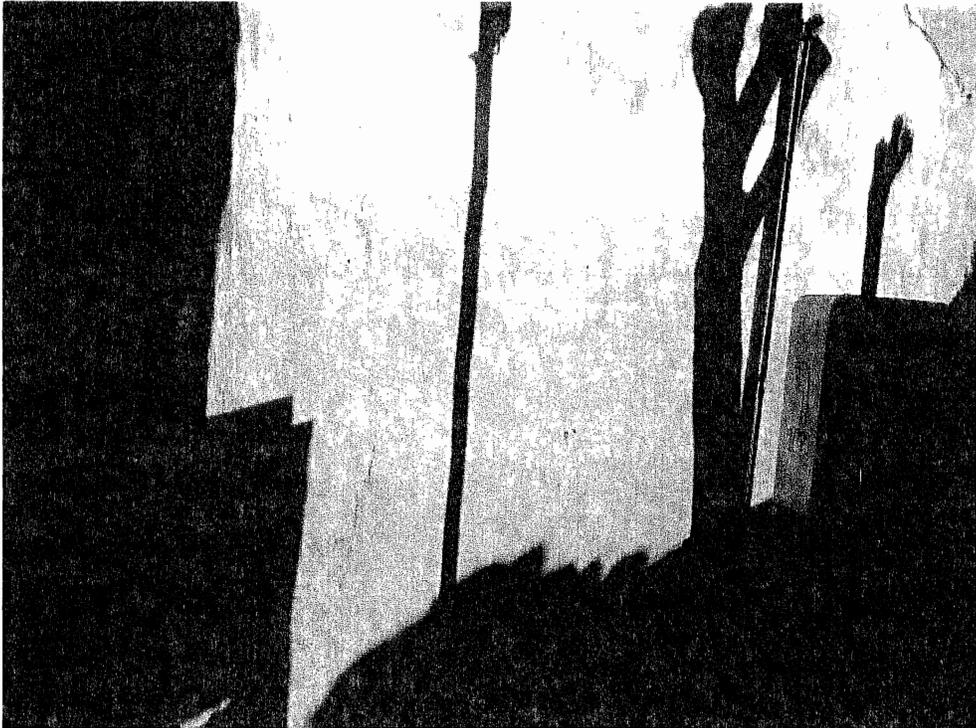
856 E Santa Clara St



TG11-0011251

11/07/11

Park and Race



TG11-0011251

11/07/11

Park and Race

F. Other Information

Overview

Graffiti Protective Coatings, Inc. (GPC) is a graffiti abatement company created in 1991. The founders of GPC, who were students at University of Southern California, had researched and improved upon various graffiti removal techniques and products from around the world after having created an award winning business plan for an entrepreneur class. GPC was then created and the University became the company's first significant client. After just one year GPC had saved the University over \$100,000 (50% cost reduction), dramatically improved the appearance of the campus, and gained credibility for the start-up company. GPC's contract with the University is still in place after 20 years and has been expanded many times.

The company centered on a formula of constant research and development in techniques, equipment, and products as well as a highly skilled well paid labor force of problem solving, ever improving, and self motivated individuals. GPC has stayed true to its business plan. Its products, equipment, and techniques are the most advanced in the industry. Staff expertise, consistency, and professionalism continue to grow.

GPC and its related companies have over 1,000 public and private clients and presently clean over 500,000 locations and 16,000,000 square feet of graffiti annually in three states. Required California State Contractor's License number is 672447.

GPC's equipment set-up is designed exclusively for graffiti abatement. GPC's proprietary methods and products are vastly superior to all industry standards. Field staff is trained thoroughly in all graffiti removal techniques and situations. Office staff customizes and develops sophisticated yet user-friendly data compilation for the customers. Management understands communication, priorities, follow through, and the importance of exceeding the customer's expectations.

GPC has extensive dealings with large government agencies and understands processes, procedures, work volume, documentation, and invoicing requirements associated with these customers. GPC can handle graffiti contracts of all sizes.

GPC has three types of clients for graffiti abatement. These include municipalities, government agencies, and private customers.

GPC can remove graffiti from *any surface* leaving no trace of graffiti, and our skilled and efficient personnel can perform these tasks at an extremely fast speed. GPC standards include 24 hour 7 day a week availability, 98% minimum color match quality, 1 hour or less response to emergency service requests, proactive zero-tolerance patrols, and always exceeding the specifications of the scope of work.

GPC is available to City of Torrance (City) staff 24 hours a day, seven days week. GPC also understands priorities and will work seamlessly with City staff.

Torrance Results

GPC has been providing graffiti removal services for the City of Torrance for the past nine years. Perhaps there is not another contract within the City that has a greater impact on quality of life and property values for all residents than the graffiti contract. When GPC came into the City nine years ago, graffiti was seen everywhere through illegal postings, slap tags, patch marks of previous removals (secondary graffiti), trash dumpsters, signs, poles, etc. Work orders were submitted through notecards and the program had little transparency due to the contractor's reporting. City staff was at the mercy of a contractor interpreting the needs and the scope of the City's program.

From day one, GPC along with City staff charted out a vision and a goal to make Torrance the best graffiti removal program in the country. The first year was spent restoring hundreds of buildings and structures that had mismatched paint from previous removal efforts as well as improving the response time to citizen requests to the same day on all requests before 2 pm. The next year GPC asked for and received permission to clean all the dumpsters in the City. Dumpsters had previously been ignored and were becoming an eyesore throughout the City. The following year, GPC focused on all the parks, restoring all structures and voluntarily steam cleaning all the bathrooms to remove years of grime and paint drops. Once the core of the City was completed, GPC focused on details. Regular meetings with City staff focused on areas of the City that needed improvement. Removal of stickers and illegal postings became a priority. The goal of leaving the City of Torrance completely graffiti free at the end of each work day was in reach and now being achieved. Next up were City structures such as the library and City Hall where GPC staff voluntarily went in and removed years of grime and gum.

Discussions on where to improve next focused on work order management. GPC, with direction from City staff, spent 8 months testing and developing a software program to solve the needs of both GPC and the City. Once completed, notecards and downloading photos were a thing of the past. Now all work orders and photos were processed electronically in real time. Completely green; and it made the City's graffiti program 100% transparent. City staff could now manage every aspect of the program in a fraction of the time it would have taken in the past.

Next up, GPC and City staff are looking for ways to get the community more involved. Utilizing neighborhood cleanups and events with the assistance from some of our past corporate sponsors (School Districts, Home Depot, and Target), GPC and City staff hope to bring awareness of the vandalism and inform residents the importance of rapidly reporting graffiti as soon as it is spotted.

GPC's long term employees in Torrance are instructed to purchase all supplies and materials in Torrance whenever possible.

GPC has achieved its goal making Torrance the best graffiti program in the country. The program has no shortcomings or deficiencies and has achieved the highest possible standards, exceeding all possible expectations.

Conclusion

There is no better indicator of future success than past performance.

Bus Stop Services

GPC is an experienced professional in bus stop maintenance services. Services GPC will perform are as follows:

- Collect/empty trash, inspect trash can and replace bags at least two times per week at 325 identified bus stops
- Inspect for and remove all graffiti daily (Mon-Fri) at all bus stops
- Pick up trash within 30 feet of all bus stops at least 2 times per week
- Perform safety checks of trash cans and benches at all stops
- Perform unlimited emergency service requests(one hour max response time) during normal business hours at no additional charge
- Dispose of all collected trash in City-designated bins at the City Yard or other designated location
- Trash bags will be heavy duty and dark in color
- Provide maintenance, installation, or removal of transit property as directed by Torrance Transit
- *Provide daily service at approximately 30 stops that are high use and/or “hot” priorities at no additional charge*
- *Provide unlimited emergency service requests (90 min max response time) during non-business hours and weekends at no additional charge*



CITY OF
TORRANCE

TRANSIT DEPARTMENT
Administration Division

Kim Turner
Transit Director

Jim Mills
Administration Manager

Jim Mills
Transit Administration Manager
310-618-6291
jmills@TorranceCa.Gov

March 21, 2011

Dear City of Glendale Arizona,

Graffiti Protective Coatings, Inc. (GPC) has performed the City's bus shelter/stop maintenance during the past 12 months. These services include trash pick-up, power washing, and repairs.

If you would like to contact me directly, I can be reached at (310) 618-6291.

Sincerely,

Jim Mills, Administration Manager
Torrance Transit System



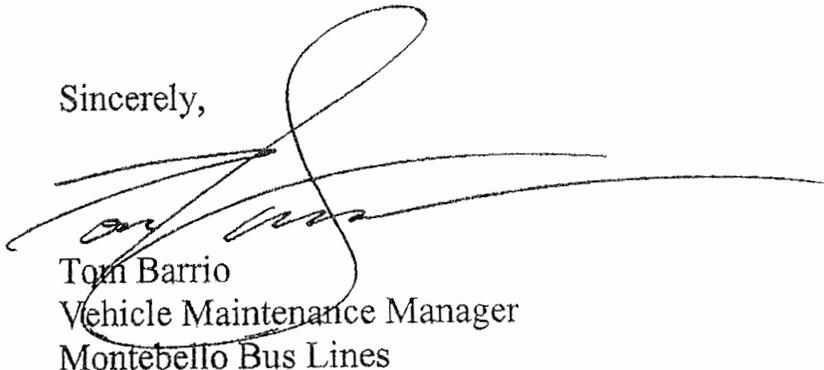
City of Montebello

March 21, 2011

The purpose of this letter is to express the high quality of work that Montebello Bus Lines (MBL) has received from Graffiti Protective Coatings, Inc (GPC). MBL set a high standard on providing customers a clean, safe and proper area to wait for buses. To accomplish this it was necessary to find a contractor that could meet these high standards. MBL issued an RFP in 2001 for bus stop maintenance that included pressure washing, trash and graffiti removal, and required competing contractors to demonstrate their proposed cleaning processes. GPC was determined to be the most responsive and responsible and outperformed competing contractors based on overall ratings.

Montebello Bus Lines has retained GPC to perform bus stop maintenance for over 9 years. These services include trash pick-up, graffiti removal, power washing, and minor repairs around the bus stop areas. Montebello Bus Lines is satisfied with the high quality of work GPC has performed.

Sincerely,



Tom Barrio
Vehicle Maintenance Manager
Montebello Bus Lines

C. Tay Chor, Senior Management Analyst

400 So. Taylor Ave. Montebello, CA 90640. E: tbarrio@cityofmontebello.com P: 323-887-4601



City of
HUNTINGTON PARK California

6900 BISSELL STREET • HUNTINGTON PARK, CALIFORNIA 90255
TEL. (323) 584-6274 • FAX (323) 584-6309

PUBLIC WORKS DEPARTMENT

March 21, 2011

Graffiti Protective Coatings, Inc. (GPC) has performed the City's bus shelter/stop maintenance during the past 12 months. These services include trash pick-up, power washing, and repairs. I have overseen contract for only four (4) months and so far they have been doing a great job.

Sincerely,

A handwritten signature in cursive script that reads "Mario Lopez".

Mario Lopez
City of Huntington Park
6900 Bissell St.
Huntington Park, CA 90255
(323) 584-6214 office
(323) 447-6115 cell