

AMENDED CALL AND NOTICE OF SPECIAL MEETING

CITY OF HUNTINGTON PARK

CALLED BY MAYOR KARINA MACIAS

NOTICE IS HEREBY GIVEN That a Special Meeting of the City Council of the City of Huntington Park will be held on Tuesday, August 20, 2019, at 5:45 p.m. at City Hall Council Chambers, 6550 Miles Avenue, Huntington Park, CA 90255

Karina Macias
Mayor

Manuel “Manny” Avila
Vice Mayor



Graciela Ortiz
Council Member

Marilyn Sanabria
Council Member

Jhonny Pineda
Council Member

All agenda items and reports are available for review in the City Clerk's Office and www.hpca.gov. Any writings or documents provided to a majority of the City Council regarding any item on this agenda (other than writings legally exempt from public disclosure) will be made available for public inspection in the Office of the City Clerk located at 6550 Miles Avenue, Huntington Park, California 90255 during regular business hours, 7:00 a.m. to 5:30 p.m., Monday – Thursday, and at the City Hall Council Chambers during the meeting.

Any person who requires a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in the public meeting may request such modification, accommodation, aid or service by contacting the City Clerk's Office either in person at 6550 Miles Avenue, Huntington Park, California or by telephone at (323) 584-6230. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

PLEASE SILENCE ALL CELL PHONES AND OTHER ELECTRONIC EQUIPMENT WHILE COUNCIL IS IN SESSION. Thank you.

PLEASE NOTE--The numerical order of items on this agenda is for convenience of reference. Items may be taken out of order upon request of the Mayor or Members of the City Council. Members of the City Council and the public are reminded that they must preserve order and decorum throughout the Meeting. In that regard, Members of the City Council and the public are advised that any delay or disruption in the proceedings or a refusal to obey the orders of the City Council or the presiding officer constitutes a violation of these rules.

- The conduct of City Council meetings is governed by the portion of the California Government Code commonly known as the "Brown Act" and by the Huntington Park City Council Meeting Rules of Procedure.
- The City Council meeting is for conducting the City's business, and members of the audience must obey the rules of decorum set forth by law. This means that each speaker will be permitted to speak for three minutes to address items that are listed on the City Council agenda or topics which are within the jurisdictional authority of the City.
- No profanity, personal attacks, booing, cheering, applauding or other conduct disruptive to the meeting will be permitted. Any person not adhering to the Rules of Procedure or conduct authorized by the Brown Act may be asked to leave the Council Chambers.
- All comments directed to the City Council or to any member of the City Council must be directed to the Mayor (or Chairperson if Mayor is absent).

We ask that you please respect the business nature of this meeting and the order required for the proceedings conducted in the Council Chambers.

Public Comment

The Council encourages all residents of the City and interested people to attend and participate in the meetings of the City Council.

If you wish to address the Council, please complete the speaker card that is provided at the entrance to the Council Chambers and give to City Clerk prior to the start of Public Comment.

For both open and closed session each speaker will be limited to three minutes per Huntington Park Municipal Code Section 2-1.207. Time limits may not be shared with other speakers and may not accumulate from one period of public comment to another or from one meeting to another. **This is the only opportunity for public input except for scheduled public hearing items.**

All comments or queries shall be addressed to the Council as a body and not to any specific member thereof. Pursuant to Government Code Section 54954.2(a)(2), the Ralph M. Brown Act, no action or discussion by the City Council shall be undertaken on any item not appearing on the posted agenda, except to briefly provide information, ask for clarification, provide direction to staff, or schedule a matter for a future meeting.

Additions/Deletions to Agenda

Items of business may be added to the agenda upon a motion adopted by a minimum two-thirds vote finding that there is a need to take immediate action and that the need for action came to the attention of the City or Agency subsequent to the agenda being posted. Items may be deleted from the agenda upon the request of staff or Council.

Important Notice

The City of Huntington Park shows replays of City Council Meetings on Local Access Channel 3 and over the Internet at www.hpca.gov. NOTE: Your attendance at this public meeting may result in the recording and broadcast of your image and/or voice.

CALL TO ORDER

ROLL CALL

Mayor Karina Macias
Vice Mayor Manuel "Manny" Avila
Council Member Graciela Ortiz
Council Member Jhonny Pineda
Council Member Marilyn Sanabria

INVOCATION

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Pursuant to Government Code Section 54954.3(a) Members of the public will have an opportunity to address the City Council on items listed on this agenda. For items on this agenda each speaker will be limited to three minutes per Huntington Park Municipal Code Section 2-1.207. Time limits may not be shared with other speakers and may not accumulate from one period of public comment to another or from one meeting to another.

STAFF RESPONSE

REGULAR AGENDA

CITY MANAGER

- 1. Consideration and Approval for Authorization to Negotiate and Execute the Financing for a Design Build Construction of an Aquatic Center and Related Amenities at Salt Lake Park**

RECOMMENDATION OF ITEM UNDER CONSIDERATION:

1. Authorize City Manager to negotiate and execute any combination of allowable financing options for the design build construction of an aquatic center and related amenities at Salt Lake Park.

PUBLIC WORKS

- 2. Consideration and Approval to Reject all Proposals Received from the Graffiti Abatement Services Request for Proposal**

RECOMMENDATION OF ITEM UNDER CONSIDERATION:

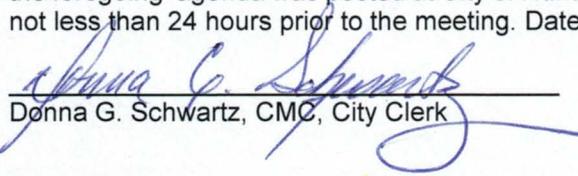
1. Reject all proposals from the Request for Proposal for Graffiti Abatement Services (RFP); and
2. Authorize the Public Works Department to re-advertise the RFP.

END OF REGULAR AGENDA

ADJOURNMENT

The City of Huntington Park City Council will adjourn to the Regular Meeting on Tuesday, August 20, 2019 at 6:00 P.M.

I Donna G. Schwartz, hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted at City of Huntington Park City Hall and made available at www.hpca.gov not less than 24 hours prior to the meeting. Dated this 19th day of August 2019.



Donna G. Schwartz, CMC, City Clerk



CITY OF HUNTINGTON PARK

Office of the City Manager
City Council Agenda Report

August 20, 2019

Honorable Mayor and Members of the City Council
City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255

Dear Mayor and Members of the City Council:

CONSIDERATION AND APPROVAL FOR AUTHORIZATION TO NEGOTIATE AND EXECUTE THE FINANCING FOR A DESIGN BUILD CONSTRUCTION OF AN AQUATIC CENTER AND RELATED AMENITIES AT SALT LAKE PARK

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Authorize City Manager to negotiate and execute any combination of allowable financing options for the design build construction of an aquatic center and related amenities at Salt Lake Park.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The City of Huntington Park has been underserved in the ability to provide a usable body of water for recreational, health and competitive youth activities. Staff has reviewed potential options for providing a City owned and maintained pool for the beneficial use of Huntington Park residents. Salt Lake Park has been determined to be the best possible location for a pool or aquatics center due to the open space available, the proximity of the available infrastructure and centralized location to the recreation department.

Preliminary plans have been developed to accommodate the needs of the community aquatic center at the Salt Lake Park location. The plans include a new 30,000 square foot two-story state-of-the-art aquatic center, with an Olympic size pool (competition 50-meter pool), locker rooms, showers, saunas, gym/exercise room (overlooking the swimming pool from the second floor), conference rooms, multi-purpose room, public restrooms, new playground, new football field, facade modifications to a separate existing building and various infrastructure modifications to accommodate the aquatic center.

Staff has met with contractors who are known to specialize in the aquatic construction field and determined that a viable option for project delivery would be to utilize a design build project delivery method. Design build is a method by which the contractor is tasked with a not to exceed contract price for development of the detailed plans and

CONSIDERATION AND APPROVAL FOR AUTHORIZATION TO NEGOTIATE AND EXECUTE THE FINANCING FOR A DESIGN BUILD CONSTRUCTION OF AN AQUATIC CENTER AND RELATED AMENITIES AT SALT LAKE PARK

August 20, 2019

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construction of the project. This type of project delivery is best used on large scale projects such as the aquatic center being proposed. This in essence will reduce or eliminate any scope changes or change orders unless a design change is requested by the City. The additional benefit is that the project will be designed and construction can start concurrently reducing impacts to the community and the beneficial use of the park.

LEGAL REQUIREMENT

City staff will work with the City Attorney's office to review all contracts and take all steps legally required to ensure this project complies with applicable law.

FISCAL IMPACT/FINANCING

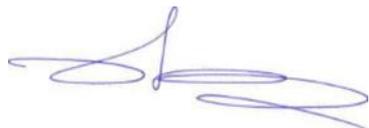
The total estimated project cost is \$24,100,000. The City is exploring financing options through CalPrivate Bank, Wedbush Securities, Inc., Infrastructure State Revolving Fund (ISRF) Program through the Governor's Office, the issuance of lease revenue bonds with proceeds utilized to build the new aquatics center, as well as grant funding through the Department of Housing and Urban Development (HUD) and any available specialized grant funding for the construction of recreational facilities.

Staff continues to investigate and will negotiate the best funding options for the aquatic center construction project.

CONCLUSION

Upon Council approval, staff will proceed with the recommended action.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Ricardo Reyes', with a stylized flourish at the end.

RICARDO REYES
City Manager



CITY OF HUNTINGTON PARK

Public Works Department
City Council Agenda Report

August 20, 2019

Honorable Mayor and Members of the City Council
City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255

Dear Mayor and Members of the City Council:

CONSIDERATION AND APPROVAL TO REJECT ALL PROPOSALS RECEIVED FROM THE GRAFFITI ABATEMENT SERVICES REQUEST FOR PROPOSAL

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Reject all proposals from the Request for Proposal for Graffiti Abatement Services (RFP); and
2. Authorize the Public Works Department to re-advertise the RFP.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On May 9, 2019, the Public Works department issued the Request for Proposal for Graffiti Abatement Services. The RFP was issued due to the City's contract with Graffiti Protective Coatings (GPC) expiring on April 30, 2019. GPC has provided graffiti abatement services to the City from 2008-2013 and again from 2016 to present. GPC then signed a letter to agree to provide service on a month-to-month basis while the City issued the RFP.

The RFP was published on May 9, 2019 with a due date of June 10, 2019. The RFP was downloaded 30 times by 23 different companies. Addendum #1 was sent on June 4, 2019 after receiving questions from prospective contractors.

The City Clerk received the two (2) proposals submitted on June 10, 2019. The proposals are tallied below:

- | | |
|--|--------------|
| 1. Graffiti Protective Coatings, Inc. from Los Angeles, CA | \$576,000.00 |
| 2. Urban Graffiti Enterprises, Inc. from Covina, CA | \$576,420.00 |

CONSIDERATION AND APPROVAL TO REJECT ALL PROPOSALS RECEIVED FROM THE GRAFFITI ABATEMENT SERVICES REQUEST FOR PROPOSAL

August 20, 2019

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Staff analyzed the two proposals received and after reviewing them, the recommendation is to reject all proposals and authorize staff to re-advertise the RFP. The advantages to rejecting all proposals and re-advertising the RFP are to evaluate the scope of service to bring in the estimated cost in line with our projection and to increase the number of proposers. Staff intends to hold a pre-job walk meeting and have discussions with the contractors to find out what risks or uncertainties they may have seen in the Scope of Work that caused the bid prices to be much higher than the previous year's graffiti abatement budget.

Below is a tentative schedule:

RFP issued and posted:	August 21, 2019
Deadline for receipt of bids:	August 28, 2019 at 2:00 P.M.
Contract awarded by City Council:	September 3, 2019

Upon authorization from the City Council to re-advertise the RFP, Public Works staff will release the RFP and follow the schedule outlined above.

FISCAL IMPACT/FINANCING

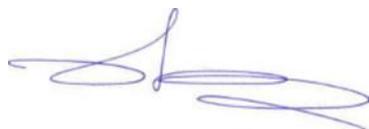
The budget for Graffiti Abatement in FY 18/19 was \$388,200. Both proposals surpassed this amount by at least \$187,800 and therefore staff's recommendation is to re-advertise the RFP once the scope is further evaluated. There is no fiscal impact associated with the recommendation.

However, as indicated above, GPC is scheduled to terminate services on August 31, 2019. In the event staff needs to negotiate terms with GPC or another Graffiti Abatement company, for another month to month agreement while staff proceeds with the RFP, the agreement for will be presented to the City Council for consideration.

CONCLUSION

Upon Council approval, staff will proceed with the recommended actions.

Respectfully submitted,



RICARDO REYES
City Manager

**CONSIDERATION AND APPROVAL TO REJECT ALL PROPOSALS RECEIVED
FROM THE GRAFFITI ABATEMENT SERVICES REQUEST FOR PROPOSAL**

August 20, 2019

Page 3 of 3



DANIEL HERNANDEZ
Director of Public Works

ATTACHMENT(S)

- A. Graffiti Protective Coatings, Proposal
- B. Urban Graffiti Enterprises, Proposal

ATTACHMENT "A"



GRAFFITI PROTECTIVE COATINGS, INC.
PROPOSAL for GRAFFITI ABATEMENT SERVICES

June 10, 2019

SUBMITTED TO:
CITY OF HUNTINGTON PARK
OFFICE OF THE CITY CLERK
6550 MILES AVENUE
HUNTINGTON PARK, CA 90201

SUBMITTED BY:
GRAFFITI PROTECTIVE COATINGS, INC.
419 N. LARCHMONT #264
LOS ANGELES, CA 90004
323.464.4472

**CITY OF HUNTINGTON PARK REQUEST FOR PROPOSAL FOR
GRAFFITI ABATEMENT SERVICES DUE 6/10/19 AT 2PM**



June 10, 2019

City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255

Cover Letter

Dear City of Huntington Park,

City of Huntington Park Graffiti Removal Services RFP is submitted by Graffiti Protective Coatings, Inc. (GPC), a California corporation organized in 1991. The contacts for this project are:

Carla Lenhoff, President
(323)464-4472/ (877)297-8119 fax gpcia@msn.com
419 N. Larchmont Blvd. # 264
Los Angeles California 90004

Graffiti Protective Coatings, Inc. is in good standing in the State of California and has all necessary licenses, permits, certifications, approvals and authorizations necessary in order to perform all of its obligations in connection with this RFP.

GPC has thoroughly reviewed the request for proposal for City of Huntington Park and accepts all conditions, standard contract, and requirements contained in this RFP. GPC has received addendums 1. Bid is valid for 90 days.

GPC is one of the world's largest and most experienced graffiti removal companies as well as being well qualified and experienced in bus stop maintenance services. GPC has demonstrated over the past 28 years that it provides its customers exceptional service and value. GPC has established itself as a true leader in the field of graffiti abatement.

GPC's services will benefit the City of Huntington Park (City) in the following areas:

Experience

GPC has been successfully providing graffiti abatement services to agencies as large as Huntington Park City or larger. GPC understands the financial, management, and staff requirements to make this project successful. GPC has successfully provided graffiti abatement services to Huntington Park for the past eleven years.

Equipment

GPC currently possesses all the equipment needed for this project. The equipment is customized and designed specifically for graffiti abatement methods and techniques as called for in this RFP.



Staff

GPC staff is well qualified and experienced in graffiti removal. Staff understands the expectations of their contracts and will seek to not only meet but also exceed those expectations. All staff goes through a one year, 100 point training process.

Techniques

GPC has created and mastered the methods and techniques of professional graffiti removal. GPC defines professional graffiti abatement as removal that leaves no traces of past vandalism. All of GPC's methods and techniques are based upon eco-friendly principles.

Documentation

GPC understands the City's documentation requirements for this contract. GPC is offering its App-Order web based work order system and mobile component to the City so that it can monitor, input, and retrieve work orders with photos over the web in real-time. GPC provides the City free upgrades and support to the software system and allows the City complete control and access of all its data related to this project.

Communication

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

Consistency

GPC provides reliable competent service on every work order that it completes. GPC has been providing the highest quality service and workmanship to the City for the entirety of GPC's relationship with the City over the past eleven years.

Strong Local Presence

GPC has an office in City of Bell and always attempts to make purchases from Huntington Park businesses. Additionally GPC contracts with the cities of Maywood and Bell. GPC's strong local presence insures the City that there will always be enough local staff and equipment to immediately service the City's needs.

There is no better indicator of future success than past performance, and GPC stands behind its 28-year overall history, and over a decade long history in the City of providing exceptional service and workmanship in the field of graffiti abatement.

Approved by: _____


Carla Lenhoff, President

Description of Proposed Services

Company Information

Graffiti Protective Coatings, Inc. (GPC), a California corporation, 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 28 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 four 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 Huntington Park (City) staff 24 hours a day, seven days week. GPC also understands priorities and will work seamlessly with City staff and City Project Manager (CPM).

Huntington Park Results

GPC has been providing graffiti removal services for the City of Huntington Park for the past eleven years. The contract started as a pilot program for graffiti removal in 2003. Within the first couple of weeks of services, the City realized the tremendous potential of the program and GPC won a 2-year contract. Through a tremendous amount of hard work, GPC color matched and cleaned the entire City and the results were outstanding. The City was moved into a "maintenance" mode and graffiti was no longer a major issue in the City. When the contract expired, the City issued a new RFP. Unfortunately GPC did not win that RFP and did not bid the subsequent RFP as the City elected to go with the lowest bid vendors.

The low bid vendors provided a significantly lower output and quality than what the City had received from GPC. Within a few years the City had become inundated with graffiti, and the appearance of the community was suffering.

In 2008, the tremendous decline in the appearance of the community was obvious and the City issued a new RFP. Although GPC was not the lowest bidder, the City realized that GPC provided the greatest value for its purchasing dollar. At the new contract's inception, GPC provided significantly more resources to the project than the contract called for at no additional cost to the City. GPC through great effort brought the City back to "maintenance" mode and has maintained that very high standard ever since. GPC has always stayed within the budget and during this past contract year, GPC has incurred tremendous financial losses as graffiti has increased rapidly and GPC provided numerous additional staff at no cost to the City to keep up with the rising graffiti. The City did allocate an additional \$30,000 for last year's contract, however that did not even cover additional services in the last 2 months of the contract.

GPC is performing month to month services at well below cost while the City conducts the RFP process. GPC has been a part of the community for many years now and did not want to abandon the community.

It is relevant to note that both Maywood and Bell also had to replace lowest cost vendors with GPC after experiencing significant declines in the level of services being provided.

GPC proudly stands behind its decade plus history of service in the City of Huntington Park.

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 Huntington Park 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: public buildings, monuments, public facilities, street light poles, traffic signal poles, control boxes, concrete structures, guard rails, parks, trails, and traffic signs. Private property includes exterior walls, fences, sidewalks, windows, trash receptacles, utility boxes, signs, bus stops, news racks, doors, and flag poles. Parks includes restrooms, facilities exteriors, paths, bleachers, baseball diamonds, trash receptacles, rocks, doors, fences, windows, utility boxes, and tress.

Schedule of work (days, times, etc.)

GPC is planning a schedule of three trucks seven days per week, 8 hours per day, for a minimum of 3 full-time trucks assigned to the City of Huntington Park.

Identification of Work

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

Assignment of Work

GPC prefers to put technicians in their own exclusive and specific City/zone. Therefore, GPC will continue its current work plan of assigning a specific tech to individual zones within the City. The techs are trained to assist each other outside of their zones when spikes in service levels require their assistance. Technicians that are experts in their assigned geographic area gain 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 City/zone creating higher quality. GPC will provide the City its App-Order web based work order software and a smartphone app to City staff for instant and easy communication. Besides reporting graffiti using the app and web based software, City staff can submit service requests by fax, phone, and email. All requests will receive 24-hour turnaround.

GPC will perform the following: patrol and clean all commercial (daily) and residential streets (staggered), parks (daily) and complete all work order requests within 8 working hours.

During the patrols GPC will remove all graffiti. Each site cleaned will be photographed and documented using App-Order.

GPC's Huntington Park lead service technician, upon request, will check in with City staff at a specified time to review service requests and overall operations. City staff can enter requests directly into the App-Order 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 app.

GPC custom color matches all buildings to 98% or better. GPC will maintain the formulas as well as the inventory of labeled locations. GPC currently has the exact color formula to virtually every building in the City. Therefore, our touch-ups will always be 100% accurate. Our custom

matches will include specific coatings and bases as needed for unique finishes. Many buildings are repeatedly tagged and would be damaged if quality of the removal does not account for the repeated volume, therefore GPC takes special care to properly prep all surfaces and then professionally apply only high quality finishes. GPC contracts to have old and unused paint picked up and recycled.

Additional Work and Emergencies

GPC knows from experience with the City that it will receive special event requests and emergency calls. GPC performs these services at no additional surcharge.

Volunteering in the Community

GPC will volunteer and sponsor events such as clean-up and graffiti awareness events. GPC takes an active role helping the communities in which it works. GPC staff has received the FBI's Outstanding Community Service Award.

Response Time

GPC will be available to the City 24 hours a day, 365 days a year. No matter what the Holiday or time, emergency after-hours calls will have a response time of less than one hour.

- 1) **Emergencies-** less than 60 minutes
- 2) **Routine-** clean upon spotting graffiti
- 3) **Citizen or City reported incidents-** within 8 working hours
- 4) **Weekly cleaning of 8 Trash Enclosures-** performed weekly

Field Staff

GPC offers employee's excellent pay, a thorough 100-point training program, 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 only 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, heat illness prevention, 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.

GPC's 100 Point Training outline is on the following two pages.

Key Personnel

Key personnel for this proposal are Barry Steinhart, Carla Lenhoff, Francisco Jimenez, Jeremy Gledhill, and Jesus Rodriguez.

Biographies:

- **Barry Steinhart-General/Project Manager (28 years with GPC)**

419 N. Larchmont Blvd. # 264
Los Angeles, CA 90004
(323)464-4472/ (877)297-8119fax
GPCLA@MSN.COM

Barry has 28 years of experience in graffiti removal and has a degree from the University of Southern California. He will be the project manager for this RFP. 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. 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 28 year history of successful projects verified through references rather than by words on a piece of paper.

- **Carla Lenhoff- President (27 years with GPC)**

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Los Angeles, CA 90004
(323)464-4472/ (877)297-8119fax
GPCLA@MSN.COM

Carla is the President of the company with 27 years of experience in the graffiti removal industry. Carla will be the administrative lead for the contract. Carla attended the University of Texas. Carla created the company's culture of unprecedented customer service, which she brought with her after serving as store director of Escada Corporation in Beverly Hills. Carla makes all new hires seeking people that possess the "intangibles". GPC has experienced consistent growth under her leadership, amassing diversified and loyal clientele. Carla will insure that all administrative tasks relating to this contract are seamlessly fulfilled.

- **Francisco Jimenez- (5 years with GPC)**

419 N. Larchmont Blvd. # 264
Los Angeles, CA 90004
(323)464-4472/ (877)297-8119fax
GPCLA@MSN.COM

Frank is the lead tech in Huntington Park. Frank is a hard worker with excellent communication skills. He knows the City inside and out and has been well trained to lead the graffiti abatement program. Frank is one of GPC's top removal technicians and is well respected by the community in Huntington Park. Frank has superior skills at color matching and natural surface removals.

- **Jeremy Gledhill- Software Director of Operations**

1094 E. Sahara
Las Vegas, NV 89104
(702) 686-0446/ Fax (800) 536-0963
Jeremy Gledhill

Jeremy is an analyst for GPC's software company, App-Order. Jeremy will be the point of contact for the contract for software solutions. Jeremy has a degree from Cal Poly San Luis Obispo. Jeremy emphasizes the company's culture of unprecedented customer service, which he learned working under his Director of Operations, Joni Sawyer. Jeremy has been with GPC for 7 years. He is the analyst that has been working on the apps and software for Huntington Park for the past 5+ years.

- **Jesus Rodriguez- Project Field Mgr. (18 years with GPC)**

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(323)464-4472/ (877)297-8119fax
GPCLA@MSN.COM

Jesus has been the project field manager technician for GPC in the City of Huntington Park. Jesus will continue as the project field manager for this project. Jesus was a former Huntington Park resident and therefore knows the City exceptionally well. From Jesus' first day in the City up to the present, he has been providing the highest quality work and customer service. He knows the City geography, residents, business owners, and City staff. Jesus is professional, understands customer service, and an expert in problem solving. He is also bilingual.

Trucks and Equipment

GPC trucks and equipment are well maintained and of the highest quality. Even GPC's safety lights are of the highest possible quality. GPC spares no cost in purchasing and maintaining its equipment that is customized specifically for graffiti removal work. GPC will make its equipment and vehicle service records available to the City at any time for inspection and review.

Technology

GPC provides its App-Order web based work order system at no additional charge. This 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, longitude and latitude, date created, date performed, date closed, surface, method, square footage, cost, moniker, zones, public or private designation, time, remarks, comments, and before/after photos electronically in real-time to the City. System recognizes and records the technicians name as well as job start and stop times as well as City department and name of person submitting the request. Surveillance times are captured along with a corresponding route map. Work order response times are also tracked.

Included, GPC will continue to provide the City its own branded app on the App Store and Android Marketplace that Huntington Park residents use to report graffiti and other issues using their smartphones. Photos and GPS data from smartphone requests electronically feed into the web based system where it is electronically directed to GPC field staff. A seamless web link is also included that allows residents to submit their requests from the City's website. Work orders are closed electronically in real-time with corresponding electronic notification of job status sent to the resident. Features include customized electronic "Thank You" response to citizen requests with before and after photographs as well as a link to an electronic survey. Survey lets residents rate the quality of services provided as well as the response time. Completed surveys are electronically sent in real-time to designated City staff.

Each request will receive a work order number so that its status can be tracked. Once work requests have been received, App-Order maps out the locations on the technicians phone. All service requests will be completed within 24 hours, with the exception for inclement weather or other extraordinary circumstances that could cause a delay. The CPM will be notified of any delays. Emergency requests will receive immediate response with an anticipated removal time of 1 hour or less. GPC is available and on-call 24-hours a day, 7 days a week.

The system is role based and is user friendly. City staff can print current and real-time custom reports, maps, and graphs within seconds on-line. App-Order shows in real-time open/closed work orders, response time, billing, and reports. It also separates out costs and square footage for different surfaces, technicians, methods, and zones. Billing and reports can also be exported to excel spreadsheets in mere seconds. Law enforcement is provided passwords so they can map, search, and track vandal activity as well as get instant and real-time billing reports and photos for apprehended taggers.

GPC has vast experience working with the City and understands the reporting requirements. App-Order software has a component that currently separates out the City's work orders by neighborhood and police grid.

All data collected in the work order system for this project is the property of the City and will be available for a minimum of seven years after project completion. Custom features can be easily added with no additional cost to the City.

GPC assigns the City a representative, Jeremy Gledhill, to handle all technology requests and issues. All requests for upgrades and support are immediately handled. In addition, Jeremy will work with City staff to assist in creating custom features that improve the efficiency and transparency of the graffiti program. The City receives unlimited software support and training at no additional charge.

GPC's App-Order software meets and exceeds all of the City's graffiti work order system requirements.

Methods for removal

GPC meets and exceeds the City's standards for graffiti abatement.

GPC will then take corrective action, if necessary, to insure that the issues surrounding a received complaint do not repeat. GPC is best in class in its industry and puts tremendous efforts into insuring the highest quality customer service and workmanship. This has been proven to the City over the past decade.

REFERENCES

City of Huntington Park

Mario Lopez
6900 Bissell St.
Huntington Park, CA 90255
(323) 584-6274

City of Santa Ana

Danell Mercado
220 S. Daisy Ave.
Santa Ana, CA 92705
(714) 647-3308

City of Long Beach

Art Cox
100 East Spring Street
Long Beach, CA 90803
(562) 570-2780

Creative Approaches

GPC is constantly looking for ways to improve its service model. Examples of creative approaches are many, but will highlight two.

Prior to GPC, the previous City contractor painted the intersection signal poles with a base flat grey paint. This meant that every time there was a simple tag with marker on a pole it had to be primed and repainted. Plus the previous contractors were painting over stickers and flyers, creating adhesion issues. GPC decided, upon approval from the City, that it would be better to strip the poles to their original finish that would allow GPC staff to remove the usual small marker tags with its graffiti remover rather than layering on more coats of paint. This created a large initial labor and material cost for GPC, however it has allowed for faster removal of graffiti on poles as GPC staff can simply wipe off the tags versus priming and painting. The appearance results were also much more favorable than the original removal methods.

A second example is the smartphone app. Due the size of the City it is impossible to check every street and alley in the City daily with just 2 trucks. With GPC's smartphone app provided to the City residents for free, residents can quickly take photos using the phone's GPS and transmit those requests directly to GPC staff in the field in real-time. Residents like the ease of use and feedback they receive by getting before and after photos in real-time as their request is closed.

These are just two examples of GPC's mindset to always improve the City and the graffiti program. GPC always invests in the latest equipment, materials, and technology to increase quality and production and is why GPC staff dominate its competition in quality and output.

Conclusion

GPC has always provided the highest quality services at fair prices. GPC had achieved its goal making City of Huntington Park one of the best graffiti programs in the country. The program had no shortcomings or deficiencies and had consistently maintained the highest possible standards, exceeding and creating very high expectations.

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



Department of Public Works

June 10, 2019

Addendum # 1

Request for Proposals for City of Huntington Park

The following modifications are to be included in the request for proposals for Graffiti Abatement Services. This addendum and all subsequent (if any) must be executed and returned with the proposal submittal.

Question and Answers

Q: Who is the current contractor?

A: Graffiti Protective Coating.

Q: What is the current contractor's hourly rate? How many hours were billed in the previous month's invoice?

A: Monday thru Friday \$40.94 per hour and Saturday & Sunday \$54.95 per hour. Invoice does not break down how many hours were worked.

Q: If the current contract is not billed hourly, how is it billed and what was the total dollar amount for the previous month's invoice?

A: It is billed as a flat rate and the dollar amount for the previous months invoice totaled \$32,350.00

Q: How many graffiti incidents did the current contractor remove in the following periods: the Month of April 2019, the 1st Quarter of 2019, and the last 12 months?

A: Contractor still has to provide month of April incident numbers, but March, 2019 4,041 incidences. 1st Quarter of 2019 11,721 incidences. Last twelve months April, 2018-March, 2019 36,428 incidences.

Q: How many crews does the current contractor currently provide to the City?

A: Three one-man crews.

Q: Is a performance bond required for this project? If so, please provide the forms needed.

A: No.

Q: Is the current contract subject to a performance bond?

A: No.

Q: Please provide copy of the current contract and subsequent amendments.

A: Attached in email.

Q: Please provide copies of the bids received for the current contract.

A: Attached in email.

Q: Is the current contract a public works project subject to DIR regulations and therefore prevailing wages and payroll reporting requirements?

A: Yes.

Q: Per page 3, item B, last bullet point, the proposed contract is subject to DIR regulations. Therefore, per Labor Codes 1773 and 1773.2, (below) please obtain from DIR the per diem wage for each craft, classification, or type of worker needed to execute the contract and provide such, to prospective bidders.

1773. The body awarding any contract for public work, or otherwise undertaking any public work, shall obtain the general prevailing rate of per diem wages and the general prevailing rate for holiday and overtime work in the locality in which the public work is to be performed for each craft, classification, or type of worker needed to execute the contract from the Director of Industrial Relations....

1773.2 The body awarding any contract for public work, or otherwise undertaking any public work, shall specify in the call for bids for the contract, and in the bid specifications and in the contract itself, what the general rate of per diem wages is for each craft, classification, or type of worker needed to execute the contract.....

A: The classification is Painter.

Q: Is this a 5-day per week (on-site) service contract or 7-day?

A: 7- Day week.

Q: How many crews (one individual operating a marked service truck) does the current contractor provide the city for these services daily?

A: 3 One-man crews Monday thru Friday, 2 one-man crews Saturday & Sunday

Q: Please provide the fee structure the city desires (per site, per hour, per method, lump sum, etc.)?

A: Lump Sum to be divided into twelve (12) equal payments per year.

Q: Please provide copies of the last 3 months of daily service logs (preferably in searchable electronic format

A: Attached, files are in pdf format originally converted from excel.

Q: Will the city provide water for pressure washing?

A: No. Metered recycled water may be purchased at the Public Works Yard for pressure washing.

Q: What is the current monthly cost for the service?

A: \$32,350.00

Q: Pg. 4, 6th bullet point – should the frequency be increased; will the contractor be granted additional compensation?

A: Any additional compensation has to be approved by City Council.

Q: Pg. 5, Item E – Does the one hour or less response, apply while the contractor is on-site?

A: No it does not.

Q: Pg. 6, 3rd paragraph – Please clarify how the facility inspection reports apply to this service?

A: The intent of the report is to keep City staff informed of Graffiti incidents on City owned properties.

Q: Pg. 8, 1st sentence – Will the contractor be compensated for additional staff requested by the City?

A: No. Additional staff is not required.

Q: Pg. 18 – Please confirm the 4 million general insurance aggregate requirements. Industry standard is 2 million aggregate. Insurance excess cost will be passed on to the City.

A: Please follow the insurance requirements attached in the RFP.

Q: Pg. 19 – Please confirm the need for Pollution Liability Insurance. This is not a standard requirement for this type of service.

A: Confirmed.

The City will receive proposals at the Office of the City Clerk, located on the first floor at 6550 Miles Ave, Huntington Park, CA 90255, at 2:00 p.m. on June 10, 2019. Any proposals received late will not be considered.

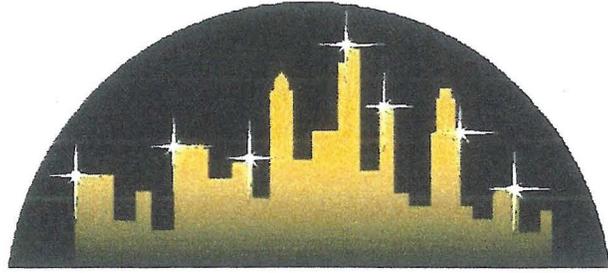
Please sign this Addendum and return as part of your bid submittal.

Company name: Charles Enterprises Contracting Inc

Representative name (print): Charles Enterprises

Representative signature: [Signature] Date: 6/10/19

ATTACHMENT "B"



URBAN GRAFFITI ENTERPRISES, INC.
TAKING PRIDE IN OUR COMMUNITIES

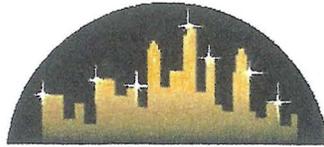
**PROPOSAL
FOR**

**CITY OF HUNTINGTON PARK
GRAFFITI REMOVAL SERVICES**

JUNE 10, 2019

Submitted by:
Urban Graffiti Enterprises Inc.

P.O. Box 2383
Covina, CA. 91722
(626) 815-4900
Fax (626) 815-4499
Info@urbangraffiti.com

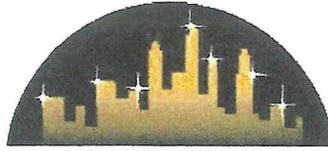


CITY OF HUNTINGTON PARK
Graffiti Removal Services
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juar@urbangraffiti.com

June 10, 2019

Daniel Hernandez
Director of Public Works
City of Huntington Park
6550 Miles Avenue
Huntington Park, CA 90255

Subject: Graffiti Abatement Services Proposal

Mr. Hernandez,

As a contractor with over 35 verifiable years of public agency contracting experience, primarily in the graffiti removal and control industry, I am acutely aware of the importance of keeping our communities graffiti free. Graffiti has the unique characteristic of being the most visible of crimes. Left unchallenged or poorly eradicated, graffiti and/or its remnants can give the impression of a community in despair. Aside from that, the safety and morale of residents can be directly impacted by it.

The best approach to battling this type of vandalism is with a two-pronged zero-tolerance approach. One that includes both an assertive reactive component and proactive, prevention measures. Reactively, existing graffiti should be quickly and continuously eradicated as soon as it is put up. The proactive component of the program should include a well-established regional (not just citywide) tracking, cataloging and analytical system. One that gives law enforcement the investigative tools for apprehension, prosecution purposes and restitution efforts. Consequently, we are proposing a graffiti removal and control service program that is not only reactive, with thorough, continuous citywide patrols but also highly proactive with our proprietary Graffiti Reporting And Follow-up (GRAF) application. GRAF is a totally automated web-based application that employs the latest technologies to allow residents the ability to report graffiti directly to our system via mobile app, the city's website or directly online. In addition, the application is also designed to give city staff access to track live, the status of every service request submitted, as it comes in and as its completed, with before and after pictures, via secure web portal. Finally, at no additional cost to the city, our system will seamlessly upload all eradicated within the city to the Los Angeles County Sheriff's graffiti tracking servers for law enforcement and prosecution purposes. (see Countywide Graffiti Tracking System).

I hereby declare that I am duly authorized by Urban Graffiti Enterprises Inc. to sign and bind said contracting company to the City of Huntington park. I further state that this submittal is valid for 60 days from the date stated above and is in full compliance with all the specifications detailed in the City's RFP, including all addendums. Furthermore, I fully understand the goals and objectives of this project. It is our intention to comply with all local, state and federal regulations, including DIR payroll reporting and apprenticeship requirements.

As a company that has been in the industry for over 29 years with an extensively experienced and professional field and administrative staff, we are uniquely qualified to not only meet but in fact exceed the City's expectations. We utilize only the most efficient and cost-effective methods of eradication. That coupled with our incessant endeavor for perfection in professionalism and workmanship makes us stand out from the rest.

Although our bid may not be the lowest, we bring to the table, unprecedented experience, innovation, creativity, honest service reporting that is void of over inflated numbers and we guarantee full compliance with all regulatory agencies.

If you have any questions regarding our submittal, please feel free to call me at (626)815-4900

Respectfully,

Juan Reinoso
President
Urban Graffiti Enterprises Inc.

COMPANY HISTORY

Urban Graffiti Enterprises was founded by Juan Reinoso in 1990 as a sole proprietorship and incorporated as Urban Graffiti Enterprises Inc. (**Urban**) in May of 2000. Unlike many others who claim to have decades of experience in the graffiti removal industry, when in fact they started off as painters, building maintenance, janitorial companies or school projects, our founder's experience can verifiably be dated as far back as the mid-1980s, under the employment of Graffiti Removal Inc. the original graffiti removal company in Southern California.

Even before Urban Graffiti Enterprises was ever imagined, Juan was hitting the trenches removing graffiti and providing various other public agency services throughout the tri-county area. He was instrumental in developing and perfecting many of the processes and procedures **still** used in the industry today. From the very beginning, his vision was to provide exceptional, innovative service, taking pride in workmanship, and staying abreast of the latest in environmentally friendly and efficient technologies available. UGE started as a public agency services company and still is primarily geared towards developing and implementing public sector services programs.

Urban's municipal services began in 1990 providing graffiti removal services to the City of San Fernando, and the City of Burbank. Soon thereafter we continued acquiring many other public agency contracts providing not only graffiti removal but also; steam cleaning pressure washing services, bus shelter maintenance and repair, bulky item pick-up and etched window repair and protective film installation. We have honed our skills as a company servicing a vast array of small- and large-scale projects. We have to date been awarded hundreds of public agency projects, ranging from \$12,000 to over \$800,000 each, annually. We currently have 15 City contracts, over 20 Los Angeles County, Orange County and San Bernardino County unincorporated communities and all of the Los Angeles County storm control channels. In addition, we also service numerous entities in the private sector.

From the very beginning Urban has strived for innovation and we've taken pride in our services. Our innovation began with being the first and **still** the only graffiti removal and control services provider to offer custom color matching on-site. We are the only company that trains all their service techs the skill of on-site color matching by eye, without the need of color matching hardware or software (spectrophotometers) that at best are only as accurate as the lighting or surface conditions allow it to be. Although our founder provided countless hours of beta testing such technology and was instrumental in its early development, our extensive experience has taught us that such technology is still unreliable and cost prohibitive. Our innovation continued with industry firsts such as:

- First and still the only company that trains all their crews the skill of on-site color matching.
- First to introduce zero tolerance graffiti abatement programs.
- First to provide sacrificial and non-sacrificial coatings.
- First to provide etched glass repair and protective film application.
- First to introduce a flat monthly rate for public agency services.
- First to log every site serviced with before and after digital pictures.
- First to provide 1hr. response times for service requests, seven days a week.
- First with zero discharge wastewater reclamation and recycling equipment and procedures.
- First to implement graffiti data logging and tracking to assist in apprehension and restitution.
- First with proactive graffiti control solution programs.
 - Tagger arrest and prosecution reward program.
 - Schools and community outreach programs.
 - Free smart phone graffiti reporting app.
- First and only company to establish an in-house Quality Control department.
- The only contractor who provides live work status via web system.
- The only contractor with a mobile app assisted graffiti reporting system that is fully integrated with the Los Angeles County's TAGRS graffiti tracking servers.
- Lastly, we are the only contractor with an accredited graffiti analytical department whose sole responsibility is to provide graffiti research and analytical services.

Urban Graffiti Enterprises Inc. has for over 24 years been at the forefront of these services and it is our goal and commitment to our clients to continue on our quest for excellence.

EXPERIENCE

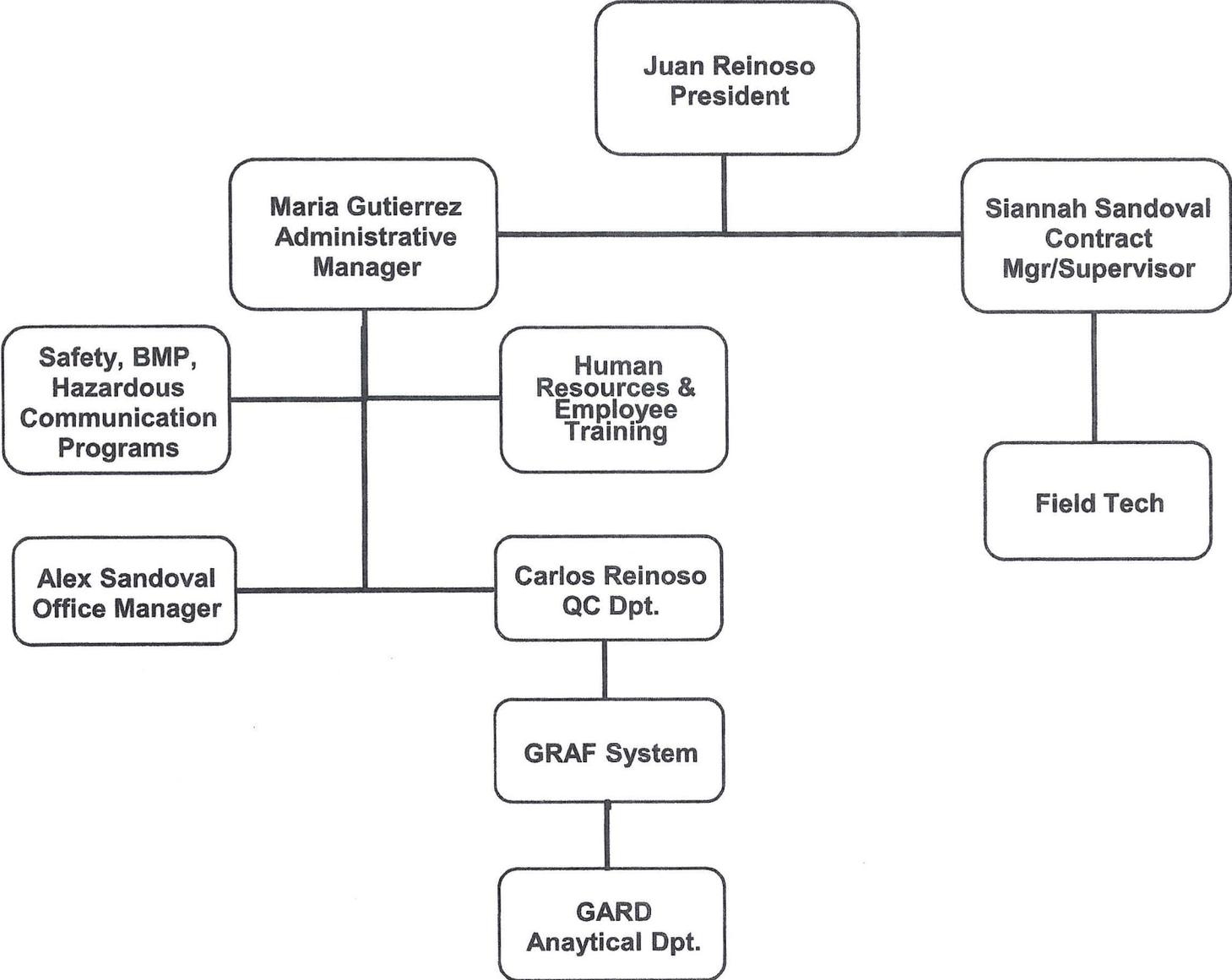
Urban has an unparalleled combined staff experience providing graffiti removal and control services. We have been providing these services throughout the southern California area for over 29 years. In addition, we are properly licensed by the State of California to provide the services we contract out for, including etched glass repair and anti-graffiti film installation services. Our company's experience could be dated back to the mid 1980s when the company founder (current President, Juan Reinoso) started as an in-shop paint matcher for the Sullivan brothers. The true pioneers of the municipal graffiti removal industry. After becoming proficient in the skill of color matching, he quickly and assertively moved up the ranks, mastering every aspect of the trade and excelling with his can-do attitude, constantly showing his innovative capabilities and continuously improving his craft.

The company President has always been a constant and intricate part of our involvement and continually challenges our staff into finding better ways to service our clients while still maintaining the level of quality we've become known for. Because of that, our staff continually researches new products and procedures for efficiency and cost effectiveness. That practice has kept us at the cutting edge of the latest technology. Our staff has been instrumental in the development of new equipment and/or procedures such as: spectrophotometer color matching (portable computer color matching), bicarbonate soda blasting, crushed nutshell blasting, sacrificial/non-sacrificial coatings, window etching repair, graffiti logging and tracking solutions, and even laser technology. In fact, graffiti removal and pressure washing procedures still utilized to date were developed and/or perfected by two members currently on our staff, over 34 years ago. Furthermore, **UGE Inc** has been instrumental in the indoctrination of a number of anti-graffiti ordinances. UGE was responsible for the development and introduction of the more cost effective, zero tolerance fixed monthly pricing structure now employed by most local public agencies contracting these services out. We have always strived for excellence, and our multiple year municipal, county and state projects are proof positive of our success. Since our reputation rides on the success of each project we undertake. We don't attempt to acquire as many projects as possible, without regard to quality and professionalism. We only aim to procure those projects which the awarding agency or entity is serious about a successful program. By being selective we can render exceptional service matched by no other contractor. We have set unprecedented standards, still unsurpassed by our competition.

We have undertaken and succeeded in completing intimidating projects other contractors have shied away from. It was our company who took on the Los Angeles County's Florence/Firestone South Central pilot project in the early 90s. Although it took an unprecedented effort on our part that for the first 6 months had us operating at a loss, we stuck to our agreement and completed the 8-month project to the amazement of the Project Manager and County Supervisor Gloria Molina. Needless to say, after the pilot program, we went on servicing that area for over ten years and have continued servicing many other high incidence areas for various departments of Los Angeles County ever since. In addition to the aforementioned, we were the only company that dared to take on what by all accounts was the overwhelming undertaking of the City of Compton's graffiti problem. Regardless of the odds bet against us we quickly and assertively brought the graffiti problem under control.

Due to the long list of both local, county and state contracts we've serviced, our staff is well versed in the procedures and requirements of the various funding sources for these projects. We've had extensive experience with CDBG reporting requirements and other public agency Living Wage Ordinance requirements.

URBAN GRAFFITI ENTERPRISES INC.
Organizational Chart
CITY OF HUNTINGTON PARK



PROPOSED ADMINISTRATIVE AND KEY STAFF

<p><u>President</u> Juan Reinoso</p>	<p>Over 35 years in the public agency services industry. Instrumental in the early development of processes widely used in the industry today, such as; pressure washing, on site color matching, non-abrasive blasting systems, computer color matching, and sacrificial/non-sacrificial coatings, graffiti data logging and tracking, graffiti analytical services. He has developed and implemented many programs for graffiti removal, control and tracking. First in the industry to provide guaranteed one-hour service response times. Directly involved with every facet of the various contracts and programs currently on hand.</p>
<p><u>Administrative Manager</u> Maria Gutierrez</p>	<p>Over 22 years of accredited business management 20 in the public agency services sector. Responsible for training, enforcing and the continual updating of our Injury and Illness Prevention Program, Hazardous Materials Communication Programs NPDES and all applicable BMP's. In charge of development and implementation of all Federal, State and County safety programs. Payroll, billing procedures and Contract Management. She will be the contract administrator for this project.</p>
<p><u>Contract Manager./Supervisor</u> Siannah Sandoval</p>	<p>Over 15 years of public agency contract administration experience. Her duties consist of serving as liaison between our company and the city's Program Manager, daily management of the project and continual review and adjustment of the program in order to accommodate needed or required modifications. She is also responsible for maintaining overall efficiency and accountability of proposed resources/staff. She will be the contract manager for this project. And will be available as requested in the RFP.</p>
<p><u>Office Manager</u> Alex Sandoval</p>	<p>Responsible for immediate fielding of service requests and day to day communication with city personnel. Maintenance of all record keeping such as; data entry, reports and quality control program. He will be involved with this aspect of the project for the City.</p>
<p><u>Field Technicians</u> Field Tech</p>	<p>Fully trained and qualified field service technicians responsible for performing the agreement tasks within the contract service areas. Trained and certified in the use of their equipment, and procedures such as; graffiti removal, high pressure washing, sand/soda blasting, proper handling and application of solvents and sacrificial coatings and incident reporting techniques by use GRAF, smart phone apps and TAGRS.</p>
<p><u>Quality Control Inspector / Analyst</u> Carlos Reinoso</p>	<p>Carlos has over 15 years of experience with graffiti removal, control, tracking and analytical services programs. He started in the industry at a very early age, first mastering the field aspects of our services then moving on to our IT development department where he was instrumental in the development of our unrivaled technological solutions. He is a proficient graffiti analyst and quality control expert. His duties consist of surveying the contracted area(s) to log and report on the level of service being provided by our Field Technicians. Quality of work is his specialty. His field inspections and input are vital to our Quality Control Program.</p>

Field and support staff listed may differ upon contract award and/or change throughout the term of the agreement.

JUAN REINOSO

1280 Mountain View Circle

Azusa, Ca. 91702

(626) 815-4900 OF

(626) 926-4499 FX

juanr@urbangraffiti.com

CORPORATE PRESIDENT

Experience:

35 years in the public agency industry, providing various types of services, such as: graffiti removal, pressure washing, steam cleaning, weed abatement, debris removal, bus shelter cleaning and maintenance, trash removal, window repair and anti-graffiti film installation. Instrumental in the early development of processes widely used in the industry today, such as; On site color matching, non-abrasive blasting systems, computer color matching, and sacrificial/non-sacrificial coatings. Having performed 10 years of Public Agency field work service has allowed him the knowledge to develop and implement many programs for graffiti removal and control as well as trash and debris removal. He was first in the industry to provide guaranteed one hour service response time. Directly involved with every facet of the various contracts and programs currently on hand. Developed our work order logging, tracking and analytical system – **GRAF**. He will go out on the field occasionally just to keep on top of his knowledge and to find ways to better improve our services.

Responsibility:

He will be the main contact for any issues above the Administration and Management for the City of Huntington Park.

Education/Training & Qualifications:

- Attended and obtained his Contractor's license from an accredited State of California Contractor's School in 1989.
- Obtained Metro Rail Certification in 2013
- BMP and Reporting Illicit Discharge Annual Training 2019
- Certified Expert Witness for Graffiti Analysis
- Attended Annual IIPP Training 2019
- Attended Annual Hazardous Communication Training 2019
- Sexual Harassment Annual Retraining 2019
- Bi-Lingual English and Spanish

Personal Statement:

"Having come from very humble beginnings, I believe it is possible to succeed with hard work, perseverance and integrity. "

MARIA GUTIERREZ

1280 Mountain View Circle
Azusa, Ca. 91702
(626) 815-4900 OF
(626) 815-4499FX
mariag@urbangraffiti.com

Contract Administrator

Experience:

22 years of accredited business management 20 in the public agency services sector. Has been responsible for the training, improvement, enforcing and the continual updating of our Injury and Illness Prevention Program, Hazardous Materials Communication Programs NPDES, employee training program, Employee handbook, Quality Control Program and all applicable BMP's. Develops, implements and oversees all Federal, State and County program and safety requirements. Administers payroll and billing procedures. Oversees contract Administration to ensure all requirements and obligations are met. Oversees all Business administration aspects and meetings to ensure the corporate ideals are kept and enforced for such projects as: graffiti removal pressure washing, steam cleaning, trash and debris removal and disposal, bus shelter cleaning and maintenance and window repair and anti-graffiti film installation.

Responsibility:

She will be the main contact for any City of Huntington Park, Administrative, Safety issues and Quality Control matters.

Education/Training & Qualifications

- University of Phoenix graduate with a Bachelor of Science in Business Management 1997.
- Created and Provided re-training for the annual BMP and Reporting Illicit Discharge 2019
- Created and Provided re- training for Annual Safety Program Re-Training 2019
- Created and Provided re-training for Annual Hazardous Communication Retraining 2019
- Attended DIR seminar for working with Public Works 2019
- Bi-Lingual English and Spanish
- Credits Obtained Payroll Law 2019
- Credits Obtained HR Law 2019
- Credits Cal Osha Requirements 2019
- Credits Obtained How to Deal with Difficult People 2018

Personal Statement:

"Having been the first member in my family to attend a 4 year University, I believe that working hard and doing things right is key."

SIANNAH SANDOVAL

1280 Mountain View Circle
Azusa, Ca. 91702
(626) 815-4900 OF
(626) 815-4499 FX
siannahs@urbangraffiti.com

CONTRACT MANAGER

Experience:

Over 15 years of public agency contract administration experience. She is and has been the liaison between our company and the Program Manager for such contracts as: graffiti removal pressure washing, steam cleaning, trash and debris removal and disposal, bus shelter cleaning and maintenance and window repair and anti-graffiti film installation. She oversees the daily management of the project and continual review and adjustment of the program to accommodate needed or required modifications. She is also responsible for maintaining overall efficiency and accountability of proposed resources/staff and billing. Oversees and manages all employee tracking and supply data bases. Works directly with our IT Department and TAGRS developer to ensure systems are integrating and running correctly. Performs weekly Quality Control checks to ensure work is being performed to our standards. Works directly with Company President to provide necessary input for GRAF; our work order system and to provide business updates.

Responsibility:

She will be the main contact for any City of Huntington Park's daily contract management issues.

Education/Training & Qualifications:

- Attended and completed a Database creation and management program 2018.
- Attended and completed a Supervisor training program 2018
- Attended and completed TAGRS training program.
- Attended Annual BMP and Reporting Illicit Discharge Re-Training 2019
- Attended Annual Safety Program Re-Training 2019
- Attended Annual Hazardous Communication Re-Training 2019
- Attended Annual Sexual Harassment Training 2019
- Bi-Lingual English and Spanish

Personal Statement:

"My main goal is to ensure the job gets done right. Communication is a main factor in a successful outcome."

HIRING AND TRAINING

UGE Inc has a combined staff experience of over 100 years in;

- Graffiti removal
- Steam cleaning/pressure washing
- Bus shelter maintenance
- Weed abatement
- Public rights of way maintenance
- Trash/debris clean up and removal

We are committed to the communities we serve, and we feel that giving back is an essential component of any community project. Urban Graffiti Enterprises is an equal opportunity employer and we believe in fair hiring practices. We maintain strict policies against discrimination based on; age, race, national origin, gender, religion, sexual orientation or disability. As part of our hiring process all employees including Field Techs, must undergo a background and a driving record check and drug screening. If hired, they are added to the DMV Pull-Notice program which notifies us as soon as there is an issue with their driving record. Before moving on to Field Tech status, new hires are put through a comprehensive, rigorous training program, which starts with our company exclusive on-site custom color matching training. In addition to that training they also receive training in:

- Equipment use, maintenance and in-field troubleshooting and repair.
- Understanding the various types of surfaces and the most suitable method(s) of treating them.
- Material handling and safety procedures.
- Thorough training in the tasks to be performed.
- Professional, courteous conduct.
- Sexual Harassment training
- Company policies
- Training in our electronic service tracking system and other IT solutions (smart phone apps).
- Training on our GRAF and TAGRS (if applicable) – work order system
- Safety procedures, defensive driving techniques, proper lifting techniques and compliance with all NPDES And BMP's.
- The importance and understanding of our Quality Standards and requirements.

Annual retraining is conducted on many of the above items to ensure our staff is constantly in tune what is needed and expected. Even after the above detailed training program, no new Field Tech is placed on any project without passing a 90-day probationary period (180 days when necessary). Upon completion of the probationary period the new hire must still pass a Procedures Knowledge Test, which covers all of the items detailed above plus area contract specific knowledge.

Our commitment to excellence continues with our comprehensive approach in preparing and keeping our staff well trained and informed in all aspects of their duties and those they oversee and assist. To begin with, our administrative and office staff is expected to be aware and understand the processes and procedures our Field Techs utilize out on the field and the Field Supervisors' duties and responsibilities. Our Field Techs' training while simple and straight forward is very thorough, and unequaled by our competitors. Every new employee, regardless of the position they are hired for, starts in the field. That means that all new hires, including office staff, can expect to spend at least a week (up to three weeks or more for field service trainees) in ride-along with a seasoned Field Tech. That practice continues periodically for all office and administrative staff throughout their employment. We believe that it is imperative we all have a comprehensive understanding of our duties as a company.

All our field staff is subject to our strict hiring policies. We have zero tolerance for the use of drugs and/or alcohol. A thorough background check including DMV violations is done of every prospective new hire. Our crews are routinely rotated to insure they are all properly cross trained on all aspects of our services. These practices, along with our comprehensive training program assures that service crew replacement is never an issue. In the event, new hires are needed, we have established resources from which we pull to find replacement employees. Not limiting our resources to EDD and ads, we conduct monthly interviews and keep a good number of applicants on hand just in case. In addition, we get many whom through word of mouth come to apply.

QUALITY CONTROL PROGRAM

From the very beginning our company has established a reputation for taking pride in the quality and professionalism of our services. Our Quality Control program is unsurpassed by anyone in our industry. The sole objective of our Quality Control Department is to make sure our clients/residents are satisfied with all aspects of our service. Part of what makes our QC program one of the best in our industry, is how departmentally inclusive it is. We believe most everyone in our organization has input or access to information that if shared will assist in the success of the program. Since we are always looking at ways to advance our systems and make them more efficient and environmentally friendly, we have revamped our QC program to be as paperless as possible. This allows for quicker attention and response time to issues that arise.

Policies, Procedures and Inspection Fundamentals

The QC Team will consist of office staff, Contract Manager, Staff Supervisor and the QC Monitor. Surveys of the city will be conducted by means of GRAF and onsite visits. The goal is to ensure we are providing adequate service response, quality control and overall project management. If any issues are found while on sight, a picture will be taken and sent to the Staff Supervisor and the QC Manager will be cc'd. The Field Tech is identified by the Staff Supervisor, and an email is sent to the him/her explaining the issue and the pictures is are attached. The Field Tech is required to respond acknowledging receipt of the email and a plan of correction. Once the correction is done, the Field Tech will take an after picture and attach it to the original email. The QC Monitor will then close the electronic file and keep it as reference.

The office QC Staff conducts their quality control reviews via our web-based Work-Order and Graffiti Reporting and Follow-up tracking system (GRAF). The GRAF database contains all work completed by our crews, including before and after pictures. Any discrepancies found during the in-office field work review are handled electronically. When a deficiency is found, the Field Tech is immediately notified via his mobile device app. The electronic notification sent to the Field Tech includes a picture and description of the deficiency, detailed instructions on how to correct it and a deadline by which it must be completed (usually 24 hours). The Tech is required to respond, acknowledging receipt of the notification, plan of correction and estimated completion time. Once the correction is completed, the Tech is required to attach an after picture the deficiency notification. The Staff Supervisor, QC Inspector and Contract Manager are cc'd in All discrepancy notifications.

The QC Team meets weekly to discuss all in-house and field issues found during their inspections and reviews. If it is determined that additional training is needed for any tech, a schedule is then set for retraining. In the process If current policies need to be updated or any new policies implemented, such will be the case. The issues, results, findings and new policies are then discussed during our Weekly Staff - Tailgate/QC/Safety meetings to ensure everyone is made aware of the issues and are brought up to date with any changes.

Resident Complaints & Inquiries

The new paperless system is also applied to our Complaints procedures. Upon receipt of the complaint, the Staff Supervisor will investigate the matter. If it involves a Field Tech, she will then email the Tech involved, explaining the complaint, request an acknowledgment of receipt and a correction plan. The QC Manager will be cc'd to create and electronic file. The Staff Supervisor will then follow up and ensure it is corrected along with the after picture. Once the correction is made, she will contact the concerned party to reassure them of the correction and using the original email, send the correction to the QC Manager to close the file. Any other type of complaint will be handled in the same paperless fashion. Depending on the issue, it will be covered during the applicable meeting. Those results will be discussed during or Weekly Staff - Tailgate/QC/Safety meeting to ensure all staff are made aware of such matters and are brought

up to date with any new or changed policies.

All information pertaining to the issues addressed will be entered into a database and an electronic file is created for future reference. All information is kept confidential and only the Quality Control Manager, the Field Tech and the immediate Supervisor have access to them. No sensitive employee information is publicized or shared with anyone not directly involved. The Information will be available to the City if requested.

In addition, the QC field staff will perform random field performance checks. The objective is to ensure all staff are following safety, work and quality control procedures as required. Any observations will be emailed to the Tech involved, requesting acknowledgment of receipt and a correction plan. This will also include random truck, uniform (including badge) and equipment inspections to ensure a professional appearance.

The in-house staff will monitor data entry to make sure all entries are consistent and spelled correctly. They will audit the GRAF system to insure work order completion information is entered timely and accurately. This includes making sure that the Field Techs are adhering to the scope of work within their service area and that they are meeting the required response time. Any issues will be emailed to the Field Tech in question. Refer to the QC, Safety Issues and Complaints flowchart for a visual of the processes. All aspects of QC are kept in a database and an electronic file is created for reference. The forms for this program are still available for use if needed.

The Field Techs are tele-tracked via a web browser tracking system which gives dispatch, Managers and Supervisors, live location and history of their whereabouts, including routes and stops. In addition, with our smart phone assisted, web-based service routing system (GRAF), we get live date and time stamped status information from our Field Techs as they complete each and every job. The combined effort of these programs and systems allow for better monitoring, cost effectiveness and efficiency of the overall program.

As a minimum, the QC team will perform the following;

In The Field

- Periodic and random surveys of all contracted areas, to ensure service obligations are meeting the needs of the community.
- Log, report and follow up on any inconsistencies with our service.
- Conduct a ride-along with our Field Techs to insure proper protocol is being followed.

In the Office

- Perform periodic inspections of Field Tech Work Logs.
- Process and review before and after pictures taken by the Field Techs.
- Audit GRAF reporting system.
- Inspect all field service vehicles and equipment for proper upkeep and maintenance.

SAFETY PROGRAM*

UGE Inc. is committed to the safety of its employees, citizens and the protection of the environment. Consequently, we employ only EPA approved procedures and materials and strictly follow all NPDES regulations and standards. Our Safety program complies and adheres to SB 198 and all rules and regulations set forth by the County, State, and Federal government agencies.

Our personnel shall at all times be in uniform, wear badges with their picture and names clearly visible, wear hard hats (when applicable), proper footwear, safety vests and back supports. Eye protection (goggles) shall be worn by any personnel operating high pressure equipment and respirators shall be used when working in dusty conditions. We have a designated Safety Officer who is responsible for training, enforcing, and the continual updating of our Injury and Illness Prevention, Hazardous Material Communication and Temporary Traffic Control Device Programs. These programs are reviewed annually with all staff. All BMP requirements which are not already part of our BMP policy will be adopted and will be reviewed annually as well.

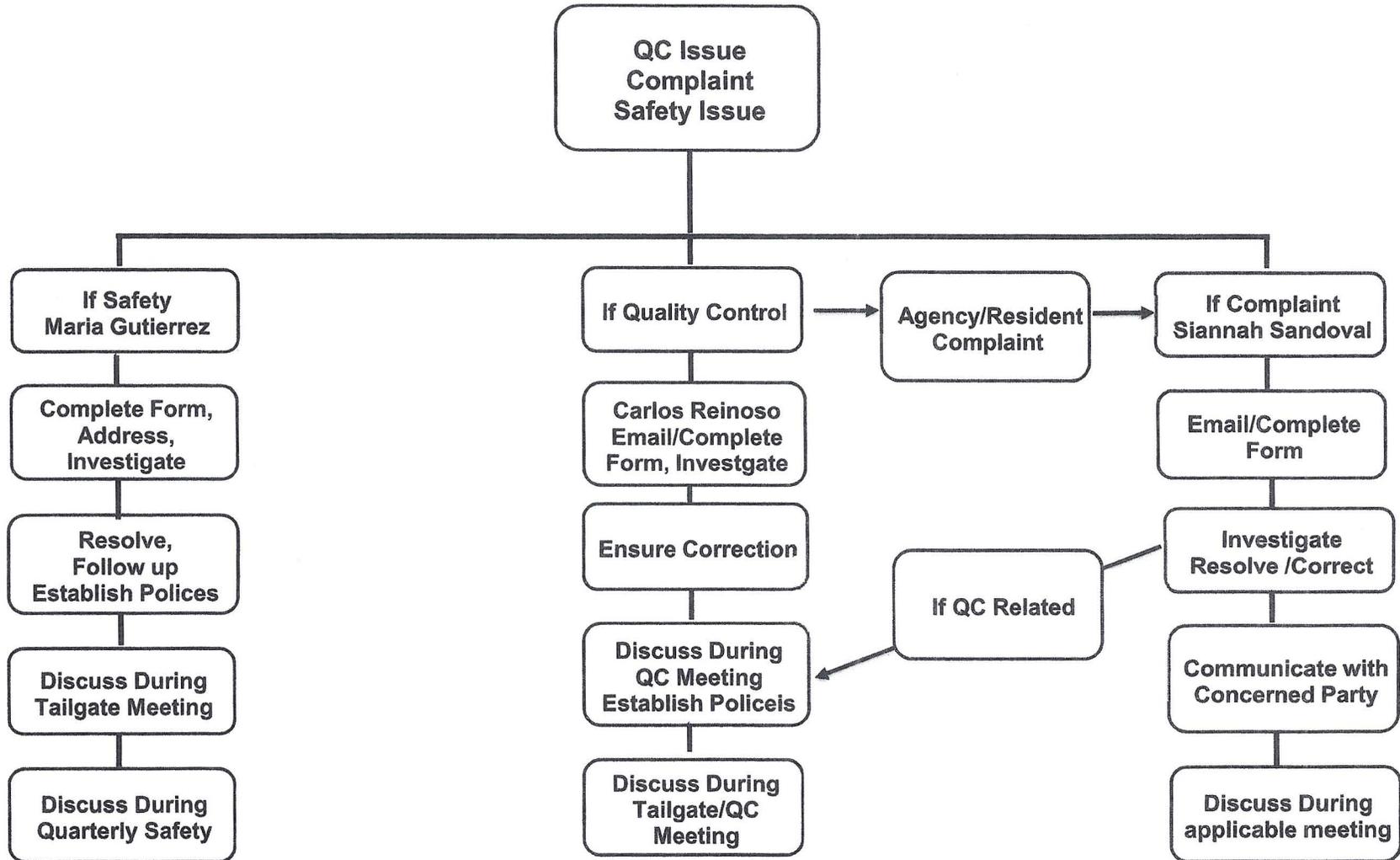
Additionally, we subject all new employees to a rigorous training that includes but is not limited to, thorough knowledge of the program, proper use of safety equipment, proper use and maintenance of equipment, materials, field safety practices and defensive driving techniques. Because we realize the importance of keeping Safety at the forefront of our staff, we conduct weekly Safety/Tailgate meetings. This ensures all issues are communicated to and addressed by the Safety Officer, and Management. In addition, an employee safety manual is given to every Field Tech. The manual is to be kept in their Employee Work Binder for reference. The Employee Work Binder contains equipment manuals, list of safety equipment and its uses, as well as other pertinent information to assist them in being self-reliant and safe. The binder must be kept in their service vehicle for reference. A separate binder is used for all SDS (sheets). During our Quarterly Safety Meeting, all employees are required to bring their binder to ensure they are updated, and all their Safety gear is on hand. Employees are encouraged to report any incidents to their immediate Supervisor.

Should a Safety issue arise, an incident report is filled out, the employee, depending on the injury, will either be tended to by means of first aid and/or be sent to our nearby clinic for evaluation. And as part of our wellness program we offer modified duty when applicable. An investigation is conducted and the matter resolved. A follow-up is conducted on the employee until they are cleared of the injury. Keeping constant contact with the employee allows the employee to feel that we care about their well-being. Depending on the outcome, policies will either be enacted or updated. Those updates or changes will then be covered with staff during our Weekly Tailgate Meeting. Depending on the severity of the situation, a meeting will be held on the same day of the incident. During the Quarterly Safety Meeting incidents are reviewed to give the employees an overview of the incidents for that Quarter. This serves as a reminder to all employees that safety is first. If the Safety issues non-injury related the same format will apply.

A Safety Program Designee is responsible for completing all required Safety checklists. If any safety issues are found, they are immediately reported to the Safety Manager and a plan is put in place to correct the deficiency. The Safety Designee also provides the replacement of any safety items needed.

** This is a summary of our extensive multi-faceted safety program which is available for review by our clients upon request.*

**URBAN GRAFFITI ENTERPRISES INC.
CITY OF HUNTINGTON PARK
QC, Safety Issues & Complaints Overview Flow Chart**



GENERAL WORK PLAN

After careful assessment of the RFP specifications, the information provided by the city staff and our previous experience servicing the city, we propose an all-inclusive, flexible approach that we feel will exceed the city's goals and expectations at a very competitive rate. In the 25 years we've been providing these services, we have developed and implemented a number of unique features that have made our company second to none. It is that flexibility and innovative approach that separates us from the rest.

We propose to provide the amount of Field Techs (stated below) administrative support staff and resources to provide all the services detailed in the Scope of Work stated in the RFP. Furthermore, we propose to eradicate graffiti expeditiously and professionally, using the most effective methods available. Our all-encompassing graffiti programs are tailored to fit each and every community specifically. These custom, yet straight forward, thorough, work plans have proven to be very effective in not only bringing graffiti under control but also maintaining it controlled through its fluctuations. We have implemented these same strategies in various cities and communities throughout Los Angeles, Orange, San Bernardino and Riverside Counties with much success. By removing graffiti as promptly as possible and keeping it down, the glorification taggers feel, is assertively diminished and their hold on our communities is quickly diminished.

We propose the following staffing and service guidelines:

Staffing

Field Techs – (3) Field techs Monday through Friday and (2) Field Techs Saturday through Sunday. Each Field Tech will be provided with a fully self-contained service truck and will be properly trained in all aspects of graffiti eradication procedures, including but not limited to, on-site custom color matching, airless sprayer and other high-pressure equipment use, mobile phone app assisted electronic job tracking procedures and full understanding of their duties and responsibilities under the agreement.

Contract Manager – The Contract Manager will be responsible for overseeing the day to day operations and issues relating to the performance of our Field Techs and serve as the liaison between Urban Graffiti Enterprises Inc. and the City's Program Manager. The duties and responsibilities of the Contract Manager shall consist of:

- Having thorough knowledge of the contract terms, specifications, conditions and requirements.
- Interfacing with the City's Program Managing Department and/or designees.
- Coordinating special projects and requests.
- Responding to any concerns related to our services.

Quality Control Inspector – A quality control inspector will be assigned to this contract to periodically patrol the service area, to ensure our service crews are adhering to the contract requirements and that their services meet our strict workmanship standards. (Please see Quality Assurance Program attached).

Service Prioritizing

Service will be prioritized as follows:

City Hotline Requests - Requests for service received via the City's Hotline will be automatically routed to the assigned area Field Tech by way of our proprietary **Graffiti Reporting And Follow-up (GRAF)** system. Since prompt eradication of graffiti is the best policy, it will be our goal to service any requests for service received will be completed the same day if received on a normally scheduled service day otherwise within 24 hours. Vulgar, intimidating or retaliatory graffiti will be removed upon sight or within 1 hour after receipt of notification, during normal business hours or first thing the following day 7 days a week.

City's Program Manager Requests - Any City Program Manager or designee request for service shall be added to the list of pending requests or prioritized as requested.

Major Thoroughfares - Because graffiti on thoroughfares is the most visible to the public and the image of a city is primarily judged by their condition, every effort will be made by our Field Tech(s) to patrol and service the major thoroughfares in the city on their scheduled service days.

Hot Spots - With our experience servicing the city, our service crews have established a list of known hot spots that require constant patrols and special attention. These areas will also be a priority for our crews.

School Zones - Due to the fact that these areas are susceptible to higher than normal incident rate and because of the importance of maintaining safe school corridors, special attention will be given to these areas while in route to and from service requests.

Residential Streets - Aside from systematically servicing any high recidivism residential areas, our crews will make it a point to periodically patrol and service all residential streets to ensure thorough service area coverage.

Alleys - Although alleyways are normally regarded as trivial thoroughfares, they are far from unimportant to the communities that have them. We therefore also make it a point to periodically service these byways to maintain them clean.

Service Guidelines

A zero-tolerance approach shall be taken by our field staff to maintain the city's graffiti under control for the term of our agreement. All of our Field Techs are tele-tracked to ensure proper service area coverage and are equipped with smart phones that utilize our proprietary routing app that is designed to automatically receive service requests directly from our Graffiti Reporting And Follow-up (GRAF) system. (Please see Graffiti Reporting and Tracking).

Upon arrival to the city, the Field Tech(s) will begin their day by addressing any pending service requests. Thereafter they will proceed to survey the city's main thoroughfares and known hot spots. Any graffiti noticed by our crews while in route between service requests and service areas, will be eradicated upon site. After completing any service, the Field Tech(s) will upload the required job information such as; address, time/date of completion, square footage, surface type, removal method, and a before and after image to our service logging and tracking database (GRAF). Any sites reported to the Field Techs which cannot be completed, will be immediately reported to the City's Program Manager via GRAF with an image of the location and the reason why it could not be completed.

To further enhance the reporting and tracking aspect of our services, the City's Program Manager will be given access to GRAF via a secure, dedicated web portal where the status of any and all service requests can be viewed live as they are being completed.

Our service crews will use new and/or recycled, water based, paint for paint-outs, EPA approved solvents for non-porous surfaces such as signs, glass, tile, etc. and water/mediablasting on natural non-porous surfaces such as concrete, block/brick walls, galvanized steel, etc. Our Field Techs will maintain up to date Material Safety Data Sheets for all materials used in their processes. No debris or runoff from any of our operations will be allowed to go into any storm drain system.

Eradication Procedures

We hereby attest that as a minimum, we will adhere to the following generally approved methods of eradication:

Concrete/block, brick walls – If natural will be pressure washed/media blasted or color matched and painted over if previously painted.

Sidewalks – Will be blocked off as needed and pressure washed/media blasted.

Curbs – Unpainted curbs will be painted using a closely matching concrete color. Painted curbs will be painted using the standard City approved color.

Pedestrian bridges/underpasses – Vertical surfaces shall be painted using a closely matching color taking care that the floor surface is not over sprayed. In the instance that the floor surface has to be treated, it will be pressure washed/media blasted if natural or painted over with a closely matching color with an abrasive additive in order not to compromise its traction characteristics.

Concrete light poles – Unpainted concrete light poles will only be pressure washed or media blasted if unpainted. Previously painted light poles will be evaluated and where applicable and feasible an attempt to remove all previous paint will be made, in order to bring it back to its natural stage.

Wooden utility/light poles – These poles will be painted over using a closely matching color. Any signs, stickers, slap tags shall be removed.

Trees – Depending on the type of tree and type of material used to deface it, we will lightly pressure wash or paint over the graffiti using a highly diluted non-phytotoxic paint keeping any foliage free of over spray or splatter.

Wood fencing – Previously painted wood fencing will be painted using a color matched paint or pressure washed if unpainted.

Metal surfaces including traffic/light poles – All previously painted metal surfaces will be color matched a painted over. Bare or natural metal surfaces will be treated using an EPA approved solvent or pressure washed if necessary.

Asphalt – Affected asphalt surfaces will be treated using a light mist of diluted matching paint with an abrasive additive so as to not compromise the surface's traction characteristics.

Glass/windows – All glass (excluding etched glass) will be treated using an EPA approved solvent.

Trees and Palms – Depending on the type of bark the tree has, vandalized trees/palms will be treated with either a pressure washer at medium pressure with a wide tipped nozzle to avoid damaging the tree or by applying a light mist of watered down non-phytotoxic paint. Every attempt will be made to successfully remove any previous paint and/or graffiti from the tree's surface but never at the cost of the tree's protective bark surface. Any deviation from the processes herein detailed will be run by the City's Program Manager before any changes are implemented.

Furthermore, **UGE's** personnel shall perform all their duties in a courteous and efficient manner, in accordance with accepted professional standards, without causing damage or injury to any person or property. Great care is taken to ensure the protection of property such as, vehicles, windows, shrubbery, walkways, etc. from any residue like paint overspray, sand, etc. Methods employed to protect such property may include but not be limited to; drop cloths, plastic sheeting, or scheduling the job for a more opportune time. In some instances, and only when necessary, the contractor shall paint using rollers or brushes ensuring proper coverage. In the event of any residue, due to a procedure conducted by our personnel, the area shall be restored to its original condition. Color matching will be used on all previously painted surfaces to ensure quality, professional removals. We guarantee all work completed against failure due to defective materials and/or faulty workmanship for a period of one year. Any and all debris from our operations will be picked up and disposed of legally.

Equipment On Hand

Due to the number of projects, their size, and the length of time we have been in the public agency maintenance industry. We maintain more than sufficient vehicles, equipment and materials on hand to be able to service the largest of projects on a moment's notice. Furthermore, our extensive working capital and open lines of credit afford us the ability to almost immediately acquire any number of vehicles and/or equipment needed.

In addition, centrally located in the City of Azusa, our 24,000 square foot facility is equipped with an in-house paint tinting laboratory which consists of tinting machines, 1- and 5-gallon paint shakers, a 500-gallon vat for mixing bulk colors. We normally have in stock over 4000 gallons of paint of various tint bases, colorants and all the equipment necessary to undertake any graffiti removal project in the four-county area, expeditiously.

Emergency Call-out Procedure

The Contract Manager, Safety Officer and Field Supervisor shall be accessible seven days a week, 24 hours a day via direct email or cell phone. Our emergency call-out procedure has built redundancy so as to avoid any mistakes or miscommunications. Our clients have several ways they can reach us 7 days a week 24 hours a day.

- **Via land line** - When a call is placed to our office after hours, a live operator answers the line and the subsequent message is sent to at least three Managers and the company President.
- **Via regular email** - We provide the City's Program Manager the direct email addresses for the Contract Manager, Filed Supervisor and at least one other company Manager.
- **Via cell phone** – The City's Program Manager is given the Contract Manager's cell phone number so he/she can reach them directly.

The City is guaranteed to receive a response within 1 hour after hours or 30 minutes during our normal business hours.

COUNTYWIDE GRAFFITI TRACKING SYSTEM

At UGE we have always taken great pride in our innovative spirit and ingenuity. Years ago, we embarked on a quest to electronically track, log and catalog all graffiti eradicated, so we may better assign and distribute our resources and identify trouble spots within our service areas. Soon after developing GRID (Graffiti Information and Research Database) we realized we needed a better reporting system, so we developed GRAF (Graffiti Reporting And Follow-up) application. GRAF is essentially a web based, mobile phone app assisted graffiti reporting solution. With GRAF, city staff can report graffiti via the web or by using our proprietary phone app which is also available for residents to use. After eight years of providing graffiti tracking and analytical services to our clients, in 2010 we decided to forge an exclusive reciprocal agreement with TAGRS, the leading graffiti tracking solution on the market. In this partnership, TAGRS provides their extensive multi-county server infrastructure and we provide our accredited graffiti analytical and research experience. Therefore, along with our ever-evolving graffiti eradication and control programs, we can further enhance the proactive aspect of any program with true countywide tracking, logging and categorizing of graffiti and offenders.

Our approach to the tracking, apprehension and eventual prosecution of taggers, takes into account the fact that these offenders cover large geographical areas that may encompass a number of cities and counties. A law enforcement's graffiti incidences database should at the very minimum have access to more than just its jurisdictional (its city's) data.

With TAGRS, all graffiti data is pooled with that of other participating cities and public agencies, into the San Bernardino County Sheriff's servers. The law enforcement agency for the area is then given access to the law enforcement portal of TAGRS where they can not only track trends, activity and taggers but also share intelligence on gangs, tagging crews and/or taggers with other law enforcement agencies. By pooling data and sharing intelligence, law enforcement agencies can not only better plan arrests but also build stronger cases against offenders for prosecution and restitution purposes. We are the only contractor with a web-based graffiti reporting system that seamlessly integrates with TAGRS without any additional equipment or procedures. We provide all of our Field Techs smart phones with our own proprietary app which they use to log all pertinent information and take before and after pictures for live status of sites serviced. The City's Program Manager will be given a user name and password in order to be able to log into GRAF and get live status reports of pending serviced requests along with a running list of sites serviced including before and after pictures of the graffiti eradicated.

In addition to the aforementioned, we intend to make our accredited graffiti analytical services available at a reduced rate for the areas we service. Our analytical service far supersedes the untrained and arbitrary moniker entry by field crews, whose expertise is graffiti abatement and not graffiti analysis and cataloging or that of an out of state analytical department with no true knowledge of the traits and trends of gangs and tagging crews in our communities. Our **Graffiti Analytical & Research Department (GARD)** is part of our commitment to provide proactive graffiti control and prevention programs. GARD staff is solely dedicated to the study of the graffiti subculture through constant research of gangs/crews, trends, tactics and procedures via internet forums, blogs chat rooms and law enforcement intelligence.

TAGRS web-based application

is designed as a turnkey solution - COTS. The flexibility of the program allows for easy customization based on your departmental needs. Our program staff will tailor the application to your specific program requirements and meet your deadlines for installation and implementation for an on-time deployment, while maintaining our cost effective edge. Ease of use for both law enforcement and city officials operations has been paramount in our design philosophy.

TAGRS LLC
9580 Research Dr, Irvine, CA 92618

TAGRS

594 Graffiti, LLC, is the graffiti solution provider for the Tracking and Automated Graffiti Reporting System (TAGRS) database management software. An application designed to serve the needs of law enforcement agencies to identify the offenders and reduce graffiti in order to improve the quality of life for the residents.





TAGRS data management solution designed specifically for law enforcement agencies as well as city municipalities. No other solution today can provide data base management with the law enforcement agency-specific functionality already built in, ready for installation with minimal interface design. Its intent is to monitor the frequency of graffiti and to establish patterns that will assist in the deployment of resources and conviction of the offender.

The TAGRS framework is equipped with multiple search features that allow you to quickly identify suspects by matching monikers, styles, or preferred mediums.

Analyze & Report

Data output is based on user specifications and can be tailored for your agency.

Identify Vandals

Allows pictures of the graffiti or known offenders to be posted for quick identification.

GPS Mapping

Advanced mapping engine, helps provide a high level of functionality and flexibility.

Arrest Prosecute

Helps ID, and Track so that you can Apprehend, Prosecute and Seek Restitution.

TAGRS is Cross-Mobile Platform Compatible

This helps adhere to your Agency's preference. Once your device is registered in the TAGRS database you will be able to download the TAGRS app from either the Apple App Store, Android Market, or Blackberry App World.

TAGRS will access data via search criteria defined by the user. Data output is based on user specifications and can be tailored for law enforcement agency use and/or city official's access use as decreed by your individual laws and regulations. Data entry is simple and requires no prior computer experience or knowledge. TAGRS application has the ability to automatically import your data via custom or standard interface tools.

Contact Us

TAGRS LLC
9580 Research Dr, Irvine, CA 92618
949-666-2200
info@tagrs.net
www.tagrs.net

WORK ORDER MANAGEMENT SYSTEM

Although we feel that our Work Order Management System, graffiti reporting, tracking and analytical solutions, software, applications and integrations far supersede that of our competition, it must also be realized that it is impossible for us or any other contractor to have an exact replica of what the city may currently be using, may have spec'd out in the RFP or may desire. We therefore propose to modify and/or implement any features the city deems necessary at no additional cost. We are very confident our IT department's expertise and abilities can meet any and all requirements the city may deem necessary. We strongly feel that simple data, collection, transfer and software/application protocol should not be an insurmountable task. Finally, as is our practice, we propose to continually update our systems in order to keep up with the fast pace of information technology.

WORK ORDER REPORTING & COMPLETION PROCESS

Phone app reporting – Our city branded phone app gives residents the ability to report graffiti directly from their mobile devices. The process functions as follows:

- Open phone app, enter address or activate the GPS option
- Choose surface type (painted, not painted)
- Choose item tagged (what graffiti is located on)
- Enter any additional information (if desired)
- Take picture of graffiti
- Click "Submit" to send request to the assigned Field Tech and our GRAF database for live status.

Web portal reporting – We propose to provide the city with a secure web link that can be accessed via the city's website by residents so they could submit requests for service. The process of web-based reporting functions as follows:

- Click on the link on the city's website.
- Enter the address where the graffiti is located.
- Choose surface type (painted, not painted)
- Choose item tagged (what graffiti is located on)
- Enter any additional information (if desired)
- Upload picture (if desired)
- Click "Submit" to send request to the assigned Field Tech and our GRAF database for live status.

Field Crew completion process – The assigned crews' completion process flows as follows:

- Field Tech receives notification of new work order on his mobile device.
- He maps out and opens the service request.
- Takes a before picture (if not already provided by requester)
- Fills in required information (footage, substrate, removal method, etc.)
- Eradicates the graffiti.
- Takes after picture.
- Clicks Submit to send data to GRAF database and the county's TAGRS servers.
- System sends completion notification to requester via text or email if email address or phone number has been provided.

GRAF SYSTEM FEATURES

GRAF phone App.

- Receive works orders
- Real time work order creation with unique numbering.
- Able to take and send multiple before and after pictures real-time, along with work order number, address, footage, removal method, substrate, surface type, zone, date and time serviced.
- Map work orders

GRAF web portal

- Receive work orders
- Real time work order creation with unique numbering.
- Zones and/or area mapping with city provided geo data.
- Show status of current work orders including response times

- Search, group and sort using various parameters such as;
 - Work order number
 - Work order status
 - Address
 - Date received
 - Date completed
 - Surface type
 - Removal Method
 - Substrate
- Run custom reports with totals using the parameters listed above.
- Show before and after pictures and mapping of work orders.
- City branded public portal via URL link through city's website, capable of;
 - Receiving work orders
 - Real time work order creation with unique numbering.
 - Upload pictures

Our web application, reporting and tracking system will continue to be upgraded with additional features to keep up with the latest technologies.

ADDITIONAL INFORMATION

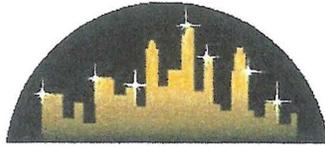
Please consider the following when evaluating our proposal. Along with our extensive experience in the public agency services industry, we bring a number of unique features that no other contractor offers, such as:

- We are properly licensed with C33, D38, D52 classifications to provide these services.
- Preemptive, zero-tolerance graffiti search and eradication rather than just reactive eradication.
- A number of proactive graffiti control and prevention solutions.
- Unrivaled true on-site color matching.
- Immediate to 24-hour response to service requests 7 days a week.
- Flexible service components that can be tailored to suit area specific need and/or future changes.
- Automated web based and smart phone app assisted service request reporting and handling.
- Accurate and detailed monthly service logs. (Sample Service Log attached)
- Live status of work in progress, via dedicated web portal. (Sample GRAF Live Status View attached)
- Printable individual job completion and confirmation reports. (Sample Job Completion Report attached)
- Graffiti data logging for the San Bernardino County Sheriff's TAGRS program included.
- Accredited graffiti analytical services.
- Certified graffiti expert witness service.

Proactive Prevention Programs

- Smart phone graffiti reporting and service request tracking app.
- Etched glass repair and protective window film application at a reduced rate.
- \$500.00 Tagger Tip Reward Program for information leading to the arrest and conviction of a tagger.

These programs and features will be in force and available to the City for the life of the contract. If you have any questions regarding this portion of our services, please feel free to call us at (626)815-4900 or email us at info@urbangraffiti.com. We greatly appreciate this opportunity and your consideration.



URBAN GRAFFITI ENTERPRISES, INC.

COMPLETED

(NOTE: ALL OF THESE CONTRACTS HAVE RENEWED YEARLY)

Agency:	Los Angeles County Department of Public Works
Address:	900 S. Fremont Ave. Alhambra, CA 91803
Contact Name:	Ari DeChellis
Title:	Graffiti Abatement Contract Manager
Telephone & Fax	PH (626)458-4062 FX (626)979-5445
Email:	adechellis@dpw.lacounty.gov
Type of service:	Graffiti removal and pressure wash services at various communities
Service Date:	2014 - present
Agency:	City of Compton
Address:	205 S. Willowbrook Ave., Compton, Ca. 90220
Contact Name:	John Strickland
Title:	Contract Manager
Telephone & Fax	PH (310) 761-1422
Email:	jstrickland@comptoncity.org
Type of service:	Citywide graffiti removal and pressure wash services
Service Date:	2015- Present
Agency:	City of Covina
Address:	444 N. Citrus Ave. Covina, CA 91723
Contact Name:	Michele Saint
Title:	Management Analyst Trainee
Telephone & Fax	PH (626) 384-5482 FX (626) 384-5479
Email:	msaint@covinaca.gov
Type of service:	Citywide graffiti removal and pressure wash services
Service Date:	2005 – Present
Agency:	City of Upland
Address:	460 E. Euclid Ave., Upland, Ca. 91786
Contact Name:	Debbie Alcorn
Title:	Housing Programs Consultant
Telephone & Fax	PH (909) 931-4113
Email:	dalcorn@ci.upland.ca.us
Type of service:	Graffiti removal/Pressure wash services
Service Date:	2015 - Present

MORE AVAILABLE UPON REQUEST



Department of Public Works

June 10, 2019

Addendum # 1

Request for Proposals for City of Huntington Park

The following modifications are to be included in the request for proposals for Graffiti Abatement Services. This addendum and all subsequent (if any) must be executed and returned with the proposal submittal.

Question and Answers

Q: Who is the current contractor?

A: Graffiti Protective Coating.

Q: What is the current contractor's hourly rate? How many hours were billed in the previous month's invoice?

A: Monday thru Friday \$40.94 per hour and Saturday & Sunday \$54.95 per hour. Invoice does not break down how many hours were worked.

Q: If the current contract is not billed hourly, how is it billed and what was the total dollar amount for the previous month's invoice?

A: It is billed as a flat rate and the dollar amount for the previous months invoice totaled \$32,350.00

Q: How many graffiti incidents did the current contractor remove in the following periods: the Month of April 2019, the 1st Quarter of 2019, and the last 12 months?

A: Contractor still has to provide month of April incident numbers, but March, 2019 4,041 incidences. 1st Quarter of 2019 11,721 incidences. Last twelve months April, 2018-March, 2019 36,428 incidences.

Q: How many crews does the current contractor currently provide to the City?

A: Three one-man crews.

Q: Is a performance bond required for this project? If so, please provide the forms needed.

A: No.

Q: Is the current contract subject to a performance bond?

A: No.

Q: Please provide copy of the current contract and subsequent amendments.

A: Attached in email.

Q: Please provide copies of the bids received for the current contract.

A: Attached in email.

Q: Is the current contract a public works project subject to DIR regulations and therefore prevailing wages and payroll reporting requirements?

A: Yes.

Q: Per page 3, item B, last bullet point, the proposed contract is subject to DIR regulations. Therefore, per Labor Codes 1773 and 1773.2, (below) please obtain from DIR the per diem wage for each craft, classification, or type of worker needed to execute the contract and provide such, to prospective bidders.

1773. The body awarding any contract for public work, or otherwise undertaking any public work, shall obtain the general prevailing rate of per diem wages and the general prevailing rate for holiday and overtime work in the locality in which the public work is to be performed for each craft, classification, or type of worker needed to execute the contract from the Director of Industrial Relations....

1773.2 The body awarding any contract for public work, or otherwise undertaking any public work, shall specify in the call for bids for the contract, and in the bid specifications and in the contract itself, what the general rate of per diem wages is for each craft, classification, or type of worker needed to execute the contract.....

A: The classification is Painter.

Q: Is this a 5-day per week (on-site) service contract or 7-day?

A: 7- Day week.

Q: How many crews (one individual operating a marked service truck) does the current contractor provide the city for these services daily?

A: 3 One-man crews Monday thru Friday, 2 one-man crews Saturday & Sunday

Q: Please provide the fee structure the city desires (per site, per hour, per method, lump sum, etc.)?

A: Lump Sum to be divided into twelve (12) equal payments per year.

Q: Please provide copies of the last 3 months of daily service logs (preferably in searchable electronic format

A: Attached, files are in pdf format originally converted from excel.

Q: Will the city provide water for pressure washing?

A: No. Metered recycled water may be purchased at the Public Works Yard for pressure washing.

Q: What is the current monthly cost for the service?

A: \$32,350.00

Q: Pg. 4, 6th bullet point – should the frequency be increased; will the contractor be granted additional compensation?

A: Any additional compensation has to be approved by City Council.

Q: Pg. 5, Item E – Does the one hour or less response, apply while the contractor is on-site?

A: No it does not.

Q: Pg. 6, 3rd paragraph – Please clarify how the facility inspection reports apply to this service?

A: The intent of the report is to keep City staff informed of Graffiti incidents on City owned properties.

Q: Pg. 8, 1st sentence – Will the contractor be compensated for additional staff requested by the City?

A: No. Additional staff is not required.

Q: Pg. 18 – Please confirm the 4 million general insurance aggregate requirements. Industry standard is 2 million aggregate. Insurance excess cost will be passed on to the City.

A: Please follow the insurance requirements attached in the RFP.

Q: Pg. 19 – Please confirm the need for Pollution Liability Insurance. This is not a standard requirement for this type of service.

A: Confirmed.

The City will receive proposals at the Office of the City Clerk, located on the first floor at 6550 Miles Ave, Huntington Park, CA 90255, at 2:00 p.m. on June 10, 2019. Any proposals received late will not be considered.

Please sign this Addendum and return as part of your bid submittal.

Company name: Urban Graffiti Enterprises, Inc.

Representative name (print): Juan Reinoso

Representative signature:  Date: June 10, 2019

ATTACHMENTS

URBAN GRAFFITI ENTERPRISES INC. CONTRACTORS LICENSE



CONTRACTORS
STATE LICENSE BOARD
ACTIVE LICENSE



License Number **592356** Entity **CORP**

Business Name **URBAN GRAFFITI ENTERPRISES
INC**

Classification: **C33 C61/D38 C61/D52 C61/D63
C61/D42**

Expiration Date **12/31/2020**

www.cslb.ca.gov



Legal Name	Registration Number	County	City	License Type/Number(s)	Current Status	Registration Date	Expiration Date
URBAN GRAFFITI ENTERPRISES, INC.	1000015018	LOS ANGELES	COVINA	CSLB:592356	Active	08/13/2018	06/30/2019



BOARD OF SUPERVISORS

Hilda L. Solis
Mark Ridley-Thomas
Sheila Kuehl
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Kathryn Barger

COUNTY OF LOS ANGELES
DEPARTMENT OF CONSUMER
AND BUSINESS AFFAIRS

"To Enrich Lives Through Effective and Caring Service"



Joseph M. Nicchitta
Director

Joel Ayala
Chief Deputy

Rafael Carbajal
Chief Deputy

March 05, 2019

Juan Reinoso, President
URBAN GRAFFITI ENTERPRISES INC
1280 MOUNTAIN VIEW CIR.
AZUSA, CA 91702-1600

CBE I.D. # 086589

Status: MBE/DBE

Dear Juan Reinoso,

Congratulations! Your firm has been recertified as an eligible participant in the County of Los Angeles Community Business Enterprise (CBE) Program. This recertification is valid until March 05, 2021.

The County of Los Angeles Department of Consumer and Business Affairs (DCBA) reserves the right to request additional information and/or conduct an on-site visit at any time to verify any documentation submitted by the applicant. If there are any changes during this certification period, you are required to notify DCBA immediately.

We would also like to thank you for registering your business with the County's Vendor Registration website (WebVen) at <http://camisvr.co.la.ca.us/webven>. You are now eligible to participate in the County's on-line access to open bids, be placed on bid lists generated by County departments looking for prospective vendors and periodically be notified automatically via email of County bids by specific commodities/services.

Again, congratulations on your recertification. If you have any questions, please call (855) 230-6430 or email us at cbesbe@dcbalacounty.gov and refer to the identification number above.

Sincerely,

Joseph M. Nicchitta
Director

CHRISTIAN OLMOS
Program Chief, Office of Small Business
JM: CO