



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
April 5, 2022

TOPIC: Amend Agreement for Graffiti Removal Services

AGENDA TITLE

Amend the Agreement with Graffiti Protective Coatings, Inc. for Graffiti Removal Services, Increasing the Annual Amount for Fiscal Year 2021-22 by \$350,000, and by \$700,000 Annually for the Remaining Term of the Agreement (General and Non-General Fund)

RECOMMENDED ACTION

Authorize the City Manager to execute an amendment to the agreement with Graffiti Protective Coatings, Inc. for graffiti removal services, increasing the amount for Fiscal Year 2021-22 by \$350,000, for a total amount not to exceed \$1,710,000, and increasing the annual amount by \$700,000 thereafter, for a total amount not to exceed \$2,060,000 for the remaining term of the agreement ending on October 31, 2023, with five, one-year renewal options exercisable by the City Manager, for a total agreement amount not to exceed \$15,663,333, subject to non-substantive changes approved by the City Manager and City Attorney.

DISCUSSION

This item was continued from the March 15, 2022 City Council Meeting.

The Public Works Agency's Maintenance Services Division is responsible for citywide graffiti removal from locations that are visible on and adjacent to the right-of-way, including park facilities, bike lanes, and other high-traffic areas that are prone to graffiti. Graffiti removal services have been contracted since 2011 and provide removal at nearly 135,000 sites annually, with an average response time of 48 hours or less.

On July 21, 2020, the City entered into a three-year agreement with Graffiti Protective Coatings, Inc. (GPC), the current graffiti removal provider, in an amount not to exceed \$1,360,000 annually, with the option to grant up to five, one-year renewals. GPC has provided exceptional graffiti removal services for the City since 2014, removing graffiti from approximately 135,000 sites annually, of which 100,000 removals are proactive and 35,000 are in response to public service requests.

On January 18, 2022, during the General Fund First Quarter Budget Update presentation, City Council authorized a spending plan to increase service levels to the public. As a

result, the graffiti removal services program was allocated an additional \$300,000 for Fiscal Year 2021-22 and \$600,000 in future funding on an on-going, yearly basis. The funds will be used to add three technicians to support the current team of six that services the entire City. The additional technicians will assist in maintaining a rapid response time (48 hours average) and address graffiti issues in high-foot-traffic areas, such as the railroad properties, arterials, bike trails and other high-visibility areas.

The item was continued from the March 15, 2022, City Council meeting to allow staff time to also address graffiti abatement at City-owned downtown parking structures. Staff successfully negotiated a below-market price for graffiti removal services which will be provided at four City-owned parking structures and one surface parking lot, seven days a week.

In further efforts to prevent graffiti within the parking structures, the City's Community Development Agency is collaborating with the Santa Ana Unified School District (SAUSD) to develop the Santa Ana Graffiti Arts Program (GAP) for SAUSD high school students. The program focuses on the top floor of the parking structure located at 420 N Main Street and will be implemented this summer.

Five to seven local professional mural artists, specializing in diverse mural painting techniques (portraiture, lettering, tiling, etc.), will be selected through an application process to teach students how to research, design, and install large public art murals over the course of three months. The final products will be covered in an anti-graffiti coating to protect the murals from both unwanted markings and UV rays. By exposing students to painting and learning through the arts, GAP will achieve significant developmental youth outcomes, reduce youth participation in unsafe activities, and combat the teen dropout rate. By collaborating with local professional mural artists, GAP's curriculum will cultivate the students' artistic skills, increase their knowledge of local history, and introduce them to a network of professional artists and resources.

Additionally, as part of the Revive Santa Ana Property Compliance/Assistance Program and the Sanitization and Prevention Program, staff and contractors will be working with property owners throughout the city to offer financial assistance to address property compliance issues, eliminate blight and beautify the city. The programs may include the installation of landscaping treatments along block walls, fences, trash enclosures and the back of buildings visible to a public street, freeway or railroad to prevent graffiti in qualified census tracts throughout the city. Staff is finalizing program information and guidelines.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with the action.

FISCAL IMPACT

The annual expenditures approved in the current agreement are not to exceed \$1,360,000 annually. With approval of the requested amendment, the annual expenditure amount will increase by \$350,000 in Fiscal Year 2021-22, and \$700,000 annually for the remaining year of the three-year agreement and for any of the five renewal options that may be exercised, for a maximum not to exceed amount of \$15,663,333. Funding for this agreement is budgeted and available in the Fiscal Year 2021-22 Council-approved budget and will be budgeted in future years in the following accounts:

| Fiscal Year | Accounting Unit – Account # | Fund Description | Accounting Unit – Account Description | Amount |
|------------------------------|------------------------------------|-------------------------|--|--------------------|
| CURRENT ANNUAL AMOUNT | | | | |
| 2021-22 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,360,000 |
| ADDITIONAL AMOUNT | | | | |
| 2021-22 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$300,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$50,000 |
| ADJUSTED SUBTOTAL | | | | \$1,710,000 |
| REMAINING TERMS | | | | |
| 2022-23 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,960,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$100,000 |
| 2023-24 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,960,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$100,000 |
| 2024-25 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,960,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$100,000 |

| Fiscal Year | Accounting Unit – Account # | Fund Description | Accounting Unit – Account Description | Amount |
|--------------------|------------------------------------|-------------------------|--|---------------|
| 2025-26 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,960,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$100,000 |
| 2026-27 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,960,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$100,000 |
| 2027-28 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$1,960,000 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$100,000 |
| 2028-29 | 01117642-62300 | General Fund | Graffiti Abatement Program, Contract-Services Professional | \$653,333 |
| | 02718132-62300 | Enterprise Fund | Parking Facilities, Contract-Services Professional | \$33,333 |
| Total | | | | \$14,756,666 |

EXHIBIT(S)

1. Agreement with Graffiti Protective Coatings, Inc.

Submitted By: Nabil Saba, P.E., Executive Director – Public Works Agency and Steven Mendoza, Assistant City Manager

Approved By: Kristine Ridge, City Manager