



Board Report

File #: 2025-0406, File Type: Contract

Agenda Number: 31.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE JULY 17, 2025

SUBJECT: GRAFFITI ABATEMENT SERVICES

ACTION: AWARD CONTRACTS

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to:

- A. AWARD a firm fixed unit rate Contract No. OP91160(3)001R1 for Region 1 to Strive Well-Being, Inc. to provide graffiti abatement services in the Not-To-Exceed (NTE) amount of \$2,683,930 for the three-year base period, and \$1,991,400 for the one, two-year option term, for a combined NTE amount of \$4,675,330, effective October 1, 2025, subject to the resolution of any properly submitted protest(s), if any;
- B. AWARD a firm fixed unit rate Contract No. OP91160(3)002R2 for Region 2 to BriteWorks, Inc. to provide graffiti abatement services in the NTE amount of \$3,436,171 for the three-year base period, and \$2,458,952 for the one, two-year option term, for a combined NTE amount of \$5,895,123, effective October 1, 2025, subject to the resolution of any properly submitted protest(s), if any; and
- C. AWARD a firm fixed unit rate Contract No. OP91160(3)003R3 for Region 3 to Urban Graffiti Enterprises, Inc. to provide graffiti abatement services in the NTE amount of \$5,002,335 for the three-year base period, and \$3,334,890 for the one, two-year option term, for a combined NTE amount of \$8,337,225, effective October 1, 2025, subject to the resolution of properly submitted protest(s), if any.

ISSUE

The existing regional contracts providing graffiti abatement services expire on September 30, 2025. The three new contract awards are required to ensure continuity of maintenance services, effective October 1, 2025. Under these new contracts, graffiti abatement services will be performed throughout Metro's service area, restructured and split geographically into three regions, as shown within Attachment C.

BACKGROUND

On December 18, 2024, a new solicitation to provide graffiti abatement maintenance services for the three regions was issued under the SBE Set Aside Program. On February 5, 2025, 21 proposals were received for regions 1, 2, and 3 combined; however, only five proposals for each region were deemed responsive to the SBE Set Aside Program requirements.

Regular graffiti abatement services are essential for Metro facilities to maintain a safe, clean, and pleasant environment for our patrons. Approximately 4,000 graffiti tags are removed monthly from Metro facilities, Rights-Of-Way (ROWs), parking lots, and parcel properties. This service will continue our long-standing practice of zero tolerance for graffiti systemwide, enhance customer experience, and improve Metro facilities' overall conditions.

DISCUSSION

Under these new graffiti abatement maintenance services contracts, the contractors are required to perform daily inspections throughout Metro's system. All accessible graffiti observed by the contractor must be removed immediately within the same day. All reported accessible graffiti must be removed within 48 hours, and reported non-accessible graffiti must be removed expeditiously upon securing approved track allocation and support. Graffiti will be removed using chemical removal agents, a rag, pressurized hot water, and paint-out methods.

Under the terms of these new contracts, the number of bus and rail stations, facilities, and locations will increase from 533 to 552, including 19 additional locations for the D line (Purple) Westside Extensions, and A Line (Blue) Foothill Extension Phase 2B system expansion projects as they become operational.

DETERMINATION OF SAFETY IMPACT

The approval of this item will ensure service continuity and meet Metro maintenance standards by promptly providing regularly scheduled and as-needed graffiti abatement maintenance services. A proactive approach to maintenance needs will ensure the delivery of safe, clean, on-time, and reliable services systemwide.

FINANCIAL IMPACT

Funding of \$3,755,013 for systemwide graffiti abatement maintenance services is included in the FY26 budget under cost center 8370 - Facilities Contracted Maintenance Services, account 50308, Service Contract Maintenance, under various projects.

Since these are multi-year contracts, the cost center manager and Deputy Chief Operations Officer, Shared Mobility, will be accountable for budgeting the cost in future years.

Impact to Budget

The current source of funds for this action includes operating eligible funds, including Passenger Fares, Propositions A and C, Measures R and M sales tax revenues, State Transit Assistance (STA),

and the Transportation Development Act. These funding sources are eligible for bus and rail operations. Given approved guidelines and provisions, using these funding sources leverages maximum project fund use.

EQUITY PLATFORM

Providing ongoing graffiti abatement maintenance services supports the beautification and cleanliness of Metro facilities, enhancing patrons' experience while utilizing Metro's transit system. Survey results have shown that bus and rail station cleanliness was identified as one of the top areas of concern and was used to assist with funds allocation for the FY26 budget.

As part of this solicitation, Metro hosted two Systemwide Metro Connect Industry Forum Outreach events on August 23 and August 31, 2023, to provide an overview of the Small Business Programs requirements for competitively negotiated procurements.

This procurement was solicited under the Small Business (SB) Prime (Set-Aside) program. Strive Well-Being Inc., an SB Prime, made a 30% SBE commitment for Region 1, BriteWorks, Inc., an SB Prime, made a 66.03% commitment for Region 2, and Urban Graffiti Enterprises, Inc., an SB Prime, made a 100% SBE commitment for Region 3.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all Board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through these maintenance activities that will improve bus and rail station cleanliness and further encourage transit ridership. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The staff recommendation supports Strategic Goal 2: Deliver outstanding trip experiences for all users of the transportation system. Performing ongoing graffiti abatement maintenance services will ensure providing safe and clean conditions while enhancing customers' experience.

ALTERNATIVES CONSIDERED

The Board may elect not to approve the recommendations. This option is not recommended as it would result in a gap in service that would impact Metro's system safety, cleanliness, operation, and customer experience.

After completing a financial-based insourcing/outourcing study based on a quantitative and qualitative assessment, staff has conducted an initial analysis of insourcing/outourcing options for graffiti abatement services, among other services. Based on the findings, graffiti abatement services may be considered for insourcing. Approving this recommendation for a contract award will allow staff the time during the three-year base contract term to take the necessary steps for the planning, acquisition of equipment and materials, allocation of resources, training, and implementation to bring graffiti abatement services in-house.

NEXT STEPS

Upon approval by the Board, staff will execute Contract No. OP91160(3)001R1 for Region 1 with Strive Well-Being, Inc., Contract No. OP91160(3)002R2 for Region 2 with BriteWorks, Inc., and Contract No. OP91160(3)003R3 with Urban Graffiti Enterprises, Inc., for Region 3, to provide graffiti abatement services, effective October 1, 2025.

ATTACHMENTS

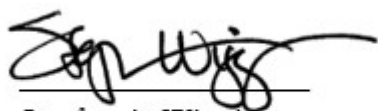
Attachment A - Procurement Summary
Attachment B - DEOD Summary
Attachment C - Three Regions' Maps

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Chief Executive Officer

PROCUREMENT SUMMARY

**GRAFFITI ABATEMENT SERVICES FOR
REGIONS 1, 2, AND 3 / OP91160(3)001R1, OP91160(3)002R2, OP91160(3)003R3**

1.	Contract Number: OP91160(3)001R1 (Region 1) OP91160(3)002R2 (Region 2) OP91160(3)003R3 (Region 3)	
2.	Recommended Vendor: Strive Well-Being, Inc. (Region 1) Briteworks, Inc. (Region 2) Urban Graffiti Enterprises, Inc. (Region 3)	
3.	Type of Procurement (check one): ☐ IFB ☒ RFP ☐ RFP-A&E ☐ Non-Competitive ☐ Modification ☐ Task Order	
4.	Procurement Dates:	
	A. Issued: December 18, 2024	
	B. Advertised/Publicized: December 18, 2024	
	C. Pre-Proposal Conference: January 2, 2025	
	D. Proposals Due: February 5, 2025	
	E. Pre-Qualification Completed: May 9, 2025	
	F. Ethics Declaration Forms submitted to Ethics: February 11, 2025	
	G. Protest Period End Date: July 22, 2025	
5.	Solicitations Downloaded: 26	Bids/Proposals Received: 7 (Region 1) 7 (Region 2) 7 (Region 3)
6.	Contract Administrator: Annie Duong	Telephone Number: 213-418-3048
7.	Project Manager: Ruben Cardenas	Telephone Number: 213-922-5932

A. Procurement Background

This Board Action is to approve Contract Nos. OP91160(3)001R1 (Region 1) to Strive Well-Being, Inc., OP91160(3)002R2 (Region 2) to Briteworks, Inc., and OP91160(3)003R3 (Region 3) to Urban Graffiti Enterprises, Inc., to provide graffiti abatement services throughout Metro bus and rail facilities, active and inactive rights of way (IROW), Metro Park & Ride (P&R) Lots and Caltrans P&R Lots. Board approval of contract awards is subject to the resolution of any properly submitted protest(s), if any.

The Request for Proposals (RFP) was originally issued on September 27, 2022, as a Small Business Prime Set-Aside. Metro received 12 proposals for regions 1 and 2 combined. However, the solicitation was canceled to expand SBE Prime participation and to limit contract awards to a maximum of two regions per proposer.

On October 13, 2023, RFP No. OP91160-2 was issued as a Small Business Prime Set-Aside. Metro received 14 proposals for regions 1, 2, and 3 combined. However, the solicitation was canceled to expand SBE Prime participation and to limit contract award to a maximum of one region per proposer.

On December 18, 2024, RFP No. OP91160(3) was issued as a competitive procurement in accordance with Metro's Acquisition Policy, and the contract type is firm fixed unit rate. The

RFP was issued as a Small Business Prime Set-Aside solicitation and contract award was limited to one region per firm.

Three amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on December 23, 2024, revised LOI-01 Notice of Invitation and Exhibit 3A - Evaluation Criteria to allow award of more than one region to a proposer if Metro does not receive a sufficient number of responsive and responsible proposals per region;
- Amendment No. 2, issued on January 15, 2025, extended the RFP proposal due date from January 22, 2025 to January 29, 2025;
- Amendment No. 3, issued on January 24, 2025, extended the RFP proposal due date from January 29, 2025 to February 5, 2025.

A total of 26 downloads of the RFP were included in the planholders list. A virtual pre-proposal conference was held on January 2, 2025, and was attended by 6 participants representing 5 firms. There were 20 questions received, and responses were issued prior to the proposal due date.

A total of 21 proposals were received by the proposal due date of February 5, 2025, and are listed below in alphabetical order by region:

Region 1

1. ACME Manpower, Inc.
2. Bread & Water Landscape, LLC
3. BriteWorks, Inc.
4. Far East Landscaping and Maintenance, Inc.
5. Strive Well-Being, Inc.
6. Urban Graffiti Enterprises, Inc.
7. US National Corp dba Jimenez Painting Company

Region 2

1. ACME Manpower, Inc.
2. Bread & Water Landscape, LLC
3. BriteWorks, Inc.
4. Far East Landscaping and Maintenance, Inc.
5. Strive Well-Being, Inc.
6. Urban Graffiti Enterprises, Inc.
7. US National Corp dba Jimenez Painting Company

Region 3

1. ACME Manpower, Inc.
2. Bread & Water Landscape, LLC
3. BriteWorks, Inc.
4. Far East Landscaping and Maintenance, Inc.
5. Strive Well-Being, Inc.
6. Urban Graffiti Enterprises, Inc.
7. US National Corp dba Jimenez Painting Company

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Facilities Contracted Maintenance Services, Transportation Planning, Parking Management Department, and System Security & Law Enforcement was convened and conducted a comprehensive technical evaluation of the proposals received for all three regions.

Of the 21 proposals received, Far East Landscaping and Maintenance, Inc. and US National Corp dba Jimenez Painting Company proposed on regions 1, 2 and 3 and were determined by Metro's Diversity and Economic Opportunity Department (DEOD) to be non-responsive for failing to meet the Small Business Prime Set-Aside (SBE) requirements for the solicitation. Hence, both firms were excluded from further evaluation.

From February 28, 2025, through May 20, 2025, the PET independently evaluated the remaining 15 proposals based on the following evaluation criteria:

Phase I – Minimum Qualification Evaluation: This is a pass/fail criteria. To be responsive to the RFP minimum qualification requirements, proposers must meet all of the following:

1. Prime Contractor's project manager managing and/or performing the work, must each have three years of related skill and experience in performing comprehensive graffiti removal services when the proposal is submitted. Proposer must provide resumes or a list of projects, including duties and responsibilities that demonstrate the identified/named manager's three years of experience.
2. Proposer must submit completed reference information forms as follows:
 - Pro Form 055, List of Completed Projects – Last Five Years
 - Pro Form 054, List of Current Projects (backlog), and
 - Supplemental list of Current Projects form
3. Contractor shall compile and submit a report listing all safety training the Project Manager/Supervisor has received within the past three (3) years. The information shall include the following: date of training, type and/or course title, duration/hours, and company/school that provided the training.
4. Contractor and/or Subcontractor performing the work must hold a valid, current, and good standing State of California C-33 License for Painting and C61/D-38 Specialty License for Sand and Water Blasting.
5. Proposers and their subcontractors must be registered with the Department of Industrial Relations to be eligible to propose and work on public works projects in accordance with California Labor Code §1725.5.

The PET deemed all 15 proposals to be responsive to the minimum qualification evaluation and continued with the weighted evaluation based on the following Phase II – Technical Evaluation.

- Qualifications of the Firm/Team 15%
- Qualifications and Experience of Key Personnel 20%
- Work Plan/Approach 35%
- Price 30%

Several factors were considered in developing these weights, giving the greatest importance to the work plan/approach.

The PET independently evaluated and scored the technical proposals in accordance with the evaluation criteria. In consideration of the RFP cap, which limits the number of contracts that may be awarded to a proposer to a single contract, the following firms are being recommended for award:

Region	Recommended Firm
1	Strive Well-Being, Inc.
2	BriteWorks, Inc.
3	Urban Graffiti Enterprises, Inc.

Urban Graffiti was the top-ranked firm for all three regions and is recommended for contract award for Region 3, the largest region in terms of size and number of locations covered. For Regions 1 and 2, contract award is being recommended to Strive Well-Being and BriteWorks, respectively, the second-ranked firms.

Qualification Summary of Firms:

ACME Manpower, Inc.

ACME Manpower, Inc. (ACME), located in Lancaster, CA, has been in business since 2017. It currently provides graffiti removal, landscaping and irrigation maintenance, trash, vegetation removal and herbicide application services to Metro as a subcontractor. Other clients include Los Angeles City Medians Landscaping, Los Angeles City Tree Trimming, and Veterans Administration Hospital. Its subcontractor, Woods Maintenance Services, Inc., located in North Hollywood, CA, has been providing graffiti abatement, graffiti paint out, trash and vegetation maintenance, and landscaping services to Metro since 2001, and performance has been satisfactory.

Bread & Water Landscape, LLC

Bread & Water Landscape, LLC (Bread & Water), located in Pacoima, CA, has been in business since 2019. It caters to both commercial and residential clients providing landscaping and weed abatement removal services, trash removal, illegal dumping cleanups, and graffiti removal. It currently provides landscaping and maintenance services to Metro as a subcontractor. Public agency clients include the Los Angeles Parks and Recreation, California Department of Transportation and the Los Angeles County Development Authority. Its subcontractor, Woods Maintenance Services, Inc., located in North Hollywood, CA, has been providing graffiti abatement, graffiti paint out, trash and vegetation maintenance, and landscaping services to Metro since 2001, and performance has been satisfactory.

BriteWorks, Inc.

BriteWorks, Inc. (Briteworks), headquartered in Covina, CA, has been in business for almost 25 years and provides commercial and janitorial services. Clients include the City of Irwindale and Police Department, City of West Covina, its Senior Centers and Police Department, Coca-Cola, Disney, Irwindale City Brewery, USDA, and the Army Corps of Engineers. Its subcontractor, Woods Maintenance Services, Inc., located in North Hollywood, CA, has been providing graffiti abatement, graffiti paint out, trash and vegetation maintenance and landscaping services to Metro since 2001, and performance has been satisfactory.

Strive Well-Being, Inc.

Strive Well-Being, Inc. (Strive Well-Being), headquartered in San Diego, CA, has been in business since 2012. It primarily provides consulting and program management, facility and safety management, fitness and wellness services. Its subcontractor, Superior Property Services, Inc., located in Pico Rivera, CA has been providing graffiti abatement, graffiti solutions and pressure washing services since 1993. Graffiti abatement services clients include Metro, Southern California transit agencies, and municipalities such as the County of Los Angeles, County of Orange, City of Hollywood, and City of Anaheim.

Urban Graffiti Enterprises, Inc.

Urban Graffiti Enterprises, Inc. (Urban Graffiti), headquartered in Azusa, CA, has been in business for over 20 years. It currently provides graffiti removal, anti-graffiti coating, steam cleaning, pressure washing and trash collection services to Metrolink, City of San Fernando, City of Burbank, City of West Hollywood, City of Covina, Compton, Arcadia, and various municipalities in Orange and Riverside Counties. It has been providing services to Metro since 2014.

The following is a summary of the PET scores:

Region 1

Award is being recommended to the second top-ranked firm due to the RFP cap, which limits the number of contracts that may be awarded to a proposer to a single contract.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Urban Graffiti Enterprises, Inc.				
3	Qualifications of the Firm/Team	81.33	15.00%	12.20	
4	Qualifications and Experience of Key Personnel	85.00	20.00%	17.00	
5	Work Plan/Approach	88.00	35.00%	30.80	
6	Price	94.47	30.00%	28.34	
7	Total		100.00%	88.34	1

8	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
9	Strive Well-Being, Inc.				
10	Qualifications of the Firm/Team	72.00	15.00%	10.80	
11	Qualifications and Experience of Key Personnel	79.15	20.00%	15.83	
12	Work Plan/Approach	82.00	35.00%	28.70	
13	Price	100.00	30.00%	30.00	
14	Total		100.00%	85.33	2
15	BriteWorks, Inc.				
16	Qualifications of the Firm/Team	76.67	15.00%	11.50	
17	Qualifications and Experience of Key Personnel	78.35	20.00%	15.67	
18	Work Plan/Approach	79.34	35.00%	27.77	
19	Price	99.13	30.00%	29.74	
20	Total		100.00%	84.68	3
21	Bread & Water Landscape, LLC				
22	Qualifications of the Firm/Team	68.67	15.00%	10.30	
23	Qualifications and Experience of Key Personnel	80.85	20.00%	16.17	
24	Work Plan/Approach	85.34	35.00%	29.87	
25	Price	83.67	30.00%	25.10	
26	Total		100.00%	81.44	4
27	ACME Manpower, Inc.				
28	Qualifications of the Firm/Team	71.33	15.00%	10.70	
29	Qualifications and Experience of Key Personnel	85.85	20.00%	17.17	
30	Work Plan/Approach	77.34	35.00%	27.07	
31	Price	83.67	30.00%	25.10	
32	Total		100.00%	80.04	5

Region 2

Award is being recommended to the second top-ranked firm due to the RFP cap, which limits the number of contracts that may be awarded to a proposer to a single contract.

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Urban Graffiti Enterprises, Inc.				
3	Qualifications of the Firm/Team	81.33	15.00%	12.20	
4	Qualifications and Experience of Key Personnel	85.00	20.00%	17.00	
5	Work Plan/Approach	88.00	35.00%	30.80	
6	Price	91.33	30.00%	27.40	
7	Total		100.00%	87.40	1

8	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
9	BriteWorks, Inc.				
10	Qualifications of the Firm/Team	76.67	15.00%	11.50	
11	Qualifications and Experience of Key Personnel	78.35	20.00%	15.67	
12	Work Plan/Approach	79.34	35.00%	27.77	
13	Price	98.60	30.00%	29.58	
14	Total		100.00%	84.52	2
15	Strive Well-Being, Inc.				
16	Qualifications of the Firm/Team	45.33	15.00%	6.80	
17	Qualifications and Experience of Key Personnel	79.15	20.00%	15.83	
18	Work Plan/Approach	82.00	35.00%	28.70	
19	Price	100.00	30.00%	30.00	
20	Total		100.00%	81.33	3
21	ACME Manpower, Inc.				
22	Qualifications of the Firm/Team	70.67	15.00%	10.60	
23	Qualifications and Experience of Key Personnel	85.85	20.00%	17.17	
24	Work Plan/Approach	77.34	35.00%	27.07	
25	Price	86.87	30.00%	26.06	
26	Total		100.00%	80.90	4
27	Bread & Water Landscape, LLC				
28	Qualifications of the Firm/Team	46.00	15.00%	6.90	
29	Qualifications and Experience of Key Personnel	80.00	20.00%	16.00	
30	Work Plan/Approach	85.34	35.00%	29.87	
31	Price	88.87	30.00%	26.66	
32	Total		100.00%	79.43	5

Region 3

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Urban Graffiti Enterprise, Inc.				
3	Qualifications of the Firm/Team	81.33	15.00%	12.20	
4	Qualifications and Experience of Key Personnel	85.00	20.00%	17.00	
5	Work Plan/Approach	88.00	35.00%	30.80	
6	Price	95.27	30.00%	28.58	
7	Total		100.00%	88.58	1
8	BriteWorks, Inc.				
9	Qualifications of the Firm/Team	76.67	15.00%	11.50	
10	Qualifications and Experience of Key Personnel	76.65	20.00%	15.33	
11	Work Plan/Approach	79.34	35.00%	27.77	

12	Price	100.00	30.00%	30.00	
13	Total		100.00%	84.60	2
14	Bread & Water Landscape, Inc.				
15	Qualifications of the Firm/Team	68.67	15.00%	10.30	
16	Qualifications and Experience of Key Personnel	80.85	20.00%	16.17	
17	Work Plan/Approach	85.34	35.00%	29.87	
18	Price	84.37	30.00%	25.31	
19	Total		100.00%	81.65	3
20	ACME Manpower, Inc.				
21	Qualifications of the Firm/Team	72.00	15.00%	10.80	
22	Qualifications and Experience of Key Personnel	85.85	20.00%	17.17	
23	Work Plan/Approach	77.34	35.00%	27.07	
24	Price	84.37	30.00%	25.31	
25	Total		100.00%	80.35	4
26	Strive Well-Being, Inc.				
27	Qualifications of the Firm/Team	71.33	15.00%	10.70	
28	Qualifications and Experience of Key Personnel	79.15	20.00%	15.83	
29	Work Plan/Approach	54.66	35.00%	19.13	
30	Price	98.97	30.00%	29.69	
31	Total		100.00%	75.35	5

C. Price Analysis

Region 1

The recommended amount has been determined to be fair and reasonable based on adequate price competition, an Independent Cost Estimate (ICE), technical analysis, and price analysis.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1	Strive Well-Being, Inc.	\$4,675,330	\$4,876,710	\$4,675,330
2	Urban Graffiti Enterprises, Inc.	\$4,949,730		
3	BriteWorks, Inc.	\$4,715,617		
4	Bread & Water Landscape, LLC	\$5,588,640		
5	ACME Manpower, Inc.	\$5,588,640		

Region 2

The recommended amount has been determined to be fair and reasonable based on adequate price competition, an ICE, technical analysis, and price analysis.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1	BriteWorks, Inc.	\$5,895,123	\$6,361,440	\$5,895,123
2	Urban Graffiti Enterprises, Inc.	\$6,364,208		
3	Strive Well Being, Inc.	\$5,812,080		
4	ACME Manpower, Inc.	\$6,691,020		
5	Bread & Water Landscape, LLC	\$6,539,190		

Region 3

The recommended amount has been determined to be fair and reasonable based on adequate price competition, an ICE, technical analysis, and price analysis.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1	Urban Graffiti Enterprises, Inc.	\$8,337,225	\$8,384,640	\$8,337,225
2	BriteWorks, Inc.	\$7,748,304		
3	Bread & Water Landscape, LLC	\$8,565,960		
4	ACME Manpower, Inc.	\$8,764,860		
5	Strive Well Being, Inc.	\$7,549,260		

D. Background on Recommended Contractors

BriteWorks, Inc.

BriteWorks, Inc. (BriteWorks), established in 2001, specializes in commercial and industrial quality cleaning for the business community. BriteWorks currently provides graffiti abatement and trash removal services to Metro as a subcontractor and performance has been satisfactory.

Strive Well-Being, Inc.

Strive Well-Being, Inc. (Strive Well-Being), established in 2012, is a consulting, facility, safety management, fitness, and wellness services company. Together with its subcontractor, the Strive Well-Being team brings a combined 35 years of experience providing graffiti removal services for public agencies. Strive Well-Being provided graffiti survey and abatement services at Metro headquarters in 2021, and performance was satisfactory.

Urban Graffiti Enterprise, Inc.

Urban Graffiti Enterprise, Inc. (Urban Graffiti), established in 2000, is a graffiti removal services company, including site cleanups, nuisance abatement, trash and debris collection under various public and private sectors. Other services Urban Graffiti provides include steam cleaning, pressure washing, trash collection, etched window repair, and protective film installation. Urban Graffiti has been providing various facility services to Metro since 2014, and performance has been satisfactory.

DEOD SUMMARY

**GRAFFITI ABATEMENT SERVICES FOR
REGIONS 1, 2 AND 3 / OP91160(3)001R1, OP91160(3)002R2, and
OP91160(3)003R3**

A. Small Business Participation

This solicitation was subject to the Small Business Set-Aside program and open to certified Small Business Enterprise (SBE) firms only. All recommended awardees are SB primes and have committed to self-performing at least thirty percent or higher with their own workforce.

Region 1:

Strive Well-Being, Inc., an SB Prime, made a 30% SBE commitment and listed one non-certified subcontractor to perform on this contract.

	SBE Prime Contractor	SBE % Committed
1.	Strive Well-Being, Inc. (Prime)	30%
Total Commitment		30%

Region 2:

BriteWorks, Inc., an SB Prime, made a 66.03% SBE commitment and listed one non-certified subcontractor to perform on this contract.

	SBE Prime Contractor	SBE % Committed
1.	BriteWorks, Inc. (Prime)	66.03%
Total Commitment		66.03%

Region 3:

Urban Graffiti Enterprises, Inc., a Small Business (SB) Prime, made a 100% SBE commitment performing 100% of the work with its own workforce.

	SBE Prime Contractor	SBE % Committed
1.	Urban Graffiti Enterprises, Inc. (Prime)	100%
Total Commitment		100%

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this contract.

C. Prevailing Wage Applicability

Prevailing Wage requirements are applicable to this contract. DEOD will monitor contractors' compliance with the State of California Department of Industrial Relations (DIR), California Labor Code, and, if federally funded, the U S Department of Labor (DOL) Davis Bacon and Related Acts (DBRA).

D. Project Labor Agreement/Construction Careers Policy

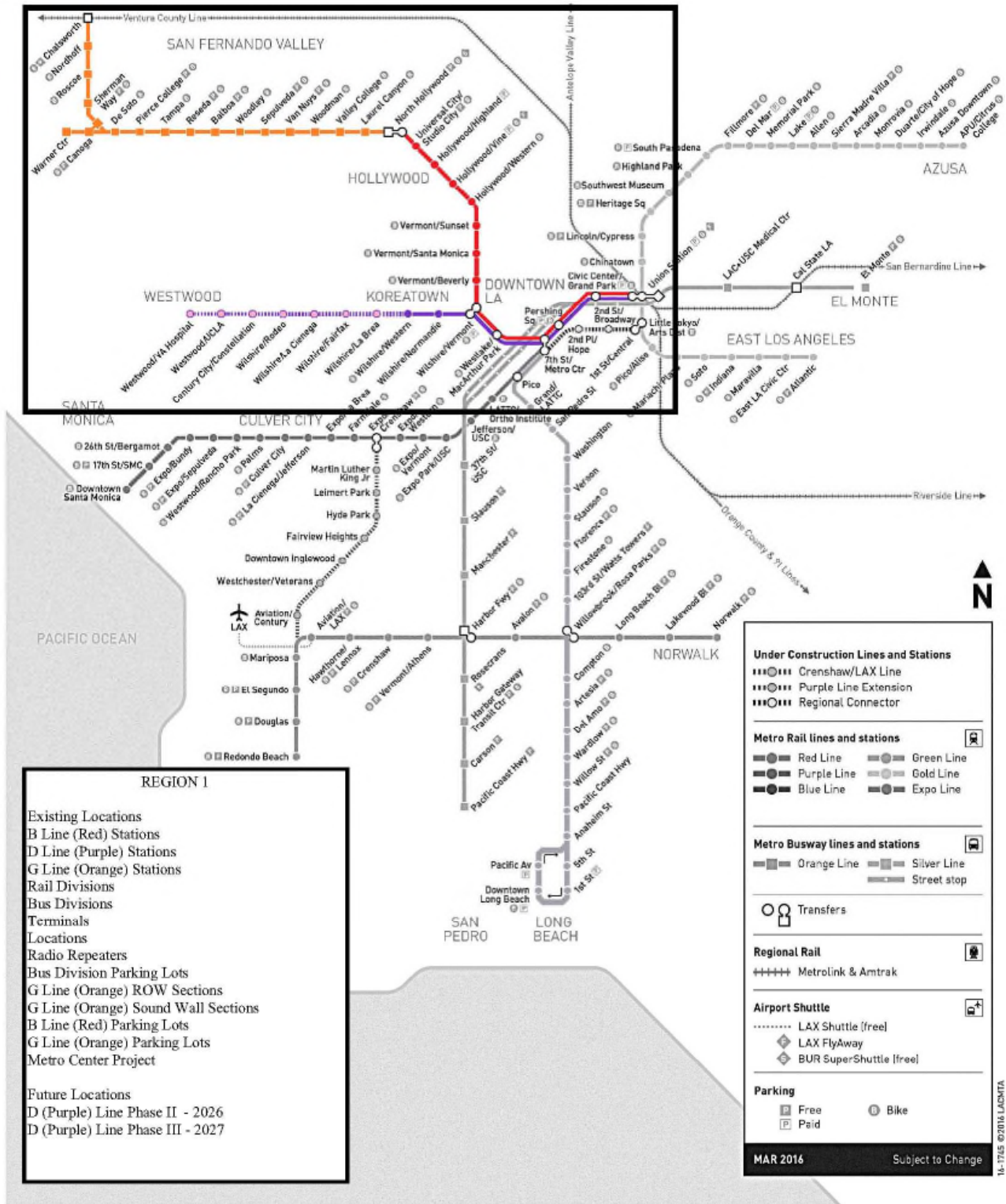
Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.

ATTACHMENT C

THREE REGIONS' MAPS

GRAFFITI ABATEMENT SERVICES

REGION 1

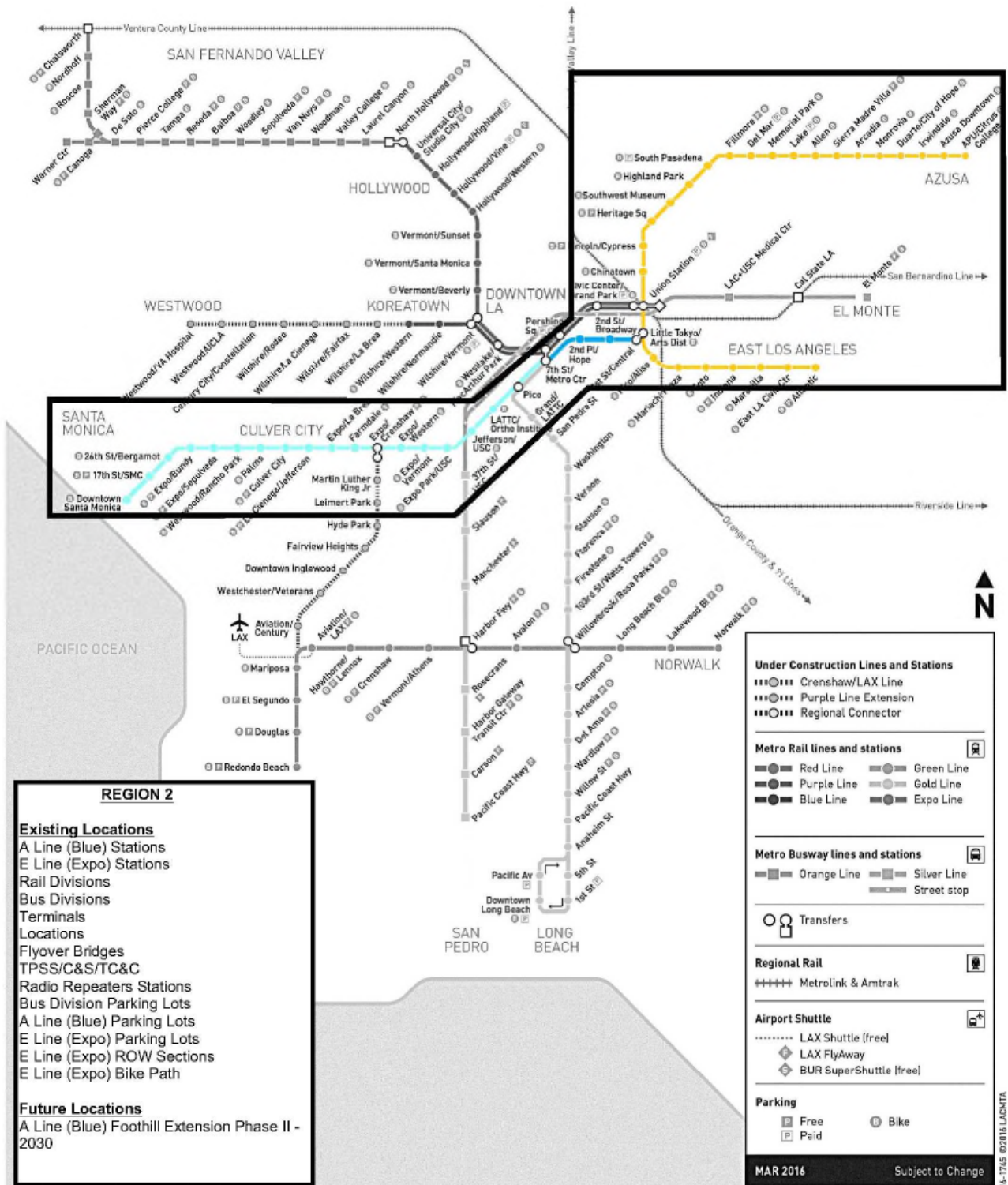


ATTACHMENT C

THREE REGIONS' MAPS

GRAFFITI ABATEMENT SERVICES

REGION 2

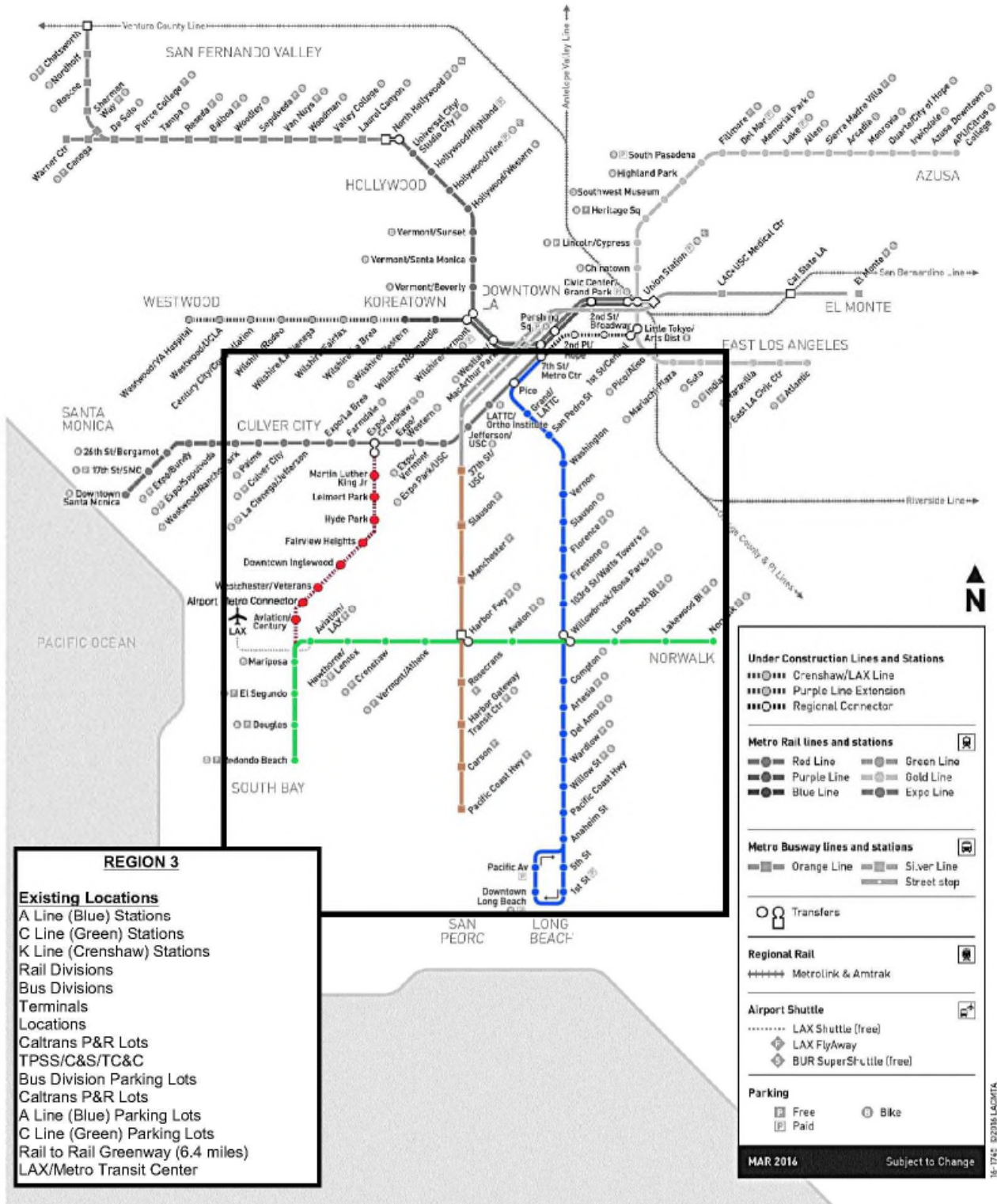


ATTACHMENT C

THREE REGIONS' MAPS

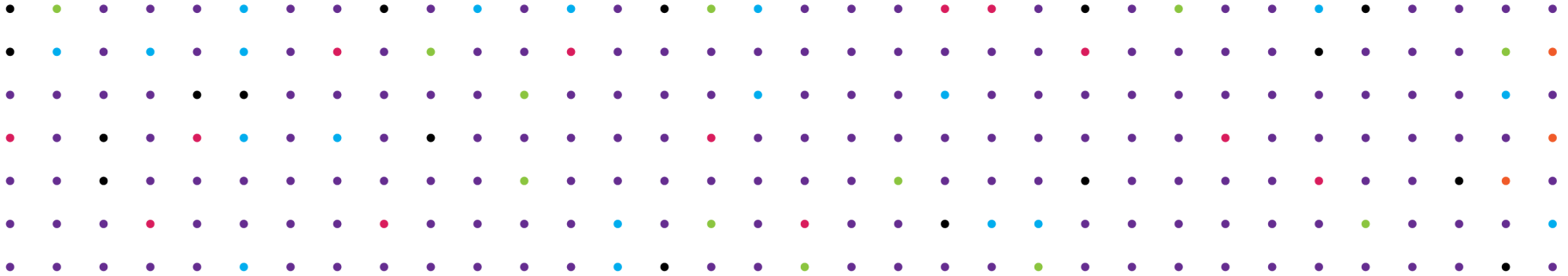
GRAFFITI ABATEMENT SERVICES

REGION 3



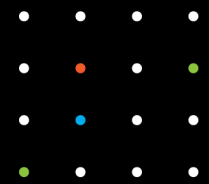
Shared Mobility - Facilities Contracted Maintenance Services

GRAFFITI ABATEMENT SERVICES – #2025-0406



Operations, Safety, & Customer Experience Committee Meeting
July 17, 2025

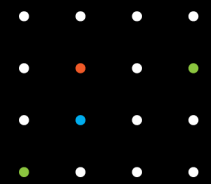
RECOMMENDATION



AUTHORIZE the Chief Executive Officer (CEO) to:

- A. Award a firm fixed unit rate Contract No. OP91160(3)001R1 for Region 1 to Strive Well-Being, Inc., to provide graffiti abatement services in the not-to-exceed (NTE) amount of \$2,683,930 for the three-year base period, and \$1,991,400 for the one, two-year option, for a combined NTE amount of \$4,675,330, effective October 1, 2025, subject to resolution of properly submitted protest(s), if any; and
- B. Award a firm fixed unit rate Contract No. OP91160(3)002R2 for Region 2 to BriteWorks, Inc., to provide graffiti abatement services in the NTE amount of \$3,436,171 for the three-year base period, and \$2,458,952 for the one, two-year option, for a combined NTE amount of \$5,895,123, effective October 1, 2025, subject to resolution of properly submitted protest(s), if any; and
- C. Award a firm fixed unit rate Contract No. OP91160(3)003R3 for Region 3 to Urban Graffiti Enterprises Inc., to provide graffiti abatement services in the NTE amount of \$5,002,335 for the three-year base period, and \$3,334,890 for the one, two-year option, for a combined NTE amount of \$8,337,225, effective October 1, 2025, subject to resolution of properly submitted protest(s), if any.

ISSUE & DISCUSSION



AWARDEE

- Region 1 - Strive Well-Being, Inc. (Second ranked firm due to the RFP Cap)
- Region 2 - BriteWorks, Inc. (Second ranked firm due to the RFP Cap)
- Region 3 - Urban Graffiti Enterprises Inc.

NUMBER OF PROPOSALS – 21 (7 per Region)

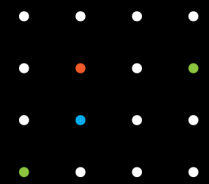
	Region 1	Region 2	Region 3
• ACME Manpower, Inc.	80.04%	80.90%	80.35%
• Bread & Water Landscape, LLC	81.44%	79.43%	81.65%
• BriteWorks Inc.	84.68%	84.52%	84.60%
• Far East Landscape & Maintenance, Inc.	(Non-Responsive)		
• Strive Well-Being, Inc.	85.33%	81.33%	75.35%
• Urban Graffiti Enterprises, Inc.	88.34%	87.40%	88.58%
• US National Corp.	(Non-Responsive)		

DEOD COMMITMENT

Small Business (SB) Prime (Set-Aside)



ISSUE & DISCUSSION



ISSUE

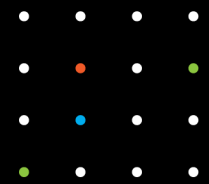
The existing regional contracts providing graffiti abatement services expire on September 30, 2025. The three (3) new contract awards are required to ensure continuity of maintenance services, effective October 1, 2025.

DISCUSSION

Under these new graffiti abatement maintenance services contracts, the contractors are required to:

- Perform daily inspections throughout Metro's system.
- Remove all accessible graffiti observed by the contractor within the same day.
- Remove all reported accessible graffiti within 48 hours, and reported non-accessible graffiti must be removed expeditiously upon securing approved track allocation and support.
- Graffiti will be removed using chemical removal agents, a rag, pressurized hot water, and paint-out methods.

ISSUE & DISCUSSION



DISCUSSION (Continued...)

- Regular graffiti abatement services are essential for Metro facilities to maintain a safe and clean environment.
- Approximately 4,000 graffiti tags are removed monthly from Metro facilities, Rights-Of-Way (ROWs), parking lots, and parcel properties, continuing our long-standing practice of zero tolerance for graffiti systemwide to enhance customer experience and improve Metro facilities' overall conditions.
- Under the terms of these new contracts, the number of Metro bus and rail stations, facilities, and locations will increase from 533 to 552, including 19 additional locations for the D line (Purple) Westside Extensions, and A Line (Blue) Foothill Extension Phase 2B system expansion projects as they become operational.