
File #: 2016-321, Version: 1

City Council

MEETING DATE: 8/24/2016

TITLE:

Contract with Graffiti Protective Coatings, Inc. for Graffiti Abatement Services

FROM:

Pat Milos, Community Development Director

RECOMMENDATION:

Staff recommends the City Council approve a two-year service contract with two one-year extension options with Graffiti Protective Coatings, Inc. (GPC) to provide graffiti abatement services and authorize the City Manager (or designee) to execute the contract.

BACKGROUND:

The City of Cathedral City completed a one year pilot program with Graffiti Protective Coatings Inc. to provide abatement support services to mitigate graffiti and reduce this expense. The program resulted in the timely removal of graffiti, including optimum paint and surface blending, mitigation reporting and tracking. The cost of the program for the pilot year was \$15.80 per incident. During the 10 month period from September 2015 to June 2016, the company removed 4,190 graffiti tags at a total cost of \$66,201.60.

DISCUSSION:

Graffiti Protective Coatings (GPC) is located in Southern California and has over 1,000 municipalities, government agencies and private clients. GPC's definition of professional abatement is a technique that leaves no traces of past vandalism. GPC also provides a minimum 98% color match quality to restore color on permeable surfaces.

GPC has a proactive zero-tolerance approach to graffiti abatement through constant patrol of the service area and provides a 24 hour, seven day a week response based on requests received from City Staff and residents through the City's graffiti hotline. In addition, GPC provides a 60 minute or less response to emergencies.

GPC agrees to keep the charge for graffiti mitigation at \$15.80 per incident for the term of the

contract.

FISCAL IMPACT:

Cathedral City budgeted \$116,829 for Fiscal Year 2016 -2017 for graffiti abatement services from the General Fund. Approval of the recommended action will be for an amount not to exceed \$100,000 annually.

ATTACHMENTS:

Attachment No. 1: GPC Agreement