

PROCUREMENT SUMMARY

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

1.	Contract Number: OP91160(3)001R1 (Region 1) OP91160(3)002R2 (Region 2)	
2.	Revised Recommended Vendors: Briteworks, Inc.(Region 1) Strive Well-Being, Inc. (Region 2)	
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: November 25, 2025	
5.	Solicitations Downloaded: 26	Bids/Proposals Received: 7 (Region 1) 7 (Region 2)
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 Briteworks, Inc. and OP91160(3)002R2 (Region 2) to Strive Well-Being, 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 14 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

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 14 proposals received, Far East Landscaping and Maintenance, Inc. and US National Corp dba Jimenez Painting Company proposed on regions 1, and 2 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 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 July 2025, the Board approved award of three contracts to Strive Well-Being (Region 1), BriteWorks, Inc. (Region 2), and Urban Graffiti Enterprises, Inc. (Region 3) to provide graffiti abatement services (File #2025-0406), subject to the resolution of any properly submitted protest(s). Following the issuance of the Notice of Intent to Award, staff received a protest and subsequent appeal from one of the proposing firms, who raised concerns about the

calculation of the final evaluation scores. After reviewing the final score calculations that were included in the July Board report, staff discovered an error in the calculation for Region 2 which results in a different recommended firm. Based on revised score calculations that have been validated and in consideration of the RFP cap (which limits the number of contracts that may be awarded to a proposer for a single contract), the recommendation for award is revised as follows:

Region	Recommended Firm
1	BriteWorks, Inc.
2	Strive Well-Being, Inc.

Strive Well-Being, Inc. was the second-ranked firm for both Region 1 and 2 and is recommended for contract for Region 2, the larger region in terms of size and number of locations covered. For Region 1, contract award is being recommended to BriteWorks, Inc., the third-ranked firm.

Qualification Summary of Recommended Firms:

BriteWorks, Inc.

BriteWorks, Inc., 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., 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.

The following is a summary of the corrected PET scores:

Region 1

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

Region 2

Award is being recommended to the second 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				
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	3
15	Strive Well-Being, Inc.				
16	Qualifications of the Firm/Team	72.00	15.00%	10.80	
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%	85.33	2
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	5
27	Bread & Water Landscape, LLC				
28	Qualifications of the Firm/Team	69.33	15.00%	10.40	
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%	82.93	4

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	BriteWorks, Inc.	\$4,715,617	\$4,876,710	\$4,715,617
2	Strive Well-Being, Inc.	\$4,675,330		
3	Urban Graffiti Enterprises, Inc.	\$4,949,730		
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	Strive Well Being, Inc.	\$5,812,080	\$6,361,440	\$5,812,080
2	Urban Graffiti Enterprises, Inc.	\$6,364,208		
3	BriteWorks, Inc.	\$5,895,123		
4	ACME Manpower, Inc.	\$6,691,020		
5	Bread & Water Landscape, LLC	\$6,539,190		

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.