

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): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> 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.