



STAFF REPORT

DATE: 11/19/2025
TO: Honorable Mayor and City Council Members
FROM: Community Services Department

2025-444

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

AGREEMENT WITH GRAFFITI PROTECTIVE COATINGS, INC. FOR AS-NEEDED GRAFFITI REMOVAL SERVICES

EXECUTIVE SUMMARY:

This staff report asks the City Council to approve a Maintenance/General Services Agreement with Graffiti Protective Coatings, Inc. for as-needed graffiti removal services for an initial term through June 30, 2027, with two optional two-year extensions in the amount not to exceed \$400,000 per fiscal year. The Community Services Department solicited bids for these services via Notice Inviting Bids 26-002MB, and Graffiti Protective Coatings, Inc. was identified as the lowest responsive, responsible bidder.

RECOMMENDED ACTION:

That the City Council:

- a. Award Notice Inviting Bids 26-002MB to Graffiti Protective Coatings, Inc. for as-needed graffiti removal services in the amount not to exceed \$400,000 per fiscal year, and waive all minor irregularities in the proposal.
- b. Authorize the City Manager, or his designee, to execute the Maintenance and General Services Agreement with Graffiti Protective Coatings, Inc. for a term through June 30, 2027, with two optional two-year extensions in the amount not to exceed \$400,000 per fiscal year, including any non-substantive extensions, change orders, purchase orders, and amendments up to the

amount authorized in Corona Municipal Code Section 3.08.060(J), which is equivalent to 10% or \$40,000

BACKGROUND & HISTORY:

The City of Corona has long recognized the importance of maintaining clean and safe public spaces to enhance community well-being and deter criminal activity. Graffiti abatement has been a central component of the City's broader strategy to reduce blight, improve quality of life, and support economic development by presenting a welcoming environment for residents, businesses, and visitors. The presence of graffiti, if left unaddressed, can contribute to perceptions of neglect and may encourage further vandalism or criminal behavior. As such, the City has prioritized the rapid and consistent removal of graffiti to reinforce community standards and discourage recurrence.

In response to increasing demands for timely graffiti removal and to improve operational efficiency, the City transitioned from relying solely on in-house staff to a contractual service model in 2021. This shift was initiated following a comprehensive review of service needs and community expectations, which identified the need for faster response times and greater capacity to address fluctuating volumes of graffiti incidents.

The City's approach to graffiti abatement is multifaceted, combining contractual removal services with community engagement and prevention initiatives. Programs such as the Park Ambassador Program, community clean-up events, See-Click-Fix, and partnerships with local Homeowner's Associations are designed to foster public participation and shared responsibility for maintaining clean neighborhoods.

Community considerations remain at the forefront of the City's graffiti abatement strategy. The program is designed to be responsive to resident concerns, with multiple channels available for reporting graffiti and requesting service. The City's commitment to transparency, accountability, and continuous improvement is reflected in its ongoing evaluation of service performance and its willingness to adapt contractual arrangements to evolving community needs.

ANALYSIS:

Notice Inviting Bids (NIB) 26-002MB for as-needed graffiti removal services was posted on Planet Bids on August 4, 2025, and advertised in the Sentinel Weekly on August 15, 2025. The Purchasing Division solicited 17 graffiti contractors with a copy of the bid. Sixteen (16) vendors downloaded the bid, and the City received two (2) bids on the bid due date of September 8, 2025. The following is a summary of the bid results:

Description	Unit of Measure	Graffiti Protective Coatings, Inc.	Urban Graffiti Enterprises, Inc.
Graffiti Abatement within 48-72 hours of report	Sq. Ft.	\$0.54	\$0.75
Unable to Locate Graffiti	Each	\$0.00	\$40.00
Subtotal		\$0.54	\$40.75
Optional Items			
Graffiti Abatement within 24-48 hours of report	Sq. Ft.	\$0.54	\$0.90
After-hour graffiti abatement (minimum call out)	Each	\$150.00	\$75.00
Emergency, same-day response for profanity or other prominent graffiti (minimum call out)	Each	\$150.00	\$75.00
Holiday and weekend response (minimum call out)	Each	\$150.00	\$75.00
Patrolling and hot-spot monitoring (with proactive removals)	Hour	\$0.00	\$0.00
Power-Washing/General Cleaning (minimum call out)	Hour	\$88.00	\$125.00
Anti-graffiti coating application(600sqft minimum callout)	Sq. Ft.	\$2.00	\$2.50

Staff reviewed the bids submitted by all vendors and recommends awarding a Maintenance and General Services Agreement to Graffiti Protective Coatings, Inc., as the lowest responsive, responsible bidder. All licenses and references for Graffiti Protective Coatings, Inc. have been reviewed and verified by City staff, and all other documentation is in order.

FINANCIAL IMPACT:

Funding for the recommended actions is available in the Community Services' FY 2026 General Fund 110 and Measure X Fund 120 operating budgets. Future funding will be recommended through the annual budget process.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action is to approve Maintenance/General Services Agreements for graffiti removal services, and there is no possibility that approving this agreement will have a significant effect on the environment. Therefore, no environmental analysis is required.

PREPARED BY: MIRNA ROMERO, MANAGEMENT ANALYST II

REVIEWED BY: DONNA FINCH, COMMUNITY SERVICES DIRECTOR

ATTACHMENT:

1. Exhibit 1 – Maintenance/General Services Agreement with Graffiti Protective Coatings, Inc.