

CITY OF REDONDO BEACH

RFP No. 2526-001

Graffiti Removal Services

Created for:

City of Redondo Beach Robert Norman- Purchasing

By:

Josh Woods
COO
Woods Maintenance Services, Inc.

7250 Coldwater Canyon Ave
North Hollywood, CA 91605
PH:818-764-2515
Email: joshwoods@graffiticontrol.com

August 13, 2025



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LETTER OF INTRODUCTION

August 13, 2025

Robert Norman- Purchasing City of Beverly Hills 415 Diamond St. Door 1 Redondo Beach, CA 90277

Dear Mr. Norman,

Thank you for the opportunity to present our proposal for graffiti removal services on the public property throughout the City of Redondo Beach.

Woods Maintenance Services, Inc. is a trusted provider of exterior facilities maintenance solutions with over 50 years of experience serving municipalities, utilities, and commercial property owners across Southern California. Headquartered in North Hollywood, our company specializes in landscape maintenance, pressure washing, graffiti removal, gum removal, trash and vegetation abatement, and homeless encampment cleanup.

As a long-standing partner to the City of Los Angeles and other regional agencies, we are known for our responsiveness, reliability, and ability to handle both routine and high-profile assignments with professionalism and care. Our trained crews and specialized equipment allow us to consistently deliver clean, safe, and welcoming environments for the communities we serve.

Likewise, our team is committed to maintaining the City of Redondo Beach properties to the highest standards, ensuring it remains visually appealing, safe, and well-kept throughout the year. With our expertise, we are confident that we can exceed your expectations.

We appreciate your consideration and look forward to the possibility of working with you.

Person authorized to bind Woods Maintenance Services, Inc.:

Josh Woods, COO

Josh Wood

Woods Maintenance Services, Inc.

PH:818-764-2515

Email: joshwoods@graffiticontrol.com



WMS HEADQUARTERS: 7250 Coldwater Canyon Ave North Hollywood, CA 91605

TAX ID:95-4643637



COMPANY BACKGROUND AND EXPERIENCE

• Company background and experience in providing the required services. Company must have provided these services continuously for a minimum of five years.

Woods Maintenance Services, Inc. is a Los Angeles-based exterior maintenance company with over 50 years of continuous service, specializing in graffiti removal, pressure washing, and site cleanup. Since our founding in 1975, we have been a trusted municipal partner, delivering high-quality, responsive graffiti abatement services across Southern California, including for the Cities of Los Angeles, West Hollywood, Santa Monica, San Gabriel, Temple City, Diamond Bar. and the County of Los Angeles, where we hold long-standing contracts.

For the past several decades, our company has removed millions of square feet of graffiti from public and private properties, including DCA-protected murals, public libraries, transit infrastructure, commercial corridors, and high-traffic pedestrian areas. Our crews are highly trained in chemical application, hot and cold pressure washing, color matching, and surface restoration techniques that prioritize both effectiveness and preservation.

We are equipped with a fleet of fully outfitted abatement vehicles and utilize water recovery systems in compliance with stormwater and environmental regulations. Our team operates 24/7 to ensure fast response times and consistently meets the demands of large-scale, high-profile cleanup efforts, including post-event and emergency response support.

Woods Maintenance Services, Inc. has proudly provided uninterrupted graffiti removal services for almost five decades and exceeds the RFP requirement of a minimum five years of continuous experience. We are confident in our ability to support the City of Redondo Beach with professional, efficient, and community-conscious service.



Provide a "Scope of Services" complete with descriptive information and outlining how
the company meets each of the requirements listed in Section 4 of this RFP, including a
list of all equipment and methods utilized for graffiti removal, reporting and response
model, copies of applicable State licenses, and compliance with prevailing wage laws.

Scope of Services – Graffiti Removal

Woods Maintenance Services, Inc. proposes the following scope of services in response to the City of Redondo Beach's RFP for graffiti removal on public property. We are a fully licensed, insured, and experienced provider of municipal abatement services and have designed our operations to meet or exceed each of the City's listed requirements.

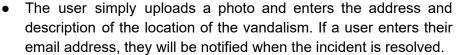
1. Reporting Methods

Woods Maintenance provides multiple channels for graffiti reporting, including:

- A dedicated email address for City staff and public use
- A dedicated 800-number for text communication
- A customer service phone line answered during business hours, with voicemail monitored after-hours
- Optional integration with a City-provided portal, if available
- We can also offer a customized online form submission portal with geolocation tagging and photo upload capability if requested by the City.

Write ON, Right OFF! App or Web-based Public Submission Portal

Easy and intuitive graffiti incident reporting application or web-based public submission portal for select, contracted cities. City of Redondo Beach representatives can report graffiti directly to Woods Maintenance Services.





 The Write ON, Right OFF! application has been developed by Woods Maintenance Services, one of the most experienced graffiti removal companies in the United States.

2. SCHEDULED WEEKLY SERVICE

Graffiti removal services will be performed a minimum of **three (3) times per week** on mutually agreed-upon days—we recommend Monday, Wednesday, and Friday. Woods Maintenance is



flexible and can adjust service schedules to accommodate holidays, neighborhood needs, special events, or seasonal activity levels.

3. EMERGENCY RESPONSE

We provide **24-hour response** for offensive, vulgar, or high-priority graffiti through a direct phone number for use by designated City staff. Our dispatch team ensures that these calls are prioritized for same-day or next-day response, including evenings and weekends.

OPEN COMMUNICATION

Open and responsive communication with the City of Redondo Beach representatives is essential for the timely resolution of issues and the optimization of operational efficiency. WMS has a proven track record, developed over 50+ years of contracting, of providing 24/7/365 accessibility for our management team to address our clients' needs. We commit to maintaining this level of availability in all future contracting opportunities. Upon contract award, we will provide client staff with direct phone numbers for management and supervisory personnel, ensuring round-the-clock access for service requests.



Effective communication within WMS is equally vital. Management maintains continuous contact with field staff via company-issued mobile devices, using both calls and text messages, to monitor operational progress and proactively address any resource or staffing needs.

Our supervisors, who have an average tenure of over 20 years with the company, are empowered to make informed field-level decisions, which they then communicate to the office. We have full confidence in their ability to make sound judgments that serve both the company's and the client's best interests. In situations where a supervisor requires guidance on a specific request, they will consult with Project Managers, Josh Woods or Jared Woods.

Management and supervisors conduct weekly meetings to review project progress, identify any necessary adjustments to protocols, and proactively address emerging issues. We also remain readily available for in-person meetings with client staff to discuss any matters that may arise.

4. Service Logging & Monthly Reporting

All graffiti removal activities are logged using our in-house software. Logs include:

- Date and time of report
- Exact location of the graffiti
- Response date and time
- Description of the removal method
- Before/after photos (see #8)



 Monthly summaries are submitted along with invoicing to ensure transparency and accountability.

5. Graffiti Removal Methods

Woods Maintenance determines the most effective and surface-appropriate removal method based on location, substrate, and type of paint or marking. We utilize:

- Low- and high-pressure hot water power washing
- Environmentally friendly chemical solvents
- Paint-over color-matching and surface restoration
- Media blasting (used sparingly on porous surfaces)
- All methods are compliant with NPDES and environmental guidelines. Water recovery systems are used to prevent runoff in compliance with local stormwater ordinances.

OUR GRAFFITI REMOVAL SERVICES INCLUDE:

- 1. Rapid Response Removal- When every hour counts.
 - a. 12 24 hour response for reported vandalism
 - b. Same-day removal available for priority locations
 - c. Emergency cleanup for transit, public, and high-visibility areas
 - d. Quick coordination with City managers and officials
- 2. Surface-Specific Cleaning- Preserving the integrity of your surfaces
 - a. Painted wall restoration
 - b. Brick, concrete, and stone graffiti removal
 - c. Metal, tile, glass, and stucco-safe methods
 - d. Low-pressure washing and chemical application
 - e. Protective coatings to deter repeat tagging

MURAL PROTECTION SERVICES

As the sole private contractor authorized by the City of Los Angeles to apply anti-graffiti coatings to City-sanctioned murals, Woods Maintenances has decades of experience and a reputation for precision for the restoration of vandalized walls and surfaces quickly. We specialize in the long-term protection of murals and painted surfaces, offering advanced anti-graffiti coatings designed to preserve artistic integrity while defending against future vandalism.

Woods Maintenance takes mural protection seriously. We offer two types of coating systems:

Permanent Coating:

A high-performance sealant that protects murals for 8–12 years. Graffiti can be easily cleaned with hot water and non-abrasive methods, without harming the artwork beneath.



Sacrificial Coating:

A protective barrier that is removed (or "sacrificed") during graffiti removal using hot water pressure washing. Once the coating and graffiti are removed, we allow the area to dry and reapply the sacrificial coating over the cleaned section.

6. QUALIFIED, UNIFORMED STAFF

All graffiti abatement is performed by trained professionals who:

- Wear branded uniforms and ID badges
- Are courteous and aware of public surroundings when working in community spaces
- We take pride in our team's professional appearance and conduct.

In addition, WMS Technicians are provided general training and safety training that align with OSHA standards, EPA guidelines, and industry best practices for exterior maintenance companies.

GENERAL TRAINING:

- Surface Identification & Treatment Methods Knowing what products and techniques work on different materials (brick, concrete, metal, painted surfaces).
- Chemical Handling & Application Proper use of graffiti removers, solvents, and sealants.
- Equipment Operation Safe handling of sprayers, brushes, and pressure washers

SAFETY TRAINING:

- Hazard Communication (HazCom) OSHA requirement for working with chemicals (labels, SDS, PPE).
- Personal Protective Equipment (PPE) Eye protection, gloves, respirators if using strong chemicals.
- Respiratory Protection Fit testing and training if respirators are needed.
- Slip, Trip & Fall Prevention Wet surfaces, ladders, scaffolding.
- Environmental Compliance Prevent runoff into storm drains (EPA Clean Water Act).
- First Aid for Chemical Exposure Immediate response procedures for skin/eye contact.

OUR EXPERIENCE SPEAKS FOR ITSELF

Our graffiti removal services are supported by a highly experienced team, many of whom have been with our company for more than 20 years. This longevity reflects not only our commitment to employee development but also the depth of knowledge and consistency our team brings to every project. Their expertise in advanced removal techniques, surface protection, and environmental compliance ensures that every service is performed efficiently, safely, and to the highest standards required by the City of Redondo Beach.



Woods Maintenance Services has a proven history of successfully managing graffiti removal programs for some of Southern California's most prominent communities, including resort destinations such as Santa Monica and West Hollywood. These cities require the highest level of quality, discretion, and accountability- standards we meet and exceed daily.

Value Proposition and Differentiation

What sets Woods Maintenance Services apart is not just our technical capability, but our unwavering commitment to performance, transparency, and long-term partnerships. While this RFP requests three references, we can confidently say that **every** contract administrator we work with would provide a positive reference regarding the quality and reliability of our services. Our reputation is built on trust and results, not low-bid compromises.

Unlike some specialty contractors who submit low bids and then underdeliver, Woods Maintenance Services takes a different approach: we provide fair, competitive pricing, outperform expectations, and maintain strong, multi-year relationships in every community we serve. This commitment ensures consistent service quality, accountability, and a true partnership with the agencies that trust us to maintain their public spaces.

OUR EXPERTISE IS FOUNDED IN STRONG LEADERSHIP

BARRY WOODS - CEO & PRESIDENT

Barry Woods founded Woods Maintenance Services in 1975 after graduating from UCLA and has grown the company into a leading provider of exterior maintenance solutions. Recognized for his contributions to city beautification, Barry is also an active philanthropist, serving on the Board of CSOP, which has raised over \$6 million for organizations such as Make-A-Wish and St. Jude's Research Hospital.

Jeff Woods - General Manager

Jeff Woods, a founding partner of the company's predecessor, rejoined Woods Maintenance Services in 1998 to oversee daily operations. With expertise in information technology, he has been instrumental in modernizing systems and streamlining processes, ensuring operational efficiency and strong service delivery.

JOSH WOODS - CHIEF OPERATING OFFICER

Josh Woods returned to Los Angeles in 2009 after two decades of business experience in multiple states. As COO, he brings a fresh perspective and innovative approach to operational strategy and organizational growth, focusing on efficiency and service excellence.



JARED WOODS - DIRECTOR OF SPECIAL PROJECTS

Jared Woods began his career with the company in the early 1990s and returned decades later to lead key initiatives, including relocation and technology upgrades. Known for his problem-solving skills and hands-on leadership, Jared combines deep institutional knowledge with forward-thinking strategies to support the company's continued success.

REBECA PEREZ - DIRECTOR OF BUSINESS DEVELOPMENT

Rebeca Perez leads marketing and client engagement strategies for Woods Maintenance Services, driving growth and strengthening partnerships across public and private sectors. She is an active member of the International Facility Management Association (IFMA), Los Angeles and San Fernando Valley Chapters, where she contributes to industry networking and professional development initiatives.

ENRIQUE LOPEZ- SENIOR SUPERVISOR

Enrique Lopez has been a dedicated member of Woods Maintenance Services since 1989, bringing decades of hands-on experience to every project he oversees. Over the years, he has served as project manager for multiple contracts, demonstrating exceptional leadership and operational expertise. Enrique also manages the application of anti-graffiti coatings to City of Los Angeles-approved murals, helping to preserve public artwork. With unparalleled experience in graffiti removal, Enrique is widely recognized for his extensive knowledge and skill in restoring and maintaining public spaces to the highest standards.

7. Branded Vehicles

All work is performed using Woods Maintenance vehicles clearly marked with our company name and logo.

As an approved partner of the City of Redondo Beach, we have the ability to display the official city decal on our vehicles, identifying us as "Under Contract with the City of Redondo Beach."

Our service fleet is equipped with pressure washing systems, paint, solvents, PPE, and digital reporting tools. Employees are required to use company vehicles exclusively when performing services for the City.

8. Before and After Photos

Our crews document every graffiti removal project with time-stamped digital photographs taken before and after each service. These images are uploaded and stored in our secure internal database, which currently contains over 290,000 documented incidents dating back to 2015. This database represents only a portion of the total graffiti removals we have completed during this period, demonstrating the depth of our operational experience. Upon request, these images



can be provided for verification purposes and may also be attached to service logs and invoices for complete transparency and reporting.

9. LICENSING

Woods Maintenance Services, Inc. holds the following valid and active licenses:

- C-33 Painting and Decorating
- C-61/D-38 Sand and Water Blasting

Copies of these licenses are included in the Appendix of this proposal.

10. Furnishing of Labor, Equipment & Materials

Woods Maintenance provides all labor, materials, and equipment required to complete graffiti abatement services at no additional cost to the City. Our equipment includes:

- Self-contained mobile pressure washing units
- Water reclamation vacuums
- Eco-friendly graffiti removal solvents
- Paint color-matching systems
- Digital tablets for field reporting

11. Prevailing Wage Compliance

Woods Maintenance complies fully with California Prevailing Wage Laws, including all relevant Labor Codes and DIR requirements. Certified payroll records can be provided upon request.

12. STORMWATER COMPLIANCE

All fieldwork follows stormwater pollution prevention best practices and complies with the City's NPDES permit requirements. Crews are trained to use secondary containment and water recovery systems when operating near storm drains or sensitive areas.

13. Business and Tax Documentation

We will provide the following documentation upon award:

- W-9
- Fictitious Business Name Statement as filed with Los Angeles County

14. CITY BUSINESS LICENSE

Woods Maintenance will obtain and maintain a valid City of Redondo Beach Business License for the duration of the contract term.



• Provide a cost proposal and fee structure for the services, inclusive of all service options encompassed in the scope of work. If feasible, provide a sample 1-month cost estimate based on the average monthly calls for service of 167.

COST PROPOSAL AND FEE STRUCTURE

Description	Service Frequency	Rate	Rate Frequency	Period of Time
Graffiti Removal Services	3 times per week	\$5,633.50	per month	36 months
First 1-year extension	3 times per week	\$6,155.88	per month	12 months
Second 1-year extension	3 times per week	\$6,340.55	per month	12 months
24- Hour Emergency Services- during business hours	1- time	\$275.00	per occurrence	
24- Hour Emergency Services- weekend hours	1-time	\$375.00	per occurrence	

Notes:

Additional services, including, but not limited to: pressure washing, gum removal, application of anti-graffiti coating are by estimate only.



• Provide three current clients as references, with the services utilized, length of service, contact person, title, and telephone number.

REFERENCES

Client: City of West Hollywood

Property Location: City-wide Contact: Paul Hertz

Title: Facilities Maintenance Superintendent

Phone: 323- 848-6591 Email: phertz@weho.org

Length of Services: 5 years

Description of Services: Graffiti Removal Services, Pressure Washing Services

Client: City of Los Angeles

Property Location: City-wide Contact: Gerry Valido

Title: Assistant Director–Office of Community Beautification

Phone: 213-978-0225

Email: gerry.valido@lacity.org

Length of Services: 30+ years

Description of Services: Graffiti Removal Services, Pressure Washing Services

Client: City of Santa Monica

Property Location: City-wide Contact: Rashan Ivy

Title: Facilities Supervisor

Phone: 310-310-9586

Email: rashan.ivy@santamonica.gov

Length of Services: 15+ years

Description of Services: Graffiti Removal Services, Pressure Washing Services



Examples of our Work

MURAL RESTORATION

When restoring a mural that has been vandalized with graffiti, our team begins by assessing the artwork and selecting the safest removal method to preserve the original design. We carefully apply a specialized graffiti remover and gently clean the surface to eliminate the tagging without damaging the mural. Once the graffiti is fully removed and the artwork is inspected for quality, we apply a clear, protective anti-graffiti coating to safeguard the mural against future vandalism. All work is performed with precision and in accordance with best practices for art preservation and environmental compliance.







Before and After Graffiti Removal Process

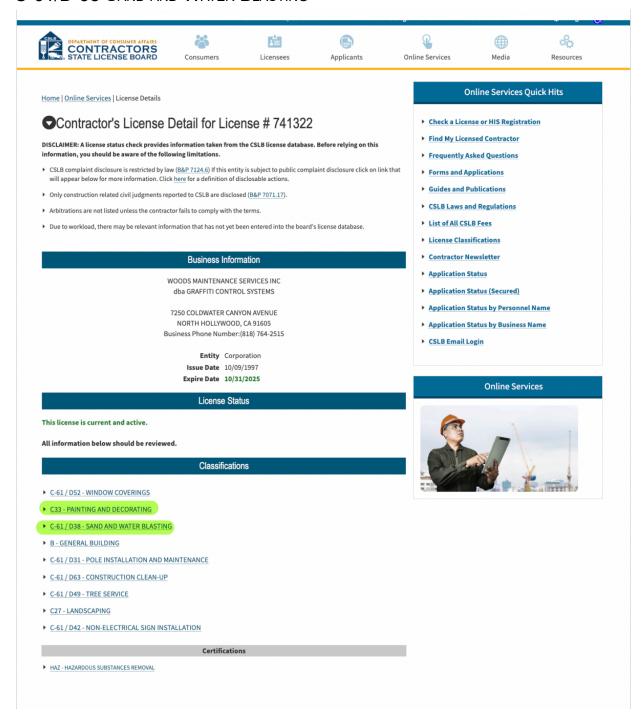
To remove graffiti from a brick surface, our team begins by assessing the wall and surrounding area to determine the appropriate removal method and ensure environmental compliance. We protect adjacent surfaces and contain runoff before applying a masonry-safe graffiti remover. After allowing proper dwell time, the area is gently agitated with a stiff-bristle brush and rinsed with low-pressure hot water as needed. This process may be repeated for stubborn markings. Once the graffiti is removed, the surface is thoroughly rinsed, inspected for quality, and, if specified, treated with a protective anti-graffiti coating. All waste materials are properly collected and disposed of in accordance with local and EPA regulations before the site is restored to its original condition.





APPENDIX- Copies of Licenses

C-33 Painting and Decorating C-61/D-38 Sand and Water Blasting





SAMPLE INSURANCE CERTIFICATE

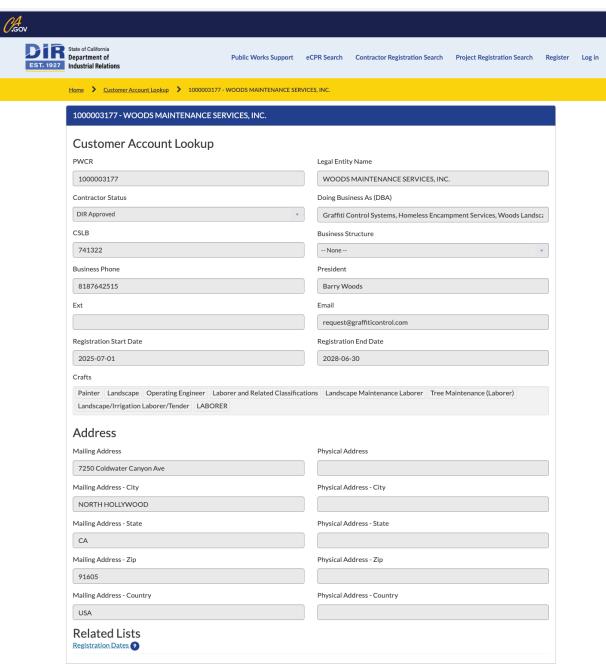
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DIR REGISTRATION FORM





Addendum #1



City of Redondo Beach Purchasing - Financial Services Dept. 415 Diamond Street, Redondo Beach, CA 90277 (310) 697-3128

ADDENDUM #1 (1 Page)

RFP NUMBER: 2526-001

RFP NAME: Graffiti Removal Services

ADDENDUM DATE: 5:30 p.m., August 4, 2025

Robert Norman, Financial Services Dept.

The following constitutes Addendum #1:

- 1. Question submittal deadline is extended to Tuesday, August 5, 2025.
- 2. Response to Questions deadline is extended to Thursday, August 7, 2025.
- 3. Proposal due date is extended to 4:00pm, Thursday, August 14, 2025.

This Addendum must be acknowledged electronically through the Procurement Portal via OpenGov on the City's website at the following link:

https://procurement.opengov.com/portal/redondo/

OR if a proposal is delivered directly to the City by courier, in-person, or mail, then acknowledgement of this Addendum must be included with your sealed proposal.

ACKNOWLEDGED: Company Name: Woods Maintenance Services, Inc. Signature: Authorized Representative City of Redondo Beach RFP#2526-001 / Addendum #1

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ADDENDUM #2



City of Redondo Beach Purchasing - Financial Services Dept. 415 Diamond Street, Redondo Beach, CA 90277 (310) 697-3128

ADDENDUM #2 (2 Pages)
RFP NUMBER: 2526-001
RFP NAME: Graffiti Removal Services
ADDENDUM DATE: 5: 6 p.m., August 7, 2025
ISSUED BY: Robert Norman, Financial Services Dept.
The following constitutes Addendum #2:
1. Response to Questions - See page 2 of this Addendum
This Addendum must be acknowledged electronically through the Procurement Portal via OpenGov on the City's website at the following link:
https://procurement.opengov.com/portal/redondo/
OR if a proposal is delivered directly to the City by courier, in-person, or mail, then acknowledgement of this Addendum must be included with your sealed proposal.

Woods Maintenance Services, Inc.

Josh Woods

Authorized Representative

City of Redondo Beach RFP#2526-001 / Addendum #2

ACKNOWLEDGED:

Company Name:

Signature: _

Page 1 of 2

8/14/25

Date:



Additional Services to Serve You

While the current RFP focuses on graffiti removal, Woods Maintenance Services offers a full spectrum of exterior maintenance capabilities that highlight our depth of experience and reliability. In addition to graffiti removal, our team provides landscape maintenance, trash and vegetation abatement, gum removal, and pressure washing for municipalities and private-sector properties across Southern California. Highlighting these capabilities demonstrates our ability to deliver comprehensive, high-quality maintenance solutions, allowing the City to benefit from a single trusted vendor. This integrated approach promotes efficiency, consistency, and cost-effectiveness, ensuring that properties under our care are not only free of graffiti but also safe, clean, and well-maintained year-round.

LANDSCAPING

A well-maintained landscape enhances curb appeal and creates a welcoming environment. Our expert team provides professional landscaping services, including lawn care, plant installation, and routine maintenance, to keep your outdoor spaces looking their best year-round.

Pressure Washing & Steam Cleaning

Dirt, grime, and buildup can make any surface look worn and neglected. Our high-powered pressure washing and steam cleaning services effectively remove stains, mold, and mildew from driveways, sidewalks, buildings, and more—restoring surfaces to a like-new condition.

GUM REMOVAL

Chewing gum buildup can be an eyesore and difficult to remove. Our specialized gum removal service safely eliminates stubborn residue from sidewalks, entryways, and public spaces, leaving surfaces clean and inviting.

Trash and Vegetation Abatement

When encampments are left behind, what remains isn't just debris; it's a public space burdened by risk, stigma, and neglect. Our crews are trained to safely remove waste, and overgrowth while restoring the site to a clean, compliant, and respectful condition. Whether the space serves a city, a business, or multifamily complex, we're committed to leaving it safer, and cleaner than we found it.



THANK YOU

We look forward to being of service!