



Office of the City Manager

CONSENT CALENDAR
March 18, 2025

To: Honorable Mayor and Members of the City Council
 From: Paul Buddenhagen, City Manager
 Submitted by: Terrance Davis, Director, Public Works
 Subject: Contract: Pride Industries for Citywide Custodial Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a three-year contract and any amendments with Pride Industries to provide Citywide Custodial Services at various City facilities and locations, twenty-one (21) in total, from April 1, 2025, to March 31, 2028, for a total not to exceed of \$5,500,000, with an option of two (2) one-year extensions for a maximum term of five (5) years.

FISCAL IMPACTS OF RECOMMENDATION

The funds for the contract will be available in each individual department's budget on an annual basis for both the original three-year term and any of the exercised extensions through the annual budget process.

Funding is broken out between twenty-one locations and into six scopes of services (SOS), all located within the city limits of City of Berkeley:

- SOS#1 – HHCS: 1521 University Ave., 1535 University Ave., 2636 Martin Luther King Jr. Way, 2640 Martin Luther King Jr. Way
- SOS#2 – Public Works: 1947 Center St., 1901 Hearst St., 2939 Ellis St., 1900 Sixth St., 1011 University Ave., 2100 Martin Luther King Jr. Way
- SOS#3 – Parks, Recreation and Marina Waterfront: 1720 Eighth St., 1301 Shattuck Ave., 2800 Park St., 1730 Oregon St., 2701 Telegraph Ave., 201 University Ave., 127 University Ave., Berkeley Marina/Shorebird/South Cove
- SOS#4 – Berkeley Fire Department: 997 Cedar St.
- SOS#5 – Berkeley Police Department: 125 University Ave.
- SOS#6 – Office of the Director of Police Accountability: 1900 Addison Ste. 300 & 350

CURRENT SITUATION AND ITS EFFECTS

The City released a solicitation for citywide custodial services on November 13, 2024, with a closing date of December 19, 2024. Eleven bids were received from prospective vendors. Upon reviewing the experience, cost, references and financial capabilities, the Pride Industries proposal was determined to offer the best value for the City based on the selection criteria included in the RFP. The facilities covered by the RFP include sites previously serviced under the current citywide custodial services contract. The services for these sites have been performed by an outside vendor and the RFP is the continuation of service. No City employees are displaced by this contract.

This supports the City’s Strategic Plan Goal to provide state-of-the-art, well-maintained infrastructure, amenities, and facilities.

BACKGROUND

Pride Industries is currently contracted by the City to provide citywide custodial services and has done so since 2019. The contract was previously managed by the City’s General Service Department until it was transferred to Public Works in June 2024. A one-year contract extension was exercised to Pride Industries by the City in July 2024, to give the City time to complete a formal solicitation. On November 13, 2024, the City released RFP #25-11680-C to solicit bids for citywide custodial services. Public Works performed a pre-bid non-mandatory walkthrough tour of select city facilities for prospective bidders on November 21, 2024, with 15 custodial companies attending. At the closing of the solicitation on December 19, 2024, the City received proposals from eleven (11) custodial service providers.

A selection committee comprised of City staff who would receive services under the resulting contract reviewed the proposals. The committee evaluated and ranked the proposals in accordance with the criteria listed in the RFP:

Line #	Proposal Criteria – RFP Only	Points
1	Experience & Expertise: Contractor’s previous experience providing janitorial services, including performance of service under municipal contracts, references and details regarding any past contract terminations, if applicable, in the last five years	30
2	Operations Start-up Plan: Detailed start-up strategies – procedures, scheduling, equipment/supplies, security clearances and training certs.	20
3	Ongoing Operations Plan: Describe day-to-day approach of how Contractor will effectively manage the requirements of this project, including managerial oversight, supplies/materials/consumables plan, quality of service plan, communications structure and invoicing capabilities.	20
4	Price Proposal: Three (3) year total cost for each Scope of Service	15
5	Specialized Services: How well Contractor can perform specialized services, including the capacity to provide services such as on-call	15

	emergency cleaning, biohazard cleaning, correctional facility cleaning, universal waste disposal and servicing historical buildings	
--	---	--

The committee identified the top three vendors to move forward in the selection process in order of ranking as, (1) Kleen-Tech, (2) Pride Industries and (3) IMPEC Group, LLC. The top three vendor proposals were examined in more detail by Public Works Staff with a focus on cost effectiveness, operational needs, and reference check evaluations. This comprehensive review found all three vendor proposals to be comparatively similar in services provided. Discernable differences are as follows; business models, depth of details provided in proposals specific to startup, transition-delivery plan, and cost effectiveness. Reference check evaluations reveal similar findings, each vendor demonstrates strengths in areas such as responsiveness, and adaptability. Notably, performance varies on a location-by-location basis. Overall, Pride Industries is a well-regarded provider known for adaptability, and strong management. They meet cleaning standards, respond promptly to urgent requests, and adjust to unique facility needs.

The review of costs considered additional factors such as Living Wage Ordinance (LWO) and consumables. The proposals for Kleen-Tech and IMPEC Group, LLC provide estimated pricing summaries for all services. However, neither of the proposals speak to the cost of consumables or the LWO being factored into their pricing. The proposal for Pride Industries accounted for the LWO and explicitly states, "our price includes the cost of consumables." Pride also proposed a fixed cost for the initial three-year term of the contract. The totality of the selection process identified Pride Industries as the most responsive and responsible bidder for providing citywide custodial services.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The act of submitting a proposal is a declaration that the proposer has read the RFP and understands all requirements and conditions, inclusive of the City's environmental policy requirements, including the Environmental Preferable Purchasing Policy (EPP) and the Green Cleaning Policy. Prior to commencement of any services under the resulting agreement, the contractor is required to provide certification that custodial personnel have received health & safety training. A contractor must furnish to the City for its review and approval, a complete list of all chemicals and floor products, including Safety Data Sheets (SDS) and Product Data Sheets (PDS) verifying Green Seal Certification. As a result of the environmental policy requirements and certifications, there are no anticipated negative environmental effects or climate impacts of this action.

RATIONALE FOR RECOMMENDATION

Pride Industries offers the best value in terms of its experience, met all of the City's specifications and received a high rating from the selection committee. Based on these factors, Pride Industries is the recommendation for the next citywide custodial contract.

ALTERNATIVE ACTIONS CONSIDERED

None. The City went out to bid, exercised due diligence in evaluating the bids and satisfied the competitive process.

CONTACT PERSON

Peni Basalusalu, Deputy Director, Public Works, 510-981-6485

Joy Brown, Operations Manager, Public Works, 510-981-6629

Tucker Brofft, Senior Management Analyst, Public Works, 510-981-5375

Erika Barros, Associate Management Analyst, Public Works, 510-981-6462

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: PRIDE INDUSTRIES FOR CITYWIDE CUSTODIAL SERVICES

WHEREAS, custodial services are critical for cleaning and maintaining service at various City locations and facilities; and

WHEREAS, the City does not have available staff to perform these custodial services at these sites; and

WHEREAS, the facilities covered by the RFP include sites previously serviced under the current custodial services contract; and

WHEREAS, the services for these sites have been performed by an outside vendor and the RFP is a continuation of this service; and

WHEREAS, no City of Berkeley employees are displaced by this contract; and

WHEREAS, the contract for each of these various locations and facilities will expire on June 30, 2025; and

WHEREAS, on November 13th released RFP #25-11680-C for citywide custodial services. The solicitation was open for thirty-six (36) days and the City received eleven (11) proposals; and

WHEREAS, as a result of the competitive proposal solicitation that was held for providing custodial services to various city locations and facilities, Pride Industries was determined to be the most responsive and responsible bidder; and

WHEREAS, funding for the contract will be made available in each individual department's budget through the annual budget process.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley authorizing the City Manager to execute a contract with Pride Industries to provide Citywide Custodial Services at twenty-one (21) various City locations and facilities for the period April 1, 2025, to March 31, 2028, in an amount not to exceed \$5,500,000 with an option for two (2) one-year extensions for a maximum five (5) year contract.

