



COUNCIL AGENDA: 01-12-10
ITEM: 5.2

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

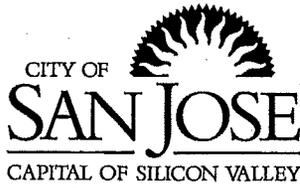
FROM: Lee Price, MMC
City Clerk

SUBJECT: ANTI-GRAFFITI AND LITTER
PROGRAM STATUS REPORT

DATE: 12-16-09

RECOMMENDATION

As recommended by the Neighborhood Services and Education Committee on December 10, 2009 and outlined in the attached memo previously submitted to the Neighborhood Services and Education Committee, accept the status report of the City's Anti-Graffiti and Litter Program.



Memorandum

TO: NEIGHBORHOOD SERVICES
AND EDUCATION COMMITTEE

FROM: Albert Balagso

SUBJECT: ANTI-GRAFFITI AND LITTER
PROGRAM STATUS REPORT

DATE: November 19, 2009

Approved

Date

12-1-09

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

It is recommended that the Neighborhood Services and Education Committee accept the enclosed report on the status of the City's Anti-Graffiti and Litter Program.

OUTCOME

The Committee will be advised of the current performance of the Anti-Graffiti and Litter Programs.

BACKGROUND

The City has been recognized internationally for its pro-active efforts to address issues of litter and graffiti abatement. This effort involves the coordination of multiple City Departments, the Redevelopment Agency, outside organizations, and thousands of resident-volunteers. The purpose of this memorandum is to share with the Committee an overview of current work efforts, issues and/or trends that are impacting the programs and actions that are being taken to ensure that the City remains vigilant in its efforts to maintain a safe, clean city. With a recent change in the management of the Anti Graffiti and Litter Program, this report consists of data relating to the 1st Quarter of the fiscal year 2009-10. Please also note that future program updates will continue to be provided in the form of a bi-annual report.

ANALYSIS

Anti-Graffiti Update

Graffiti removal in the City of San Jose is a shared responsibility between internal City Departments (Parks, Recreation and Neighborhood Services, General Services, the Redevelopment Agency and the Department of Transportation) and a variety of external partners such as the Valley Transportation Agency, Cal Trans, the County of Santa Clara and the Santa Clara Valley Water District.

The program includes three components: education, eradication and enforcement. Each of these components complements the others. Through our educational efforts, the program has been able to build a base of more than 3,500 volunteers who have been trained to remove graffiti. Eradication efforts have removed over 100,000 graffiti tags during fiscal year 2008-2009, and the enforcement component provides a mechanism for dealing with property owners who fail to remove graffiti in a timely manner. It should be noted that the enforcement effort also includes the Police Department who plays a vital role in investigating and arresting taggers.

The integration of all these components provides three advantages: 1) the City can engage residents and property owners as active partners in prevention efforts; 2) resources are available to remove graffiti in a timely manner to reduce long-lasting blight impacts; and 3) enforcement actions are undertaken to ensure timely compliance when educational and/or eradication efforts are not successful.

Collaborative Efforts

A. Work2Future Activity:

The Anti-Graffiti and Litter Program was fortunate enough to host three (3) Work2Future participants for the first quarter of fiscal year 2009-10. These individuals assisted graffiti abatement staff by accompanying them to work sites and providing assistance with graffiti that was called into the hotline, as well as surveying the surrounding areas for additional graffiti and pro-actively providing abatement services. Their efforts over the course of the three (3) month collaborative resulted in the additional abatement of 3,459 tags equating to the removal of an additional 25,659 square feet of graffiti; this resulted in an 11% increase of the total graffiti abated by the Anti-Graffiti and Litter Program. The Anti-Graffiti and Litter Program abatement totals for the first quarter of Fiscal Year 2009-10 (July, 2009 to September, 2009) were 37,527 tags and 325,868 square feet.

The use of this partnership/resource was extended and has resulted in the Anti-Graffiti and Litter Program hosting six (6) Work2Future participants for a period of five (5) months spanning from November, 2009 through March, 2010.

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The collaborative effort of the Anti-Graffiti and Litter Program and Work2Future Program will have a significant impact on the graffiti abatement activity that the City of San Jose is providing, all at no additional cost to the City. With the knowledge that our abatement efforts will be enhanced for this particular time frame, it is also imperative to acknowledge that this is a limited resource and will allow us to pro-actively abate graffiti during its limited time frame only. Future efforts are being made to continue the creative ways in which the program is continuing its fight against graffiti.

B. San Jose Police Department (SJPD) Activity:

The collaborative efforts of the SJPD and Anti-Graffiti and Litter Program have recently resulted in the arrests of some of the most prolific tagger's in the Bay Area. During the past few months, this collaborative effort resulted in the arrests of three taggers responsible for an estimated \$100,000 property damage within the City of San Jose. This is the equivalent of 20,362 square feet of property damage and 198 graffiti tags. Without the close relationship between the two City departments, this great work may have not been accomplished.

The hours of dedicated, coordinated and sometimes "drop everything else" work performed by the SJPD and Anti-Graffiti staff, have and will continue to make a positive impact not only on the amount of graffiti removed in San Jose, but also on the number of perpetrators that are brought to justice.

Key Program Updates

Annual Graffiti City Wide Survey:

The Anti-Graffiti Program staff conducts an annual City-wide survey to record all tags visible from the street. This survey allows the program to gather valuable information including the increase/reduction in the number of tags each year, the percentage of gang versus tagger graffiti, the Council Districts that have experienced the highest number of tags, and the object that is most often the target of tagging.

Every year since 1999 the City conducts a graffiti survey, driving each of San José's 177 square miles street by street. This survey allows the Anti-Graffiti Program staff to gather valuable information including the total number of existing tags each year. Since the initial baseline year, Districts 3, 5 and 7 continue to be the most heavily impacted with the most popular target also continuing to be light poles. With the additional resources current available staff is planning to pilot a targeted effort on a more consistent basis in these areas. The findings of this survey are illustrated in the table below:

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Year	Total Tags	Year	Total Tags
1999	71,541	2004	3,913
2000	35,744	2005	2,035
2001	10,498	2006	129
2002	5,612	2007	2,594
2003	3,827	2008	13,902
		2009	19,240

Staff will conduct the next annual survey in late winter, 2010 and will report the results as part of the next biannual report.

With input from the San Jose Police Department it is evident that overall vandalism has been on the rise from 2006 to 2008. This coincides with the increased number of graffiti vandalism reports during the same period of time. Although graffiti has continued to increase in 2009 overall vandalism reports have slightly decreased. To keep pace with the increased graffiti trend, continuous efforts by the Anti-Graffiti and Litter Program have resulted in removing approximately 17% more tags in fiscal year 2008-09 than in fiscal year 2007-08 and approximately 40% more tags in fiscal year 2007-08 than in fiscal year 2006-07.

The following chart provides a historical overview of the tags abated by the program over the past five years.

Year	Total Tags Removed
2008-09	101,007
2007-08	84,041
2006-07	50,902
2005-06	47,863
2004-05	62,076

Program Efficiencies:

Under new program management the Anti-Graffiti and Litter Program is optimizing all resources available to create efficiencies within the graffiti abatement component of the program. The following are efficiencies the program has been or will be implementing in an attempt to meet the growing graffiti abatement demands.

A. Paint Bank Relocation:

The relocation of the Anti-Graffiti Programs Eradication Team from the paint bank facility on Park Ave to the Central Service Yard has had a strong positive impact on the efficiency of staff time. Previously, staff would start their workday by picking up their City vehicles at the Central Yard and proceed to go to the paint bank located on Park Ave. This daily occurrence resulted in the loss of a half an hour in the morning and a half an hour at the end of their shift, totaling an hour of unproductive time. By moving the physical location of the paint bank to the Central Service Yard, anywhere from five (5) to

eight (8) abatement hours per day (depending on the number of staff on duty) are being realized at no added cost. The implementation of this change resulted in an increased efficiency within the graffiti abatement efforts of approximately 12%.

B. Additional Clerical Staff Support:

Anti-Graffiti and Litter Program Management have identified an additional efficiency opportunity that has recently been implemented. Previously, the graffiti abatement staff spent considerable time performing data entry. By shifting resources and removing this responsibility from the abatement staff and reassigning it to clerical staff, the program has maximized its field staff hours.

C. Additional Marketing Opportunities:

Due to the visible increase in graffiti activity over the past two years, the Anti-Graffiti and Litter Program has previously focused its efforts primarily on graffiti abatement. With the addition of the Work2Future partnership, as well as the recently created labor efficiencies within the abatement staff, we plan on enhancing our program visibility and increasing citizen awareness. Through educating the public about the various volunteer opportunities the program offers, the Anti-Graffiti and Litter Program will seek to increase the volume of volunteers as well as increasing the active participation of the existing volunteers.

D. Utility Box Abatement:

The Anti-Graffiti and Litter Program previously initiated a process in which the responsibility of abating graffiti on utility boxes was being reviewed. With the assistance of the Public Works Department, all utility companies with utility boxes within the City were brought to a meeting to discuss their maintenance responsibilities based on their construction permits. During the course of the PRNS re-organization, the process stalled after the first meeting. It is the intent of the Anti-Graffiti and Litter Program to reconvene all utility companies previously engaged and discuss their ability to abate graffiti from their utility boxes in a timely manner, or whether it would be possible for them to provide funding to the Anti-Graffiti and Litter Program for the abatement of graffiti on their utility boxes. An update of this process will be available in the next bi-annual report.

Summary

The Anti-Graffiti and Litter Program has made positive strides to keep up with the consistent and increasing demands for graffiti abatement. Through the utilization of resources such as Work2Future and optimizing existing resources already within the program, our goal is to continue to find creative ways to provide a high quality service to the residents and visitors of San Jose.

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An example of the positive results gained over the first quarter of fiscal year 09-10 is evident by comparing statistics for the same time period of fiscal year 2008-09. As indicated in the chart below, we increased our abatement numbers in both the number of tags removed as well as the number of square footage removed. (Please see **Attachment A**)

Anti-Litter Update

The Anti-Litter Program, like the Anti-Graffiti Program consists of three components: education, eradication and enforcement.

During Fiscal Year 2008-09, there were a total of 3,944 "Pick Up San Jose" (PUSJ) volunteers. These volunteers picked up a total of 1,415 bags of litter during this year. This is the equivalent of slightly over seven tons of refuse.

A major element of the education component is the presentation of three litter educational commercials running on various cable television channels. During the period, July 1, 2008 through June 30, 2009, the commercials ran a total of 4,966 times.

Two major efforts related to litter removal have been the creation of a county-wide Silicon Valley Anti-Litter Campaign and the establishment of a Litter Hotline to receive calls from residents who witness individuals littering from their vehicles.

The Silicon Valley Anti-Litter Campaign (SVALC) has three subcommittees led by leaders from the participating agencies with the goal of creating a litter-free county. Participating agencies are noted below:

- Santa Clara Valley Water District
- Valley Transportation Agency
- San Jose Unified School District
- Santa Clara County Supervisor Don Gage
- Office of Assembly Member Joe Coto
- Office of the District Attorney
- Intel
- Cal Trans
- Comcast
- Santa Clara County
- Santa Clara Valley Urban Runoff Pollution Prevention Program
- City of Milpitas
- City of Palo Alto
- City of Campbell
- City of Redwood City
- City of Mountain View
- City of Sunnyvale
- City of Gilroy
- Town of Los Gatos
- City of Saratoga

The second major effort related to litter was the initiation of the DMV Anti-Litter Campaign that was launched on October 30, 2007. Individuals who call the litter hotline provide the vehicle license number of a vehicle seen littering. City staff then works with the DMV to identify the car owner and a courtesy notice is sent to the owner notifying them that the violation has been reported and encouraging the owner to refrain from littering in the future. To date, 367

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violations have been reported and the City has been able to issue 258 warning letters to identified vehicle owners.

Volunteers play a critical role in the success of both services provided by the Anti-Graffiti and Litter Program. As such, the 11th Annual Anti-Graffiti and Litter Program Volunteer Recognition Event will be held on Friday, December 18, 2009. We anticipate 300 volunteers will participate in the event.

Great American Litter Pick Up Event

On Saturday, April 25, 2009, the City of San Jose's Annual Litter Pick Up event took place in each of the Council Districts. In each of the Council Districts volunteers were issued clean-up supplies and were assigned designated clean-up areas that were identified as areas highly impacted by litter.

The City of San Jose's 9th Annual Great American Litter Pick-Up event results per Council District were:

Council District	Volunteers	Bags of Litter	Bags of Recyclables
1	65	27	7
2	431	152	16
3	284	38	8
4 (Berryessa)	238	73	6
4 (Alviso)	15	22	6
5	578	99	0
6	28	69	0
7	46	61	12
8	32	12	1
9	19	21	2
10	49	60	5
Total	1,785	634	63

The San Jose's 2009 Great American Litter Pick Up event realized an increase in volunteerism of 55% over 2008 which resulted in the removal of an additional ton of refuse. Overall, the 1,785 volunteers that participated in the 2009 event removed 3.5 tons of refuse including 634 bags of litter and 63 bags of recyclables as compared to the 2.5 tons of refuse including the 413 bags of litter and 95 bags of recyclables removed by the 984 volunteers in the 2008 event.

In 2008, a Council District friendly competition was created to attract the greatest number of volunteers. In 2008 Council District 4 won with 395 volunteers and received a plaque commemorating their accomplishment. This year Council District 5 took the overall numbers count with 578 volunteers.

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The Great American Litter Pick Up event is part of a national effort to help keep America, California and Santa Clara County beautiful. The cities of Sunnyvale, Campbell, and the County of Santa Clara also participated with their own Annual Great American Litter Pick Up Events.

Other 2009 Great American Litter Pick Up Event Highlights:

- Cal Trans, the City of San Jose Department of Transportation and the San Jose Conservation Corps pick up all the bags collected by our volunteers and Service Groups Participants. The total weight for all of the bags for the event is 10,930 pounds of debris which is equal to 1,093 bags of litter.
- The Department of Corrections provided two crews of participants that removed a total of 3.5 tons of debris which is equal to 784 bags of litter from Chronic Illegal Dumping areas.
- Cal Trans also removed a total of 120 litter bags from Highway 237 at First St. and along the Highway 101 corridor.

Upcoming Activity

- On March 20, 2010, the Great American Litter Pick-up event will take place. This is an annual event where hundreds of volunteers come out to help pick up litter in their neighborhoods. A report of the success of this event will be provided in the next report on the Anti-Graffiti and Litter Programs.
- The next City wide graffiti survey will be conducted from January 11 to 16, 2010.

EVALUATION AND FOLLOW-UP

The Anti-Graffiti and Litter Program makes a presentation to the NSE Committee twice a year regarding the status of the program as well as reports any performance issues as part of the quarterly performance measurement report.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or

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a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

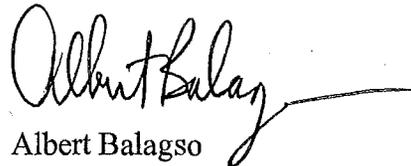
This memo does not meet any of the above criteria however it will be posted on the Neighborhood Services and Education Committee Internet Website for the December 10, 2009 meeting.

COORDINATION

This memorandum has been coordinated with the Department of Transportation, the Department of Public Works, the San Jose Police Department and the Office of the City Manager.

CEQA

Not a project.



Albert Balagso
Director of Parks, Recreation and
Neighborhood Services

For questions please contact Mark Marney, PRNS Deputy Director, at 535-3582.

Attachment

Anti-Graffiti and Litter Program 1st Quarter Comparison
Fiscal Year 2008-09 to Fiscal Year 2009-10

Increased Abatement Statistics:

Anti-Graffiti and Litter Program Fiscal Year 2008-09 1 st Quarter Activity:			
All Work	Totals	Pro Active Work	Totals
Tags Abated	19,643	Tags Abated	4,087
Square Feet	224,981	Square Feet	23,413

Increase in Numbers Abated		
All Work	Totals	Pro Active Work
Tags Abated	17,884	12,421
Square Feet	100,887	53,575

Anti-Graffiti and Litter Program Fiscal Year 2009-10 1 st Quarter Activity:			
All Work	Totals	Pro Active Work	Totals
Tags Abated	37,527	Tags Abated	16,508
Square Feet	325,868	Square Feet	76,988

Increase in Percent Abated		
All Work	Totals	Pro Active Work
Tags Abated	91.05 %	303.91%
Square Feet	44.84%	228.83%