



COUNCIL AGENDA: 02-28-12
ITEM: 5.1

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Dennis Hawkins, CMC
City Clerk

SUBJECT: SEE BELOW

DATE: 2-15-12

SUBJECT: ANTI-GRAFFITI AND LITTER PROGRAM SEMI-ANNUAL REPORT

RECOMMENDATION

As recommended by the Neighborhood Services and Education Committee on February 9, 2012 and outlined in the attached memo previously submitted to the Neighborhood Services and Education Committee, accept the Anti-Graffiti and Litter Program Semi-Annual Report.



Memorandum

TO: NEIGHBORHOOD SERVICES AND
EDUCATION COMMITTEE

FROM: Julie Edmonds-Mares

SUBJECT: ANTI-GRAFFITI AND
LITTER PROGRAM
SEMI-ANNUAL REPORT

DATE: 01-23-12

Approved

Date

2-1-12

COUNCIL DISTRICT: Citywide

RECOMMENDATION

It is recommended that the Neighborhood Services and Education Committee accept this Anti-Graffiti and Litter Program Semi-Annual report and recommend this item for full Council consideration at the February 28, 2012 Council meeting.

OUTCOME

The Neighborhood Services and Education (NSE) Committee will be advised of the current performance of the Anti-Graffiti and Litter Program (AGLP) for the first half of fiscal year 2011-2012.

BACKGROUND

The purpose of this memorandum is to provide the NSE Committee with an overview of current work efforts, issues and/or trends that are impacting the AGLP, and actions that are being taken to ensure that the City remains vigilant in its efforts to maintain a safe, clean city. Future program updates will continue to be provided in the form of a bi-annual report.

ANALYSIS

GRAFFITI UPDATES

The Parks, Recreation and Neighborhood Services Department (PRNS) manages the Anti-Graffiti Unit to further beautify San José by preventing and removing graffiti through Community Involvement, Eradication, and Enforcement. The entire Anti-Graffiti program operates through a collaborative partnership of resources led by PRNS in conjunction with

community volunteers, the San José Police Department (SJPD), other City staff, the graffiti abatement vendor Graffiti Protective Coatings, Inc. (GPC), and a number of outside agencies. Each of these partners fulfills an important role in reducing graffiti and encouraging a community in which San José residents feel safe and secure.

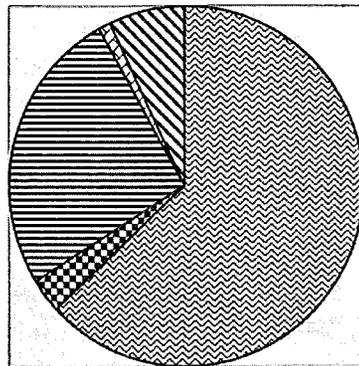
New Service Delivery Model

One of the significant outcomes of GPC's service delivery model is the targeted elimination of blight not only as visible graffiti, but also to restore surfaces and eliminate secondary graffiti. Secondary graffiti is caused by mismatched paint or painting techniques that are used to cover the original graffiti.

A significant tool included in the GPC agreement is the utilization of the vendors online work order management system. This system provides a real time work order system for AGLP and GPC operations, creating a digital filing system that supports law enforcement. This system provides police officers with the ability to document, track and link graffiti activity. As an example, the SJPD used the GPC database to make 20 additional graffiti charges in the HYSU case, which is further described in the section below titled, Graffiti Suppression Activities. Graffiti activity may be reported through a toll free phone number (877-249-0543), by email (antigrffiti@sanjoseca.gov), and through a smartphone application (app) called *San Jose Clean* available on both the Android and iPhone networks. The mobile phone applications tie directly into the GPC work order management system, provides a convenient means for graffiti reporting throughout the City, and maximizes mapping functions to accurately identify graffiti locations.

GPC and the AGLP staff have also partnered effectively over the past several months to focus recruitment and training volunteers activities on the integration of the new restoration graffiti abatement model. Appropriate matching paint colors and supplies are provided in a strategic manner to support the volunteers. AGLP is working to re-train our expansive volunteer network of over 3,600 participants and to recruit new volunteers to augment vendor and city staff efforts. AGLP staff has attended 18 community and neighborhood association meetings to provide information about the new service delivery model for graffiti abatement, as well as to recruit volunteers.

In addition to working with GPC and volunteers to address graffiti eradication activity in San José, AGLP also works with property owners to abate graffiti on their private property. The following charts show the distribution of graffiti abatement service calls between GPC, City staff, Sentencing Alternative Program SAP), Santa Clara County Probation Department (Juvenile Offender Program) and our partner agencies. All of our partner agencies play a vital role in the graffiti program. They own significant areas of very visible public and private property within San José, thus making these properties attractive to taggers. Partner agencies are also experiencing fiscal challenges and have indicated graffiti eradication funding is limited and/or graffiti eradication is not their core mission. AGLP staff persistently engages our partners to encourage more active participation in graffiti eradication activities. As a result of these efforts, a number of agencies have taken steps to improve their graffiti eradication responses. Caltrans has inquired about the GPC program and is considering utilizing a like contractor service to supplement their two existing graffiti paint crews that are located in the south Santa Clara County area. Interagency efforts to collaboratively address graffiti citywide will continue to be a core function of the AGLP team.



- ☒ GPC 63%
- ☒ City Staff 3%
- ☒ SAP 26%
- ☒ Juvenile probation 1%
- ☒ Partner Agencies 7%

Breakdown of calls for service between June 29, 2011 and December 31, 2011		
Service Provider	Calls for Service	Percentage of Total Calls
GPC	4,542	63%
SAP	1,874	26%
Partner Agencies	467	7%
Caltrans - 342		
VTA - 66		
Caltrain - 10		
Clear Channel Billboards - 12		
CBS Billboards - 7		
Union Pacific Railroad - 4		
County of Santa Clara - 10		
Department of Transportation - 8		
Pacific Gas & Electric - 7		
Santa Clara Valley Water District - 1		
City Staff	243	3%
Juvenile Probation	69	1%
Total Calls for Service	7,177	100%

The San José Municipal Code requires property owners maintain their property in a graffiti free state. The AGLP supports property owners by providing City funded services that include GPC graffiti eradication, volunteer coordination, and anti-graffiti supplies and materials. The GPC graffiti eradication will be provided every six months to an individual property. Staff reports that 90% of private property owners continue the graffiti eradication on their own once informed of their responsibilities. The property owners that do not maintain the property graffiti free are subject to enforcement action by the Department of Planning, Building and Code Enforcement (PBCE). Currently, there are nine cases pending with PBCE.

Vendor Performance

In the first six months of operation, GPC has abated 1,120,774 square feet of graffiti (1,078,795 square feet of graffiti was abated during this same period in 2010). During this period, GPC closed

16,472 work orders consisting of calls for service and self initiated calls, which eliminated 15,156 graffiti tags. This performance demonstrates that the new service delivery model, as compared to the previous year's time frame for like service, is sustaining a similar level of service for focused graffiti eradication. PRNS will evaluate its performance measure data, and the 2012 Citywide Graffiti Survey results, in order to validate existing performance measures, and/or recommend performance measure changes that would provide an accurate description of the AGLP performance.

AGLP tracks the responsiveness of GPC as a performance measure. The vendor contract requires GPC to respond within 24 hours for graffiti service calls in the assigned areas. GPC completed 99% of the 4,542 calls for service within 24 hours. All of the 258 gang graffiti related work orders were completed within 24 hours.

The GPC agreement utilizes focused eradication of graffiti in an assigned area in order to restore the area to a manageable maintenance level. Graffiti in the assigned areas is required to be abated within 24 hours, and for graffiti outside the assigned area the performance goal is removal within 48 hours. Once GPC completes the process of restoring an area to be graffiti and blotch free, the maintenance of that location is significantly reduced. Based on experience with this restoration approach, these graffiti and blotch free surfaces attract fewer repeat graffiti tags, resulting in lower ongoing abatement efforts.

This restoration process will be completed systematically throughout the entire city by adding assigned areas one zone at a time. The first assigned area was selected based on the 2011 Citywide Graffiti Survey results and gang activity data, which represented approximately 42% of the surveyed graffiti in San José. The area is bordered by Highway 101 to the west, Alum Rock Avenue to the north, Tully Road to the south, and the City residential border to the east. In October 2011, GPC completed the restoration goal for the first assigned area, thus establishing a maintenance level standard for this area. GPC was then assigned a new focused eradication area based on statistical analysis of past graffiti activity to the Five Wounds/Brookwood Terrace SNI area in Council District 3. This council district represented the second highest level of graffiti activity, or 15% of the total graffiti observed in the 2011 Citywide Graffiti Survey, combined these two areas represent 57% of the citywide survey activity. This process will continue until GPC is providing the maintenance level standard of abatement throughout the entire city. The schedule to provide the maintenance level standard of abatement throughout the entire city will be discussed in the next semi-annual graffiti program report.

Based on the 2012 Citywide Graffiti Survey, AGLP and GPC will establish the next assigned area as the region bordered by Highway 101, The Alameda, Highway 87, and Tully Road. This area, predominantly in Council District 3, contained the highest number of observed graffiti tags in the 2012 Citywide Graffiti Survey. Focusing GPC's restoration model techniques on this new area is anticipated to cause a decrease in observable tags as occurred in the first assigned area. The number of observed graffiti tags in the first assigned area decreased by 50% between the 2011 and the 2012 surveys.

Through field inspections, staff observed that the major arterial roadways in the first assigned area have a restored look that gives the appearance that no graffiti activity is occurring. As an example,

sound walls along Capital Avenue and Expressway, White Road, Alum Rock Avenue, Story Road, and King Road all have a graffiti free uniform appearance.

2012 Citywide Graffiti Survey

AGLP conducted the 2012 Citywide Graffiti Survey during the month of January 2012. Citywide survey results indicate an overall decrease in graffiti by 7%. Tags increased in Council Districts 2, 3, 4, 7, 8, 9 and 10 and the remaining Council Districts experienced a decrease in graffiti tags. The 2012 Citywide Graffiti Survey results are listed on Attachment 1. The following chart provides a summary of the observed tags and the variance from the 2011 Citywide Graffiti Survey Results by Council District:

2012 Citywide Graffiti Survey Results by Council District					
Council District	Observed Tags	Variance from 2011 survey	Council District	Observed Tags	Variance from 2011 survey
1	753	50% decrease	6	1,049	60% decrease
2	1,733	12 % increase	7	4,558	5% increase
3	10,315	66% increase	8	4,161	63% increase
4	2,531	54% increase	9	2,804	38% increase
5	8,590	50% decrease	10	1,059	64% increase

Of the tags counted in the 2012 survey, there were 1,536 identified as being gang tags, which represented 4% of all the tags counted. The number of 2012 gang tags increased by 134 tags, or 10%, as compared to the number of gang tags counted in the 2011 survey (1,402 gang tags).

Between the 2011 and 2012 surveys, total graffiti tags decreased from 40,405 tags to 37,553, representing a 7% decrease in graffiti tag activity citywide. The chart below details the annual change in survey result for the last 14 years:

Citywide Graffiti Survey Results by Year					
Year	Total Tags	Year	Total Tags	Year	Total tags
1999	71,541	2004	3,913	2009	19,240
2000	35,744	2005	2,035	2010	29,285
2001	10,498	2006	129	2011	40,405
2002	5,612	2007	2,594	2012	37,553
2003	3,827	2008	13,902		

The 2012 Citywide Graffiti survey concludes that 2012 is the first year since 2006 that the number of observed graffiti tags has not increased as compared to a previous year's observed graffiti tag total.

New Service Delivery Program Costs

Under the agreement, GPC is compensated at the amount of \$633,300.60 per year. For all the services provided, GPC invoices the City at a rate of \$0.40 per square foot of graffiti eradicated in both the restoration and the maintenance models they provide. The GPC cost relates directly to the

amount of graffiti abated, as the cost is based on the fixed amount of \$0.40 per square foot. Through the first six months of the fiscal year, GPC abated 1,120,774 square feet of graffiti (as compared to 1,078,795 during the same period in 2010). The new service delivery model has allowed the program to realize over \$600,000 in general fund savings forecast in the service delivery evaluation.

The higher amount of eradicated graffiti in 2011 is due in part to the new restoration model. While these costs are higher now, the program costs are expected to decrease in the future as graffiti activity decreases in response to the elimination of graffiti, as well as the appearance of graffiti free locations. Statewide statistics indicate that graffiti is increasing, which is also a contributor to the higher anti-graffiti activity levels.

Graffiti Suppression Efforts

AGLP is working with the Mayor's Gang Prevention Task Force and the SJPD to ensure that GPC and the information provided through the GPC data base are effectively coordinated to support gang investigations and tracking. Graffiti Prevention and Abatement has been added as a standing item on the agenda of the Interagency Collaboration Subcommittee of the Mayor's Gang Prevention Task Force Policy Team. Representatives on that subcommittee include the Chief of Probation, District Attorney, Public Defender, Juvenile Court Judge, Police Chief, two School Superintendent's, County Sheriff, Mayor's Office, City Manager's Office, one County Supervisor and two Community Representatives.

Management of the Anti-Graffiti program is an interdepartmental effort with AGLP and GPC focused on community engagement, interagency collaboration, graffiti eradication, and City coordination with SJPD and PBCE. SJPD continues to fund a Graffiti Unit, consisting of two police officers charged with investigating graffiti activity. Currently, there are 23 graffiti related cases under investigation. In 2010, the SJPD received 3,294 reports of vandalism which included graffiti, and in the first 11 months of 2011, the SJPD received 2,785 of the same types of reports. In December 2011, the SJPD announced the arrest of four suspects related to the HYSU tagging crew. The arrests were for graffiti vandalism and the suspects were charged with 60 counts of felony vandalism. In early January, two more suspects associated with this tagging crew were also arrested and charged. Investigators have reported these suspects were responsible for at least \$50,000 in property damage and qualify for a gang enhancement charges. In addition to this highlighted case, during the last six months police officers have arrested over 50 other graffiti suspects throughout the City. Each of these arrests is associated with multiple cases of vandalism, causing approximately \$150,000 in property damage. Graffiti investigators report that the arrests have caused a slow down in tagging crew activity. The arrests and convictions of the graffiti suspects eventually resulted in court directed restitution. Consequently, the City is able to recover through restitution some costs associated with graffiti vandalism. In Fiscal Year 2010-2011, PRNS received \$12,120 in graffiti restitution, and year to date for the current fiscal year PRNS has received \$5,761. The compliance and enforcement activities of the SJPD and PBCE are an integral part of graffiti eradication efforts in San José.

Graffiti Services Review Committee

PRNS and the Parks and Recreation Commission established the Graffiti Services Review Committee to review the effectiveness of the anti-graffiti service delivery model, as well as

recommend service delivery improvements for the program. The committee consists of two Parks and Recreation Commissioners, three citizens at large, and one City staff member. The committee is in the program review stage at this time and will provide feedback and recommendations to inform the next Anti-Graffiti/Anti-Litter Program Semi-Annual Report.

Graffiti Restitution

AGLP and the City Attorney's Office have drafted an update to the restitution rates as related to San José Municipal Code Section 9.58.290. The purpose of this code section is to set graffiti abatement costs and expenses for juvenile crimes related to graffiti. On February 9, 2011, PRNS is scheduled to provide the Neighborhood Services and Education Committee with an update on the City's Graffiti Restitution Rate, and seek Committee support for the new rate.

AGLP Volunteer Recognition Event

AGLP held its annual Volunteer Recognition Event on October 8, 2011. AGLP collaborated with PRNS's Volunteer Program to host this event at History San José, Kelley Park. Of the 3,600 AGLP Volunteers, 150 AGLP volunteers were recognized for their generous support of anti-graffiti efforts. The next Volunteer Recognition Event is scheduled for September 22, 2012 at Lake Cunningham Park.

LITTER UPDATES

AGLP staff, in conjunction with the Environmental Services Department, attended 10 community events to support the Reusable Bag Distribution Program, as well as recruit volunteers for the Anti-Graffiti and Litter Program. AGLP staff also participated in three Litter Pick-Up Events. The next significant AGLP event will be the Great American Litter Pick-Up Day, scheduled for March 17, 2012.

AGLP staff continues to provide training and education to the community through neighborhood meetings, resource events, and by attending community service events such as National Night Out. Staff is currently working on providing more outreach to the local school districts and businesses. The goal is to establish a greater awareness of the effects of graffiti vandalism and litter blight in an attempt to create an increase in community involvement and awareness.

/s/

JULIE EDMONDS-MARES
Acting Director of Parks, Recreation and
Neighborhood Services

For questions please contact Mike Will, PRNS Parks Manager, at 408-535-3582.

Attachment

San Jose Graffiti Survey - Winter 2012

	District 1		District 2		District 3		District 4		District 5		District 6		District 7		District 8		District 9		District 10	
	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags
Benches	0	0	1	4	10	18	0	0	3	4	2	5	2	21	2	2	0	0	0	0
Signs	191	229	355	433	1060	2704	364	515	840	1555	179	373	609	1172	595	1002	558	549	138	220
Poles	127	244	468	645	852	2848	763	1054	1423	2507	81	184	577	1560	582	1214	956	1737	308	508
Utility Boxes	42	77	126	158	159	491	183	484	202	1327	34	83	122	328	184	535	131	197	122	129
Mail Boxes	34	80	13	13	38	105	7	11	37	101	34	70	53	182	1	1	24	49	11	5
Other	44	86	201	290	410	1462	210	228	228	528	52	97	136	319	76	162	143	214	74	88
TOTALS	438	696	1184	1543	2529	7628	1527	2292	2733	6022	382	812	1499	3582	1450	2916	1812	2746	653	951

	District 1		District 2		District 3		District 4		District 5		District 6		District 7		District 8		District 9		District 10	
	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags	Objects	Tags
Power Wash	-	-	69	65	37	122	24	43	75	245	15	32	123	251	13	16	8	11	17	26
Spray Rig	4	12	73	78	175	1,234	54	129	371	1,557	-	-	158	432	128	1,154	20	39	24	62
Paint Match	7	39	28	36	178	1,130	10	64	145	600	43	160	66	159	14	48	5	8	6	18
Other	4	6	12	11	41	201	3	3	41	166	4	45	20	134	3	29	-	-	2	2
TOTALS	15	57	182	190	431	2,687	91	239	632	2,568	62	237	367	976	158	1,245	33	58	49	108

	District 1	District 2	District 3	District 4	District 5	District 6	District 7	District 8	District 9	District 10
TOTAL OBJECTS	453	1,346	2,960	1,618	3,365	444	1,886	1,608	1,845	702
TOTAL TAGS	753	1,733	10,315	2,531	8,590	1,049	4,558	4,161	2,604	1,059

TOTAL OBJECTS	16,207
TOTAL TAGS	37,553

	District 1	District 2	District 3	District 4	District 5	District 6	District 7	District 8	District 9	District 10
GANG TAGS	19	31	673	81	342	12	152	177	37	12
PRIVATE PROP.	47	690	1771	156	1853	296	1871	1358	496	124

TOTAL GANG TAGS	1536
TOTAL PRIVATE PROP.	8,662

*Anti-Graffiti
and Litter Program
Semi-Annual Report*

NSE Agenda: 02-09-12

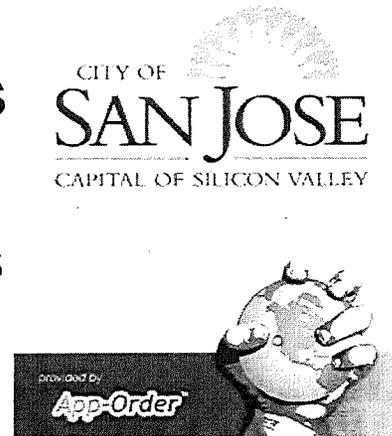
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Anti-Graffiti Program

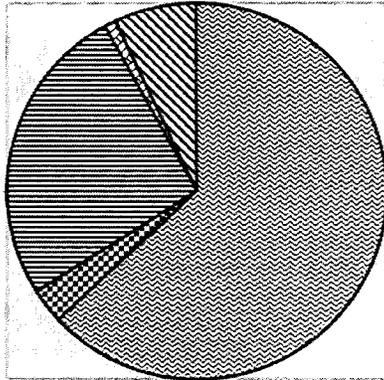
New Graffiti Eradication Service

Delivery Model

- Restoration Model
- Color Matching
- Assigned Areas / Hot Spots
- Mobile Work Order System
- Multiple Reporting Methods
 - SAN JOSE CLEAN app
 - (866) 249-0543
 - antigrffiti@sanjoseca.gov



Anti-Graffiti Program Performance

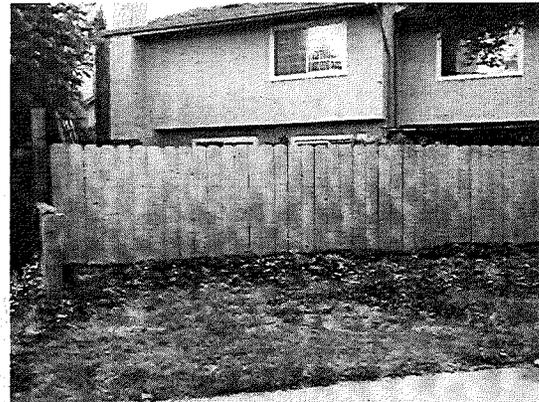


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- **City Staff 3%**
- **SAP 26%**
- **Juvenile probation 1%**
- **Partner Agencies 7%**

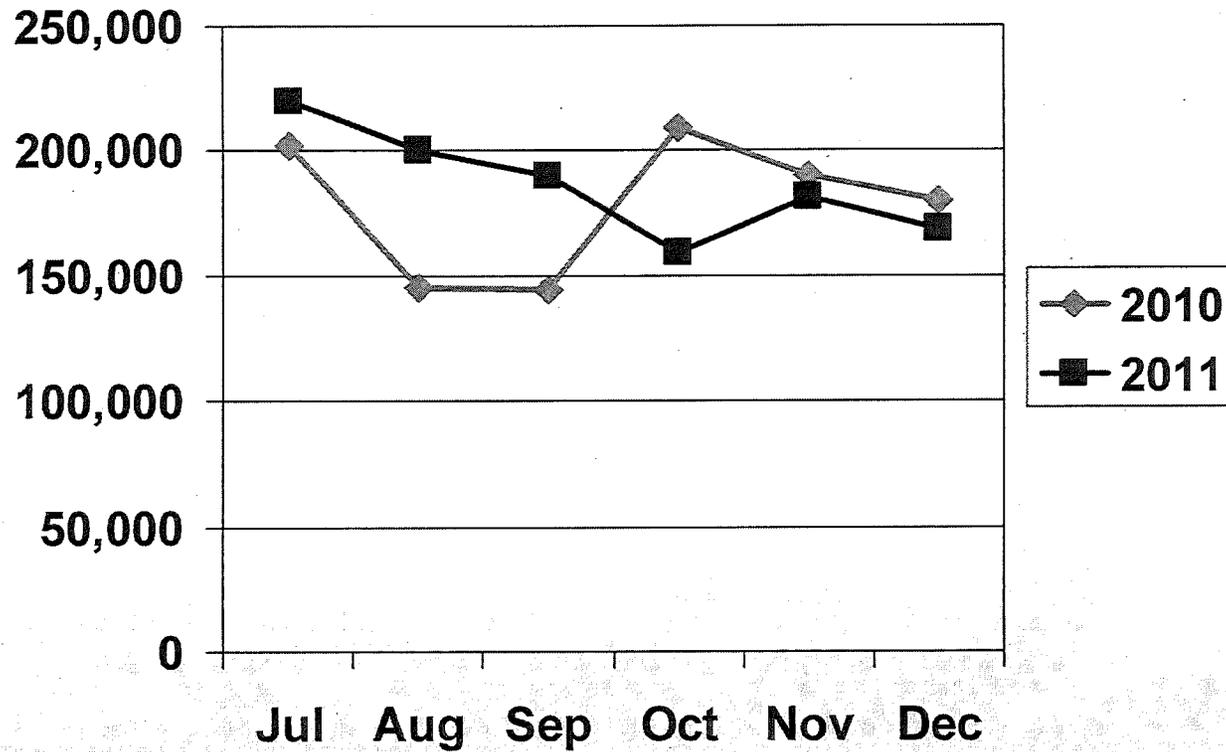
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Anti-Graffiti Program Performance

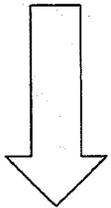
- 99% of GPC work orders were completed within 24 hours
- 100% of gang tags were removed within 24 hours



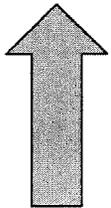
Anti-Graffiti Program Square Feet of Abatement



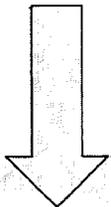
Anti-Graffiti Program 2012 Citywide Survey



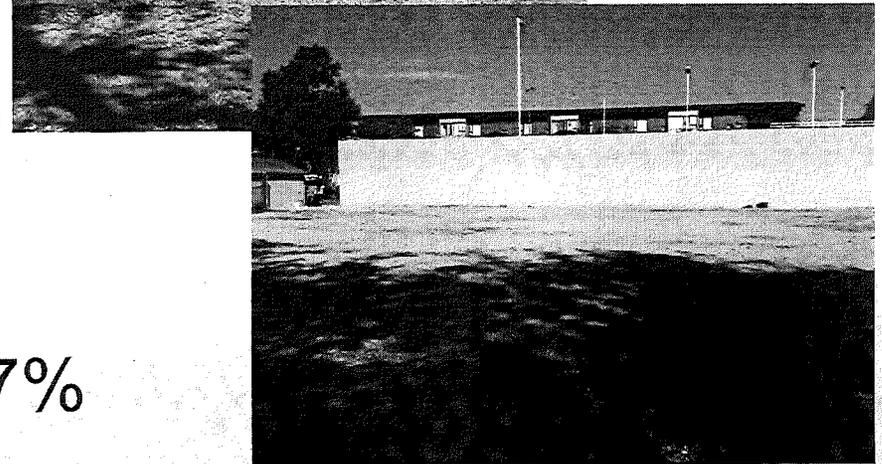
CD 1, 5, & 6



CD 2, 3, 4, 7, 8, 9 & 10



Citywide decrease of 7%



Anti-Graffiti Program Suppression Support

- Police Department investigating 23 graffiti related cases
- 6 members of HYSU tagging crew arrested
 - 60 counts of felony vandalism
 - \$50,000 in property damage
- 50 other suspects arrested for multiple vandalism cases
 - \$150,000 in property damage over last 6 months



Anti-Litter Update

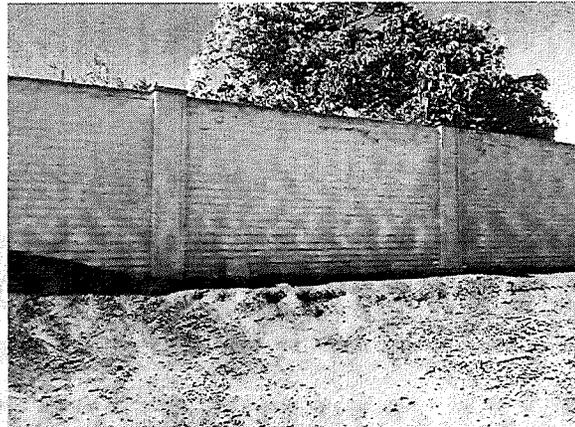
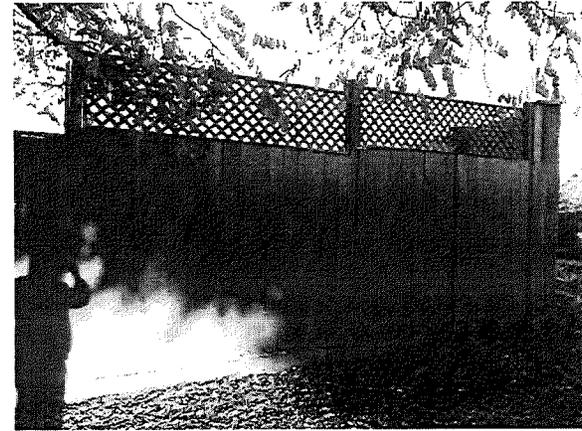
- Great American Pick Up (3-19-12)
- Volunteer Recognition Event (9-22-12)
- Litter Pick Up Events
- Reusable Bag Distribution Program



Q & A

Examples of Graffiti Abatement

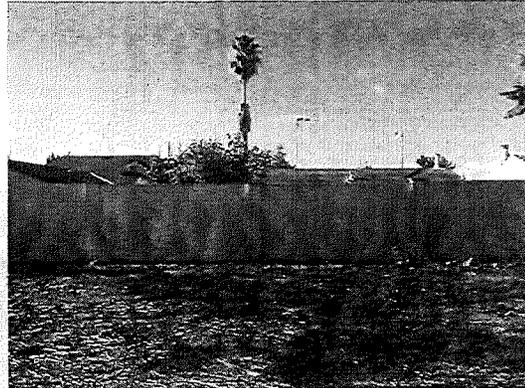
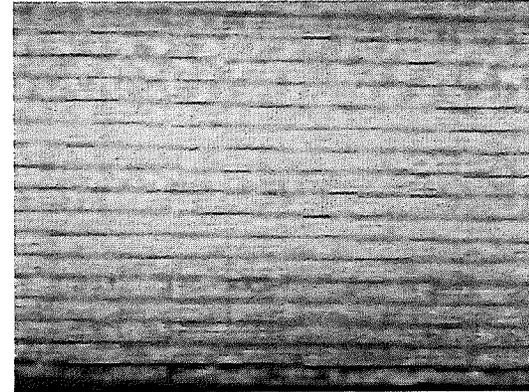
Hayes Ave and
Landau Court



Lava Way and
Maybury Rd

Examples of Graffiti Abatement

1101 Galahad Ave



2394 Brushglen Way