

# GRAFFITI ABATEMENT PROGRAM (GAP)

City of Long Beach

Department of Public Works

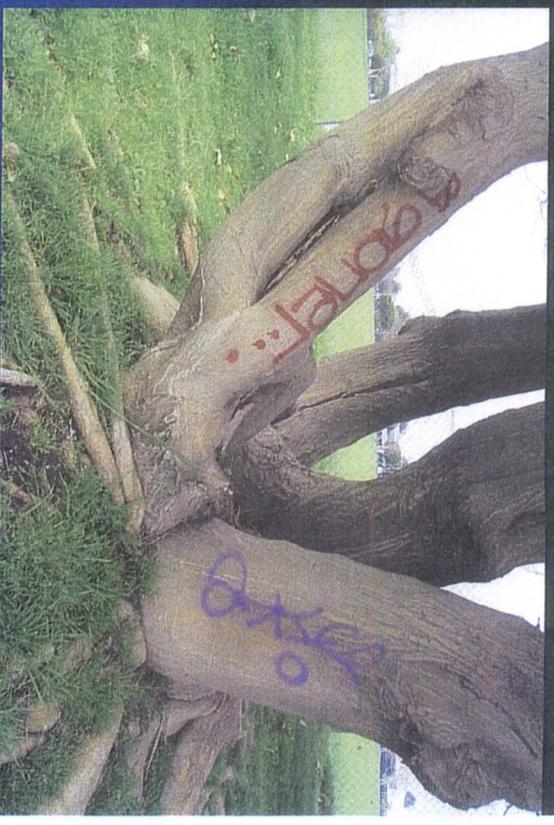
Public Service Bureau

# INTRODUCTION

- Del Davis, Manager, Public Service Bureau
- Arthur Cox, Superintendent
- Fuaillelagi 'Lani' Leota,  
Neighborhood Services Specialist
- Graffiti Protection Coatings, Inc. (Contractor)

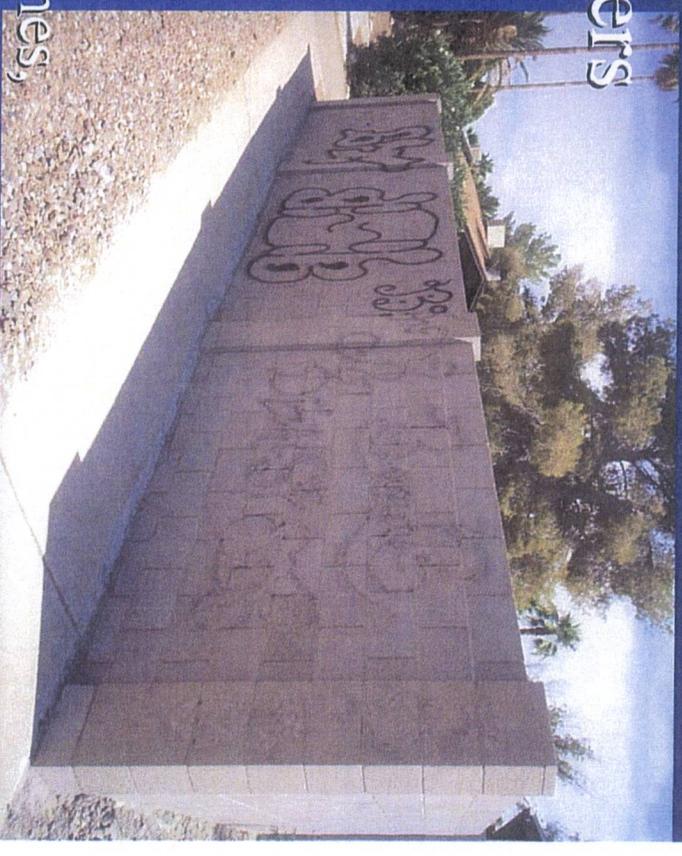
# PURPOSE:

- ◆ To provide a system to keep all privately owned real property within the City free of graffiti.
- ◆ The increase of graffiti on both private and public buildings and structures creates a condition of blight resulting in a deterioration of property and business values for adjacent properties, all to the detriment of the City.

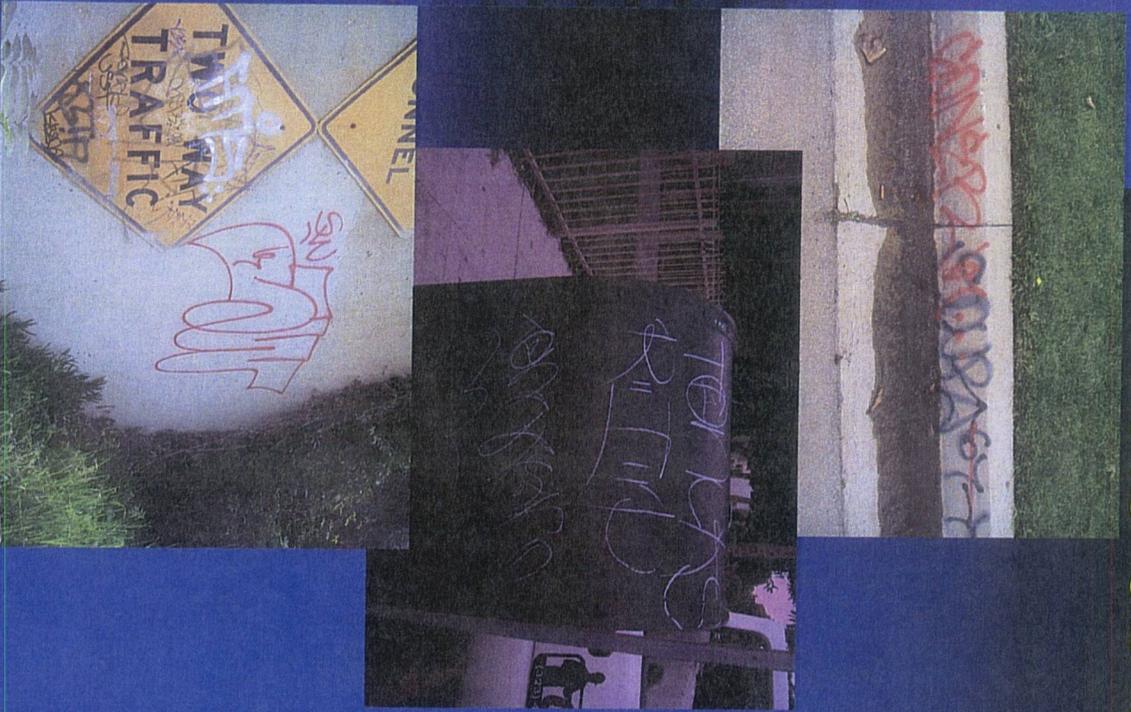


# Why Do People “Graffiti”

- For recognition
- To communicate with others who ‘tag’ or use graffiti
- Peer pressure/to belong
- Boredom
- Culture supports it
  - ◆ websites, video games, magazines, advertisements, etc.



# Effects of Graffiti



- Property Owners
  - ◆ Can be costly to remove/fix
  - ◆ Feeling of violation and despair
- Neighborhoods
  - ◆ Appeal is lowered
  - ◆ May invite other undesired activities
  - ◆ Lowers property values
  - ◆ Businesses may not be attracted by unsightly neighborhoods
- Taggers/Graffiti artist
  - ◆ Criminal citations
  - ◆ Felony records

# Graffiti Protection Coatings, Inc.

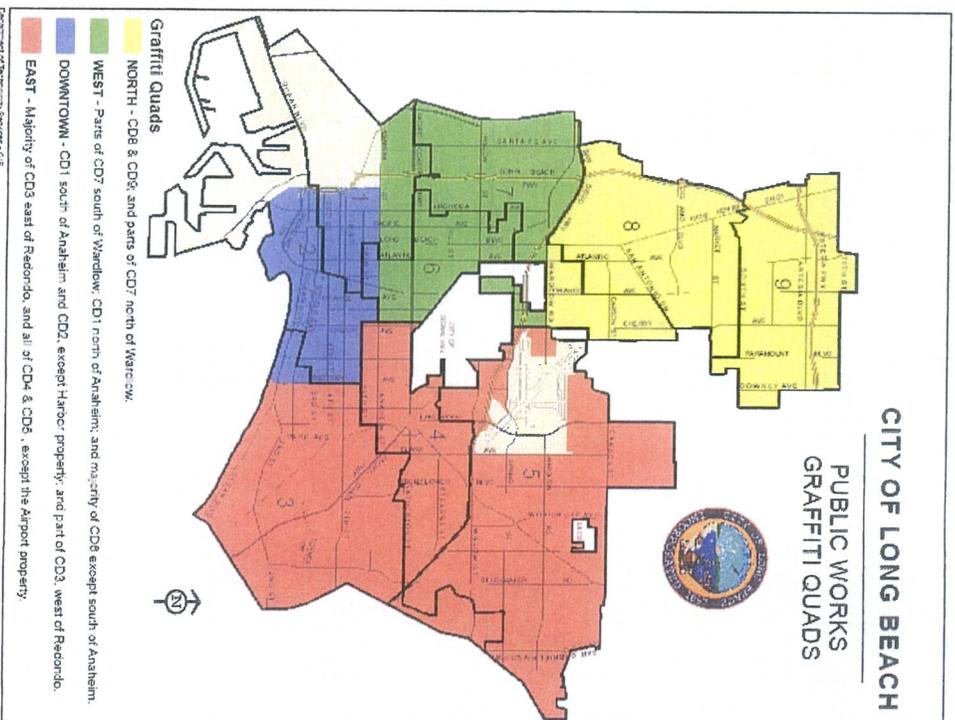
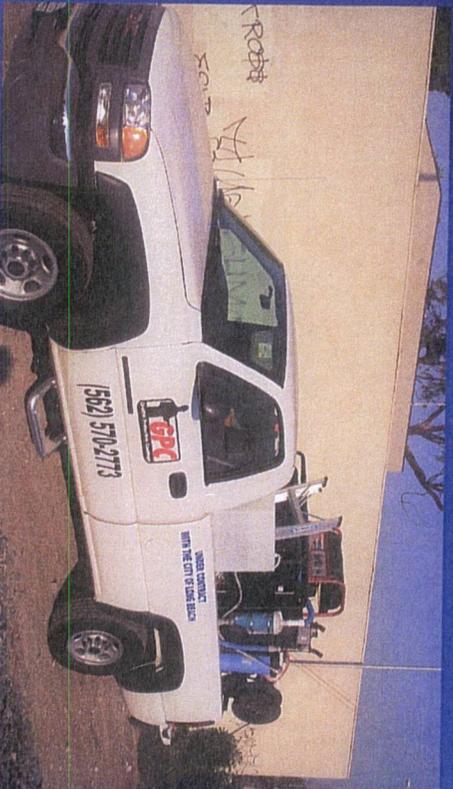
■ Graffiti removals are contracted to Graffiti Protection Coatings, Inc.

◆ 5 crews/Quads

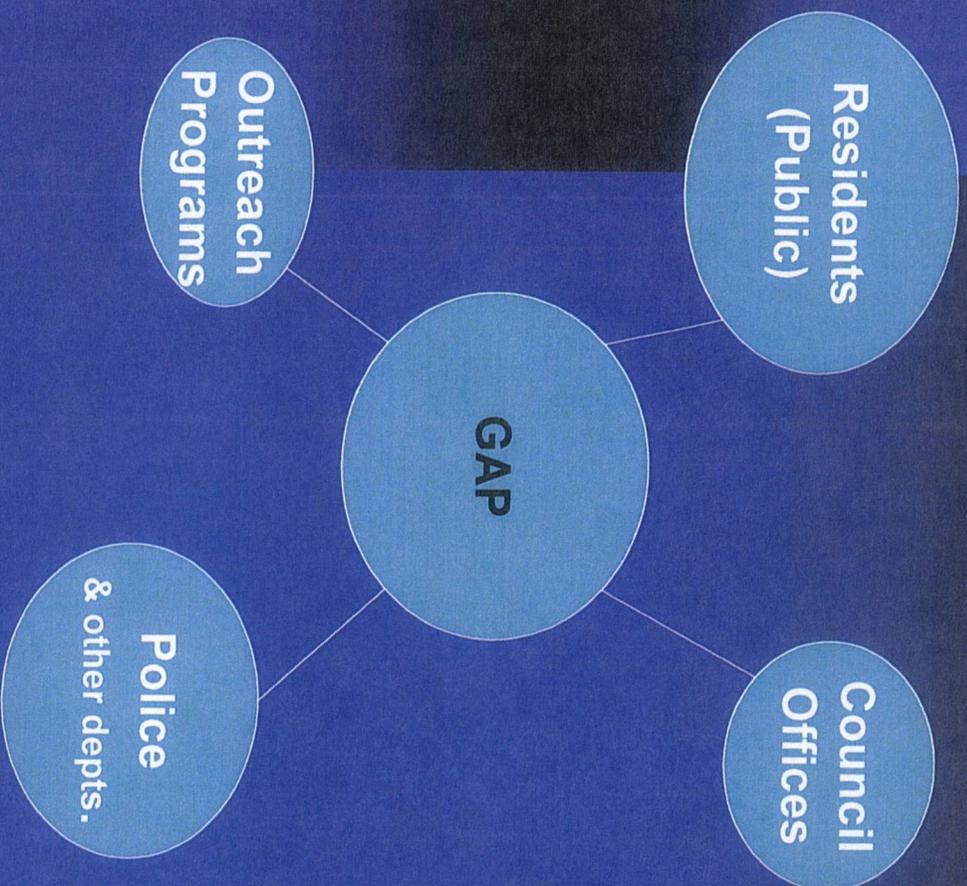
- ◆ North
- ◆ West
- ◆ Downtown
- ◆ East
- ◆ Public Right-of-Way (Citywide)

◆ 3 types of removals

- ◆ Paint, Chemical and Blast.



# Graffiti Removal Requests

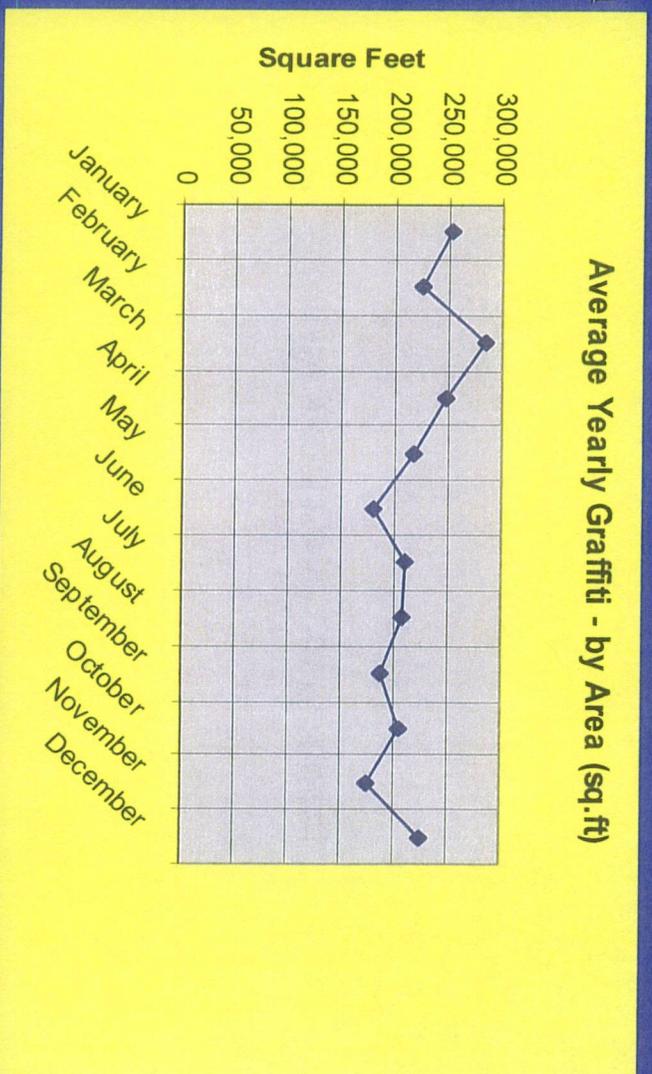


- 24-hour Graffiti Hotline (562) 570-2773.
- Receive 50-100 calls per day.
- Graffiti removed from portions of property visible from street & in alleyways within 100 ft of alley entrance.
- Requests are submitted to the Contractor the next business day.
- 96% are abated within 24 hours of receipt of request.
- 80% of the requests are related to private properties.

# Rise of Graffiti Calls

- Heightened Awareness of Graffiti
  - ◆ Citizens want neighborhoods clean
  - ◆ Media pieces bring to citizens' attention
  - ◆ Public and/or outreach events teach citizens about crime of graffiti and to report

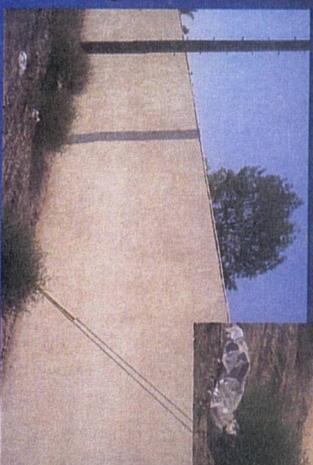
- More Graffiti Occurring
  - ◆ Societal acceptance of graffiti
  - ◆ More taggers



# Types of Removal

- Paint:

- ◆ Approx. 65% of locations are covered with matching or near-matching paint.



- Chemical:

- ◆ Approx. 30% are removed with a chemical solution/solvent.



# Types of Removal (con't)

- Blast:
  - ◆ Approx. 5% are blasted off with high powered water hoses.
- Free Paint Program
  - ◆ Owner/occupant receive voucher for free paint.





# Abatement of Public Property

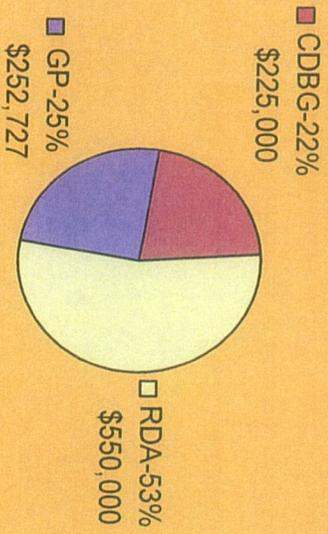
- Various City departments abate graffiti
  - ◆ Streets Operations – sidewalks, trees, curbs. Avg. abatement time – 5 days
  - ◆ Traffic Operations – Stop signs, street signs, signal boxes. Avg. abatement time – 4 days
  - ◆ Parks, Rec. & Marine – Playground equipment, park grounds, park restrooms. Avg. abatement time – 3 days.



# RDA - SITES & TAGS

4/30/2009

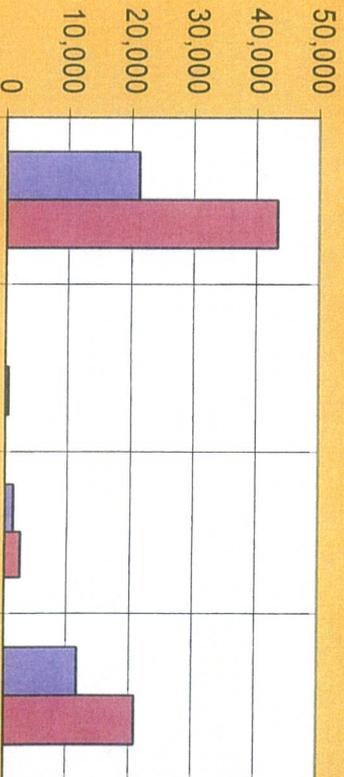
**BUDGET 2009**  
\$1,027,727



- GP-General Fund
- CDBG - Community Development Block Grant
- RDA - Redevelopment Agency

# BUDGET SUMMARY

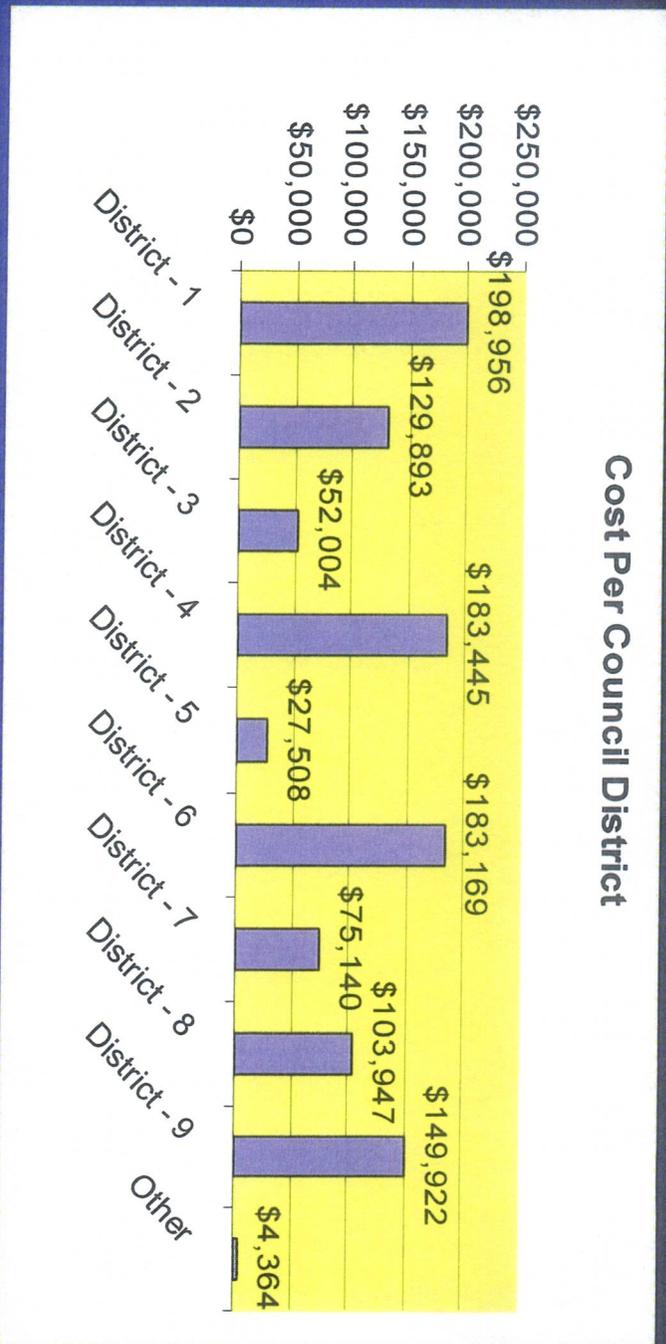
**2008 - RDA Summary Report**  
Total Tags Removed 66,877



| Category           | Central | West Industrial | Downtown | North  |
|--------------------|---------|-----------------|----------|--------|
| Total Sites        | 21,282  | 175             | 1,217    | 11,769 |
| Total Tags Removed | 43,193  | 360             | 2,449    | 20,875 |

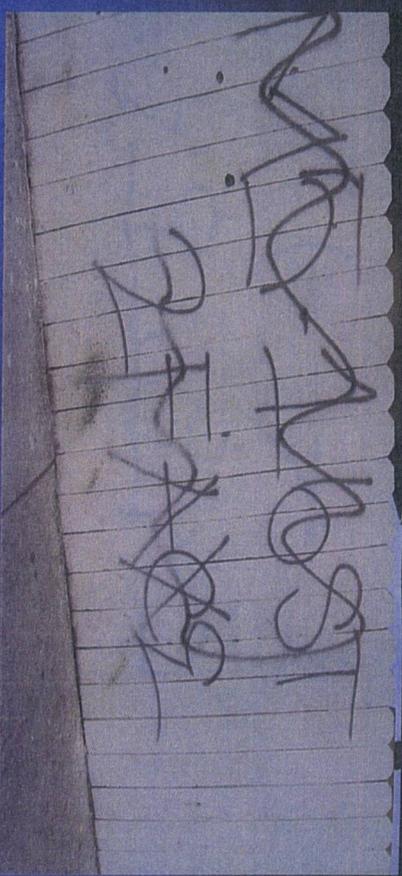
# Cost Summary for FY08 – by CD

Cost Per Council District



- Average cost per removal - \$20.36

# Key Benefits



- Time
  - ◆ discourage further graffiti
- Community
  - ◆ Improves the visual esthetics of the neighborhood
- Programs
  - ◆ Free Paint Program can expedite removal of graffiti and significantly reduce the expenditure of public funds.

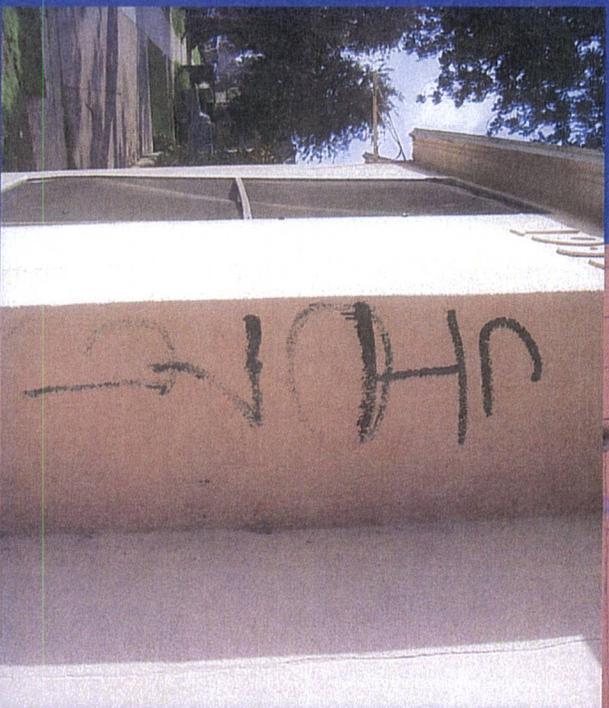
# Consequences

- Send message that we don't care about our neighborhood or our community.
- Causes area to look unsafe and people question their personal safety.
- Creating an open invitation to more littering, loitering and graffiti.
- Increase in other crimes and acts of violence.



# GRAFFITI REMOVAL PROGRAM

- Continue with public outreach
  - ◆ Conduct neighborhood clean-ups.
  - ◆ Encourage instilling pride of a safe and clean community.
- Understand graffiti is illegal
  - ◆ Report suspicious individual/tagger
  - ◆ Continue quick abatement of graffiti



# GAP - CONCLUSION

The City of Long Beach has a well-earned national reputation for its innovative and effective programs for controlling the modern blight of graffiti.

- Questions
- Thank you