

GRAFFITI ABATEMENT PROGRAM (GAP)



City of Long Beach
Department of Public Works
Public Service Bureau

PRESENTATION
GRAFFITI ABATEMENT PROGRAM

5/25/2010

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

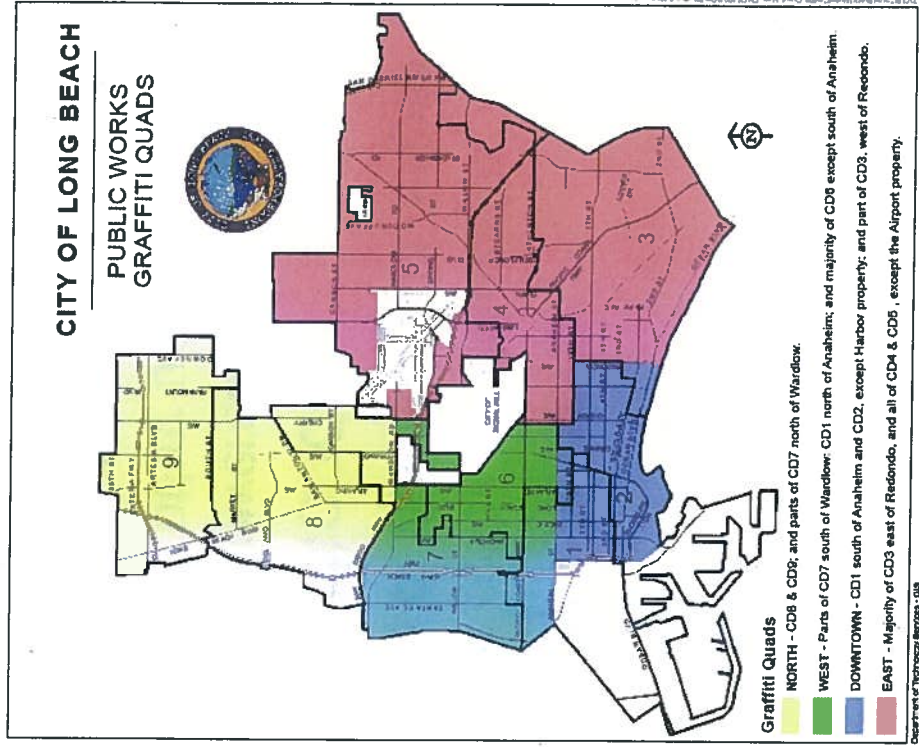
- North
- West
- Downtown
- East
- Public Right-of-Way (Citywide)

■ 3 types of removals

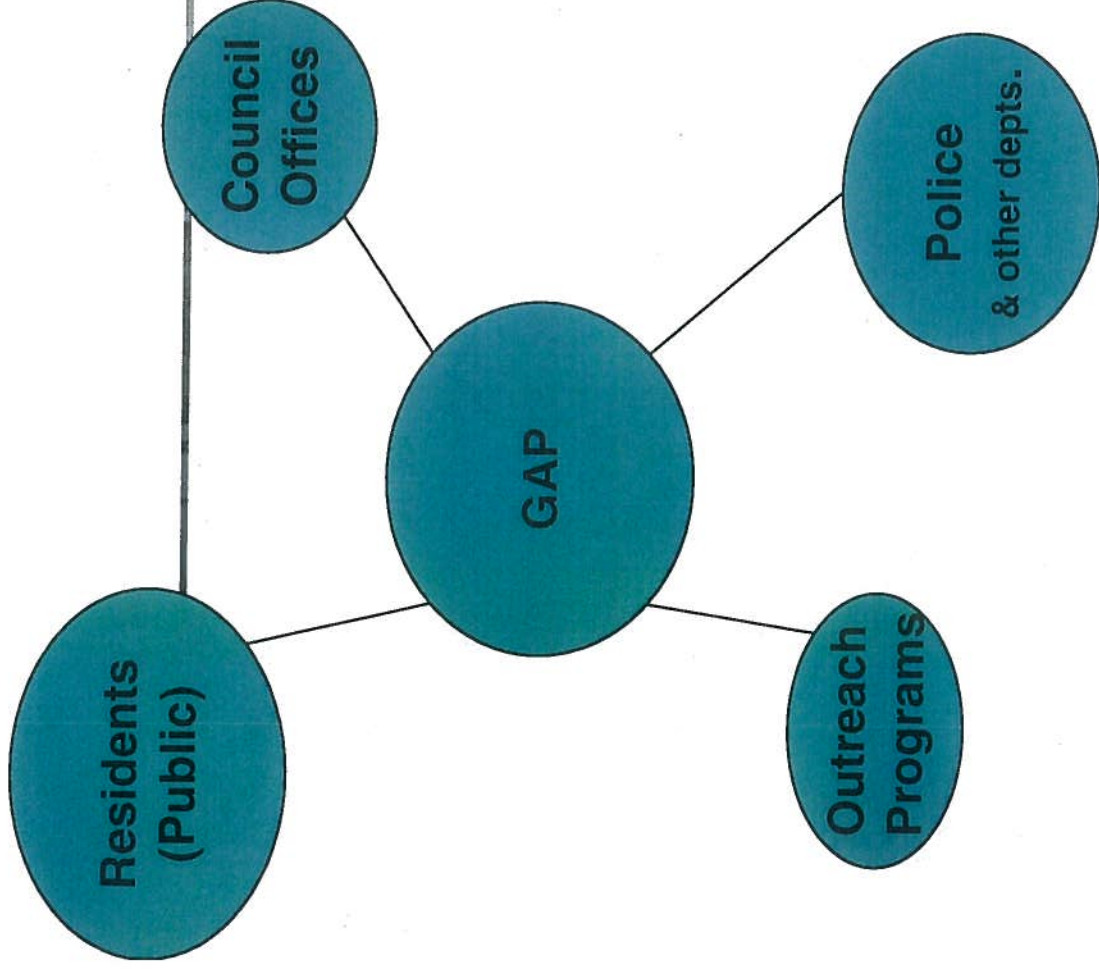
- Paint, Chemical and Blast.



5/25/2010



Graffiti Removal Requests



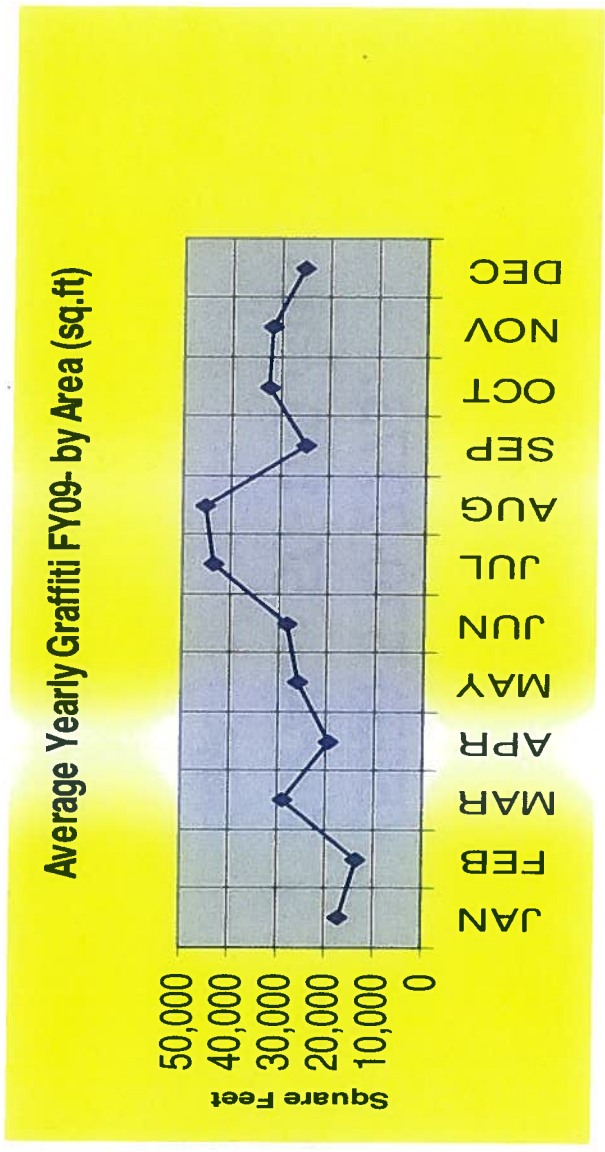
- 24-hour Graffiti Hotline (562) 570-2773.
- Receive 50-100 calls per day.
- Graffiti removed from portions of property visible from street & in alleyways within 100 ft of alley entrance.
- Requests are submitted to the Contractor the next business day.
- 99% are abated within 24 hours of receipt of request.
- 85% of the requests are related to private properties.

Rise of Graffiti Calls



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

- 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



Types of Removal

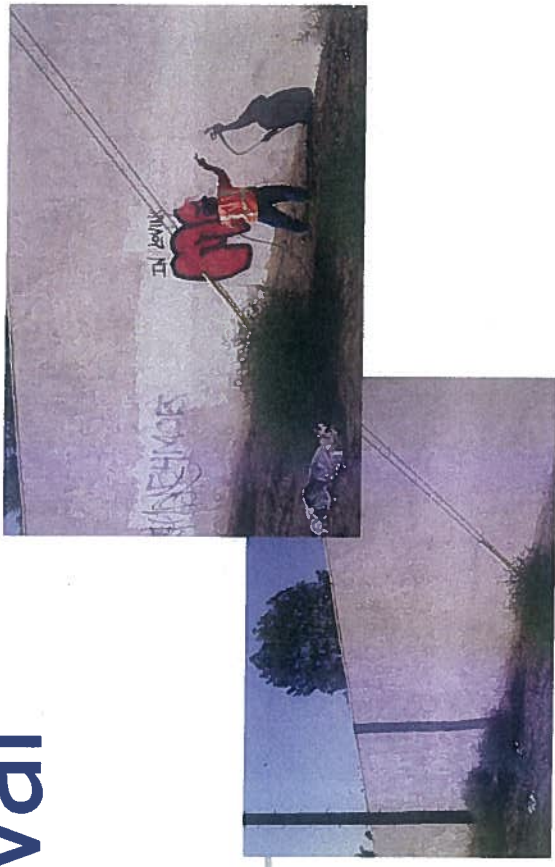


- **Paint:**

- 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.





Free Paint 'VOUCHER' Program

- Property Owners or occupant is eligible
- Call Graffiti Hotline (562) 570-2773
- Staff will verify location of graffiti
- Voucher good for 1 gallon of paint
- Citizens efforts can reduce expenditure of public funds

CITY OF LONG BEACH
COMMUNITY DEVELOPMENT - GRAFFITI REMOVAL PROGRAM No 1855
FREE PAINT PROGRAM VOUCHER

VISTA PAINT VENDOR 9521.07058 POCO DATE
3405 E. ARTESIA BLVD. APPLICANT NAME DISTRICT NO.
LONG BEACH, CA 90805 (562) 531-8038 CITY STATE ZIP GRAFFITI ADDRESS CUSTOMER ACCOUNT NUMBER 67660

A PROPER, CLEAR DESCRIPTION WILL ASSURE PROMPT PAYMENT
TO VENDOR: THIS IS YOUR AUTHORITY TO CHARGE FOR:

QUANTITY	UNIT	LOCATION	PAINT COLOR	PRICE	UNIT	TOTAL AMOUNT

THIS VOUCHER IS FOR PAINT ONLY!
VENDOR: DO NOT ACCEPT THIS CERTIFICATE UNLESS SIGNED BELOW OR IT MATCHES ORIGINAL VOUCHER.
BILLING ADDRESS:
City of Long Beach
333 W. Ocean Blvd
6th Floor, Accounts Payable
Long Beach, CA 90802

AUTHORIZED BY: _____ TITLE: _____
RECEIVED BY: _____ AUTHORIZED VENDOR EMPLOYEE _____ DATE: _____

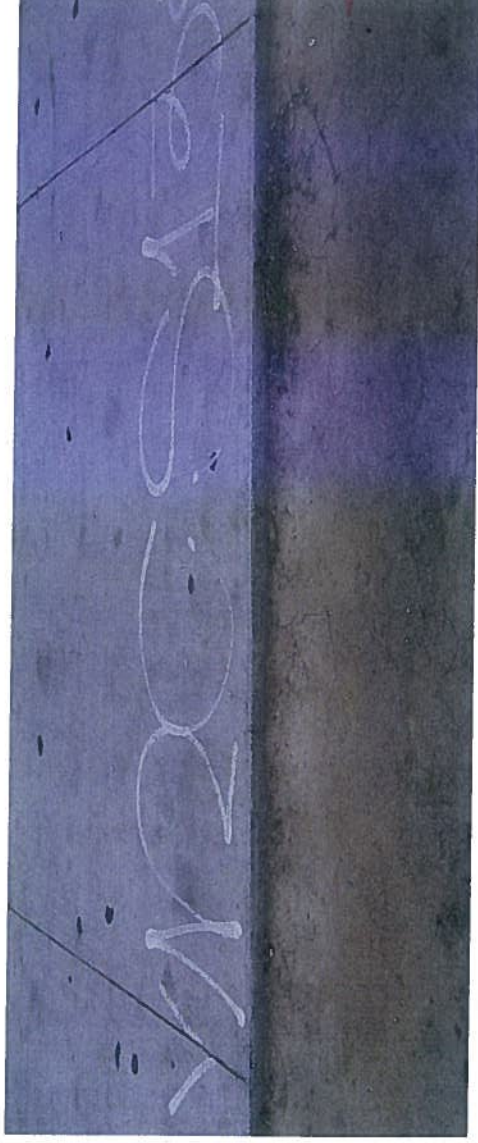
PAINT RECEIVED BY: _____ DATE: _____

IMPORTANT INSTRUCTIONS
1. Rates will be ready for pick-up within three (3) days from date of issue (excluding Sunday).
2. You must have this voucher with you and a copy to pick up the paint. This paint will not be released unless you present this copy to the vendor.
3. If the paint has not been picked up within five (5) days of the scheduled pick-up date, you may be held responsible for the cost of the paint. The voucher issued on March 4th and scheduled pick-up date of March 7th, paint must be picked up NO later than March 12th by 3:30 PM.
CD-343

Abatement of Public Property

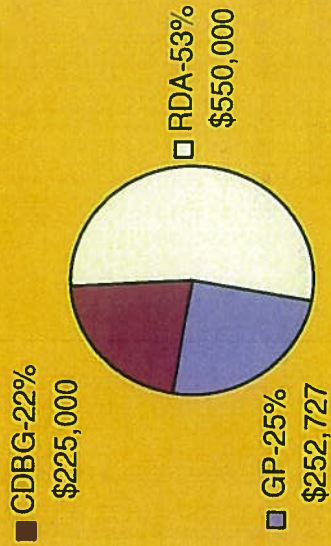
■ Various City departments abate graffiti

- 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.



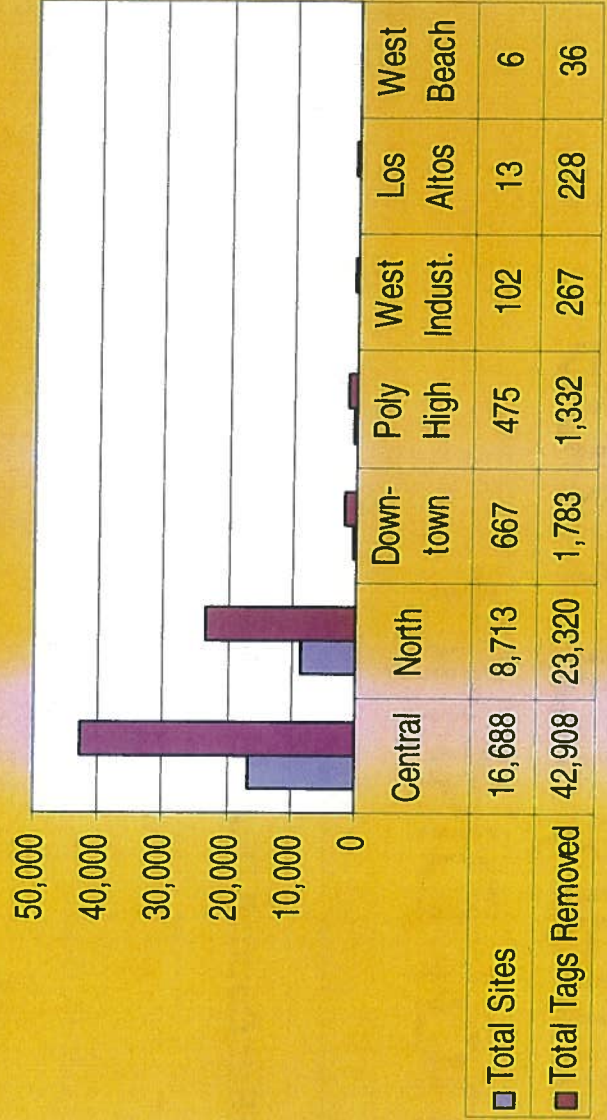
BUDGET SUMMARY

BUDGET 2010
\$1,027,727



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

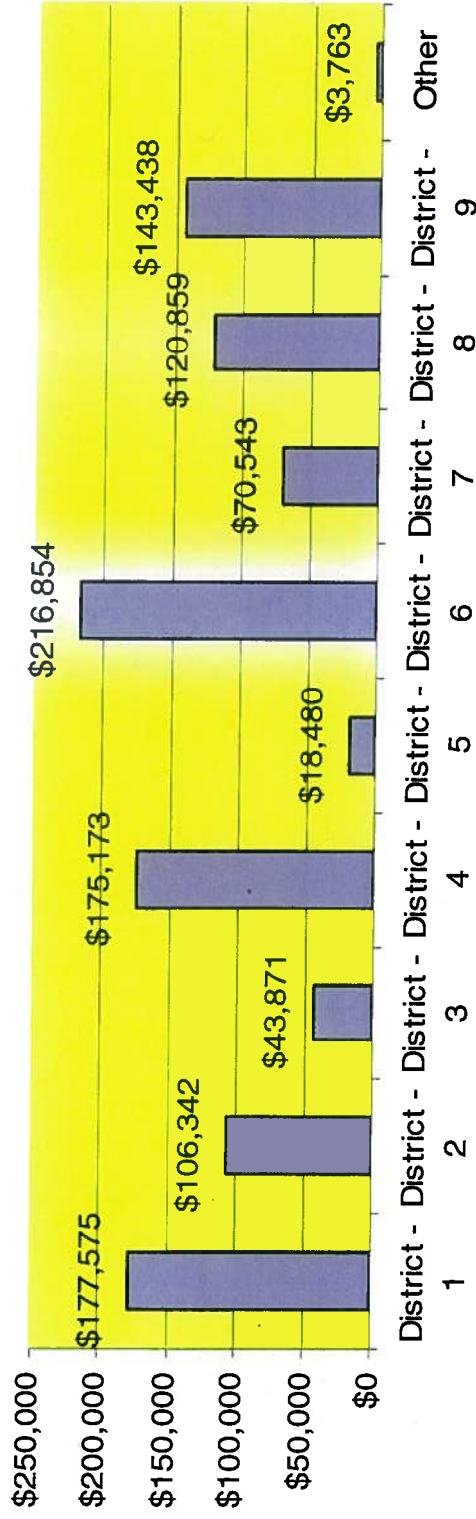
2009 - RDA Summary - Total Tags 69,874



RDA - SITES & TAGS

Cost Summary for FY09 -- by Council District

Cost Per Council District - 2009



■ Average cost per removal - \$21.01



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