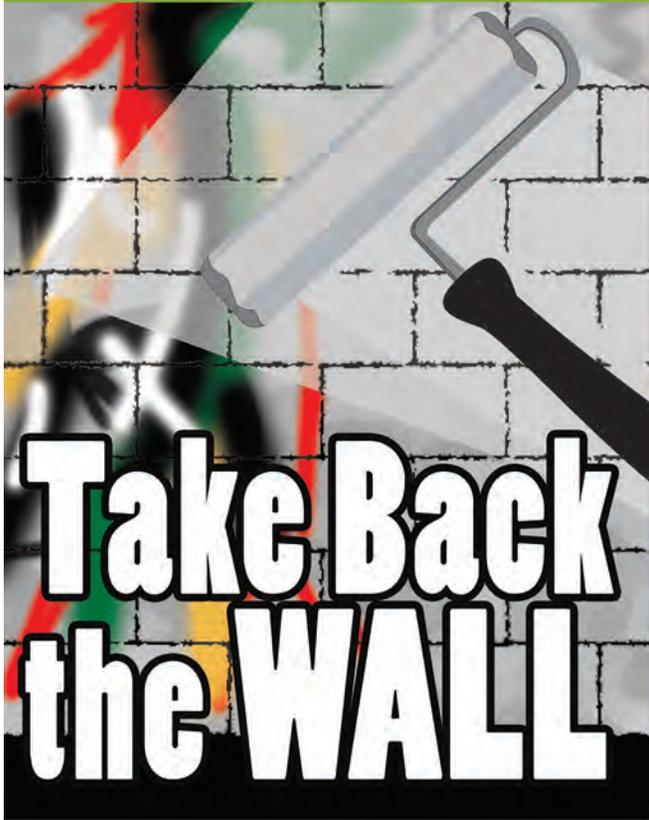


RIVERSIDE BUSINESSES



Take Back the WALL

FOR A GRAFFITI FREE RIVERSIDE



What You Can Do to Prevent Graffiti

- Call 311 to schedule a meeting with our Graffiti Education Coordinator to discuss mitigation techniques for your facility.
- Get educated. Learn about graffiti and how it impacts your community. Know the local laws and ordinances as it relates to graffiti.
- Report graffiti to the appropriate authorities. Call 311 to report graffiti and call 911 if you see someone in the act of graffiti vandalism.
- Coordinate a graffiti awareness campaign in the community. Talk to other local businesses about the effects of graffiti.
- Make a presentation on graffiti prevention to your employees or local business association. Invite local city staff and law enforcement to discuss graffiti prevention.
- Organize a paint-out and "Adopt a Wall" in your community to make sure it stays clean and free of graffiti.
- Plant trees or other greenery near a graffiti-plagued wall or new walls being constructed to eliminate graffiti vandalism.
- Install lighting in areas that are dark and often hit with graffiti.
- Participate in graffiti forums such as Public Education Program (PEP) and volunteer to help keep your community clean and beautiful.

*To volunteer for graffiti removal, call 311.
For other volunteer opportunities, contact
the City's partner, Keep Riverside Clean &
Beautiful at (951) 683-7100.*

MAKE NO MISTAKE, GRAFFITI IS A CRIME!



\$1,000 REWARD



CALL 911
TO REPORT GRAFFITI ACTIVITY
IN PROGRESS
CALLS ARE CONFIDENTIAL

☎ Immediately call 911 if you see individuals in the act of graffiti vandalism.

☎ Call 311 to report graffiti in your neighborhood or to schedule our Graffiti Education Coordinator to discuss prevention techniques for your facility.



From outside Riverside call 951.826.5311 or www.riversideca.gov
Administered by Riverside Public Utilities

Public Works Department
www.riversideca.gov/graffiti/

Keep Riverside Clean, Green and Graffiti Free!

Nationwide, the American public spends nearly \$12 billion each year to fight graffiti. That includes public agencies, utility companies, and private property owners who spend money to remove graffiti from their properties. The City of Riverside spends more than \$1.3 million each year to remove graffiti, and in accordance with the City of Riverside Municipal Code*, is moving forward to Take Back the Wall.



What is Graffiti?

Graffiti is slap-tags (stickers), inscriptions, slogans and drawings scratched, scribbled or painted on a wall or other public or private surface.

- There are four types of graffiti: hip-hop (80%), gang (10%), hate and generic (10%), non-threatening messages like "Bobby loves Suzy".

What are We Doing?

In August 2007, the City of Riverside approved the Graffiti Enhancement Plan to direct a zero tolerance and multifaceted attack on graffiti. Working together with other agencies we are:

- Educating the public to prevent graffiti
- Promoting community involvement
- Rewarding the public for calls that lead to an arrest
- Rapidly responding to and removing graffiti
- Documenting and tracking graffiti offenders
- Aggressively arresting and prosecuting all graffiti vandals

Business Outreach

Business outreach consists of sharing proven strategies with local businesses to prevent or eliminate graffiti vandalism. The Graffiti Education Coordinator visits three businesses per week. To schedule a graffiti prevention meeting, call 311.

Public Education Program (PEP) Meeting

The second Wednesday of every even month (February, April, June, August, October, December), the public is invited to join City, County, school districts, Keep Riverside Clean & Beautiful (KRCB) and other community members to share information and strategies to reduce graffiti. The meetings are held from 10 to 11 a.m., at the Greater Riverside Chambers of Commerce, 3985 University Avenue in Riverside.

The intention of PEP is to partner with local school districts, businesses, community groups and individuals to promote Riverside as the cleanest and most graffiti-free city in the United States.

Graffiti Removal

The Public Works Department provides graffiti removal services throughout the City of Riverside striving to provide removal within 24 hours of report.

Graffiti field personnel remove graffiti 7 days per week. Crews work Monday through Friday from 6:30 a.m. to 4 p.m., Saturday and Sunday from 6:30 a.m. to 3 p.m.

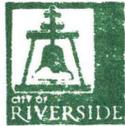


BEFORE



AFTER

* Riverside Municipal Code, Chapter 9.18.020 - Graffiti Prohibited.



GO TO PRINT

**Marketing Group
EXTERNAL ROUTING**

DATE: 8/23/10

REQ. DEPT.: Public Works

DEPT. CONTACT: Cindie Perry

APPROVED **NOT APPROVED**

APPROVED WITH CHANGES

DEPT. DIRECTOR: _____