

Graffiti Program—Annual Update

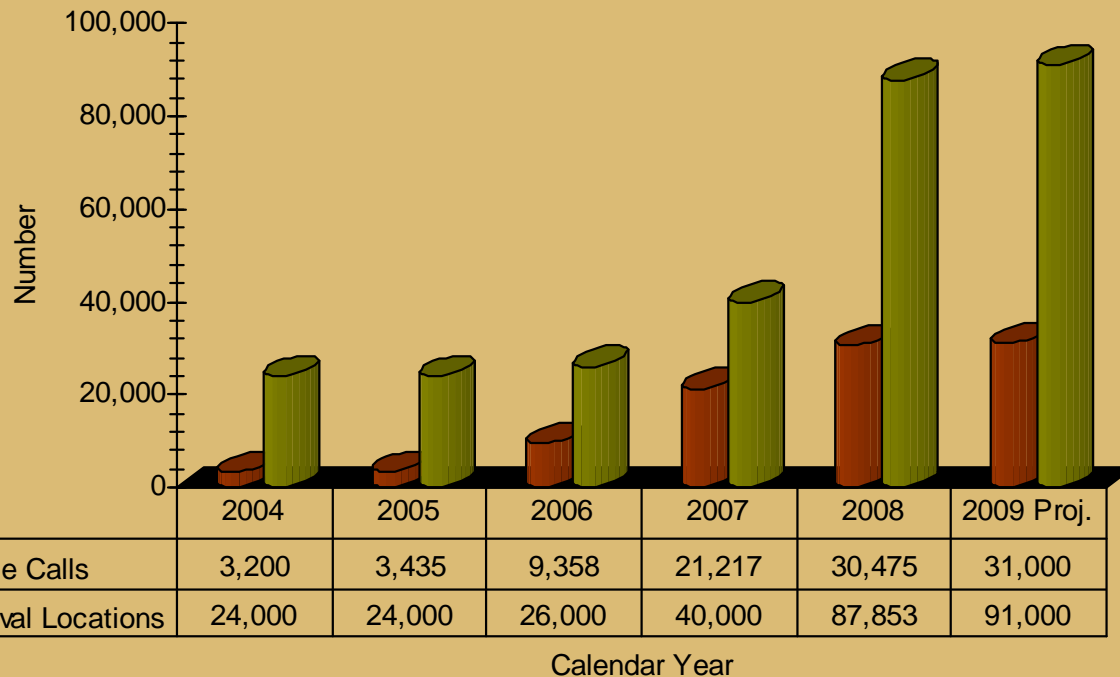
March 17, 2009

Graffiti Enhancement Plan

- August 2007—approved multi-departmental strategy to direct zero tolerance attack on graffiti
 1. Rapidly respond to & remove graffiti
 2. Educate public to prevent graffiti & promote community involvement
 3. Reward public for calls that lead to arrests
 4. Document & track graffiti/offenders
 5. Improve arrests & prosecution of graffiti offenders
 6. Pursue restitution for property damage

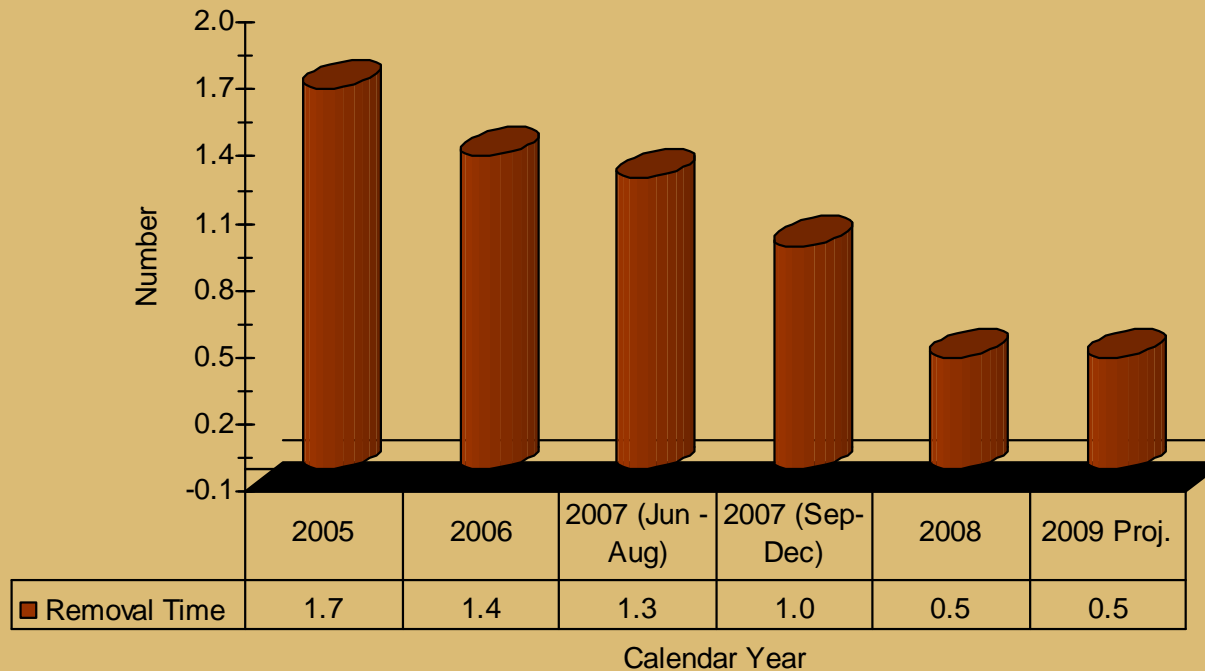


Graffiti Calls & Removal Locations



- Service demands 2004 - 2009
 - 867% increase in calls for service
 - 279% increase in removal locations

Graffiti Removal Time



- 24-hour removal goal
- Average removal time 2005 - 2008
–Decreased 71%
- 2008 removal time 12 hours (0.5 days)
- 2009 projection 12 hours (0.5 days)

1—Graffiti Removal

- Goal—achieve or exceed 24-hour removal time
 - City removes graffiti 7 days per week with 10 employees
 - » 8 for proactive/reactive removals
 - » 1 assigned to sign cleaning
 - » 1 graffiti education coordinator
 - Contract services for high pressure sandblasting
- Next step—continue to focus on timely response to requests & proactive removals



1—Graffiti Removal—Park Facilities

- Goal—coordinate graffiti removal at 52 park facilities
 - PW inspects/removes graffiti from 41 neighborhood parks
 - PRCS handles 11 community parks
 - PW provides Mt. Rubidoux graffiti removal
- Next steps
 - PW/PRCS continue joint efforts of daily site inspections/timely removals
 - Explore preventive technologies to protect park surfaces
 - » System uses remote sensors to turn on irrigation



1—Graffiti Removal—Technology

- Goal—use technology to enhance removal efficiency
 - 311 Customer Relationship Management (CRM) system
 - Accurate location reporting
 - Identifies potential “duplicate” service requests
 - Monitor high incidence graffiti locations with mobile security cameras
- Next steps
 - Integrate geo-imaging camera software with 311 CRM to close work orders automatically when documentation photos taken
 - Research new technology to detect/apprehend vandals



1—Graffiti Removal—Other

- Caltrans
 - Encroachment permit to access freeway on/off ramps
 - Allows PW to clean green signs & utility boxes
 - Next step—develop Caltrans rapid response program
- Commercial refuse bins
 - New commercial agreements require
 - Bins to be maintained graffiti-free
 - Removal of reported graffiti within 4 hours
 - Next step—encourage reporting of commercial bin graffiti to 311 Call Center



2—Community Education

| | | January 2009 | | | | | | |
|---------------------------|--------|--------------|--|-----------|----------|--|--|--|
| Ward/Neighborhood(s) | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | |
| | | | | | 1 | 2 | 3 | |
| | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Ward 3 Magnolia Center | 11 | 12 | 13 | 14 | 15 | 16 Jefferson Elem. 4:00-5:00 Ward 3 | 17 Kick-Off Event Nichols Park 10:00-1:00 Ward 3 | |
| Ward 4 Casa Blanca | 18 | 19 | 20 Gage Middle 2:15-3:15 Ward 4 | 21 | 22 | 23 | 24 Green Wall Tyler/Shoshone Ward 5 | |
| Ward 5 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | |

NOTE: No "Open Week" during the month of January 2009.

Business Outreach Schedule (Target: 3 contacts per week)

| Ward 3 | Ward 4 | Ward 5 |
|---|--|---------------------------------------|
| Brookton Arcade | Stater Bros (2861 Mary St.) | Magnolia Pool Supply (9571 Magnolia) |
| Goodgear tire store (madison/arlington) | Micro Computers (6667 Indiana) | Ritz Camera and Image (9590 Magnolia) |
| Big-5 Sporting Supply | Victoria Animal Hosp. (3400 Arlington/Maude) | Keyes Mane Design (3761 Van Buren) |
| Forget Me Not Antique Mall (3774 Elizabeth) | Plaza Automotive (7564 Indiana Ave.) | |
| Jerimar Realty (3752 Elizabeth) | Auto Zone (7315 Indiana) | |
| Tragen Auto Parts (Jurupa/Magnolia) | Goodgear Tires (7341 Indiana) | |

- New strategy
 - Focus graffiti outreach programs in one ward/week
 - School education
 - Business outreach
 - Community events
 - Increase awareness of City's zero tolerance approach toward graffiti

2—School Education Program

- Goal—educate students about graffiti, why graffiti appears & how graffiti hurts community emphasizing possible consequences
 - Partnership with RUSD & AUSD
 - Creative look, tagline & *Take Back Wall* presentation
 - 2 school presentations/month
- Next steps
 - Develop presentation schedule for 2009-10 school year
 - Include graffiti education as part of formal school curriculum



2—Business Outreach

- Goal—share strategies to help businesses mitigate graffiti vandalism on their property
 - Strategies—lighting, limit access, landscaping, etc.
 - Graffiti education coordinator visits minimum of 3 businesses/week
 - Follow-up calls made to each business
- Next step—work with Chamber & KRCCB to determine how best to engage businesses & encourage implementation of preventative measures



3—Community Engagement

- Goal—conduct projects on reoccurring basis to foster community awareness & involvement
 - 2009 new component
 - 24 paint outs/year
 - 6 “greenwall” projects/year
 - KRCB partnership
- Next step—continue level of effort & build volunteer relationships

| Date | Location | Description | Volunteers |
|------|----------------------------------|--|------------|
| 1/17 | Nichols Park (Ward 3) | Paint out—1,400’ of wall | 60 |
| 1/24 | Tyler/Shoshone (Ward 5) | Greenwall—100 5-gallon vines | 100 |
| 2/07 | Lincoln Park (Ward 2) | Combination—paint out, tree planting, litter | 100 |
| 2/28 | Norte Vista High School (Ward 7) | Paint out—Crest & Rutland | 25 |
| 3/07 | Multiple (Wards 3 & 4) | Combination—paint outs, on/off ramps | 257 |

Paint Outs

- Ward 3 paint out—
Central at railroad tracks

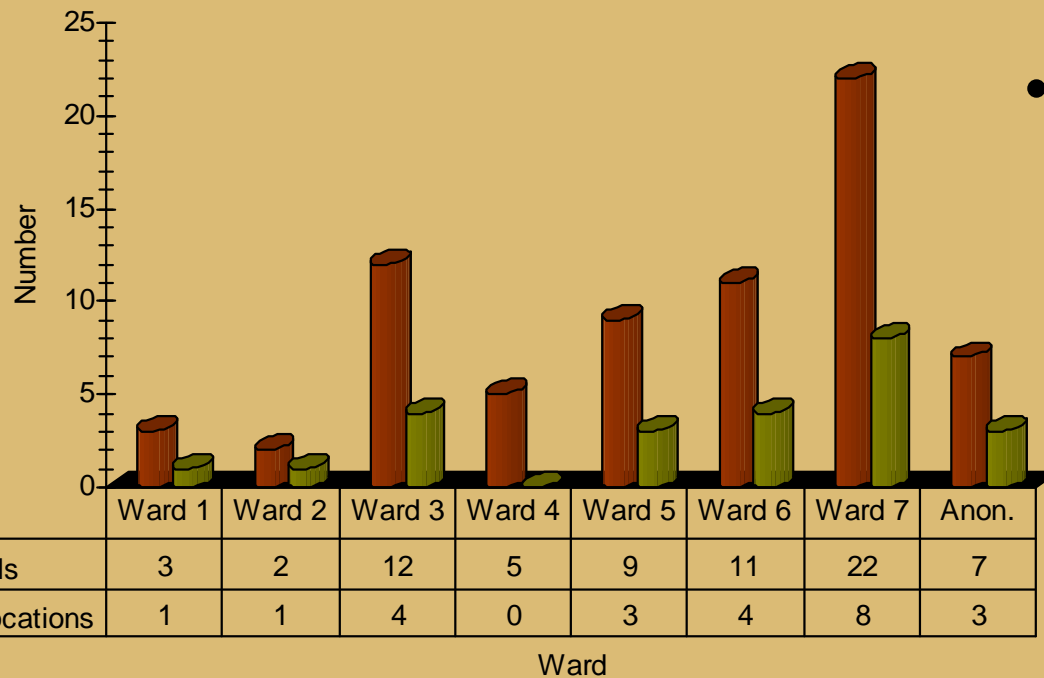


Greenwall Projects

- Ward 5—Tyler at Shoshone



3—Graffiti Rewards Program (\$500)



- Implemented October 2007
 - 73 calls
 - 22 rewards issued
 - » \$11,000
 - 2 pending awards
 - » \$1,000

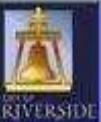
3—Graffiti Rewards Program (\$500)

- Goal—increase number of graffiti arrests & reward reporting witnesses
 - Extensive marketing efforts
 - iKleen screen cleaners
 - Posters
 - Public event banners
 - New PW web page
- New steps—implement new marketing tools
 - Vehicle wrap for education coordinator
 - Refuse fleet signage
 - Promotional signage at venues frequented by teens
 - *Take Back Wall* song-writing contest

4—Document Graffiti/Offenders

- Goal—use technology to document, track, report & enforce graffiti incidents/offenders
 - Crews use geo-imaging digital cameras with global positioning technology (GPS)
 - Photos & incident data stored in graffiti abatement tool (GAT) database
 - » Police—identify criminals/activity
 - » City Attorney—real time abatement costs
 - Next steps
 - Develop tool that uses PDAs to report graffiti from field
 - Use wi-fi component of cameras for wireless upload of documentation photographs





Department Of Police, Riverside - Graffiti Tracker

LogOut laruldes (ADMIN)

Tasks

- Search By Date
- Search By Case #
- Search By Moniker
- Search By SRO#
- Search By Crew N Date
- Find Address

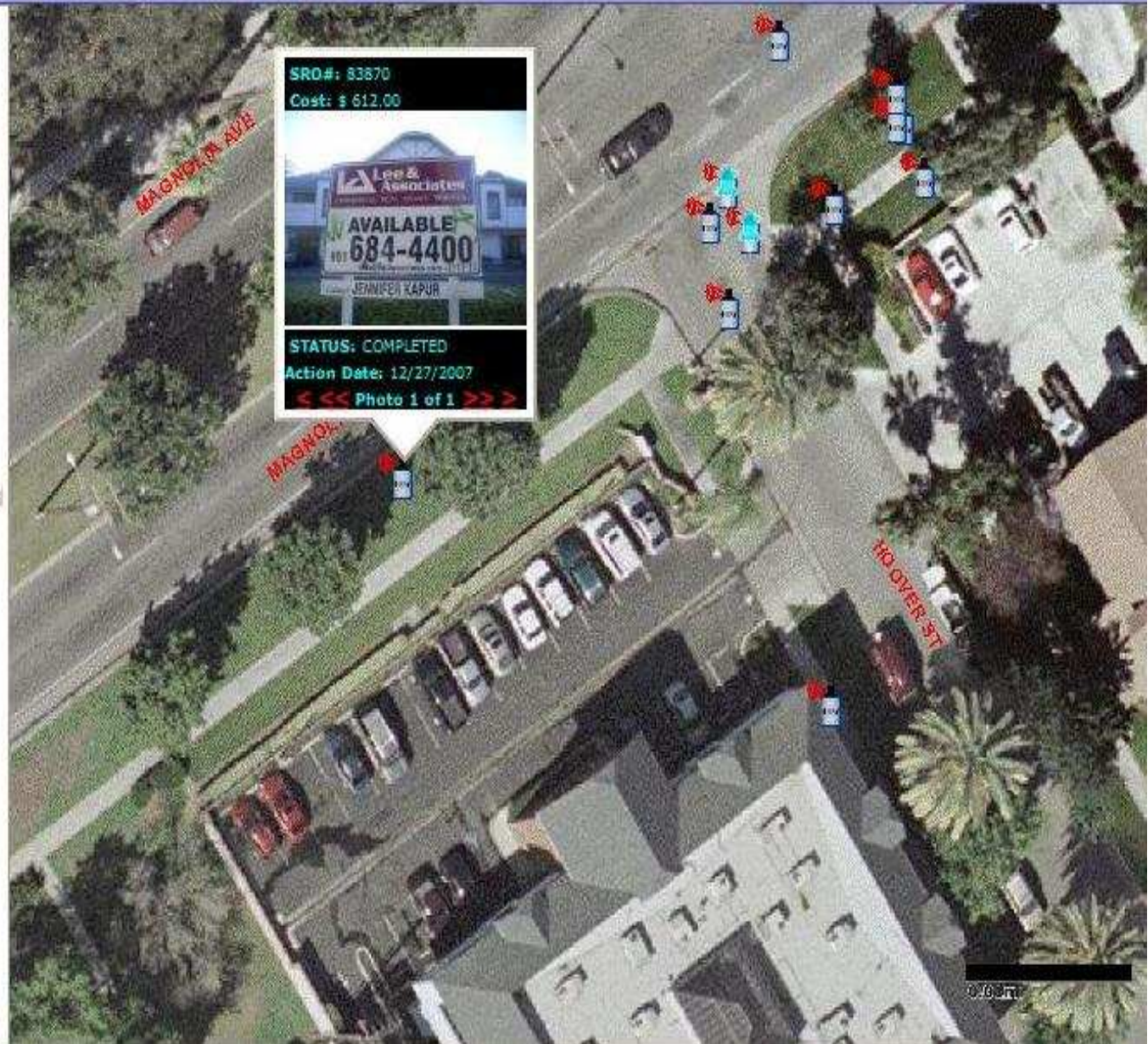
Search Results

- Case #: P000001
- picture
 - N33.57.39.42 W117.2
 - N33.57.40.48 W117.2
 - N33.57.40.84 W117.2
 - N33.56.9.61 W117.2
 - N33.56.24.46 W117.2

Results

Map Contents

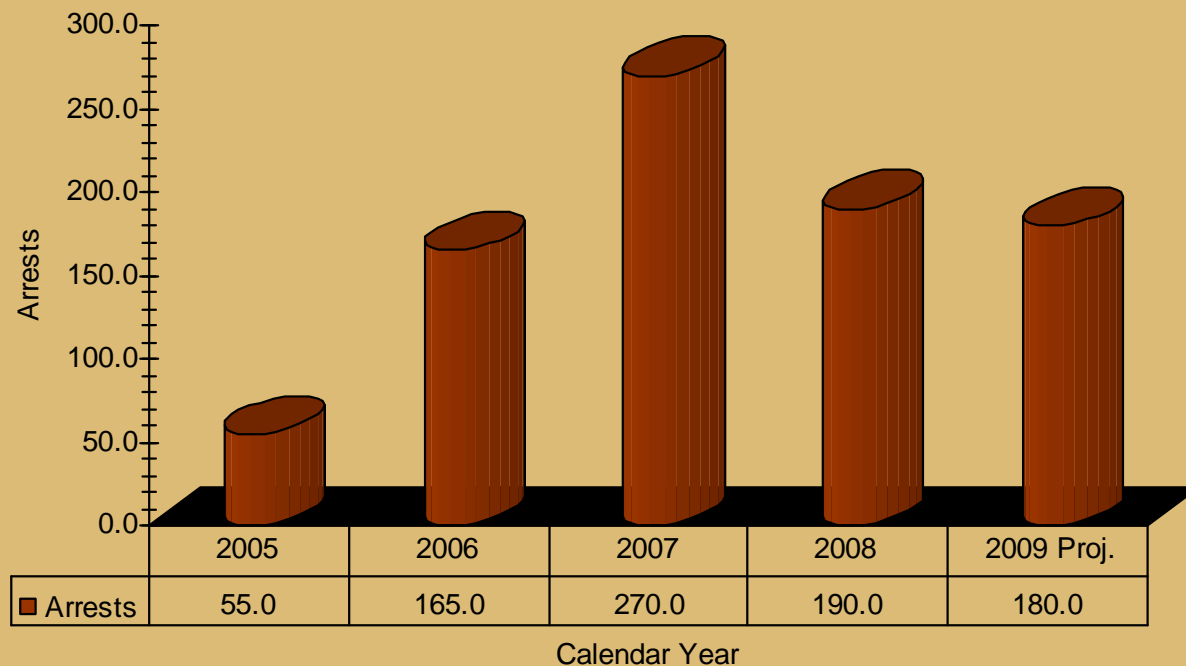
- graphicsLayer
- PD_MapRI
 - picture
 - TrafficSignalsForSaul
 - gdt_annotation
 - gdt_zoomedin



SRO#: 83870
Cost: \$ 612.00

STATUS: COMPLETED
Action Date: 12/27/2007
Photo 1 of 1

5—Graffiti Enforcement/Prosecution



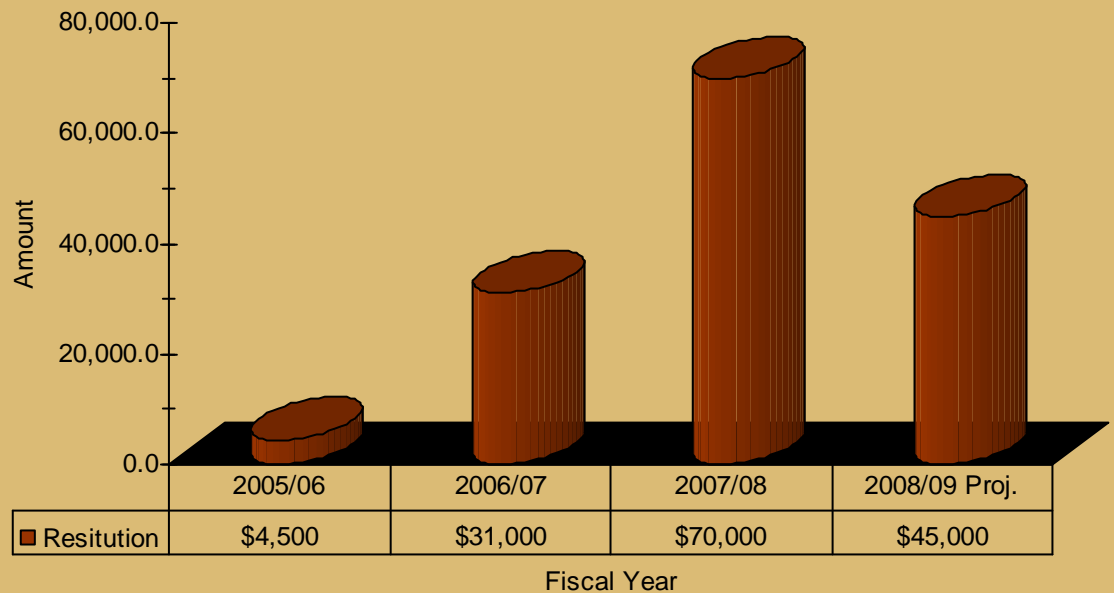
- Riverside Police Department graffiti arrests
 - 245% increase between 2005 - 2008
 - 190 arrests in 2008
 - 180 arrests projected in 2009

5—Graffiti Enforcement/Prosecution

- Graffiti Abatement Tool (GAT) database augmenting case work
 - Allows officers to identify other tagging incidents by moniker & build stronger cases
 - Juvenile arrested for tagging in La Sierra tied to 40 additional graffiti incidents
 - Juvenile arrested for tagging on high school campus tied to 14 additional incidents

6—Restitution for Property Damage

- City Attorney supplements criminal prosecution with criminal graffiti cost recovery
 - Parents liable up to \$25,000 for each graffiti incident pursuant to Civil Code
- Implemented community service option
 - 60 hours from offenders/parents
- Next step—consider requiring community service



Recommendation

- Receive & file Graffiti Program annual update