



City of Arts & Innovation

Public Safety Committee

TO: PUBLIC SAFETY COMMITTEE MEMBERS

DATE: JUNE 2, 2016

FROM: PUBLIC WORKS DEPARTMENT

WARDS: ALL

SUBJECT: GRAFFITI PROGRAM UPDATE

ISSUE:

The issue for Public Safety Committee consideration is to receive an update on the Graffiti Program.

RECOMMENDATION:

That the Committee receive an update on the Graffiti Program.

BACKGROUND:

At the January 20, 2016, Public Safety Committee meeting it was requested by Councilmembers Burnard and Melendrez that an item be brought before the committee to consider the graffiti program costs, the potential of recovering those costs, and to provide information on outreach to students.

On March 16, 2016, Public Works provided an overview of the program as well as information on the requested items. The Committee requested that Public Works return to provide additional information regarding the fees charged to individuals, to look into increasing the rate for additional cost recovery, and to provide a comparative analysis with fees charged in other cities. Also, it was requested that additional information be provided regarding the Graffiti Education School Outreach Presentations.

Graffiti Education School Outreach Presentations

At the beginning of each school year, Public Works staff contact Alvord Unified School District (AUSD) and Riverside Unified School District (RUSD) to schedule graffiti presentations for the coming academic year. Presentations are typically scheduled for the second half of the school year, between January and May. The presentation is designed for the vulnerable and impressionable younger student and is therefore not conducted in high schools. Presentations last one to one and a half hours and are scheduled only for Elementary and Middle Schools that offer after-school programs. On average, there are approximately 20 presentations each year, but the goal is to conduct an annual presentation at each school. Table 1 identifies the over forty schools that regularly receive this educational presentation.

Table 1 – Various Schools – Receiving Graffiti Program Presentation

Alvord Unified School District

Middle Schools	Elementary Schools		
Arizona	Arlanza	McAuliffe	Stokoe
Loma Vista	Collett	Myra Linn	Terrace
Villegas	Foothill	Rosemary Kennedy	Twinhill
Wells	La Granada	Orrenmaa	Valley View

Riverside Unified School District

Middle Schools	Elementary Schools		
Amelia Earhart	Adams	Highgrove	Madison
Central	Alcott	Highland	Magnolia
Gage	Beatty	Jackson	Monroe
Sierra	Bryant	Jefferson	Mt. View
University	Chemawa	Kennedy	Pachappa
	Emerson	Liberty	Victoria
	Fremont	Longfellow	Washington
	Hawthorne		

The Graffiti Program's School Presentation is targeted for elementary and middle schools. The program is not part of the school curriculum for RUSD and AUSD, thus presentations are only provided as part of their after-school programs. Several years ago staff contacted local private schools about offering the Graffiti Program Presentation to their students, however these partnerships have not occurred. Table 2 lists the various private schools within the City of Riverside that do not receive this anti-graffiti education.

Table 2 – Various Private Schools – No Graffiti Program Presentation

Name of School	Type of School
All Saints' Carden Academy	K – 7
Allegiant Christian School	K – 12
Bethel Christian Schools	K – 12
Bright Futures Academy, Riverside	K – 12
Faith Christian School	K – 12
Hawarden Hills Academy	K – 8
Immanuel Baptist School	1 – 9
Immanuel Lutheran Elementary School	K – 6
Islamic Academy of Riverside	K – 8
Mentone Adventist Team School	2 – 7
Mission Bell Academy	K – 12
Our Lady of Perpetual Help School	PK – 8
Parent's Choice	K – 8
Riverside Christian Day School	K – 6
Riverside Christian Middle School	6 – 8
Real Academy	6 – 12
Riverside Preparatory Academy	K – 12
Saint Catherine of Alexandria School	PK – 8
Somerset Educational Services School	K – 12
St. Francis De Sales School	PK – 8
St. Thomas the Apostle School	K – 8
Taft Child Development Centers	PK – 6
United Christian Academy Riverside	K – 12
University Hills Academy	PK – 8
Vineyard Christian	K – 12
Woodcrest Christian School System	K – 12

Cost Charged to Graffiti Vandals

The current costs for graffiti removal in the City are based on the 311 Call Center costs charged to the Public Works Department for each service request. This is converted to a per tag rate of \$24.70 and added to the actual costs for labor and fringe benefits for each crewmember responsible for removing the graffiti. Using the mid-salary (\$39.35 per hour) of the crews removing graffiti, the cost to remove a simple tag, taking 15 minutes, would cost approximately \$34.54.

Fixed Cost 311 Call Center	Mid Salary for Staff	Average 15 Min Removal	Public Works Charge for Average Removal
\$24.70	\$39.35	\$9.84	<u>\$34.54</u>

In addition to the Public Works cost, Riverside Police Department and the City Attorney's Office

are eligible to add their direct costs involved with the case. When a \$1,000 graffiti reward is awarded as a result of the arrest of the individual, the cost of the award is added to the total damages the City seeks from the graffiti vandal. Costs are held in Civil Court so that the City can recover as much of the costs associated with the case as possible.

Cost Analysis to Other Cities

Seven local cities were contacted to provide information how graffiti vandals are charged for damages within their jurisdictions. The results are listed in Table 3. The costs and calculations to remove graffiti are varied. The average tag removal in the City of Riverside is approximately one square foot that takes 15 minutes to clean/remove. This average was used to compare the charges from other cities using the same size and time. Three cities provided hourly costs ranging from \$100.82 plus \$5 per sq. ft. to \$138.95 plus \$3.75 per sq. ft. The remaining two cities charge per sq. ft. ranging from \$7.40 to \$9.00. The cities of Corona and Moreno Valley stated that they charge actual costs.

Table 3 – Graffiti Removal Costs and Calculations – Surrounding Cities

City	Sq Ft Rate Charge	Per Tag Charge	Hourly Rate Charge	Calculated Rate for Average Tag *	Calculation
Anaheim	\$ 7.40			\$ 7.40	Contracted
Chino	\$ 9.00			\$ 9.00	Avg. cost (Labor, Material, Equipment)
Chino Hills	\$ 3.75		\$ 138.95	\$ 38.49	Avg. cost of blended Labor hourly and Equipment, PLUS avg. cost of materials.
Corona					Actual Costs
Jurupa Valley	\$ 5.00		\$ 100.82	\$ 30.21	Cost of 2 employees plus vehicle, overhead, PLUS fixed material cost.
Moreno Valley					Actual Costs
Riverside (City)		\$ 24.70	\$ 39.35	\$ 34.54	Call Center/311 cost (\$24.70) plus actual Labor & Fringe Benefits
Riverside (County)			\$ 110.00	\$ 27.50	Time and Material
Jurupa Valley	\$ 5.00		\$ 100.82	\$ 30.21	Cost of 2 employees plus vehicle, overhead, PLUS fixed material cost.

*1 Sq Ft at 15 minutes

Proposed New Method of Determining Actual Costs

The current costs recovered by the City are determined by a calculation involving only a portion of the Graffiti Program budget. After consultation with the City Attorney's Office, and upon evaluating other City rates and calculation methods, staff have identified a proposed method that would recover a larger portion of the costs incurred by the City of Riverside's Graffiti Program. This proposed new method uses the previous fiscal year's annual cost of the Graffiti Program divided by the same year's approximate number of removed tags. This calculation allows for the full cost of the effort, including 311 Call Center charges, materials, vehicles and staff related to the program to be captured, see Table 4.

Table 4 – Proposed Graffiti Removal Rate per Tag

FY	Graffiti Budget	Service Requests	Tags	Cost per Tag
FY15/16	\$ 1,172,971	8,435	21,931	\$ 53.48

The new method of determining the cost per tag is proposed to be updated each July, based on the prior year's costs and removal statistics, to set the rate for the current fiscal year. The City Attorney's Office and the Riverside Police Department would continue to charge for their direct costs related to each case.

FISCAL IMPACT:

There is no fiscal impact with receiving and filing this report. Any changes to the proposed cost per tag would have minimal impacts to General Fund Revenue. The increase in cost recovery per tag would be approximately 55%. Based on a historic average of court judgments, settlements and arbitration amounts, the change could result in approximately \$23,000 in additional restitution due to the City. However, with the current downward trend in graffiti citywide, this amount is likely to be about half of this amount.

Prepared by:	Kris Martinez, Public Works Director
Certified as to	
Availability of funds:	Scott Miller, Interim Finance Director/Treasurer
Approved by:	Al Zelinka, FAICP, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment:	Presentation
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