



## Graffiti Program Update

Public Works Department

City Council Meeting  
July 26, 2016

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## Public Safety Committee Meetings

### A. January, 2016

1. Requested review of graffiti program, for potential increase in cost recovery and update on outreach

### B. March and June, 2016

1. Public Works presented program overview and proposed new methodology to increase potential cost recovery from vandals
2. Committee endorsed proposal and recommended that report be forwarded to Council



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## Graffiti Program

### A. Collaborative, zero tolerance strategy

1. Public education
2. Community involvement
3. Rewards for tips leading to arrest
4. 24 Hour response time goal
5. Tracking and prosecuting offenders

### B. Long term implementation, since 2007

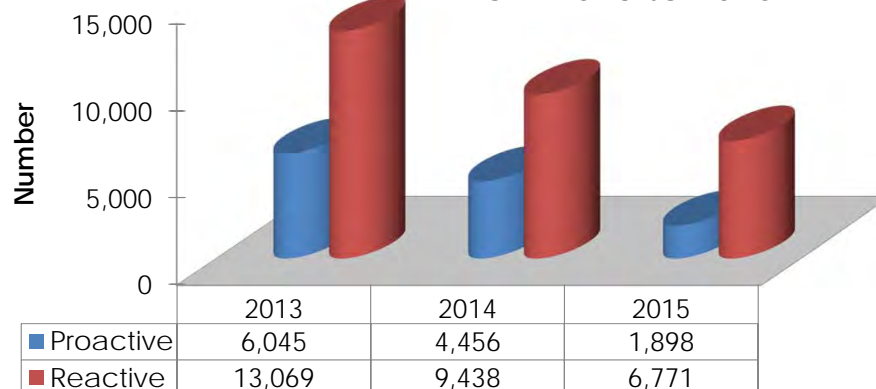


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## Graffiti Removal

55% reduction in graffiti  
From 2013 to 2015



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## Program Services

1. Remove from right-of-way and on private property, if visible from right-of-way, with property owner consent
2. Crews don't remove when:
  - a. 2<sup>nd</sup> floor or higher or ladder required
  - b. Crews safety is in jeopardy
  - c. Property/Business owner has not provided consent for removal on private property



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## Resi Pay Option

1. Considering a Resi Pay program for graffiti occurring in locations not covered by the current free service
  - a. Similar to the Resi Pay Tree Program
  - b. City contracts with vendor for graffiti removal
  - c. City contract will provide a locked contract rate for removal



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## Program Outreach

1. Extensive outreach and education
2. 28 presentations at Alvord and Riverside Unified Elementary and Middle Schools
3. Middle school poster contest
4. High school video contest
5. 15-20 community paint outs yearly
6. Public Education Program Meetings through Keep Riverside Clean and Beautiful

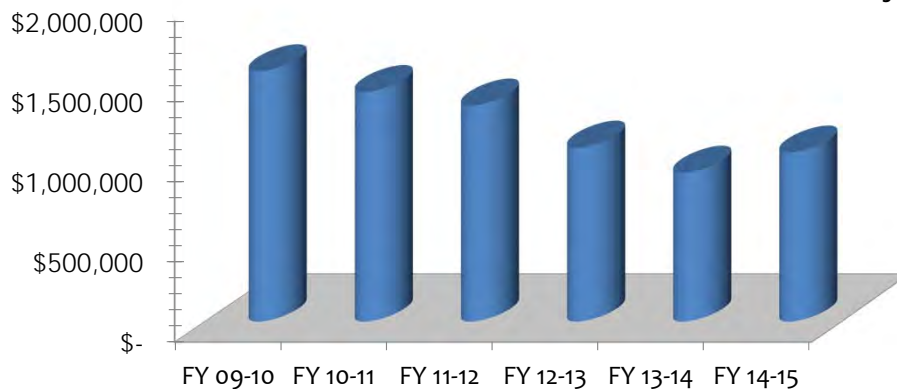


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## Program Costs

Public Works: \$1.6m FY 09-10  
\$1m FY 14-15  
Police: \$400,000 annually

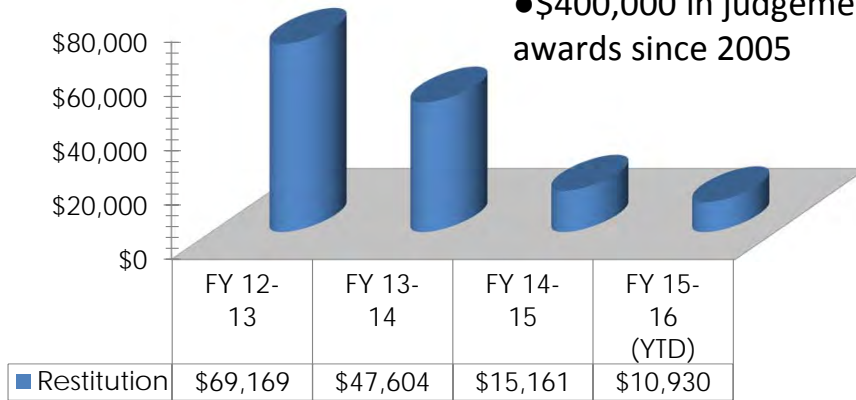


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## Retribution for Property Damage

- 1,153 arrests since 2007
- \$400,000 in judgement awards since 2005



\*Includes payments received and default judgments.

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## Current Cost Comparison

City	Sq. Ft. Rate Charge	Per Tag Charge	Hourly Rate Charge	Calculated Rate for Average Tag (1 SF at 15 minutes)	Calculation
Anaheim	\$ 7.40	-	-	\$ 7.40	Contracted
Chino	\$ 9.00	-	-	\$ 9.00	Average of labor, material, equipment
Chino Hills	\$ 3.75	-	\$ 138.95	\$ 38.49	Average blended labor hourly and equipment, PLUS avg. cost of materials
City of Riverside	-	\$ 24.70	\$ 39.35	\$ 34.54	311 cost per tag plus labor and fringe
Co. of Riverside	-		\$ 110.00	\$ 27.50	Time and material
Jurupa Valley	\$ 5.00		\$ 100.82	\$ 30.21	2 staff plus vehicle x OH, PLUS fixed material cost.

Note: \*Jurupa Valley uses two employees and also provides color matching (depends on size/frequency)  
 Corona and Moreno Valley were also contacted. They stated that they charge actual costs.  
 Column 4 – Average tag removed in City of Riverside is 1 sq. ft., takes 15 minutes to clean.

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## Possibility of Capturing More Costs

- Include costs for all material, equipment, labor, call center charges and support staff based on budget
- Convert to an average cost per tag

FY	Non-Personnel	Personnel	Service Requests (Annual)	Total Tags (Annually)	Cost per Tag
FY 15/16	\$ 446,308	\$ 726,663	8,435	21,931	\$ 53.48

Note: This rate will be revised and implemented using this calculation every July 1<sup>st</sup>.



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## Recommendation

That the City Council receive and file the Graffiti Program Update



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