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the Graffiti Consultants

# CITY OF OMAHA

## DRAFT

# ANTI-GRAFFITI BLUEPRINT REPORT

PRESENTED BY:  
THE GRAFFITI CONSULTANTS

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SECTION

1

NARRATIVE

CITY OF OMAHA  
ANTI-GRAFFITI BLUEPRINT REPORT  
**DRAFT**

August 20, 2011

Presented by The Graffiti Consultants

**GENERAL OVERVIEW**

Let me begin by expressing my sincere appreciation for giving us this opportunity to serve you. The residents of Omaha are extremely fortunate to have your strong leadership combined with the impressive dedication of your employees. Our ability to help you is directly tied to the support and cooperation we needed from the city staff. I am delighted to report that all of our many requests for information were responded to quickly and professionally. It was a pleasure working with you and all of the City of Omaha staff. Although the graffiti problem in Omaha is substantial, there is good reason to be optimistic. It is obvious to us that you have all the ingredients to successfully win your war against graffiti. You possess:

1. Leadership ready to give the gift of a clean city to its residents and willing to provide the resources to make it happen.
2. Staff motivated to dedicate themselves to the difficult but exciting challenge of ridding Omaha of graffiti.
3. Residents enthusiastically ready and willing to actively participate in cleaning their own neighborhoods, and
4. Organizations willing to collaboratively work together in order to initiate the activities required to make this new Blueprint work.

Now, it is our honor to present to you the final piece of the puzzle. The following pages consist of 26 specific recommendations that make up the Omaha Anti-Graffiti Blueprint Draft. The Final Anti-Graffiti Blueprint Report will be mutually completed during our first return visit so that this working document will be realistic and achievable. The recommendations are divided into three groups. The "A" group is a higher priority than the "B" group and the "B" group is a higher priority than the "C" group. Each recommendation in this Blueprint represents a specific activity, the purpose for the activity, important points and any electronic documents that are on the accompanying flash drive. These documents are an assortment of letters, spreadsheets, agendas, etc. They have been created for you by The Graffiti Consultants in order to save you countless hours of having to write them from scratch. Please feel free to edit them, as you need. These electronic documents are also printed on blue paper and located right behind their corresponding recommendation. The timeframe in which the recommendation needs to be completed, the person(s) responsible for making it happen and the actual numerical target will be finalized mutually between The Graffiti Consultants and the City of Omaha during our first return visit in late September.

IMPORTANT NOTE: PLEASE DISTRIBUTE THIS BLUEPRINT DRAFT TO ALL OF THOSE WHO YOU THINK MAY BE RESPONSIBLE FOR ANY OF THE RECOMMENDATIONS AND ASK THEM IF THOSE RECOMMENDATIONS ARE FEASIBLE FOR THEM TO ACCOMPLISH AND IF SO, WHAT WILL BE THEIR TIMELINE. ALSO, PLEASE DISTRIBUTE THIS BLUEPRINT DRAFT TO ALL STAFF (CITY AND PARTNER AGENCIES) WHO ATTENDED ANY OF THE THREE-DAY WORKSHOP SESSIONS.

The "Recommendations Timeline" spreadsheet will become your timeline and tracking document for all of the recommendations on the Blueprint. Think of it as your implementation schedule. The months on the timeline where you should be planning and preparing to initiate any given recommendation will eventually have a yellow background. The "red" month will eventually be the one in which the recommendation should occur or commence. The "green" months will be the ones where the recommendation continues.

In addition to the "Recommendations Timeline" spreadsheet, you will be given a "Performance Targets" spreadsheet. This spreadsheet will track your Performance Targets (goals) and should include all actual Performance Targets. A final "Important Information" spreadsheet will include all data that you are required to or want to track but are not actual Performance Targets.

The Recommendations Timeline spreadsheet, the Performance Targets spreadsheet and the Important Information spreadsheet should be completed monthly and emailed to Rick Stanton at [rickforre@sbcglobal.net](mailto:rickforre@sbcglobal.net) by the 6<sup>th</sup> of the following month along with a "cc" to the Mayor and the City Council. Currently, you have no graffiti-related performance measures for your city. We will assist you in developing appropriate and important measures. By completing and submitting the Recommendations Timeline spreadsheet, the Performance Targets spreadsheet and the Important Information spreadsheet, you will be working on and reporting on the activities that will successfully reduce graffiti in your city in the shortest amount of time. All of our phone coaching calls will center around these three spreadsheets.

I cannot stress strongly enough the importance of following the recommendations exactly as they are written – both in terms of the task and the eventual timeline. We tried to maximize your resources by designing a Graffiti Team that is lean on the number of positions but will be extremely effective if they follow the Blueprint. In order to be mindful of your budget concerns and timeframes, all of our recommendations have been initially written with a minimum staffing level in mind. We are confident that you will be able to successfully complete the recommendations on this Blueprint with this staffing level.

In addition to the 26 Recommendations that will comprise the bulk of this Omaha Anti-Graffiti Blueprint for Success, we have included a "Consideration Section". This Section is chock full of ideas or suggestions that you should "consider". In some cases, these are activities that you have already implemented. What we are asking is that you give

serious consideration to making a slight adjustment to the activity which potentially could result in a cost or time savings. We understand that some processes and systems become institutionalized and that many individuals find change frustrating and/or difficult. In order to alleviate this concern, many of these "Considerations" can be implemented on a "temporary" or "trial" three month test basis. It can be considered a "Pilot Project". After the three month Pilot Project, all of those involved can evaluate the new system or process and then decide to continue with the new way, go back to the original way, develop a hybrid of the new and old way or to temporarily extend the Pilot Project in order to have more time to better evaluate the change.

### **MAJOR IMPORTANT NOTE:**

EVEN THOUGH YOU HAVE A FEW OF THE PIECES OF THE ANTI-GRAFFITI PUZZLE IN PLACE, IT IS CRITICAL TO NOTE HERE THAT THERE ARE FOUR MAJOR ACTIVITIES TO IMPLEMENT IMMEDIATELY. THEY WILL BE DISCUSSED LATER IN THE REPORT BUT IT IS IMPORTANT IT GIVE THEM SPECIAL MENTION HERE AS WELL IN ORDER TO HIGHLIGHT THEIR VALUE.

1. SOMEONE HAS TO BE IDENTIFIED AS THE LEAD (OR CZAR) OF YOUR ANTI-GRAFFITI EFFORT.
2. THE CITY-WIDE GRAFFITI SURVEY THAT WAS INITIATED DURING OUR VISIT NEEDS TO BE COMPLETED QUICKLY.
3. SOMEONE NEEDS TO BE IDENTIFIED TO SERVICE THE VOLUNTEERS WHO WERE RECRUITED AT THE NEIGHBORHOOD LEADER'S MEETING AND TO RECRUIT NEW VOLUNTEERS AT NEIGHBORHOOD ASSOCIATION MEETINGS.
4. SOMEONE NEEDS TO SCHEDULE AND RUN THE SECOND COLLABORATIVE PARTNERSHIP MEETING FOR AUGUST.

### **ABATEMENT**

The Abatement section of your Graffiti Team has a good foundation. The Abatement staff and Office staff we met were professional, talented and committed to doing a good job. We found nothing that needs to drastically change with this component. We did notice a number of minor steps in the Abatement system that might benefit from trying the ideas in the Consideration Section of this report. Overall, they are doing a terrific job of getting rid of the graffiti that is an eyesore to your city.

### **VOLUNTEERS**

The Volunteer section of your anti-graffiti effort is just getting started and had a good kick-off on Thursday July 21<sup>st</sup>. As you can plainly see, City staff needs to be in place immediately to begin servicing the 49 anti-graffiti volunteers who were recruited on the 21<sup>st</sup>. Also, most of the community leaders who were at the meeting were representing various neighborhood associations from around the city. Several of them gave staff information about when they have their monthly meetings so that the City could send someone there to make a presentation designed to recruit the rest of their neighborhood associations' members to become anti-graffiti volunteers who would remove graffiti in their community. Even though the Volunteer Training sessions we led

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during our three-day event had two fantastic existing volunteers and a couple of other people in attendance, no City staff were there to be trained who would actually go to the these neighborhood association meetings to recruit anti-graffiti volunteers. It is imperative that one (or preferably two) City staff be trained immediately to recruit anti-graffiti volunteers at community meetings. After they receive the training we are extremely optimistic that this effort will be successful and instill a sense of confidence, pride and satisfaction in your residents. This success is inevitable if you hire or transfer staff to focus on this important area and you do not sidetrack them with other tasks. Please also remember that it is critical that the City provide these new volunteers with a graffiti kit (at City expense) so that they are armed with the tools to clean your city. We believe that this energetic, dedicated and focused team will recruit the volume of volunteers needed to make a huge difference in your city.

## **ENFORCEMENT**

The Enforcement section of your Anti-Graffiti effort will be the hardest for you to implement because so much collaboration and cooperation is needed to make it work. You are off to a good start because of the strong commitment voiced by the Police Chief, the County Attorney, The Juvenile Probation Chief, the City Attorney and others. We feel optimistic about your ability to begin enforcing a new city ordinance regarding graffiti on private property by transferring this responsibility for graffiti removal to the property owner in the method we discussed during our visit...if the City Council will approve it. Another positive note is that the Omaha Police Department is really doing a very good job with their graffiti investigations. Their successful investigations have led to many graffiti vandals being identified, sited and/or arrested. We do feel, however, that they would enjoy even more success if one or two Gang Officers were able to concentrate all of their time on citing and arresting graffiti vandals. Unfortunately, enforcing the local and state laws regarding graffiti vandalism will need quite a bit of work. However, if no effort is made to catch the graffiti vandals and hold them responsible for their actions, you will never have a graffiti-free city. The reason is that the vandals will not stop their destructive behavior until they are caught, held accountable by contributing community service time, attending special classes, paying restitution to the victim, losing their driver's license, etc. All the enforcement agencies' buy-in is critical in this whole effort and they need to continue to commit to making the adjustments needed to have an effective process for graffiti vandals. It very well may take the Mayor to focus all the leaders of the key organizations to work together to quickly develop the effective process described above.

The City leaders are the key to making this whole effort work. It is imperative that the Mayor assist the Graffiti Program Team Manager by initiating conversations with specifically identified partners who may need some special nurturing as time passes, providing the necessary staffing and non-personal budget they need, clearing roadblocks as they arise and always keeping the goal of making Omaha graffiti-free a top-of-mind priority.

After they are hired, the Anti-Graffiti Program Team Manager will need your guidance, understanding and support! It is absolutely imperative that this person be given the

time necessary to manage your Anti-Graffiti Program Team. This will always be a rewarding...but demanding job – especially in the beginning when you are working on implementing the 26 recommendations of your new Anti-Graffiti Blueprint. Fortunately for you, we have laid out all of the details of each recommendation, but making them happen will still take a great deal of time and effort.

It is important to issue one very strong word of caution here: When the city begins to look cleaner as the graffiti disappears, you cannot relax. There will always be an undercurrent of graffiti interest in cities everywhere. If you do not quickly fill future vacant Anti-Graffiti Program positions or even worse, cut, contract out or re-deploy these positions, the graffiti will come back hard and fast. If this happens it will take a long time to get a handle on the graffiti situation again.

## **PREVENTION**

When it comes to prevention – there are two basic motivating factors: the carrot and the stick. The stick is the part where the legal system has put into place penalties that will detour the graffiti vandals from repeating their mistakes after they are caught. As we have discussed earlier, this important deterrent is currently not in place and is a weak link in your anti-graffiti efforts.

However, one area of interest needs special mention...the carrot. The carrot is what exists to keep the youth of Omaha from participating in graffiti vandalism (and other forms of anti-social behavior) in the first place...as well as the services that exist to help them and their families get back on track if they do stray down the wrong path. Our research and discussions regarding the various arts programs in Omaha at the "Graffiti Alternatives for Young People" session during our visit were very impressive. The session was attended by representatives from the Mayor's Office, the Public School system, Deep Park Neighborhood Association, the Business Community, Anti-Graffiti Volunteers, Habitat for Humanity, the Pakasso Project, the Small Art Studio, the Omaha Parks Department, Catholic Charities and an Independent Artist. A few of the themes that emerged from this session were that some of these programs attract youth who are not interested in school and the programs can motivate youth to stay in school. They also stated that more funding is needed to keep these programs going and that they try to show youth that they can make money by being a legitimate artist. They said that programs need to fill the void of the "high" graffiti vandals seek and they can motivate youth with good quality supplies and good instructors who can also act as mentors. The quality and variety of programs geared toward artistic youth is indeed something that Omaha should be proud of. Not only are there more than enough opportunities for youth to release their artistic expression in these rich programs, they are well publicized and easy to find. In our experience, graffiti vandals consciously choose their destructive behavior over all other options – especially organized activities. Simply put – for the most part – they want to vandalize property even though they are aware (or could easily find with minimum effort) more legitimate options. If a youth finds them self in need of extra help because they made some poor choices, Omaha has a wide range of support services for them and their families. We strongly believe that the fine community arts professionals and service providers do not need to make any changes

in their programs to accommodate or reach graffiti taggers. The community would be better served by them continuing with the good work they are currently doing. The youth who are truly artistically inclined will continue take advantage of these fine programs.

Finally, we now embark on this journey together. We look forward to working closely with you for the next year with our extensive follow-up coaching plan. The Graffiti Consultants will be talking to your representatives weekly to guide you through the 26 recommendations. We will also be scheduling our full-day visits with you in September and next spring. Again, thank you for this opportunity to serve you and we are confident that you will be impressed with the results one year from now.

The Omaha Anti-Graffiti Blueprint Report will consist of the following sections:

Section 1 Narrative

Section 2 Considerations

Section 3 Recommendations

Section 4 Recommendations Timeline

Electronic Documents on Flash Drive located in binder pocket (includes Power Point shown at the Neighborhood Leaders meeting.)

Sincerely,

Rick Stanton, Owner

The Graffiti Consultants

SECTION

2

CONSIDERATIONS

# THE GRAFFITI CONSULTANTS

## CONSIDERATIONS

**NOTE:** Please remember that the best way to implement many of these "Considerations" is to give them a try on a trial basis and see if they work for you. We are always available to discuss why these should be considered and how to do it.

### **ABATEMENT AND HOTLINE**

- We were told that you currently have two standard paint colors (gray and white) that you use to remove graffiti from various objects. Consider adding (if possible) another airless sprayer to the two graffiti vehicles. This will let you paint over surfaces with these two colors quickly without having to clean out the system each time you want to change colors.
- Currently, the hose for your airless sprayer is not connected to a reel. Consider adding a retractable reel (or two if you add an airless sprayer) to the two graffiti vehicles to save time.
- One of the most important recommendations that we have made (see Recommendation A2) is to change your Ordinance to require owners of private property to maintain their property graffiti-free. Until this is in place, consider having the Abatement Staff give a little extra paint to the owners, tenants or residents so they can be empowered to clean their own building right away if the graffiti reoccurs.
- Currently, the size of the abatement staff does not meet the need. If the budget ever allows for the expansion of the abatement staff, consider hiring someone so that the third graffiti vehicle is put to use daily to provide power wash services. That vehicle can also carry white and gray paint as well as solvent to remove small graffiti that does not need to be power washed. Side note: we always recommend hiring city staff instead of youth workers or a private graffiti-removing contractor.
- You can put a big dent in the graffiti quickly if you have several city staff remove graffiti for a full day instead of working on their regular assignment. Consider having a few special days throughout the year when many city staff remove graffiti for a whole day.
- If other abatement personnel are added in the future, consider having their work schedule include weekends. Most of the graffiti vandalism occurs on the weekends when no city staff is available to abate it.
- Currently, the graffiti removal responsibilities are spread out among many departments. This can create a gap in communication, standards, performance targets, reporting, etc. Consider having all of these graffiti

abatement staff be in the same unit or work hard to standardize their efforts, targets and reporting.

- Power washing is an effective method for graffiti removal in some situations. However it is very time consuming and many times leaves behind a “shadow”. Currently, you are power washing many items that we believe could or should be painted – especially if it is an item that is a frequent target of graffiti vandals. Consider using the power washer less and painting more.
- The Graffiti Hotline process has some rough edges due to the lack of an appropriate database that does not allow you to track and measure data and also from a Hotline system that could use a complete overhaul. These will be discussed in more detail in Recommendations B1, B12 and B13. However, we thought it was an important enough issue to mention it here as well. Consider using a different Hotline and database system and also consider the following steps:
  - Call comes in – this can even be on a recorder/voicemail system. The important thing is that the caller be asked to give detailed information from the recorded message. This will be on the electronic document flash drive. The message should ask for the location/address of the graffiti, the item that was vandalized, the color of the item and the name and phone number of the reporting party. If you get all of the information from the caller, the “scouting” that is currently done is not necessary and the time that is currently being used for “scouting” can be better used.
  - It is entered into the computer directly from the call
  - Each morning – print the work orders that have not been completed
  - Pass these work orders out to the abatement staff
  - Abatement staff removes the graffiti and fills in important data on the sheet (i.e.; number of tags abated, number of square feet abated, etc.). This information is listed on the Recommendation page that is specific for the data base. You will eventually use this information to tell you if you are meeting your performance measures.
  - Abatement staff gives office staff the completed sheets
  - Office staff enters the data into the computer to close the job
  - NOTE: These steps can only be followed when/if there is a change in the system that is currently in place for graffiti Hotline calls
- Currently, the city does provide color-matching services with professional color-matching systems. This is a terrific service but it takes longer than regular painting. Surfaces should be painted with one of your standard colors instead of color-matched whenever possible to save time.
- On pro-active work (routes) you can also lump all of the information into one page. Consider having one job sheet that covers a whole section or route of pro-active work.

- It is important to remove graffiti called into the Hotline because a member of the public is concerned with that specific vandalism. Consider having one staff work on the Hotline every day until they complete all the jobs on the Hotline. Do not have them stop and remove graffiti they see as they are traveling from one Hotline call to the next. The second staff can be pro-actively removing graffiti in a strategic fashion.
- Safety and environmental concerns should be an important part of any job. Here are some safety and environmental ideas to consider: cone off the vehicle when it is parked in the right-of way, use secondary containers for hazardous materials and dispose of them properly, use and/or wear appropriate protective gear when painting and using solvent and make sure that the solvent that is used to break up the paint does not go down the storm drain when it is power washed off.

## **COMMUNITY INVOLVEMENT**

- Volunteers are great for cleaning graffiti off poles, utility boxes and signs with graffiti wipes or solvent. However, they can also help you with some of the larger tags. Consider giving paint, rollers and pans to motivated volunteers who also want to remove graffiti from concrete walls in neighborhoods.
- Another organization that relies heavily on volunteers is Keep Omaha Beautiful. Consider inviting them to the Graffiti Collaborative Partnership meeting and discuss volunteer opportunities that could be mutually beneficial.
- Your residents have shown that they are ready, willing and able to help you as the great turnout of volunteers who filled sandbags demonstrates. You can continue the momentum that the sandbag effort has started by asking people to help you keep Omaha free of graffiti. As you kick things into gear with your recruitment of volunteers, consider having all of your promotion materials translated into Spanish for those who need it.

## **ENFORCEMENT**

- It is important for residents to feel that the city is taking graffiti seriously. Consider making sure that the public continues to be encouraged to call 911 when they see graffiti in progress.
- To date, graffiti on construction sites has not been a problem. However, if that changes, and the graffiti ends up on fences, equipment, trailers, etc., consider requiring these sites to remain graffiti-free. The city inspectors can easily demand during their regular inspections that the construction site supervisor have the graffiti removed or face the consequences – a job shut down.
- There seem to be some locations that might be good candidates for surveillance cameras in the hopes of detouring the graffiti in the first place or potentially catching the vandal. When the budget allows, consider

purchasing and installing a few surveillance cameras at graffiti plagued sites.

- Currently, your CrimeStoppers program will give rewards for graffiti leads but little or no money has been paid out. We believe strongly in this tool and you should consider really publicizing it in the high schools and middle schools.
- There seems to be universal agreement that the judges are too lenient and inconsistent when it comes to graffiti cases (especially when it comes to requiring the vandal to pay restitution to the victim). Consider (as was discussed during the Collaborative Partnership Social Session of our visit) initiating a "Court Watch" for graffiti cases – similar to actions that have proven successful for other issues.
- The Omaha Police Department is doing a good job with their graffiti investigations. They should keep the lines of communication open with the City Attorney's Office. The one thing that you should strongly consider is to have two (one at a minimum) of the Gang Officers work full-time on graffiti cases.
- The police have begun working MO cases and should consider continuing to focus on MO cases as a priority.
- The Nebraska State laws regarding graffiti could be stronger. Consider asking your State Representatives to strengthen the Nebraska graffiti laws.

## **PREVENTION**

- You have many attractive murals in your city. From what we were told, each one was completed as its own separate project. Consider developing a simple process through which all murals must go so the City can make sure that each mural is completed in accordance with the City's criteria that you will want to establish.
- We stated in the Anti-Graffiti Blueprint Report that several Prevention activities were in place and functioning well. During the "Graffiti Alternatives for Young People" session, a welcome development took place. The participants in that session decided that they wanted to continue to meet as a group. We thought that this was a fantastic idea. Consider having the new Anti-Graffiti Program Supervisor coordinate and participate in this new Graffiti Prevention Group.
- The participants of the "Graffiti Alternatives for Young People" session also expressed interest in exploring the possibility of initiating a program where young people design murals for utility boxes. This is an exciting idea because it provides for the public recognition that most real young artists crave. Consider a project where youth paint screens for utility boxes in the winter and install them in the spring.

## **MISCELLANEOUS**

- The Mayor is frequently invited to be a guest speaker at public meetings that cover a wide variety of topics. To illustrate the Mayor's commitment

to wiping out graffiti, he should consider using every public speaking opportunity to promote your graffiti effort. Use success stories, stats, and a "cry for volunteers" as your material. Keep it short but sweet.

- Budget constraints limit the staffing level for your Anti-Graffiti Program...even though additional staffing is needed. Consider using college interns for anti-graffiti projects and assignments. They could provide a great deal of no or low cost assistance.
- You already have some good information that can be shared with the public regarding your graffiti program. Consider printing a simple brochure to pass out to the public when appropriate – such as when you are recruiting volunteers.
- It is important to keep the momentum going during the winter months that has been built up during the summer and fall. Consider engaging in the following activities during the winter: recruiting volunteers at neighborhood association meetings, recruiting volunteers inside large stores and malls (with their permission), holding a graffiti volunteer recognition event, thorough cleaning, maintenance and repairs of vehicles and storage facilities and ordering of supplies for the spring and summer...among other traditional cold month activities.

Remember that all of these "Considerations" can really help you with your effort against graffiti. Please give these a try.

Remember...it is not just one thing that you need to do to get rid of graffiti. It's the combination of lots and lots of things. Good luck!

# SECTION

# 3

# RECOMMENDATIONS

## **RECOMMENDATION A1**

### **CITY-WIDE GRAFFITI SURVEY TRAINING SESSION**

#### **ACTIVITY**

To count all of the graffiti tags by conducting a survey by August 2011

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To establish a baseline of graffiti information that will include the number of tags, the amount of gang graffiti, areas with the highest concentration of graffiti, etc.

#### **IMPORTANT POINTS**

- Conduct the survey annually during the same week to determine trends and progress
- Conduct a training for all staff who will participate in the survey before the survey
- Have the entire survey team meet each morning for progress reports and to discuss issues and reminders
- Have a team of two (one driver and one counter) per vehicle
- Only count tags on your city's side of the street when you are traveling on boundary streets
- Drive every street in the city and count all of the tags – no matter how small
- Document the findings in a report for the Mayor, City Council, etc.
- Follow all of the steps that were outlined in the City-wide Graffiti Survey Training Session

#### **ELECTRONIC DOCUMENTS**

- A1-1 Staff Training Agenda for City-wide Graffiti Survey
- A1-2 Definition of "tag"
- A1-3 Public or Private Property check list
- A1-4 Painting Talley Sheet
- A1-5 Cleaning Talley Sheet
- A1-6 Final Report Spreadsheet

**THE CITY OF OMAHA**

**CITY-WIDE GRAFFITI SURVEY**

**Staff Training Agenda**

**Date and time**

1. Other business
2. Public or private test
3. Picture test – how many tags?
4. Pass out definitions and guidelines
5. Picture test redo
6. Guess the tags contest
7. Make and pass out schedules – re-group into pairs
8. Pass out maps & score sheets
9. Review score sheets
10. Review maps & check boundaries with neighboring districts
11. Meet at office on (date and time)

# THE CITY OF OMAHA

## CITY-WIDE GRAFFITI SURVEY

### Public vs. Private

Bus bench  
City street sign  
Street light pole  
City utility box  
Phone booth  
Back of City street sign  
US mail box  
Newspaper box  
Highway street sign  
Fire hydrant  
Sidewalk in front of someone's home  
Park property  
City sound wall  
Wooden fence around someone's home  
Street in front of someone's home  
Dental office  
Safeway store  
Slide in a park  
Moving truck  
Highway sound wall  
Library  
Schools  
Trees  
Construction sites  
Outside of highway sound wall facing City street  
Paint on pole there to cover tag  
Billboards  
Private company utility box  
White barricades  
Red curbs  
Large trash containers behind stores in strip malls

# THE CITY OF OMAHA

## CITY-WIDE GRAFFITI SURVEY

### Definition of a "Tag"

#### **DEFINITIONS**

- If you are standing in one position and need to take a step over to abate a tag ; We count how many steps over it would take to abate a tag.
- If a large piece is featured with smaller tags within it ; We count the large tag as outlined above and the smaller tags within it individually.
- If a tag is all over a pole on all sides ; Count only the tags that are visible.
- If tags appear to be from different vandals ; They should be counted individually.

#### **GUIDELINES**

- Count only what is visible from the street. Just record what is visible from the street you are on.
- Only do your side of the street when counting on district or city boundary streets.
- Try to make one sweep on each street. **DO NOT DOUBLE BACK** on streets.
- Do not count tags on vehicles.
- If tags have been cleaned and are impossible to read...but some still shows through – do not count it. If you can read the tag – count it.

THE CITY OF OMAHA

**PAINTING/POWER WASH/PAINT MATCH**

District Number: \_\_\_\_\_

Page # \_\_\_\_\_

Date: \_\_\_\_\_

Name \_\_\_\_\_

Power Wash Objects	Spray Rig Objects	Paint Match Objects	Other Objects	TOTALS	Gang TAGS	Private Property TAGS
Total PW Objects:	Total SR Objects:	Total PM Objects:	Total Other Objects:	<b>TOTAL</b>		
<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>OBJECTS:</b>		
Total PW Tags:	Total SR Tags:	Total PM Tags:	Total Other Tags:	<b>Total Tags:</b>	Total Gang TAGS:	Total Private Props. TAGS:

THE CITY OF OMAHA

**CLEANING**

District Number: \_\_\_\_\_

Page # \_\_\_\_\_

Date: \_\_\_\_\_

Name \_\_\_\_\_

Play Equipment	Signs	Poles	Garbage Cans	UBs	MBs	Other	TOTALS	Gang TAGS	Private Property TAGS
Total Play Equ:	Total Signs:	Total Poles:	Total Cans:	Total UBs:	Total MBs:	Total Other:	<b>TOTAL</b>		
<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>Tags</b>	<b>OBJECTS:</b>		
Total Tags on Play Equip.:	Total Tags on Signs:	Total Tags on Poles:	Total Tags on Garbage Cans:	Total Tags on UBs:	Total Tags on MBs:	Total Tags on Other:	<b>Total Tags:</b>	Total Gang TAGS:	Total Private Props. TAGS:



## RECOMMENDATION A2

### CITY ENFORCEMENT SESSION

#### ACTIVITY

To institute a system that both assists property owners who are victims of graffiti vandalism and also holds them responsible to keep their property graffiti-free

#### RESPONSIBLE PARTY

#### PURPOSE

To save the City money in the long run by having private property owners remove graffiti from their own property and at the same time maintaining good relations with the citizenry

#### IMPORTANT POINTS

- Make the necessary changes to the City codes to make sure that property owners are required to keep their property graffiti-free at all times and that there is a \$250 per day penalty for non-compliance
- The infraction should have an Administrative remedy – it should not be a misdemeanor
- Use a computer property program to research property information such as the owner's address
- Have abatement staff deliver a notice asking for permission to remove graffiti if the occupant is not present. If they are present, the abatement staff removes the graffiti and gives written notice that having graffiti on their property is a code violation and also leaves paint for the occupant to use the next time they get graffiti on their property. They also leave a "Graffiti Awareness" handout
- The next time that there is graffiti on that property, staff takes a picture of the graffiti and sends a letter (with the photo) to the property owner informing them that if it is not removed within 10 days they will be fined \$250 per day
- Ten days after the letter is sent, the same staff checks the graffiti and closes the case if the graffiti is gone. If the graffiti is still present, the staff takes another picture of the graffiti so Code Enforcement can issue the first \$250 fine. The requirements of the letter should be in effect for one year.
- **SPECIAL NOTES:** If the Code Inspectors do not have time to go to the property and take the pictures, this task can be delegated to other staff in the program.

#### ELECTRONIC DOCUMENTS

- A2-1=Code letter to property owners
- A2-2=Graffiti Awareness Information Sheet
- A2-3=Graffiti Codes

CITY OF OMAHA  
(Code letter to property owners)

(CITY ADDRESS AND PHONE NUMBER)

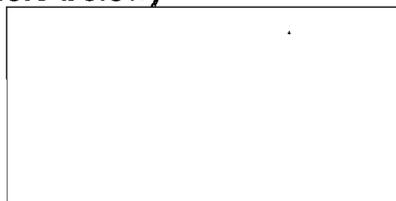
Anti-Graffiti Program

DATE

**SUBJECT:** Graffiti Violation  
**LOCATION:**

The City's Anti-Graffiti Program has a report of graffiti at the above referenced location. In the past, the City has made efforts to physically remove or paint over graffiti at this location as a courtesy to assist you in maintaining your property. However, we are unable to continue to provide these extraordinary services. We will continue to provide free paint and advice as requested. The Municipal Code places the responsibility for maintenance of private property upon the property owner.

**Violation:** (CODE #) Real and Personal Property Defaced with Graffiti.  
(See photo below)



**Corrective Action:** Remove the graffiti from the \_\_\_\_\_.

The above listed violation must be corrected no later than **(INSERT DATE)** or you will be subject to an Administrative Citation of \$250. If future site visits reveal another violation of this code section within one year of this letter, additional citations may be issued **without further notice**. Fines escalate for repeat violations. The Anti-Graffiti Program will continue to provide you with information, paint and other materials in an effort to aid you in the continued maintenance of your property. Hopefully, as a result of this partnership between you and the City's Anti-Graffiti Program, we will continue to resolve property maintenance issues as they arise.

We would like to thank you for your anticipated cooperation and responsiveness to this matter. If you would like to take advantage of the Anti-Graffiti Program's services or have any questions please call (PHONE NUMBER).

\_\_\_\_\_  
Name  
Position

## CITY OF OMAHA

# Graffiti Awareness

### *Information Sheet*

- ❖ Remove graffiti within 24 hours. If you do this consistently, eventually the tagging will disappear. Taggers interpret tags that stay up as permission to continue to deface your property. The quicker you get rid of tags, the sooner taggers stop.
- ❖ Remove any large garbage bins, pallets, moving vans, cars, storage bins, etc. away from walls of buildings. They can be used as a ladder to gain access to your roof.
- ❖ Build high fences. Low fences act as ladders to the roof.
- ❖ Use anti-graffiti coatings on your property for easier removal of graffiti.
- ❖ Form a Graffiti Watch Association with business neighbors.
- ❖ Keep a written log of graffiti incidents and take photos of chronic graffiti problems. Call us if it is a chronic problem. We can ask police to investigate for you.
- ❖ Call 911 when you see taggers tagging. Document the date and time of your calls to the police. Police have been instructed to respond. If a police officer is slow in responding or aloof to your needs, get their badge number and report them to their superior. Also, take the dispatcher's name if they seem hesitant in sending you help.
- ❖ Use plants (ivy, trees, cactus) to block the view or cover areas that might get tagged or to keep taggers from accessing your property.
- ❖ Use motion lights in problem areas. You can adjust the angle of your lights to a particular width for maximum coverage.
- ❖ Do not confront taggers. Some taggers carry weapons.

- ❖ Never call 911 on cellular phones when reporting graffiti in progress. (All 911 calls on cellular phones are routed out of the country and then re-routed back). Valuable time will be lost. Instead, call (PHONE NUMBER), the City's emergency number when using your cell phone.
- ❖ Do not keep your property in the dark. Taggers love the darkness. Make sure there is ample lightning on your property.
- ❖ **DO NOT IGNORE THE PROBLEM.** The Blight Code says:

(INSERT BLIGHT CODE INFORMATION HERE)

For more information on Municipal Codes call the City Clerk's office at (PHONE NUMBER).

- ❖ Property owners not cooperating in keeping their property graffiti free will be referred to Code Enforcement, and may be subjected to penalties and fines.
- ❖ Taggers do get caught. (INSERT STATISTICS OF GRAFFITI VANDALS SITED OR ARRESTED HERE). \$400.00 worth of damage is now a felony. Do your part by refusing to be a victim. Take responsibility and demonstrate civic pride in fighting the battle against graffiti.
- ❖ One gallon of free paint per person can be obtained by the City's Anti-Graffiti Program to cover tags. Call (PHONE NUMBER) to make an appointment to pick up free paint.
- ❖ The city's Anti-Graffiti Program will clean up graffiti called into our Hotline at **(PHONE NUMBER)** within 48 Hours.

# OMAHA

## GRAFFITI CODES

### WASHINGTON DC

#### Division VII, Title 42, Subtitle VI Chapter 31a1 Abatement of Graffiti, 42-3141.07 Payment of abatement costs and penalties

*Requires property owner to reimburse the City for the cost of graffiti abatement on their property because they were in violation of the code.*

*Special note: Check out what they charge...2 ½ times the City cost plus \$500 plus interest if it is not paid within 30 days.*

### CALIFORNIA – DAMAGE COSTS AND PENALTIES

#### Penal Code 594 a-g. (short description)

- Defines graffiti
- States that graffiti is an offence
- Spells out incarceration location and time limits as well as limits on fines depending on the cost of the damage (\$400 threshold)
- States that community service is an option
- States that it is an option to have the defendant repair the damage and keep it graffiti-free for up to one year
- States that if the offender is a juvenile that the parents are ultimately responsible for the damage
- States that counseling is an option

### MILWAUKEE, WISCONSON

#### City Charter Chapter 239 Accessory Buildings and Structures. Section 13 Publicly Accessible Collection Bins. Regulations (e)

*Operator has 72 hours to have graffiti removed.*

### NEBRASKA

#### 28-524. Graffiti; penalty (short description)

Graffiti is an offence. It is a Class 111 misdemeanor for first offence and a Class IV felony for a second or subsequent offence. Court may require defendant to:

- clean or repair the damaged property or another property for up to one year or;
- pay a combination of restitution and labor and/or;
- undergo counseling, and or;
- have their driver's license suspended for up to one year
- Graffiti means marks on property

### **PHOENIX, ARIZONA**

**The Code of the City of Phoenix, Arizona. Part 11 – The Code. Chapter 39 Neighborhood Preservation. Section 39-10 – Graffiti prevention, prohibition and removal. C. Prohibited Conduct.**

Graffiti vandals must serve a minimum of 10 days in jail and a minimum of 80 hours of community service. Five of the days in jail can be waived if the vandal completes their community service.

Graffiti vandals must pay a \$500 fine.

Graffiti vandals must pay restitution to the victim.

### **PORTLAND, OREGON**

**Code of the City of Portland, Oregon. Chapter 14 B.85 Graffiti Materials and Sales.**

Requires employees of stores to get identification of everyone who purchases graffiti supplies. Also requires the graffiti supplies to be inaccessible to the public so that an employee must remove them from the shelves for the purchaser.

Note: Some cities require the graffiti supplies to be under lock and key.

### **PUEBLO, COLORADO**

**Code of the City of Pueblo Colorado. Title X1 Police Regulations. Chapter 9. Graffiti. 5-Penalty and 9-Local Improvement Fund.**

11-9-5. Requires that \$25 surcharge per incident goes to a Keep Pueblo Beautiful Fund.

11-9-9. Establishes a Local Improvement Fund. Money from donations can be deposited here and used for anti-graffiti related activities such as rewards.

### **SAN JOSE, CALIFORNIA**

#### **Chapter 9.57.400 Enforcement and penalties (short description), and; Chapter 1.15.030 Administration, 040 Amount of fine and 050 Payment of the fine**

Any property owner who does not remove the graffiti from their property within the designated timeframe is in violation of the code and is now subject to the Administrative Citation process.

### **CORPUS CHRISTI, TEXAS**

#### **Corpus Christi, Texas, Code of Ordinances. Part 111. The Code of Ordinances, Chapter 33 – Offences and Misc. Provisions. Article V1. Graffiti Control. Division 3. – Anti Graffiti Action. Section 33-106 (4)**

Creates a reward program for confidential information on graffiti vandals.

### **CALIFORNIA – CRIMINAL STREET GANGS**

#### **California Penal Code Section 186.22 (e) (20)**

Tagging crews of three or more can be charged as a criminal street gang and receive additional penalties.

## RECOMMENDATION A3

### COLLABORATIVE PARTNERSHIP SESSION

#### ACTIVITY

To run monthly Anti-Graffiti Collaboration Partnership meetings beginning in August 2011 and have regional law enforcement meetings following that meeting.

#### RESPONSIBLE PARTY

#### PURPOSE

To mobilize all of the entities in the area that have an interest in eliminating graffiti.

#### IMPORTANT POINTS

- A list should be established of all the organizations that should be involved
- The Mayor should send out the initial invitation to the leaders of the organizations asking them to be on the committee or to designate a representative to participate
- The mayor should attend the meetings from time to time
- The Anti-graffiti Program Supervisor should run the meetings and prepare the agenda, reserve rooms, send out invitations, etc.
- One of the main themes of the meeting should be to develop a "Spirit of Cooperation" so that all of the groups are willing to assist each other
- Each group should describe their involvement with graffiti and seek advice or assistance on one or two specific problematic issues
- The meeting should be one hour if possible
- After the meeting, the law enforcement representatives should meet for one hour to discuss current investigations and suspects
- The agenda should be heavy on sharing and light on actual action items. If the group does decide to take action on something...make sure it is part of the Anti-Graffiti Blueprint. Don't begin other activities until the Blueprint is completed
- **SPECIAL NOTE:** Make sure that the organizations that were not represented at the Anti-graffiti Campaign Meeting are invited to the next meeting and commit to being permanent members of your Campaign

#### ELECTRONIC DOCUMENTS

None

## RECOMMENDATION A4

### GRAB BAG OF GRAFFITI RELATED TOPICS SESSION

#### ACTIVITY

To train and equip staff from other city departments to abate graffiti from city property under their jurisdiction

#### RESPONSIBLE PARTY

#### PURPOSE

To keep graffiti off of all city property with the most efficient methods

#### IMPORTANT POINTS

- Parks maintenance staff should be equipped with a "graffiti tool kit" (graffiti removing supplies and paint) at all times and they should remove graffiti from items in the park (playground equipment, garbage cans, water fountains, bathrooms, etc.) as their first priority each day. On larger items, they should call the anti-graffiti program staff for assistance
- Transportation maintenance staff should have a "graffiti tool kit" (graffiti removing supplies and paint) at all times and they should remove graffiti from items such as painted curbs, utilities boxes, light poles, signs, etc. The crew who replace damaged street signs should have a performance measurement to replace signs reported with graffiti on them (that cannot be cleaned) within 48 hours.
- They do not need to respond to public graffiti complaints-those should be referred to the Hotline
- Other city departments should complete and submit graffiti performance targets to the Anti-Graffiti Program so the city can accurately track their graffiti abatement progress
- Other city department staff could remove graffiti when they are working on an item that is tagged if it is appropriate. If it is not appropriate, they should report it to the Hotline

**SPECIAL NOTE:** The Anti-graffiti Program Abatement staff should train all of the staff from other city departments who may remove graffiti on the graffiti removal practices that they want employed throughout the city. That way there will be continuity regarding these practices

#### ELECTRONIC DOCUMENTS

None

## **RECOMMENDATION A5**

### **HOW TO RECRUIT, MOTIVATE AND TRAIN GRAFFITI VOLUNTEERS**

#### **ACTIVITY**

To begin recruiting anti-graffiti volunteers at community meetings in August 2011.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

Volunteers can remove graffiti in their neighborhoods that is not called into your hotline and they can call the hotline to report graffiti

#### **IMPORTANT POINTS**

- Start a database of neighborhood associations, service clubs, PTA's, church groups, and any other adult groups
- Arrange to make a presentation to their group at least once a year
- Be last on the agenda
- Follow the Presentation Script
- Have a second person at the back of the room to assist with the sign-ups and to help answer questions after the presentation
- Have enough free graffiti kits and Volunteer Service Agreements to service the group
- Enter the new volunteers into the Volunteer database the next day
- Make sure you always have enough supplies in storage for the upcoming community meetings
- Make a protocol sheet for all of the steps for recruiting volunteers at community meetings
- Offer Community Service Hours to teens who need or want them
- Begin in the communities that have a higher concentration of graffiti than other areas

#### **ELECTRONIC DOCUMENTS**

- A5-1=Volunteer Service Agreement – (Front page)
- A5-2=VSA – (Back page) Supply Check Out form
- A5-3=MSDS sheet
- A5-4=Volunteer Database Sample
- A5-5=Presentation Script
- A5-6=Volunteer Statistics Worksheet
- A5-7=Volunteer Phone Survey
- A5-8=Neighborhood Presentation Protocol sheet

CITY OF OMAHA  
Anti-Graffiti Program  
Volunteer Service Agreement

(INSERT VOLUNTEER WAIVER INFORMATION HERE)

I also acknowledge and agree that my services are provided for the convenience of the City and may be terminated for any reason or for no reason and at any time by the City without notice or hearing.

Last Name

First Name

Address

Phone

City

E-Mail

Zip

\_\_\_\_\_  
Volunteer's Signature

\_\_\_\_\_  
\*Signature of parent/guardian required if under 18 years old

\_\_\_\_\_  
Date

**Volunteers please read and initial below in the appropriate space(s) below:**

\_\_\_\_\_ I have read, received a copy of and fully understand the MSDS (Material Safety Data Sheet) **AND** the Graffiti Chemical and Solvent safety sheet. By initialing this section, I agree to follow the procedures and guidelines set forth by the City's Anti-Graffiti Program.

\_\_\_\_\_  
Signature of City Manager or Authorized Designee

**FOR OFFICE USE ONLY**

Name of Event or Presentation

Data entry date: \_\_\_\_\_ Data entry staff: \_\_\_\_\_

# CITY OF OMAHA

## Anti-Graffiti Program

### SUPPLY CHECK OUT FORM

**PLEASE PRINT CLEARLY....**

<b>Last Name</b>	<b>First Name</b>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<b>Address</b>	<b>Phone</b>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<b>City</b>	<b>ZIP</b>
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
<b>Email</b>	
<input style="width: 100%;" type="text"/>	
<b>Council District:</b> _____	

**STAFF USE ONLY....**

**Equipment Check Out**

EQUIPMENT	QTY. ISSUED
Roller Frames	
Roller Covers	
Brushes	
Grids	
Ext. Poles	
Tie Tape	
Rolling Pan	
Stir Sticks	
Paint Suit	
Orange Vest	
5 Gallon Bucket	
1 Gallon Bucket	
Gloves	
Goggles	
Masks	
Sponges	
Rags	
Litter Sticks	
Trash Bags	
Litter Gloves	

**Paint Check Out:**

COLOR	AMOUNT
Navajo White	gallons
Brown	gallons
City Slick Gray	gallons
Beige	gallons
Custom Matched	gallons

**Solvent Check Out:**

BOTTLE SIZE	AMOUNT
4oz.	
8 oz.	
22 oz.	
1 quart	
Refill-1 quart	

<b>Other</b>	
--------------	--

<b>Anti-Graffiti Kit</b>	
--------------------------	--

<b>Staff</b>		<b>Date</b>	
--------------	--	-------------	--

# MATERIAL SAFETY DATA SHEET

## SECTION 1: PRODUCT IDENTIFICATION

**Product Name: Multi-Master™**

Synonym/Chemical name/Common name: Graffiti Remover

DOT hazard class: Not classified as hazardous by DOT.

Proper shipping name: Compound, Cleaning, Liquid.

## SECTION 2: INGREDIENT INFORMATION

Hazardous Ingredients	Wgt %	Toxicity Data
2-Pyrrolidinone - 1 - Methyl	TRADE SECRET PER CFR 1910.1200	Rat LD50=4200 mg/kg

This product contains no chemical at a level which poses a significant risk as defined by California Proposition 65.

This product contains no toxic chemical, above its de minimis concentration, subject to reporting requirements of Title III SARA, section 313 EPCRA (40 CFR 372).

## SECTION 3: PHYSICAL CHARACTERISTICS

Specific Gravity (H1O=1): 1.03

Vapor pressure: 0.29

Vapor density (Air=1): 3.5

Percentage volatile by weight: 92.5

Solubility in water: Miscible

pH (Undiluted): 7.5 to 8.5

Evaporation rate (H2O=1): <1

Freezing point: N/D

Boiling point: 205°F

Appearance and odor: Colorless liquid with bland odor

## SECTION 4: FIRE AND EXPLOSION HAZARDS

Flash point: >200°F

Flash point test method: TCC

Flammability limits: 2% to 10%

Extinguishing media: Use water, CO or foam.

Special fire fighting procedures: Fire fighters should be equipped with self-contained breathing apparatus.

Unusual fire or explosive hazards: None

## SECTION 5: REACTIVITY DATA/CONDITIONS TO AVOID

Stability: Stable

Incompatibilities (Conditions to avoid): None are known

Hazardous decomposition products: None

Conditions to avoid: None

## SECTION 6: HEALTH HAZARDS/FIRST AID

Primary routes of entry: None

Signs and symptoms: Product is irritation to eyes.

First aid procedures: For eye contact flush with large amounts of water. If irritation persists, contact a physician.

There are no known chronic health effects caused by the use of this product.

## SECTION 7: PERSONAL PROTECTION RECOMMENDATIONS

Respiratory protection: None required

Ventilation: Use with adequate ventilation

Protective gloves: Neoprene gloves are recommended for prolonged or repeated contact

Eye protection: Guard against splashing into eyes.

## SECTION 8: STORAGE/SPILL/SPECIAL HANDLING INFORMATION

Steps to be taken in case of spill: Wet material is slippery.

Remove with rags, mops, or by flushing with water.

Waste disposal: Follow all local, state, and federal waste disposal regulations.

Special storage or handling precautions: None

N/D=Not determined N/A = Not applicable

This Material Safety Data Sheet is written and provided in good faith for the sole purpose of providing information for the safe use and handling of this product. It is compiled from technical data believed to be current and correct. It should not be taken as a warranty or representation for which Graffiti Master or S.D.L. Distributing assumes any legal responsibility. The buyer assumes all responsibilities of using and handling the product in accordance with local, state, and federal regulations.

**Manufactured by Graffiti Master Products. All rights reserved.**

**Technical Support 888-534-7374 - - - Sales 800-447-2334**

Last First  
 Affiliation  
 Address  
 City State Zip  
 Phone  
 Emergency Contact

AAB S.T. Date ALV Litter Start Date  
 CD AV Orig. Entry Modified  
 Area Adopted

[Large empty rectangular box]

Paint Solvent Both Minor DOB

Start Date End Date  
 2nd Contact  
 2nd Phone

E-mail

Returned Mail Active  
 [Small empty rectangular box]

Notes

[Large empty rectangular box with scrollbars]

# CITY OF OMAHA

## Neighborhood Presentation Script

Presented by City Staff

### **Salutation: Good Evening or Good Morning**

First of all, I would like to thank you for coming out to this important meeting tonight.

- a) Tell me when you see graffiti tagging in your neighborhood or City, how does that make you feel?
- b) What kind of emotions do you have? (Mad, angry, scared, sad)
- c) So you feel safe in neighborhoods with lots of graffiti?
- d) That is not how you want your neighborhood to look, is it?
- e) Most people feel that graffiti has a negative impact on their quality of life.
- f) Do you want your children to grow up surrounded by graffiti?
- g) All of your emotions are valid and understandable because those who do graffiti and tag your homes, businesses and neighborhoods are ruining all that you have worked hard to obtain. You work hard to have a safe and clean place to live, work and raise your family. You deserve to have the best quality of life for your families and graffiti is an insult to your efforts.

- h) Why is it an insult? Studies have shown children are frightened by graffiti. We don't know why but it makes me angry to think of a child living with this kind of fear in his home and neighborhood and it should make you angry also. Children should not have to live in that kind of environment and for this reason alone you should want to keep your neighborhood clean and free of graffiti.
- i) Graffiti can reduce property values by 15%. Buyers are hesitant to buy in areas with obvious graffiti problems. Businesses do not want to move to areas with lots of graffiti. Shoppers avoid business areas that have graffiti and renters don't want to live in areas with graffiti. Do you want to live in an area with that kind of blight?

A. INTRODUCE YOURSELF HERE. Support staff can pass around graffiti brochures at this point

- j) How many of you have no graffiti in your area? Graffiti is like a slow spreading cancer. If it is within one mile of your area and it is not cleaned immediately it will creep into your neighborhood before you know it.
- k) Why report it or remove it? Most taggers are males between the ages of 12 and 18 and when asked why they tag the answer is the "fame" from their peers. The "fame" or recognition is what they want. If you can deny them this recognition by cleaning their tags as soon as possible, they realize that your neighborhood will not tolerate their behavior. They will move on to other areas that they feel will leave their graffiti up longer.
- l) What percentage do you believe is gang graffiti? Actually less than 6% is gang related tagging. But even though it is a minor percentage in relation to other tagging it is the most dangerous. Gang graffiti is more about territory than fame. They mark their areas with various gang symbols to

stake out these boundaries. When this is done other gangs can come and cross out the tagging and put up their own symbols. This creates an atmosphere of confrontation and this leads to the kind of gang violence we read about and many see happening in their areas. That is why we have to remove this even quicker than other types of graffiti. We want to erase this within 24 hours. Quick eradication will not allow this to become an environment that you or your family or friends and neighbors have to live with. All other reported graffiti is eradicated within 48 hours. You may report graffiti to us on our Hotline. Just call (YOUR HOTLINE NUMBER). That number is on the brochure that we have passed out to you earlier.

I have good news and bad news. First the good news: The City has recognized how important it is to remove graffiti as fast as possible and started a program to do exactly this. Our Anti Graffiti Program has really come a long way. Its graffiti removal efforts have (INSERT SOME SUCCESS STORIES OR GOALS)

Now the bad news: Even though the graffiti problem can and will be solved...the City can't solve this problem alone. This is an ongoing battle with the taggers. If we do not keep up the eradication of graffiti they will come back. The cost: We spend \$ (YOUR BUDGET HERE) per year and there is \$12 billion a year spent in the USA to fight graffiti, according to a USA Department of Justice survey). We have a staff of (YOUR STAFFING NUMBERS) and a volunteer base of over (YOUR VOLUNTEER NUMBERS). All of you are not here by accident. You are here because you are people who care about your neighborhood and your city. Who among you would like to make a difference in your neighborhood? Those of you with your hands raised, please stand up. Everyone, please give these people a big hand! How many of you consider

yourselves to be people of action? How many of you have asked yourself "I would like to do something about graffiti but I just don't know what I can do?" Well, if you answered, "yes" to those last two questions, I have good news for you. Please take your seats again and listen to how you can help.

We need your help to keep up this fight and battle on the front lines against graffiti with us or else we can and will lose this most important battle. However with your help, I have no doubt that we will win!

How can you help? First - you may report graffiti to us on our Hotline. Just call (YOUR HOTLINE NUMBER). Again, that number is on the brochure that we have passed out to you earlier.

Second, please join us and help us get rid of graffiti in your neighborhood. Remember, you can clean as much as you want or as little as you want. We, and your neighbors will appreciate it even if you only remove one tag. (LADY AND LIGHT POLE STORY). The City has generously put together a free kit of graffiti-removing supplies for you – if you sign up to help. The kit includes solvent, rubber gloves, a mask, goggles, rags and a two-sided sponge. (NAME) from the City will now demonstrate how simple it is to use the graffiti kit. These kits are located at the sign-up tables and we hope and expect all of you to get one on your way out. Remember, we really need your help. This is an opportunity for you to be a role model to your children as well as your neighbors. You can show them that you are a person of action!

I can not stress this enough...please, under no circumstances, do not remove graffiti if you are even the tinniest bit concerned because of who may be watching you or if you fear that there may be any retaliation. Your

safety is more important than anything else. If graffiti needs to be removed and you don't feel safe, please call it into our Hotline.

Madera, California, a city of 50,000 went through this process not too long ago and in one short year had 1003 Graffiti Volunteers. With a city our size, I would expect that we could and should easily top that number.

At this point we like to say that after you pick up your free supplies you can remove graffiti on your way home tonight. If you have time and feel motivated – go for it!

Now is the time for me to answer any questions that you may have.

Remember, our staff will be in the back of the room to give you free supplies so you can begin removing graffiti right away. Imagine how good you will feel when you personally erase some of the graffiti blight that has been bothering you for a long time. I guarantee that you will go to bed feeling great about yourself.

Thank you, everyone, for your time tonight!

CITY OF OMAHA  
VOLUNTEER STATISTICS WORKSHEET

Month of : \_\_\_\_\_

#5 Total number of graffiti volunteers

- a. Previous month's total = (total data base)  
 b. Total new registration forms = (for month)  
 c. Total new in data base = (for month)  
 d. Total removed from data base = (for month)
- Formula: a + c = total  
 a + c total - d = must total in data base

Total number of Graffiti Volunteers for the Month =

#13 Total square footage of graffiti removed by volunteers

Paint

- a) Drop off = \_\_\_\_\_ gallons  
 b) Pick Ups = \_\_\_\_\_ gallons
- 
- Gallons  
 Gallons x 300 = \_\_\_\_\_ sq. ft.
- Total Paint Square Feet =  sq. ft.

Solvent

Gallons of Solvent x 800 =  sq. ft.

Total Paint (sq. ft.) + Solvent (sq. ft.) =  Sq. ft.

#15 Total number of tags removed by volunteers

Paint

- c) Drop off = \_\_\_\_\_ gallons  
 d) Pick Ups = \_\_\_\_\_ gallons
- 
- Gallons  
 Gallons x 30 tags per gal. = \_\_\_\_\_ Tags
- Total Paint Tags removed =  Tags

Solvent

Gallons of Solvent x 400 tags per gal. =  Tags

Total Paint (tags) + Solvent (tags) =  Tags



# CITY OF OMAHA

## Neighborhood Presentation Protocol

Purpose: Purpose: Your office will receive requests from different organizations to present information to their group. Many meetings are held in different council districts throughout the city. If you know of upcoming community meetings, contact the people in charge and ask if you can present your program information. You want to ensure you educate the community about the services you provide. The following guidelines are to show what steps are taken in order to have a successful meeting.

### **When your office is notified about a meeting with neighborhood associations, PTAs, business districts, service clubs, etc.:**

1. Check the calendar of events. If it is on an open date then you are free to add that event on the calendar.
2. Obtain all information for the day of that meeting and enter it in the computer.
3. Make contact with the person requesting your program to be at their meeting at least one week prior to the scheduled date to see if all details of the event are covered. If possible, be sure that your presentation is last on their agenda. Example: Tables and chairs provided, time to set-up.
4. The day of the meeting, staff who is assigned to be there needs to bring the program brochures. If you have giveaways you can bring them also. Bring at least 10 graffiti kits (or more if it is a really large meeting). Bring the following forms: Service Agreement forms, a copy of the Presentation Script and the solvent MSDS sheets. Keep as many of the above items in a central location such as a tote box or rolling case. A table, two chairs, and a tablecloth may be needed.
5. Arrive at the scheduled time – the time the event starts – not the time you are scheduled to do your presentation.

## **RECOMMENDATION A6**

### **GENERAL ENFORCEMENT SESSION**

#### **ACTIVITY**

To begin a mandatory Talking About Graffiti (TAG) class for juvenile graffiti vandals and their parents

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To educate the vandals and their parents about the dangers of this negative behavior and how it can affect them now and in the future. It will also serve as an additional penalty that will help deter their future vandalism

#### **IMPORTANT POINTS**

- The vandals will attend this three hour class with at least one parent
- The class will be offered monthly
- The Graffiti Police Officers should teach the class
- The class should begin at 4:00 p.m.
- The class should begin on time and the doors should be shut and locked exactly at 4:00 – not allowing in any late participants
- The juvenile offenders should attend the TAG class prior to starting the Weekend Juvenile Offender Program
- The Officer/Instructor should review the rules of the Weekend Juvenile Offender Program as part of the class
- All juvenile graffiti offenders are automatically required to attend the class and the Weekend Program by Probation and/or the courts
- SPECIAL NOTE: There are other models of this type of class for graffiti vandals and/or their parents. The Graffiti Consultants will be happy to connect you to these if you wish

#### **ELECTRONIC DOCUMENTS**

- A6-1=TAG Class Agenda
- A6-2=Youth TAG Class Evaluation
- A6-3=Parent TAG Class Evaluation

# CITY OF OMAHA

## *Anti-Graffiti Program*

A

G

Talking About Graffiti

me

(no admittance for late participants)

Police Department

Location

## **Agenda**

Introduction: Instructors will introduce themselves and review agenda

Each youth will be asked to explain their offense

Probation – informal vs. formal; search and seizure clauses

Penalties/legal consequences

Costs of graffiti vandalism

Health risks associated with graffiti vandalism

Evaluation by Parents and Youth

Alternatives to tagging; resources for parents

Reinforce Rules and Regulations of Weekend Paint Program

9). Adjournment





## **RECOMMENDATION A7**

### **GENERAL ENFORCEMENT SESSION**

#### **ACTIVITY**

To begin a system where convicted vandals of city property will pay restitution to the city for damages

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To financially reimburse the city for damages and to provide a consequence that will deter them from continuing their graffiti vandalism

#### **IMPORTANT POINTS**

- Needs to be coordinated with the Probation Department
- The city needs to decide on a method of determining the cost of graffiti repairs
- Probation Officers, Police Officers or District Attorney's staff will give Anti-Graffiti Program staff information on the property that was damaged
- Anti-Graffiti Program staff will provide a written cost total for the damage
- Offender is required to reimburse the city for the damages and show proof of this payment before they can successfully pass their probation
- The money goes to the Finance Department and they issue a receipt to the vandal
- The vandals' parents are to be held responsible for payment if the vandal is a minor

#### **ELECTRONIC DOCUMENTS**

- A7-1=Request for Damage Estimate
- A7-2=Graffiti Restitution Payment Demand
- A7-3=Flow sheet for Graffiti Restitution Collection

**CITY OF OMAHA**

**Request for Damage Estimate**

**Payment should be forwarded to:**

**Finance Department,**

Today's Date \_\_\_\_\_ Police Case# \_\_\_\_\_

Name of responsible person \_\_\_\_\_ Birthdate \_\_\_\_\_

Probation Officer \_\_\_\_\_ File # \_\_\_\_\_  
*name/phone*

Incident occurred on \_\_\_\_\_ at \_\_\_\_\_  
*date location*

What was damaged? \_\_\_\_\_ Cost \_\_\_\_\_

**Total Cost** \_\_\_\_\_

Other  
Explanation \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Anti-Graffiti Program contact person  
to determine damage amount

# CITY OF OMAHA

## Graffiti Restitution Payment Demand

Make a copy of the Request for Damage Estimate form to keep for yourself and submit a copy with this payment form to:

YOUR ADDRESS HERE

Or you can pay in person by cash, check, Visa, Mastercard, or Discover by going to (YOUR ADDRESS HERE). Make checks payable to the (YOUR CITY NAME HERE), and write account number on check. You need to make sure you bring proof of payment back to your probation officer. You can do this by bringing back a receipt from the Finance Department or a copy of your cancelled check.

Finance Hours are:

Name of Debtor:	Petition #:	Account #:
Name of cardholder (As it appears on the card):		
Address (Cardholder's billing address):		
State:	Zip:	
Amount Due:	Daytime Phone: ( - )	
To Pay by Credit Card (specify Visa, MC, etc.):		
Card Number: _____ - _____ - _____ - _____	Exp	
Date: /		
Amount Paid \$:	Declined	Invalid
No.		
Signature:	Date:	

ALL INFORMATION MUST BE CLEAR AND COMPLETE OR PAYMENT WILL BE INVALID

# CITY OF OMAHA

## Flow sheet for Graffiti Restitution Collection

Vandal commits crime against the city.

He/she is assigned Probation Officer who helps them through the restitution process.

Probation Officer contacts Anti-Graffiti Program to determine the amount of restitution due.

Probation Officer fills out as much as they can of the Request for Damage Estimate form.

Anti-Graffiti Program staff completes the Request for Damage Estimate form, makes a copy for their files and returns it to the Probation Officer.

Probation Officer gives a copy of the completed Request for Damage Estimate form to the vandal and files the original.

Probation Officer gives the vandal the Graffiti Restitution Payment Demand form.

Responsible party makes a copy of the Request for Damage Estimate form and completes the Graffiti Restitution Payment Demand form and makes a copy of it.

Responsible party pays the city according to the instructions on the Graffiti Restitution Payment Demand form.

Vandal shows Probation Officer proof (receipt from the city) that they made their restitution payment to the city.

Money is collected to be deposited into the General Fund.

Finance tracks how much money is collected.

Probation Officer notifies Finance if the vandal does not pay restitution to the city.

Finance is responsible for deciding if they want to go after those who do not pay if they receive notification from the Probation Officer.

## **RECOMMENDATION A8**

### **POLICY MAKERS FORUM**

#### **ACTIVITY**

Assign or hire an Anti-graffiti Program Supervisor by to lead the Anti-graffiti Program Team

#### **RESPONSIBLE PARTY**

Mayor

#### **PURPOSE**

To have a single point person to coordinate all of the City's anti-graffiti efforts and to supervise an Anti-graffiti Program Team that is a dedicated unit specifically focused on making your city graffiti-free.

#### **IMPORTANT POINTS**

- The Anti-graffiti Program Supervisor can come from any of several departments - Transportation, Recreation, General Services, Public Works. In order to achieve maximum results, however, the Program should be run out of the Mayor's Office
- The Anti-graffiti Program Supervisor's position should be filled by someone who is full time in a classification range between a mid-level supervisor and manager
- Strengths needed are collaboration, supervision, public speaking, and writing

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION B1**

### **PERFORMANCE TARGETS SESSION**

#### **ACTIVITY**

To implement and track monthly on a spreadsheet the recommended performance targets beginning as soon as there is an alternative database system in place

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To track the success of your city's Anti-Graffiti Program by striving to reach appropriate performance targets and measuring other appropriate data

#### **IMPORTANT POINTS**

- Have the ultimate spreadsheet run from July through June with the goal in the final column and with the Year to Date next to the goal
- This initial spreadsheet will begin on the month of our initial Three-day Training Sessions
- Have the definition of the goals on the back of the page so the figures that are gathered are consistent
- Share the information with the Mayor, the Council, the public and the media
- Remember that there are actually three total spreadsheets that need to be completed and distributed by the 6<sup>th</sup> of each month:
  - The "Recommendations Timeline" spreadsheet that was included with the Blueprint Report
  - The "Performance Targets" spreadsheet that will track all of your graffiti related performance targets or goals
  - The "Important Information" spreadsheet that will track all information that you are required to or want to track

#### **ELECTRONIC DOCUMENTS**

- B1-1=Key Program Performance Targets at a Glance and Important Information to Track (on same file)
- B2-2=Key Program Performance Targets - Definitions

Anti-Graffiti Program (FISCAL YEAR) Key Program Performance Targets at a Glance

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	YTD	GOAL	
	2011	2011	2011	2011	2011	2011	2012	2012	2012	2012	2012	2012	****	****	
<b>OVERALL ANTI-GRAFFITI PROGRAM</b>															
1	Total number of tags from graffiti survey														TBA
	Percent of overall reduction in tags compared to (YEAR)														
2	citywide survey														50%
3	Total number of tags seen from the highway														TBA
<b>VOLUNTEERS</b>															
4	Percent of graffiti volunteers rating the Program (4) "Above Standard" or (5) "Excellent" during the monthly survey														85%
5	Total number of graffiti volunteers														600
<b>ERADICATION</b>															
6	Graffiti Hotline requests completed within 48 hours (2 Days)														85%
7	Gang graffiti Hotline requests completed within 24 hours (1 Day)														90%
8	Percent of Hotline callers rating city efforts at removing graffiti as (4) "Above Standard" or (5) "Excellent" during the monthly survey														90%
9	Number of proactive cleanings of targeted neighborhoods														TBA
<b>ENFORCEMENT</b>															
10	Percent of the graffiti jobs referred to Code Enforcement by the Abatement staff processed within 48 hours														85%
11	Number of Graffiti Awareness Handouts distributed														TBA

# CITY OF OMAHA

## IMPORTANT INFORMATION TO TRACK

		JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	YTD	GOAL
		2011	2011	2011	2011	2011	2011	2012	2012	2012	2012	2012	2012	*****	*****
12	Total square footage of graffiti removed by city staff														N/A
13	Total square footage of graffiti removed by volunteers														N/A
14	Total number of tags removed by city staff														N/A
15	Total number of tags removed by volunteers														NA
16	Total number of graffiti vandals cited and arrested														N/A
17	Total amount of graffiti restitution collected by the city														N/A
18	Total number of Code Enforcement letters sent for graffiti violations														N/A

# CITY OF OMAHA

## KEY PROGRAM PERFORMANCE TARGETS - DEFINITIONS

**1. Total number of tags from graffiti survey:** This is the total number of tags counted during the annual citywide graffiti survey.

**2. Percent of overall reduction in tags compared to (FIRST YEAR) citywide survey:** This is not applicable for (FIRST YEAR'S SURVEY) and will begin in SECOND YEAR. Take the total number of tags from SECOND YEAR and divide it by the total number of tags from FIRST YEAR. Take that figure and subtract it from 1. That will give you the overall percentage decrease from your first survey in 2008.

**3. Total number of tags seen from the highway:** Count the total number of tags that can be seen from the highway each month.

**4. Percent of graffiti volunteers rating the Program (4) "Above Standard" or (5) "Excellent" during the monthly survey:** Conduct a phone survey of 10 graffiti volunteers each month. Ask the questions on the "Graffiti Volunteer Evaluation" form. Total the number of 4s and 5s from question 5 only. Take the numerator (the number of 4s and 5s) and divide it by the denominator (the total number of volunteers surveyed).

**5. Total number of graffiti volunteers:** Total number of official graffiti volunteers. This number should match the volunteer database and the number of volunteer forms. Note – on this Performance Target only, the first box on the Key Performance Targets Spreadsheet at a Glance form for each year should begin with the total number of volunteers in the program (not just the new volunteers from that month). All of the remaining boxes should have the number of volunteers recruited for that month so that the YTD box at the end has an up-to-date total.

**6. Graffiti Hotline requests completed within 48 hours (two days):** Take the numerator (total number of Hotline jobs completed within 48 hours) and divide it by the denominator (the total number of Hotline jobs).

**7. Gang graffiti Hotline requests completed within 24 hours (one day):** Take the numerator (total number of gang Hotline jobs completed within 48 hours) and divide it by the denominator (the total number of gang Hotline jobs).

**8. Percent of Hotline callers rating city efforts at removing graffiti (4) "Above Standard" or (5) "Excellent" during the monthly survey:** Conduct a phone survey of 10 Hotline Callers each month. Ask the questions on the "Graffiti Eradication Evaluation" form. Total the number of 4s and 5s from question 4 only. Take the numerator (the number of 4s and 5s) and divide it by the denominator (the total number of volunteers surveyed).

**9. Number of proactive cleanings of targeted neighborhoods:** Count the number of times graffiti staff cleaned all of any of the targeted neighborhoods during the month.

**10. Percent of the graffiti jobs referred to Code Enforcement by the Abatement staff processed within 48 hours:** Take the numerator (total number of Hotline jobs referred to Code Enforcement processed within 48 hours) and divide it by the denominator (the total number of Hotline jobs referred to Code Enforcement).

**11. Number of Graffiti Awareness distributed:** Total number of Graffiti Handouts distributed for the month.

### **IMPORTANT INFORMATION TO TRACK - DEFINITIONS**

**12. Total square footage removed by city staff:** Add all of the square feet of graffiti removed from the daily job orders and proactive abatement for the month.

**13. Total square footage removed by volunteers:** Add all of the square footage removed by volunteers for the month. This number can be found in the Volunteer Statistics Worksheet each month.

**14. Total number of tags removed by city staff:** Add all of the tags removed from the daily job orders and proactive abatement for the month.

**15. Total number of tags removed by volunteers:** Add all of the tags removed by volunteers for the month. This number can be found in the Volunteer Statistics Worksheet each month.

**16. Total number of graffiti vandals cited or arrested:** This number will be supplied by the Police Department each month.

**17. Total amount of graffiti restitution collected by the city:** This number will be supplied by the Finance Department each month.

**18. Total number of Code Enforcement letters sent for graffiti violations:** This number will be supplied by the Code Enforcement staff or the Anti-Graffiti Program staff each month.

## **RECOMMENDATION B2**

### **HOW TO RECRUIT, MOTIVATE AND TRAIN GRAFFITI VOLUNTEERS**

#### **ACTIVITY**

To send a weekly "Keep in Touch" mass email to all of your graffiti volunteers

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To keep volunteers engaged with the program and keep them up to date on important happenings

#### **IMPORTANT POINTS**

- The emails should be short so they don't take too long to read
- They can focus on subjects such as:
  - Statistical updates
  - Highlighting a volunteer
  - Reminders to keep up the good work
  - Messages from the Mayor
  - Upcoming events
  - Program successes and highlights

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION B3**

### **ERADICATION SESSION**

#### **ACTIVITY**

To design and abate graffiti on a 100 mile route daily

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To keep the main streets of the city graffiti free

#### **IMPORTANT POINTS**

- The route should be 50 miles one way and 50 miles back. Before any abatement takes place a baseline graffiti survey should be taken to determine the number of tags
- The route should consist of the busiest streets in the city that are prone to graffiti.
- The route should be driven every day (including weekends)
- The staff should start at the same location each day. They should not start where they left off the previous day, even if they did not complete the route
- Staff should abate all the graffiti they see or report it daily to the appropriate jurisdiction
- Staff should continue on their route until they can complete it all in one day
- After the route can be completed in one day, a second route should be started
- Staff should alternate which route they work daily and add a third route if possible
- Record your work daily and survey the route(s) monthly to track results
- Have the Juvenile Offenders work on this route on the weekends. Because a lot of graffiti vandalism occurs on Friday and Saturday nights and the Anti-graffiti Program Staff do not work weekends, it is important to remove this graffiti seven days a week so it does not all pile up for Monday.

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION B4**

### **ERADICATION SESSION**

#### **ACTIVITY**

To remove gang graffiti within 24 hours of it being reported. Also, hate graffiti and profanity should be removed within 24 hours.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To make gang graffiti eradication a priority and have a performance target to remove it within 24 hours of it being reported. This effort should be tracked and reported monthly.

#### **IMPORTANT POINTS**

- Have a field on the reporting data base that can be checked if it is reported as gang graffiti.
- Field Abatement Staff will prioritize these and make sure they are abated the day they receive them.
- The completed date will be noted in the database.
- The database can be checked monthly to determine the percent of the gang tags that were removed within 24 hours.
- We recommend that the target be that 95% of the reported gang tags are removed within 24 hours.
- The results should be documented and reported monthly.

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION B5**

### **ERADICATION SESSION**

#### **ACTIVITY**

To begin to proactively remove graffiti from selected graffiti-plagued neighborhoods

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To eliminate graffiti from the most graffiti plagued neighborhoods in the city

#### **IMPORTANT POINTS**

- Choose the neighborhood with the most graffiti as your first target
- The area should have clear boundaries -such as major streets
- The area should be approximately ½ to 1 square mile
- Before any abatement takes place, a baseline graffiti survey should be taken to determine the number of tags that exist prior to your eradication efforts
- Staff should drive every street in the selected neighborhood in both directions and remove all the graffiti
- Many tags will be on private property and will need to be dealt with through your new private property system
- Staff should begin each day at the same starting point and drive though the neighborhood the same way each time
- After staff can get through the neighborhood in one day, another neighborhood should be added
- Record your work daily and survey the neighborhood monthly to track results

#### **ELECTRONIC DOCUMENTS**

- B5-1=Proactive Neighborhood Abatement Chart



## **RECOMMENDATION B6**

### **AREA LAW ENFORCEMENT SESSION**

#### **ACTIVITY**

To train the Police Department Beat Officers in graffiti related issues

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To have the entire police force educated and motivated to apprehend graffiti vandals

#### **IMPORTANT POINTS**

- The police force will be trained in all aspects of graffiti such as what to look for, what to ask, how to process, how to communicate to the Police graffiti unit and to the Anti-graffiti Program staff
- Design a "cool" T-shirt to give to beat officers who cite or arrest any graffiti vandals as an incentive

#### **ELECTRONIC DOCUMENTS**

B6-1=Items to Request in Search Warrant

B6-2=Search Warrant Sample

# CITY OF OMAHA

## **ITEMS TO REQUEST IN A GRAFFITI SEARCH** **WARRANT**

Books  
Binders  
Brief cases  
Backpacks  
Folders  
Grease Pens  
Spray cans and spray can tips  
Shoe polish  
Etching tools or polish  
Disposable gloves  
Paint splattered clothing  
Breathing apparatus  
Slap tags  
Drawings or writings containing any graffiti symbols or monikers  
Any media such as thumb drives, hard drives, CDs, cell phones,  
Cameras and computers  
School notebooks or folders  
Piece books  
Permanent markers or paints  
Paint rollers  
Paint guns  
Shaker pens  
Address books of any kind  
Any other type of item used for graffiti vandalism  
Supersoakers and fire extinguishers

Note: Items may vary city to city or state to state.

**CITY OF OMAHA**

**SUPERIOR COURT OF (STATE), COUNTY OF (COUNTY)**

STATE OF XXX )

: ss.

COUNTY OF XXX )

**AFFIDAVIT IN SUPPORT  
OF SEARCH WARRANT**

Personally appeared before me this (X) day of (MONTH) \_\_, (YEAR) Detective (OFFICER'S NAME), who, on oath, makes complaint, and deposes and says that there is just, probable and reasonable cause to believe and that I do believe that there is now evidence of violations of (STATE) Penal Code Sections XXX (X)(X)(X) (Vandalism/Graffiti) on the premises located at:

(ADDRESS), in the City of (CITY), County of (COUNTY), State of (STATE). The residence is described as: a single-story home with a tan/beige exterior and a composition roof. The numerals "XXXX" appear on a wood fence adjacent to the residence and on the curb. (STREET) runs in a north-south east west direction; the closest cross street is (STREET), which runs in an east-west direction; the residence is located on the eastside of (STREET).

FOR the property described as follows:

1. Evidence of occupancy including, but not limited to, checks, canceled mail, envelopes, utility bills, or personal correspondence, identification material such as driver's license, passports, birth certificates, military identification, bus passes and gate passes;
2. Receipts, canceled checks, agreements, notations, business cards and flyers indicating the use, lease or rental of storage facilities, post office boxes safety deposit boxes;
3. Any binders, books, folders, backpacks or brief cases;
4. Grease pens, permanent marking pens, cans of spray paint, spray can paint tips

of different sizes, shoe polish, etching tools, disposable gloves, paint splattered clothing, "slap tags" (stickers pre-printed with "tags"), binders, notebooks school folders, books, journals, backpacks and brief cases with samplings of drawings and writings containing any symbols or monikers.

And the person of (SUSPECT'S FULL NAME) described as a male adult with a date of birth of (DATE)

### **AFFIANT EXPERTISE**

I have worked as a full time (CITY) Police Officer since (MONTH) (YEAR). During this time I have worked in (LIST ASSIGNMENTS). In (MONTH) (YEAR), I was selected to investigate graffiti vandalism cases on a full time basis. That assignment continued for the next two and a half years. During that time I learned about the subculture of graffiti from talking to convicted graffiti vandals, other Police officers with more experience, city clean up crews, and other private citizens who were concerned about the effects of graffiti vandalism.

I compiled data about various crews and their monikers and what they get out of tagging private and public property. Most of the time graffiti vandals will place their tag (Moniker) or (Crew) name in or around their house or neighborhood and will often keep what is referred to as a piece book in their possession. This book often displays the vandal's moniker or crew name or others from his or her crew. This book is often used for practice prior to placing the vandal's tag on outside property. The vandals will often keep a backpack of some kind to carry or conceal their paint cans or marking pens for graffiti.

Many taggers will keep hundreds of personal photographs of their tags or their crew's tags as mementos or even keep records of their photos on their personal computers at home or on their computer at work. Personal recognition is mostly the driving force for many taggers or simply the thrill of getting away

with vandalism while knowing the police are trying to stop them.

I kept an active graffiti database as well as reviewing other agencies' databases. I was responsible for reviewing all graffiti generated cases from patrol as well as generating my own cases. I have personally arrested hundreds of vandals, reviewed thousands of cases, and spoke to hundreds of graffiti vandals during arrest situations and through teaching classes to them. I have written several successful search, and arrest warrants and testified as a graffiti expert in Superior Court between (YEAR) and (YEAR).

In (MONTH) (YEAR), I was asked to speak and teach various topics of graffiti at a (EVENT NAME) held and hosted by the city of (CITY). Some of those topics were the cost to the general public for cleaning up graffiti, health issues as it relates to the vandals and the people who are required to clean it up, legal issues as it relates to convicted taggers and the punishment that is required for vandalism. In (MONTH) (YEAR), I was again asked to speak at a (EVENT NAME) in (CITY) regarding the same topics as mentioned above. I was also asked to teach graffiti investigations to police officers at the (CITY) Police Department so the officers would have a basic concept of graffiti and how to investigate that crime.

I also played a roll in obtaining basic guidelines in what was called the Juvenile Offender Program. Some of the guidelines for the program are as follows: First offenders would receive 66 hours of community service; second offenders would receive 132 hours and were likely cleaning city walls of graffiti. They would also lose their driving privileges.

Lastly the program offered a two and a half-hour class called Talking about Graffiti (TAG) to convicted vandals. Part of my responsibilities as a full time graffiti investigator was to teach that class. During my tour I taught the (TAG) class twice a month and most of the time I would have a dozen to fifteen kids in the class along with their parents. During this class, I learned many things about graffiti, as most graffiti vandals are proud of their various talents and their artistic abilities. Most were very willing to share

their experiences, such as where they like to tag and when they like to tag. Many take on monikers from childhood nicknames or join crews to feel like they fit in with somebody. Often a crew name might look like (XXX) which means (Xxxx Xxxxxxxx Xxxx) and the moniker might look like (YYYY) which is a member of (XXX).

I was also an active member of (TAGNET) which was a multi-jurisdictional group of Police Officers, District Attorneys and others in (NAME) County area who met on a monthly basis to discuss graffiti related issues and the county's top ten most wanted graffiti vandals. This group would often get together to conduct Probation or Parole searches and sometimes graffiti surveillances

I have learned that those who engage in graffiti vandalism often will use a particular symbol, moniker or drawing when performing such acts. I have learned that they often belong to loose organizations known as a "crew" or "krew". These crews are groups of taggers who will commit graffiti vandalism together. These crews will have a crew name or tag, which the members will tag in conjunction with their own personal tag.

I have learned that the reason for tagging is to be known and to gain "fame" as a tagger. Other motives include a sense of belonging to a crew, gaining respect, and holding good status among other taggers. There are different ways of gaining status: these include having the tagger's tag up (displayed) a lot, having the crew tag up a lot, and having the tagger's tag remain up as long as possible.

Your affiant has learned that they will often draw and practice drawing this same symbol, moniker or drawing repetitively in and upon binders, notebooks, school folders, schoolbooks, backpacks, brief cases and other personal belongings kept in their homes or upon their persons. Your affiant has learned that such vandals possess grease pens, permanent markers, spray paint, spray paint tips of varying sizes, shoe polish, paint, rollers, gloves, rocks and grinding tools in order to vandalize with graffiti. These items are often kept in their backpacks, brief cases, upon their person and in their homes.

Your affiant daily reviews police reports by the (CITY) Police Department, which involve graffiti

vandalism and patrols the city in search of graffiti vandals. In addition to regularly having contact with those who do graffiti and speaking with them on numerous occasions about where, why, when and how they do graffiti vandalism your affiant has also discussed all aspects of graffiti vandalism with other professionals working on related issues.

### **PROBABLE CAUSE**

I am currently investigating a graffiti incident that occurred on (DATE), (YEAR), at (BUSINESS NAME), (ADDRESS), City of (NAME).

On (DATE), (YEAR) the Honorable (NAME) authorized a search for the name and address of an ATM cardholder. A copy of the Affidavit and Search Warrant are included as Exhibit A and incorporated into this affidavit. The information released by the (XXX) Credit Union designates (NAME) and (NAME) (Cosigner) as the cardholder. This information is contained in Exhibit B and incorporated into this Affidavit. (NAME) address is (ADDRESS), (CITY), County of (COUNTY). I have confirmed the address through DMV records. I have also included a DMW photo of (NAME), DOB (DATE) as Exhibit C incorporated into this affidavit.

I went to the above address within the last ten days (ADDRESS), in the City of (CITY), County of (COUNTY), State of (STATE). The residence is described as: a single-story home with a tan/beige exterior and a composition roof. The numerals "(XXXX)" appear on a wood fence adjacent to the residence and on the curb. (STREET) runs in a north-south direction; the closest cross street is (STREET), which runs in an east-west direction; the residence is located on the eastside of (STREET).

Your Affiant believes that since the aforementioned residence will contain items which will identify the suspect in the aforementioned vandalism case and possibly identify "new" victims and identify other

involved in the graffiti vandalism.

Your Affiant believes that evidence of felonies, to wit: (STATE) Penal Code Sections (XXX) (X)(X)(X) (Vandalism/Graffiti) will be located where described above.

That based upon the above facts, your Affiant requests that a daytime search warrant be issued with respect to the above location for the seizure of said property, and that the same be held under (STATE) Penal Code Section (XXXXX) and disposed of according to law.

\_\_\_\_\_  
(OFFICER'S NAME)

AFFIANT

Subscribed and sworn to before me  
this \_\_\_\_ day of (MONTH) (YEAR).

\_\_\_\_\_  
JUDGE OF THE SUPERIOR COURT

**SUPERIOR COURT OF (STATE), COUNTY OF (COUNTY)**

**SEARCH WARRANT**

THE PEOPLE OF THE STATE OF (STATE)

To any Sheriff, Constable, Marshal, Policeman or Peace Officer in the County of (COUNTY):

Proof, by affidavit, having been made before me this \_\_\_\_ day of (MONTH) (YEAR), by DETECTIVE (NAME) that there is probable cause for believing that evidence of the commission of felonies, to wit: violations of (STATE) PENAL CODE SECTIONS XXX (X)(X)(X) more particularly described below and property used in the commission of these felonies will be located on the premises described below.

(ADDRESS), in the City of (CITY), County of (COUNTY), State of (STATE). The residence is described as: a single-story home with a tan/beige exterior and a composition roof. The numerals "XXXX" appear on a wood fence adjacent to the residence and on the curb. (STREET) runs in a north-south direction; the closest cross street is (STREET), which runs in an east-west direction; the residence is located on the eastside of (STREET).

FOR the property described as follows:

1. Evidence of occupancy including, but not limited to, checks, canceled mail envelopes, utility bills, or personal correspondence, identification material such as drivers' license, passports, birth certificates, military identification, bus passes and gate passes;
2. Receipts, canceled checks, agreements, notations, business cards and flyers indicating the use, lease or rental of storage facilities, post office boxes safety deposit boxes;
3. Any binders, books, folders, backpacks or brief cases;
4. Grease pens, permanent marking pens, cans of spray paint, spray can paint tips of different sizes, shoe polish, etching tools, disposable gloves, paint splattered clothing, "slap tags" (stickers pre-printed with "tags"), binders, notebooks school folders, books, journals, backpacks and brief cases with samplings of drawings and writings containing any symbols or monikers.

And the person of

1. (NAME) described as a male adult with a date of birth of (DATE)

And if you find the same or any part thereof, to hold such property in your possession under (STATE) Penal Code Section XXXX, or to release the property to the appropriate agency for state or federal forfeiture proceedings.

Given under my hand this \_\_\_\_ the day of (MONTH) (YEAR).

\_\_\_\_\_  
JUDGE OF THE SUPERIOR COURT

**EXHIBIT A**

**EXHIBIT B**

**EXHIBIT C**

## **RECOMMENDATION B7**

### **HOW TO RECRUIT, MOTIVATE AND TRAIN GRAFFITI VOLUNTEERS**

#### **ACTIVITY**

To begin recruiting anti-graffiti volunteers at community events

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

Volunteers can remove graffiti in their neighborhoods that is not called into your office Hotline and they can also call the Hotline to report graffiti

#### **IMPORTANT POINTS**

- Research all of the local fairs and festivals that have resource booths
- Contact the organizers and ask if you can have a booth at this special event (note: some may require a small fee but it may be worth it)
- Bring lots of kits (including the paperwork) to the event
- Have program literature available for everyone you talk to
- Engage everyone in friendly conversation and talk about the benefits of volunteering - good feeling, helping their community, free supplies
- Develop a protocol sheet for special events

#### **ELECTRONIC DOCUMENTS**

- B7-1=Community Events Protocol sheet

# CITY OF OMAHA

## **Community Events Protocol**

**Purpose:** Your office will receive requests from different Community Based Organizations (CBO'S) to participate in local community events. Many events are held in different council districts throughout the city. If you know of upcoming community events, contact the people in charge and ask if you can distribute program information. You want to ensure you educate the community about the services you provide. The following guidelines are to show what steps are taken in order to have a successful event.

### **When your office is notified about an upcoming event:**

1. Check the calendar of events. If it is on an open date then you are free to add that event on the calendar.
2. Obtain all information for the day of that event and enter it in the computer.
3. Make contact with the person requesting your program to be at their event at least one week prior to the scheduled date to see if all details of the event are covered. Example: Parking pass, tables and chairs provided, time to set-up, etc.
4. On the day of the event, staff who are assigned to be there need to bring the program brochures. If you have giveaways you can bring them also. Bring at least 25 graffiti kits (or more if it is a really large event). Bring the following forms: Service Agreement forms and the solvent MSDS sheets. A table, two chairs, and a tablecloth may be needed.
5. Once at the event and everything is set up, staff will discuss who will take the lead when a potential volunteer comes to your table. Always smile and keep in tune to them as they walk past or up to your table. The day goes by smoothly when the staff is involved with each potential volunteer. Don't give the impression that you are here because you have to be.

## **RECOMMENDATION B8**

### **ERADICATION SESSION**

#### **ACTIVITY**

To begin a Graffiti-Free Highway effort.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To eliminate all the graffiti that can be seen from the most traveled roads in your city...the highways.

#### **IMPORTANT POINTS**

- Meet with the Highway Department before you begin this effort to get their buy-in and get permission to abate graffiti on their property when you can safely do so
- Before any abatement takes place, a baseline graffiti survey should be taken to determine the number of tags that exist prior to your eradication efforts
- Many of the tags will need to be referred to The Highway Department or other property owners for abatement
- Many of the tags that can be seen from the highway will be on private property and will need to be dealt with through your new private property system
- This effort should be confined only to stretches of highway within your city boundaries. Record your work daily and survey the highway monthly to track results

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION B9**

### **LEADERSHIP SESSION**

#### **ACTIVITY**

The Mayor to hold monthly graffiti meetings with the Anti-Graffiti Program Supervisor.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To receive progress reports, give direction, and find out if staff needs any help clearing roadblocks.

#### **IMPORTANT POINTS**

- The meeting only needs to be 20 to 30 minutes long
- The meeting could be attached to an already existing meeting, i.e.; Council Agenda Review
- Meeting should include Mayor, City Attorney, Chief of Police, graffiti officers, Anti-Graffiti Program Supervisor, and department director of Anti-Graffiti Program Supervisor's department
- Agenda items should include:
  - Performance measures updates
  - Recent successes
  - Graffiti Blueprint update
  - What does the Anti-graffiti Program Supervisor need from the City Administration
  - Next month's priorities
- Have a report written by the Anti-Graffiti Program Supervisor with input from the other affected department staff that is due to the Mayor during the second week of the month
- Have the meeting during the third week of the month

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION B10**

### **GRAB BAG OF GRAFFITI RELATED TOPICS SESSION**

#### **ACTIVITY**

To take a minimum of three members of the media to lunch in order to establish an awareness of your new anti-graffiti efforts.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To develop good relations that will lead to positive stories about your anti-graffiti efforts, which will help you to recruit volunteers.

#### **IMPORTANT POINTS**

- Choose media where a positive relationship already exists.
- Choose representative from different media (i.e. newspaper, radio, television).
- At lunch first explain your overall mission, what you have done so far, and what you are planning for the future.
- Have some statistics memorized such as numbers from your survey, average number of hotline calls per month, abatement results, number of volunteers, staffing levels and program budget.
- Don't ask for them to do a story on the graffiti efforts, but if they say they want to run one-get them all the information they want as soon as you can.
- Continue this effort year after year.
- Consider using paid media or PSA's to advertise your hotline and to recruit volunteers.
  - TV
  - Billboards
  - Taxi cab riders
  - Radio
  - Bus benches/shelters
  - Movie theatre
- Hold press conference when announcing the beginning of a major new part of the program, such as the volunteer effort, the survey, starting routes etc.

#### **ELECTRONIC DOCUMENTS**

- B10-1

## **GRAFFITI TIPS FOR THE MEDIA**

### **DO:**

- Highlight the City's success against graffiti vandalism. Reason: To give the residents of Omaha a sense of pride in their community.
- Photograph or video graffiti vandalism out of focus, from an angle or almost completely removed. Reason: To prevent the vandals from getting the recognition they deeply desire.
- Photograph or video city staff from behind or the side. Reason: To prevent the vandals from knowing their identity.
- Encourage your audience to report graffiti on public property to the Graffiti Hotline to be removed. Reason: Staff will remove reported graffiti that lowers the quality of life in a neighborhood.
- Encourage your audience to call the Graffiti Office to sign up to get free supplies so they can remove graffiti themselves. Reason: The City can't keep up with the graffiti vandals. They need the help of its concerned residents to win the war on graffiti.

### **DO NOT:**

- Identify neighborhoods where residents are working hard to stay graffiti-free. Reason: Vandals will see this as a challenge and will want to show that they can't be stopped and will target that area more than ever.
- Give the exact address or location of building that has recently been tagged and/or cleaned. Reason: It will make that building vulnerable to more graffiti in the very near future.

### **REMEMBER:**

The graffiti vandals are after the fame of having their marks up for all to see. When you give them the exposure in your newspapers or on television, you are feeding right in to their deepest desire. Please don't do it!

## **RECOMMENDATION B11**

### **GENERAL ENFORCEMENT SESSION**

#### **ACTIVITY**

Send all middle and high schools an anti-graffiti announcement to read to their students twice a year.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To inform all youth in the city about the hazards of graffiti vandalism – especially what happens to those who get caught and to encourage students to identify taggers (anonymously) to school officials or the police.

#### **IMPORTANT POINTS**

- Update and send the announcement to all the middle and high schools in the city
- The Principal will read the announcement to the entire student body at the same time over the intercom
- The announcement should be loaded with updated statistics that include how many taggers are caught and the new penalties they will face
- Students should be encouraged to report taggers anonymously to the school officials or Crime Stoppers for a reward
- The announcement should be sent to the schools in the beginning and at the end of the school year

#### **ELECTRONIC DOCUMENTS**

- B11-1=Anti-Graffiti Intercom Announcement to Schools

# CITY OF OMAHA

## Graffiti School Intercom Announcement

This two-day announcement is to be read in middle and high schools.

### DAY 1

This graffiti announcement is being made to all middle and high school students in the city. We are now cracking down on graffiti vandalism and recently we have significantly increased the penalties for this crime. First time offenders now face a minimum of (XX) hours of removing graffiti on the weekends and the loss of their driver's license for one year. If you don't have your license yet, the court has the authority to keep you from obtaining a license for one year after you apply. Additionally, the vandals and their parents are required to attend a class to learn more about the damaging effects of graffiti. The vandals or their parents will also have to pay the victims back for repairing the damage they caused.

A second offense will double the minimum number of hours in the weekend program to XXX. Other penalties may include being placed under house arrest with an ankle monitor, Juvenile Hall or jail time.

With the passage of Proposition 21 a few years ago, the amount for felony vandalism has dropped from \$5,000 to \$400 in damage. Keep in mind that this type of conviction will be a permanent mark on your record, which will affect your future employment. Is tagging really worth messing up your future?

Recently, an 18 year old was sent to San Quentin State Prison for graffiti vandalism and there are more young adults awaiting sentencing. Do you think damaging others' property is worth going to prison? This Graffiti Awareness Service Announcement will continue tomorrow. Thank you and have a nice day.

### DAY 2

Graffiti, hmmm..... Let me ask you a question, "How do you feel about graffiti"???. Do you think it's cool???. Let me ask you another question, "How would you feel if your gear, or the place where you stay at was tagged????? Hmmm???"

Some kids think graffiti is OK or cool, but not everyone, and just because YOU like it, doesn't mean it's OK to tag anywhere you want!!! Come on!!! Think about it!! Think about other people! Don't disrespect your friends, family, and neighborhood! How would you like it if someone you didn't know wrote all over your back pack, or clothes? How would you feel if someone tagged: "The Spice Girls Rock!" on your back pack? The point is, if it 's not yours; don't touch it, even if you think you're improving it.

One day, you'll have to pay for your own clothes, car and house; you know the bills you don't see because your parents pay them for YOU! Would you want to pay an extra bill to clean up graffiti too? Now how do you feel about graffiti?? Graffiti hurts everyone. Just think about it. If you're tagging, then it will have an even bigger effect on you.

Check it out: did you ever stop to ask yourself "How could I ever get busted?" Well, did you know that the cops have digital cameras to keep track of every tag that gets painted over? They use these pictures as evidence of how many tags each tagger has done. Here's something I bet you didn't know: there are hidden surveillance cameras all over the city snapping shots of you or your friends. Here's something else: taggers who are busted snitch on other taggers just to lessen their sentence. Think about it: who are your friends now? Also, any of your classmates can make an anonymous call to Crime Stoppers at (PHONE NUMBER FOR CRIME STOPPERS) and receive a cash reward for turning you in. Teachers: write this number down on the board (PHONE NUMBER FOR CRIME STOPPERS) Are you feeling a little paranoid yet?

If you were caught tagging you'd, first: lose your license for one year; second: Remember the Game Monopoly, you go straight to jail or juvenile hall; third: You'd have to paint over graffiti in your neighborhood on your weekends. That's right - that guy or girl you're scoping out will be checking you out in your Orange City vest. Not too cool, huh? One tagger was sentenced to San Quentin for tagging and got a felony mark on his permanent record. You can too. Boy, that's a lot to think about!

Last question for yourself, "Can I really get hurt for tagging?" Well, the answer is yes. People have fallen from high places and have been paralyzed. Others have been shot or killed, by gang members or as pay back from outraged property owners.

So, is tagging really worth all of this? Think about it. Remember: Lose your license, lose your money, lose your weekends, lose your freedom, and lose your fun. Choose or lose - don't tag. Thanks again and have a nice day. And don't forget, call Crime Stoppers to report taggers from your school.

## **RECOMMENDATION B12**

### **ERADICATION SESSION**

#### **ACTIVITY**

To review your 24-hour voice mail Graffiti Hotline process

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To determine if there are any ways to save time and/or money. Also to capture important information for your performance measures.

#### **IMPORTANT POINTS**

- Check out the Considerations section of the Blueprint for processes to review
- Your current Hotline system and database do not capture the information that you need to determine if you are achieving your performance measures
- Basic statistics that all anti-graffiti programs should be tracking are not being tracked
- Your new Graffiti Hotline can not be a "one size fits all" complaint process. It needs to be a "one number – Graffiti Hotline Only" system.
- Even though many residents are used to calling the current Mayor's Hotline number, they can easily be trained to use a new one. The benefits greatly outweigh the problems of changing it.
- The property owner or resident should give permission before graffiti is removed by the city
- If no one is available to give permission at the location, staff should leave a door hanger that explains the blight code and asks the resident to call the Anti-Graffiti office and give permission
- In order to determine how well you are doing – make 10 Hotline Caller Phone Survey calls each month

#### **ELECTRONIC DOCUMENTS**

- B12-1=Hotline Caller Phone Survey
- B12-2=Hotline Voicemail Script



## CITY OF OMAHA

### Hotline Voicemail Script (PHONE NUMBER)

Hello, you have reached the Anti-Graffiti Hotline.

To report graffiti please leave the following information after the tone:

- The Location of the graffiti
- The structure that has been vandalized such as a fence, utility box, or sidewalk and
- The original color of the structure that was vandalized
- Along with your name and phone number, should we need to contact you for further direction.

If you would like to speak to Anti-Graffiti Program personnel during regular business hours from 8 a.m. to 5 p.m., please hang up and dial (PHONE NUMBER).

Thank you and have a nice day.

## **RECOMMENDATION B13**

### **ERADICATION SESSION**

#### **ACTIVITY**

To upgrade your graffiti data base and process

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To determine if there are any fields that should be added or removed to give you better decision-making data. This can only be done if you change to a different data base system that is flexible enough to handle any on-going future fine-tuning that will inevitably take place.

#### **IMPORTANT POINTS**

- Check out the Considerations section of the Blueprint as a reference
- In general...the data base should include information such as:
  - Date/who entered job
  - Date/who closed job
  - Type of job
  - Council District number
  - Hotline or proactive
  - Color
  - Public or private
  - Job #
  - Notes
  - Square Feet of graffiti covered
  - Number of tags removed
  - Location
  - If not completed – where was job referred
  - Route information
  - List of tags
  - Gang tag box
  - Door hanger dates – first and second
  - Consent dates
  - Refer to Code dates

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION C1**

### **HOW TO RECRUIT, MOTIVATE AND TRAIN GRAFFITI VOLUNTEERS**

#### **ACTIVITY**

To begin recruiting anti graffiti volunteers in front of stores

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

Volunteers can remove graffiti in their neighborhoods that is not called into your hotline and they can call the hotline to report graffiti

#### **IMPORTANT POINTS**

- Target large stores in neighborhoods where you want to make an immediate significant improvement
- Have the Mayor send a letter to the store manager requesting permission for you to recruit volunteers in front of their store with the Anti-Graffiti Program coordinator of volunteers as the contact person
- If the store manager has not called in one week, then contact the storeowner and ask if they received the letter and ask permission
- Schedule the activities for two hours
- Bring all the supplies and set up with two people
- Bring a large banner-"Are you tired of graffiti in your neighborhood? Get free supplies here", a table, two chairs, several kits, paperwork, something for the kids (balloons, candy, pencil with Hotline phone number, etc)
- Engage everyone in friendly conversation

#### **ELECTRONIC DOCUMENTS**

- C1-1=Store Front Protocol sheet

# CITY OF OMAHA

## Store Front Protocol

**Purpose:** One way to get the word out about your Anti-Graffiti Program to targeted neighborhoods is to pass out information to people coming in and out of large retail stores in that area. You want to ensure you educate the community about the services you provide. The following guidelines are to show what steps are taken in order to have a successful Store Front event.

### **How to plan a successful Store Front event:**

1. Drive around areas where there is a lot of graffiti. In that area locate the best shopping center or stores where potential volunteers visit. Write down the store name and location.
2. Once you have a particular store in mind the best contact would be a letter from the Mayor. If that is not possible, contact the manager in person or by phone. Let them know who you are and what agency you are representing. Let them know that you are not soliciting customers. Instead, you are just giving important resources to those who want your valuable information.
3. Also let the manager know that you will be setting up a table, chairs and supplies near the entrance or exit of the store – depending on the manager's preference. Lastly let the manager know what day and time you're going to have this two-hour activity and thank the manager for their cooperation.
4. Set up the correct equipment, and supplies for this event. For example: table, two chairs, banner, graffiti kits, brochures, volunteer agreement forms, and free giveaways. Set up in front of the store without disturbing the flow of customer traffic.
5. Always keep a smile on your face and keep in tune to the people as they walk past or up to your table. The day goes by smoothly when the staff is involved with each potential volunteer. Don't give the impression that you are here because you have to be.
6. What to do and say:
  - a. Start with a warm "Good morning" or Good Afternoon"
  - b. Have a positive mindset; be courteous and ready for any particular questions they may ask. Either be standing in front of the table or sitting down giving the customers a chance to come by without feeling pressure.
  - c. If a person comes by let them know who you are and what agency you are representing. Let them know about the services you provide and give them the brochure. Also tell that person we are giving away free supplies to help keep your city free of graffiti. Let them know that they can help by either volunteering to remove graffiti or calling it in to your Hotline. Tell that person important facts or stories regarding graffiti. You are just asking them to help keep their neighborhood clean whenever they can. Sign them up if they want to volunteer and remind them to call graffiti into the Hotline if they don't.
  - d. Give them a brochure and wish them a nice day.

## **RECOMMENDATION C2**

### **GRAB BAG OF GRAFFITI RELATED TOPICS SESSION**

#### **ACTIVITY**

To write and send letters to corporations and organizational property owners asking them to join the city in its new war on graffiti.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To encourage corporate and organizational property owners to quickly remove graffiti from their property.

#### **IMPORTANT POINTS**

- The letter should be addressed to the manager in charge of the company or facilities or area.
- The letter should be written by the Anti-graffiti Program Supervisor and signed by the Mayor.
- The letter should ask for (among other things) the cooperation of the recipient in removing graffiti from their property in a timely fashion.
- The letter should specifically request a response.
- After the recipient responds favorably to the letters, the Anti-graffiti staff should deliver a framed "Mayors certificate" to them.
- Possible recipients include
  1. Newspaper companies (bins)
  2. Post office (mail boxes)
  3. The Transportation Department
  4. Garbage companies (commercial bins)
  5. Power Companies (utility boxes)

#### **ELECTRONIC DOCUMENTS**

- C2-1=Corporate Business Letter

# CITY OF OMAHA

## Corporate Business Letter

Dear XXX,

As Mayor, I would like to thank you for doing business in our great city. Our beautiful city has a great deal to be proud of. However, one of the things that really frustrates me is when graffiti vandals leave their marks for the rest of us to see. I know your business also suffers from this negative behavior. I'm sure that when your property is vandalized that you feel like I do when I see graffiti on our libraries, utility boxes, sound walls and street signs.

Well...it is time to stop complaining and to start doing something about it. I have recently directed staff to remove graffiti from City property within 48 hours of it being reported to our Graffiti Hotline. This aggressive abatement approach is just one step of many that I have taken to eliminate graffiti from our great city. Unfortunately, however, the City can't eliminate graffiti alone. We need the help of our partners.

I am seeking your assistance in this battle against the graffiti vandals who are defacing our city. There are four things that you can do to help:

1. If you see graffiti in our city, call it in to our 24-Hour Hotline. The phone number is (PHONE NUMBER). Also, you can encourage all of your employees to do this as well.
2. We can use some extra hands. You can invite one of our dedicated staff members to a company meeting. We will share with your group the reasons why graffiti is so bad for our city and also show them how easy and rewarding it is to volunteer to remove graffiti. We will bring free graffiti-removing supplies for anyone who wants to volunteer.
3. You can assign someone to proactively remove graffiti from your property as soon as you see it.
4. You can pledge to remove graffiti within 24 hours if it is reported to your office.

These four simple commitments will go a long way in showing that you care about our community. Will you join me and pledge to do your part in order to give our great residents and employees the beautiful graffiti-free city that they deserve? I eagerly await your response.

In community spirit,

Name  
Mayor

## **RECOMMENDATION C3**

### **HOW TO RECRUIT, MOTIVATE AND TRAIN GRAFFITI VOLUNTEERS**

#### **ACTIVITY**

To distribute a framed certificate signed by the Mayor to worthy residents.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To recognize individuals throughout the year for their outstanding efforts in support of your program.

#### **IMPORTANT POINTS**

- The certificate winners don't necessarily need to be official volunteers
- They can be:
  - Business owners who have donated to your program
  - School staff
  - Property owners who have been frequent targets of taggers and are now successfully keeping their building free of graffiti themselves
- Have all the certificates signed by the Mayor
- Personally deliver the certificates to them and tell them why they received it
- Maybe take a picture of them with their new certificate and email it to them

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION C4**

### **GRAB BAG OF GRAFFITI RELATED TOPICS SESSION**

#### **ACTIVITY**

To launch a web site for your city's Anti-Graffiti Program.

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To give the public an avenue to receive progress updates on your anti-graffiti campaign, register to volunteer and to report graffiti.

#### **IMPORTANT POINTS**

- The web site needs to be easy to find for people looking for the first time- not buried deep in a maze of layers.
- The anti-graffiti clerical staff should be trained to update the web site so that updates will be timely and relevant
- Some sections to include are:
  - Volunteering-Why, what they get, process, form to send back
  - Reporting graffiti
  - Program progress/ statistics – updated monthly
  - Graffiti awareness
  - Get consent from "Graffiti Hurts" to use their materials. They can be reached at [www.graffitihurts.org](http://www.graffitihurts.org) Cities with good graffiti web sites are: Oxnard, CA; Richmond, CA; Phoenix, AS; Charlotte, NC; Columbus, OH; Denver, CO; Dallas, TX; Minneapolis, MN; Calgary, Canada; and Okotoks, Canada.)

#### **ELECTRONIC DOCUMENTS**

None

## **RECOMMENDATION C5**

### **HOW TO RECRUIT, MOTIVATE AND TRAIN GRAFFITI VOLUNTEERS**

#### **ACTIVITY**

To host an end of year holiday dinner for all the registered Anti-graffiti Program's volunteers

#### **RESPONSIBLE PARTY**

#### **PURPOSE**

To give sincere recognition to the volunteers so that they stay encouraged in the effort and motivated to continue to remove graffiti

#### **IMPORTANT POINTS**

- Invite all volunteers.
- Research restaurants and find one that will provide a good dinner at a good price
- Invite all key partners from other organizations
- Awards can be given for different categories
- Invite all key city partner agency officials
- The Mayor should give a "Thank You" speech and hand out the awards
- A member of the media could give the Keynote Address.

#### **ELECTRONIC DOCUMENTS**

None

# SECTION

# 4

# RECOMMENDATIONS TIMELINE

THE GRAFFITI CONSULTANTS  
RECOMMENDATIONS TIMELINE FOR OMAHA

		2011	2011	2011	2011	2011	2011	2011	2012	2012	2012	2012	2012	2012
	<b>RECOMMENDATION</b>	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	
A1	CONDUCT CITY-WIDE GRAFFITI SURVEY													
A2	BEGIN PRIVATE PROPERTY GRAFFITI SYSTEM													
A3	TO RUN MONTHLY ANTI-GRAFFITI CAMPAIGN MEETINGS													
A4	OTHER DEPT. STAFF TO CLEAN APPROPRIATE GRAFFITI													
A5	RECRUIT VOLUNTEERS AT COMMUNITY MEETINGS													
A6	BEGIN A TALKING ABOUT GRAFFITI CLASS													
A7	BEGIN A RESTITUTION SYSTEM													
A8	ASSIGN OR HIRE AN ANTI-GRAFFITI PROGRAM SUPERVISOR													
B1	BEGIN TRACKING RECOMMENDED PERFORMANCE TARGETS													
B2	SEND A "KEEP IN TOUCH" EMAIL MESSAGE TO VOLS WEEKLY													
B3	DESIGN AND ABATE GRAFFITI ON A 100 MILE ROUTE													
B4	REMOVE GANG GRAFFITI WITHIN 24 HOURS													
B5	PROACTIVELY CLEAN SELECTED NEIGHBORHOODS													
B6	TRAIN THE POLICE DEPARTMENT ON GRAFFITI ISSUES													
B7	RECRUIT VOLUNTEERS AT COMMUNITY EVENTS													
B8	BEGIN A GRAFFITI FREE HIGHWAY EFFORT													
B9	MAYOR TO HOLD MONTHLY GRAFFITI MEETINGS													
B10	TAKE MEMBERS OF THE MEDIA TO LUNCH													
B11	SEND MIDDLE AND HIGH SCHOOLS ANNOUNCEMENT													
B12	REVIEW YOUR 24-HOUR HOTLINE PROCESS													
B13	REVIEW YOUR GRAFFITI DATABASE FIELDS AND PROCESS													
C1	RECRUIT VOLUNTEERS IN FRONT OF STORES													
C2	WRITE LETTERS TO CORPORATE PROPERTY OWNERS													
C3	DISTRIBUTE FRAMED CERTIFICATE TO PEOPLE													
C4	LAUNCH AN ANTI-GRAFFITI WEB SITE													
C5	HOST A HOLIDAY DINNER													