

the GraffitiConsultants

Ten Steps To A Graffiti-Free City

Guidebook 2 of 10 Steps

How To Recruit A Volunteer Graffiti
Fighting Army



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We would like to commend
you for your dedication to
eliminating graffiti vandalism in
your city.

Rick Stanton, The Graffiti Consultants Ten Steps To A Graffiti-Free City

THE GRAFFITI CONSULTANTS

Rick Stanton, Owner

TEN STEPS TO A GRAFFITI-FREE CITY

By Rick Stanton

Owner of The Graffiti Consultants

We are the only full service graffiti consultation firm.
Our proven track record includes:

- Helping our first municipal client reduce their graffiti 62% in one year with almost no increase in their graffiti budget.
- Coaching one city to an 87.9% reduction in graffiti in just one year.
- Training in one city that resulted in a 91.3% reduction in graffiti hotline calls in less than one year.
- Assisting a city in recruiting 1003 new anti-graffiti fighting volunteers in one year.

How can we help you?

Dedication

This book is dedicated to my wife, Patricia Rolland and my three sons, Garrett, Ethan and Jordan.

Author's Acknowledgments

I would like to thank those who have been of great help along the way. They include Patricia Rolland, Jordan Stanton, Lois Rolland, Dave Bonillas, Adriana York, Traci Tokunaga, Erik Hove and Manny Ruiz.

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INTRODUCTION

TEN STEPS TO A GRAFFITI FREE CITY

My name is Rick Stanton and I despise graffiti. It frustrates me to no end that graffiti vandals eagerly deface the property of others. Given the target market for this information, I'm sure that the vast majority of you feel the same way. By the way, right now, some of you may be reading this and some of you may be listening to this on a CD. Either one is great because they are exactly the same. So, when those of you who are listening to this hear it referred to as a book, don't be alarmed – it is the same as the CD that you are listening to. In any case, how many of you have ever asked a coworker "How do you think they would like it if I wrote my name with spray paint on their car?" According to the United States Department of Justice, the annual cost of graffiti removal in the US in 2010 was a staggering \$12 Billion. I am also pretty sure that many of you have said "Just think of all the good things that could be done in the world if all the money that is needlessly wasted on anti-graffiti efforts was used for the good of the community. Imagine all the additional soccer fields, community centers, and libraries we could have built. Imagine how many fewer potholes there would be". Can we all agree that working full-time (or even part-time) in an anti-

graffiti effort can be frustrating, demanding, exciting, and challenging all at the same time? Most likely, you don't find it easy or boring.

The bottom line is that it is my hope and dream that this book will help you with your anti-graffiti efforts. If you follow the suggestions in this book, you'll succeed in your efforts to reduce (almost to the point of elimination) the graffiti for which you are responsible. The information contained in the following pages is the culmination of my 19 plus years of full-time work in the anti-graffiti field. It also includes the insights of other highly successful anti-graffiti professionals worldwide.

How do you know that it is worth your time to read this book? How do you know that the information (if followed) will lead to what I promise you – graffiti being substantially reduced in your area? Well...the best way to answer these questions is to give you some background of what happened when San Jose employed the systems and strategies that I've spelled out for you in this book. Other cities we have trained also achieved similar results.

First, however, let me identify the primary target market for most of the information in this book: city employees. We will spend most of our efforts explaining how cities should organize themselves and carry out the plans that are described herein. Some of the information does focus on county agencies – especially in regard to the consequences graffiti vandals must face when they are caught. These groups include judges, adult

and juvenile probation departments, and the offices of district attorneys.

I will now attempt to show you why I'm confident that the systems and strategies in this book will greatly reduce graffiti in your city. I was the manager of the City of San Jose's Anti-Graffiti and Litter Program for 10 years. Believe it or not, San Jose is the 10th largest city in the United States with a population of over a million and an area of 177 square miles. During my time there we were able to reduce graffiti in San Jose by 99.88%. Like any successful achievement, this improvement included the ingredients of hard work, learning from mistakes, and good luck. But most important of all was the mayor and city council who were determined to get rid of graffiti and allowed staff to design and follow a strategic plan that will dramatically reduce graffiti in any city that chooses to implement it. I freely admit that a very few cities may never be able to fully benefit from this information simply because they're too large to make improvements in systems that are written too deeply into stone and/or that have severe gang populations i.e. New York, Los Angeles, and Chicago quickly come to mind.

Let me paint a picture for you of the graffiti situation in San Jose when I was transferred into the Anti-Graffiti Program in 1997. The program was not new. It had been established as a multi-faceted anti-graffiti effort (or program) for at least five years. Individual pieces of the program had been in existence even before that. They had embraced the popular "4E's": Enforcement (catching and

prosecuting graffiti vandals), Education (sharing graffiti information with adults and telling youth not to participate in graffiti vandalism), Eradication (getting rid of the graffiti), and Empowerment (recruiting volunteers to remove graffiti in their neighborhoods). The program was well respected – both inside and outside of San Jose. They did an excellent job of promoting their strengths and successes. The staff in the program was very comfortable in their roles and very proud of their efforts. Their marketing materials were first-class. Their oral reports in meetings always put a positive spin on the many anti-graffiti activities that they provided with an immense amount of pride.

The only problem that I saw when I was transferred into the Anti-Graffiti Program was that there was graffiti **EVERYWHERE**. It had become part of the urban landscape. You couldn't drive anywhere without seeing graffiti - lots of it. It was in all corners of the city. It was big and small. It was on sound walls. It was on bridges. It was on freeway signs. It was on utility boxes. It was on buildings. It was on fences. It was on polls. It was on... well you get the idea. There seemed to be a huge disconnect between the image of this respected program and what you saw on the streets. What I didn't know was why this disconnect existed.

When I first started, I asked the staff lots and lots of questions. I assured them that I was not going to come in and make willy-nilly changes. I didn't even tell them that I was thinking of the disconnect that I just described. Remember - they were proud

of what they did and did not think that there was a problem. I felt that I had to tread lightly. During this initial period, I learned quite a bit. I learned that:

IN TERMS OF ERADICATION

- If someone reported graffiti on the Graffiti Hotline it would take an average of 22 days to remove it.
- If a member of the city council (or their staff) reported graffiti, staff would drop everything and remove it immediately.
- If a member of the public complained about the slow response time and threatened to call the mayor...staff would drop everything and remove it immediately.
- The performance measure target for removing graffiti was "48 working" hours. It was explained to me by staff that "48 working" hours was really six workdays NOT two days. They told me that sounded better and that the administration never really asked them specifically what that meant. I knew right away that deception would come back to haunt us some day when the administration figured it out...and boy did it!

IN TERMS OF EMPOWERMENT

- To become a graffiti volunteer, you were required to attend a three-hour class, held once a month, only on Saturday. The class covered the history of graffiti, how to remove graffiti with solvent, how to paint over graffiti and my favorite...how to operate our power

washer – which no one was ever allowed to borrow or use anyway.

- There were a total of 124 on-going graffiti volunteers.
- Staff organized group graffiti paint-outs every Saturday. Members of these groups did not do any additional graffiti removal throughout the rest of the year.
- Staff would go to community meetings to tell the group about the Anti-Graffiti Program and to recruit volunteers. They would usually go first on the agenda to explain the program and tell them about the three-hour class they needed to take to volunteer. They would ask for volunteers, give each a business card, and tell them to “call me at the office and I will tell you when the next class is and sign you up for it”.

IN TERMS OF EDUCATION

- Staff conducted an anti-graffiti classroom skit for second graders with giant puppets.
- The Anti-Graffiti Program sponsored a large annual Graffiti Conference for the public.

IN TERMS OF ENFORCEMENT

- On the enforcement side, very few graffiti vandals were caught and when they were, not much happened to them. The recidivism rate was very high.
- The only police effort involved one officer who was given a small number of overtime hours each week to investigate graffiti crimes.

- There was a group of about ten adult volunteers (cop wannabees) who were given night-vision binoculars and were sent out to do surveillances at locations that were frequently hit with graffiti.

All in all, after talking with everyone concerned, I felt that San Jose's Anti-Graffiti effort was all "smoke and mirrors".

I will delve into the details of the previous highlights (or lowlights) in the later guidebooks and share with you the changes in those areas that ultimately took place and paved the way for San Jose to become a virtual graffiti-free city. What I will do now is share some bottom line results that will illustrate what is possible if a city trusts and follows the plan that I will present to you in this book.

Please keep in mind that I was involved in varying degrees in most, if not all, of the following examples of the fantastic turnaround we experienced. However, so were others. The main point here is that graffiti can be drastically reduced when dedicated and hard working people follow a proven plan that will lead them to great success.

From: No way to measure success, trends, percent of gang graffiti, etc.

To: An annual Citywide Graffiti Survey

From: 124 graffiti volunteers

To: Over 6,400 graffiti (and litter) volunteers

From: A very light penalty for graffiti vandals
To: An effective package of penalties that severely reduced graffiti recidivism

From: No proactive graffiti abatement
To: An extensive, strategic and successful proactive system

From: A hotline response time of 22 days
To: A hotline response time of 48 hours that was achieved 99% of the time

From: A poor system for dealing with graffiti on private property
To: A private property system that really works

From: A miniscule focus on graffiti from the police department
To: An actual police Graffiti Enforcement Team dedicated to graffiti cases

From: 71,541 citywide tags
To: To 129 citywide tags

These types of improvements are possible in just about every city that implements the systems and strategies that you will soon know.

During my last few years as the manager of San Jose's Anti-Graffiti and Litter Program (the mayor added litter to our responsibilities in 2002) word had spread that incidents of graffiti were going down in San Jose. I received over 60 calls from cities all over the world asking what we were doing to get such

good results. Some cities even sent representatives to shadow us. It was obvious that there was a real need out there to help cities that were struggling with graffiti. After I retired, I began working as a graffiti consultant and have successfully assisted other cities in their goal of drastically reducing their graffiti.

I would like to conclude this introduction by issuing a WARNING: The war against graffiti is never-ending. By following the recommendations in this book, the graffiti in your city will go down. Period. However, when it gets to a level that is satisfactory to most people...that is when the danger begins. The danger is that someone will decide that he can now take the "pedal off the metal" a little. He might think that you do not need to do all of the things that you did to get rid of the graffiti in the first place. He might think that it is now OK to cut or move one of the staff positions. He might think it is OK not to replace an old spray rig that can't perform any more. Please don't let this happen! In San Jose the graffiti has risen dramatically over the past few years because the effort has been largely neglected. Vancouver worked hard to be graffiti-free for the 2010 Winter Olympics. After the Olympics, city leaders felt they won the war on graffiti and defunded their anti-graffiti effort. You can all guess what happened – graffiti came back hard and fast. There will always be an undercurrent of graffiti everywhere. It will be there - ready to explode if cities turn their back on it or even water it down just a little.

It is almost time to begin getting into the details of how you can become a graffiti-free city. I just need to share a few housekeeping items with you. First of all, the Ten Steps to a Graffiti-Free City is made up of ten guidebooks. Each guidebook corresponds to one of the ten steps. You may have invested in all ten of the guidebooks or just the one or more that were of the most interest to you. In either case, each CD and guidebook has a different step or chapter on it but each has the same introduction. So, if you have more than one CD or guidebook, you don't need to listen to or read the introduction again. You can skip directly to the next track on the CD or chapter in the guidebook.

Also, (and I hope this does not offend anyone) instead of using "he or she" throughout the book, I will just use "he" for simplicity sake.

If you thought that this book on graffiti would have a lot of pictures of graffiti in it, you would be wrong. I will use pictures to illustrate some key points but I don't see the need to give the vandals any more sense of accomplishment than I need to. Besides, if you are already involved in an anti-graffiti effort, I'm sure that by now you have seen enough graffiti to last a lifetime.

As I mentioned earlier, this introduction is the same in all of the ten CDs and guidebooks. The same can be said for the short conclusion at the end. So if you have more than one of these books, you don't need to read or listen to the conclusion again.

Finally, most of the guidebooks have one or more "Bonus Documents" at the end of it for you read. Also, in the CD case, the CD that is labeled "Bonus Documents" contains the same documents ready for you to plug into your computer and use as needed. These documents will save you hours upon hours of time. So, thank you for taking the time to read this introduction and on with the show.

GUIDEBOOK 2 OF 10

HOW TO RECRUIT A VOLUNTEER GRAFFITI FIGHTING ARMY.

All cities are trying to get the biggest bang for their buck, and that is exactly what recruiting hundreds of graffiti volunteers will do. It is very possible to have an army of volunteers removing graffiti in your neighborhoods. Knowing where and how to recruit is extremely important, and you will also need to recognize and reward them to keep them motivated. Keeping volunteers safe and happy should be high on your priority list. Your city will be much cleaner when hundreds, or even thousands of volunteers start removing graffiti all over town!

SECTION 11

RECRUITING AT COMMUNITY MEETINGS

SECTION HIGHLIGHTS

- What are community meetings?
- What do you need to bring to the community meetings?
- What do you need to say at the community meetings?

In every city there are many established organized groups that hold regular meetings. Attending these meetings to recruit graffiti volunteers has proven to be extremely successful. The people who attend these meetings are already concerned about their community. Some examples of these groups are:

- Neighborhood associations
- Parent-teacher associations
- Faith groups
- Service organizations
- High school students and clubs
- Large businesses
- Youth sports leagues
- City departments
- Senior centers
- Political groups

The first thing to do is to compile a list of all of these organizations and enter them into a database with

the contact information for each group. Then contact them and ask if you can attend one of their upcoming meetings to talk about graffiti and to recruit volunteers. Keep in mind that many of these meetings will be at night. Attending each group's meeting once a year is sufficient.

It is always important to confirm your attendance at the meeting with the contact person from the group just to make sure there have not been any changes to the plan. When you go to the meeting, it is important to arrive 15 minutes before the start time of the meeting to give you time to set up. You should bring with you:

- Two city staff.
- More graffiti kits (more on these in Section 19) than the number of volunteers you expect to recruit.
- A few single gallons of standard paint colors that you use frequently for sound walls and concrete, etc.
- Program brochures with important information and phone numbers.
- Volunteer Service Agreement/Supply Check Out Forms (more on this in Section 18).

**PLEASE SEE BONUS DOCUMENT:
HOW TO RECRUIT A GRAFFITI FIGHTING
VOLUNTEER ARMY
VOLUNTEER SERVICE AGREEMENT
PAGE 58
AND**

SUPPLY CHECK OUT FORM PAGE 59

- Material Safety Data Sheets (MSDS), which are given to each person who receives a free graffiti kit.

PLEASE SEE BONUS DOCUMENT: HOW TO RECRUIT A GRAFFITI FIGHTING VOLUNTEER ARMY MATERIAL SAFETY DATA SHEET PAGES 60 AND 61

Be sure to be the last item on the agenda so that the meeting ends right after you “fire them up”. As soon as the meeting is over, the people attending the meeting will be invited to register as volunteers and to pick up their free kit on their way out. The actual presentation is critical. What you say is important, but how you say it may be even more important. The exact script is provided for you.

PLEASE SEE BONUS DOCUMENT: HOW TO RECRUIT A GRAFFITI FIGHTING VOLUNTEER COMMUNITY MEETING SCRIPT PAGES 62 - 68

You will need to fill in a few key points with data from your specific city. Please remember to practice this script before the meeting so it does not

look as if it was rehearsed and, also, so it is delivered with passion. Always have a second person with you at your table in the back of the room to help you sign up new volunteers and answer questions when the presentation is over.

With all of the graffiti volunteer recruiting that you will be doing, be careful not to run out of graffiti kits, paint and other supplies. You will go through them quickly and it may take time for products to ship to you. Before you know it, you are running out of something and you have a community meeting scheduled. Do your best to keep a good inventory at all times.

In order for the meeting to go well, it is best to follow a standard and established protocol. Making a Protocol Sheet as a guide for community meetings is a good idea.

**PLEASE SEE BONUS DOCUMENT:
HOW TO RECRUIT A GRAFFITI FIGHTING
VOLUNTEER ARMY
COMMUNITY MEETING PROTOCOL
PAGES 69 - 70**

One key part of the script is to let the volunteers know that you are there to help them help the city. You want to make things easy for them. You will give them free supplies, they don't have to do any reporting, and they can clean as much or as little graffiti as they want – whenever they want. Our volunteers took this very literally. One volunteered

because she wanted to keep the light pole in front of her house free of graffiti. She was not going to clean any other graffiti – not even any of the other light poles on her block! And that was OK. On the other extreme, another volunteer totally rigged his pickup truck to be a graffiti-fighting monster. Once a week, he would drive a long route around his home (and beyond) for up to four hours wiping out all graffiti he could legally abate with his city-supplied paint and solvent. We had to name our Volunteer of the Year award after him so we could give it to someone else, because he always out-worked everyone else by a long shot! We nominated him for several other Volunteer of the Year awards on larger scales and he won many of them. Volunteers recruited at these community meetings are very serious about keeping their neighborhood clean.



COMMUNITY MEETING

SECTION 12

RECRUITING AT SPECIAL EVENTS

SECTION HIGHLIGHTS

- What are special events?
- What do you need to bring to the special event?
- What do you need to say at the special event?

A second way to recruit anti-graffiti volunteers is by attending special events. During the spring, summer and fall, special events occur in every city. Some examples of special events are:

- Parades
- Fairs
- Festivals
- Concerts
- Holiday celebrations

Many of these events have as part of the festivities food booths as well as tables or booths for local charity, non-profit and educational groups. Having a presence at all of these special events to inform the community about your volunteer opportunities and to recruit volunteers is crucial.

Begin by making a list of all of the annual special events that are held in your city or town each year.

Be sure to include the name and contact information of the person in charge of the event. Make sure that you have plenty of graffiti kits available. During many of these large festivals, it would not be unusual for you to recruit 100 or more volunteers in a day. Contact the person in charge of the event to introduce yourself and let him know that you would like to represent the city's Anti-Graffiti Program at his event. Some event leaders may charge all groups a small sum of money to participate; but most of the time it is worth it. They will probably send you a form to complete and send back to them. In some cases they will provide you with everything that you will need and in some cases you will need to bring everything with you. That could include a table and chairs. It is a good idea to invest in a banner that you can use at the event. You can decide on the exact wording that you want to use, but "Tired of graffiti in your neighborhood? Get free supplies here." was very effective. As with recruiting at community meetings, bring at least two people (and maybe more if it is a really big event), pens, program brochures, Volunteer Service Agreements, MSDS sheets, plenty of graffiti kits and several one-gallon paint cans of your most often used standard colors. Staff will need to get to the event early to set up. At some events you can bring your vehicle right up to your booth and unload and, at other events, you will need to park your vehicle and bring all the materials to your booth. It helps if you have a cart or wagon to haul all your supplies from your vehicle to the booth if you are parked far away.

At the event, staff needs to be friendly, to smile and look people in the eye, and to initiate the conversation by greeting everyone and then ask if they have any graffiti in their neighborhood. A really good tactic is to have one of the staff face paint the children – drawing rainbows, happy faces, or peace signs. The reason for this is that during the time that the children are in line to get their faces painted, you have the perfect opportunity to engage the parents in a conversation about graffiti. Remember to tell them the advantages of volunteering:

- They are being good role models for their children.
- They are keeping their property values high.
- Clean neighborhoods are almost always safer than neighborhoods with lots of graffiti.
- They will feel a sense of pride and accomplishment when they remove graffiti.
- Can you think of any others?

When they agree to be a volunteer, have them complete the Volunteer Service Agreement form and then you complete the Supply Check Out Form on the back (more on this in Section 19). Give them the free graffiti kits and MSDS. Then give them a quick but thorough training on how to use the supplies. Make sure your training covers their safe use as well as how to use the materials so that they are most effective in removing graffiti. Finally, develop a Special Events Protocol sheet to use as a checklist.

**PLEASE SEE BONUS DOCUMENT:
HOW TO RECRUIT A VOLUNTEER GRAFFITI
FIGHTING ARMY
SPECIAL EVENTS PROTOCOL
PAGES 71 AND 72**

You will be successful in recruiting lots and lots of graffiti volunteers at special events...and have a lot of fun and excitement at the same time.



SPECIAL EVENT

SECTION 13

RECRUITING IN FRONT OF STORES

SECTION HIGHLIGHTS

- What are the advantages of recruiting in front of stores?
- How do you choose the best stores for your recruiting events?
- When should you hold these events?

Another good method of recruiting graffiti volunteers is to proactively recruit them in front of stores. These storefront recruiting sessions can be very successful if done correctly. Some advantages of recruiting this way are:

- You can target stores in areas that have a high level of graffiti.
- The sessions can be done during more traditional “working” hours – not just weekends (like most of the special events) or evenings (like most of the community meetings).
- You can stay at a storefront for any length of time...unlike special events and community meetings.

The logistics of the storefront recruiting for graffiti volunteers closely resemble those for recruiting at special events.

First, you will need to decide what store (or stores) you want to use. Ideally, you will choose one in a neighborhood where there is lots of graffiti because most of the shoppers at that store will live nearby and they will be removing graffiti from a neighborhood that really needs help. You also want to choose larger stores that will have lots of foot traffic. The time of your recruiting period is also important. It should take place during the time of day that the store you have chosen does a lot of business. The minimum length of time for one of these sessions should be two hours. Anything less than that is probably not worth the time and energy spent to put it on.

After you know when and where you want to hold your event, contact the store manager to let him know of your plans. The managers may not know it, but they are legally obligated to allow you to set up shop on the store's property. The best process, however, is to ask his permission to hold the recruiting session and to coordinate the details with him.

Odds are that you will have to bring a table and two chairs with you. As I mentioned before, you should bring a banner that you can hang behind you or place around the table. Bring your graffiti kits, MSDS, and some one-gallon cans of your standard paint colors as well as copies of your Volunteer Service Agreement and program brochure. Having a give-away for kids such as candy, pencils, balloons, or even facepainting will also help draw people to your table. As people

approach you, smile, say "hello", ask them if they have noticed any graffiti in their neighborhood and see what happens. When someone shows interest, explain what the city does to eliminate graffiti and ask him or her to help by reporting it to the graffiti hotline. Give each a brochure. Finally, and most important, ask if they would like free supplies to remove graffiti when they see it in their neighborhood. Give each new volunteer training on what to do and what not to do. Have him complete the Volunteer Service Agreement, give him a MSDS and ask him to read it. Finally, give him the free supplies and thank him for helping to keep his city clean.

One of our staff would recruit ten volunteers every time she worked one of these storefront assignments; like clockwork. Another staff would routinely bring in only one or maybe even zero. The difference was their approach, attitude and personality. It will work if it is done correctly.

Finally, develop a Storefront Protocol sheet to use as a checklist.

**PLEASE SEE BONUS DOCUMENT:
HOW TO RECRUIT A VOLUNTEER GRAFFITI
FIGHTING ARMY
STOREFRONT PROTOCOL
PAGES 73 - 75**

SECTION 14

TAPPING IN TO YOUTH WHO WANT OR NEED COMMUNITY SERVICE HOURS

SECTION HIGHLIGHTS

- What are community service hours?
- Where do you recruit these youth volunteers?
- How do you document their volunteer hours so they get credit?

Some states require, and many high schools encourage their teenage students to give back to the community by “volunteering” their time for positive community causes. This type of effort is different from court-ordered labor that a judge has required someone to perform as a penalty for running afoul of the law. We will discuss that in a later guidebook.

In order for teens to participate in anti-graffiti efforts, you will need to let the schools know that you are accepting youth volunteers. Check with your city attorney to find out if you can give them free supplies; especially solvent and paint. If you can, proceed with recruiting youth volunteers. You may want to set up a table at lunch at the school (similar to recruiting at special events and storefront recruiting). Remember, you are recruiting individual volunteers here also. However, be prepared to respond to requests for group graffiti paint-outs by

some school clubs. Go through the same graffiti sign up process that has been mentioned before. Most of these students are minors so your city may require that the parents also sign the Volunteer Service Agreement. If that is the case, you can be available after school for the parents to sign the form or the student and parent may need to come to your office after school or on a weekend. If you do give away supplies at school, make sure you do it after school with the school's permission. That way the students won't have to carry the supplies around all day and they won't be tempted to "test" them at school.

One distinguishing factor with these volunteers is that, for the most part, they are volunteering due to a school requirement. Because of this, there is a good chance that they will need to document their community service hours for the school. The best way to handle this (since you don't have staff to be with each teen every time he removes graffiti) is to approve any hours that they work if and only if the students' parent(s) have signed off that their child has actually worked the hours. Decide which city staff members have the authority to sign off on the forms that are used to document these hours. Also, make sure the teens know where and when they can get their paperwork signed off and the city staff knows to look for the parents' acknowledgement that their child actually worked those hours.

SECTION 15

USING A VOLUNTEER DATABASE

SECTION HIGHLIGHTS

- Why do you need a volunteer database?
- What fields should be in your volunteer database?
- Why is it important to keep your volunteer database updated and accurate?

After you begin to successfully recruit anti-graffiti volunteers, you will want to have a record of them. You will need a database to capture all of the information from your new volunteers. We used Filemaker Pro (Registered Trademark) but any good database will work just fine. The fields that you will need to have in the database depend on what you want to track. You will want to tailor-make your database to suit your specific needs, but some common fields that you may want are:

- First name
- Last name
- Address
- City
- State
- Zip code
- Primary phone number
- Secondary phone number
- Emergency contact name

- Emergency contact primary phone number
- Emergency contact secondary phone number
- Notes
- Start date
- Inactive date
- Date of birth (if minor)
- Supplies taken (on back side of form)
- Email address
- Name of the event where recruited
- Any others you feel that you need

Here are some of the reasons that you need a database of your graffiti volunteers:

- You will always want to know how many active graffiti volunteers you have at all times. Don't forget to remove them from the database when you know they are not participating any longer. An alternative to removing them from the database is to have an "Inactive date" field in the database and when that is filled in you know that person is not an active volunteer. To find the number of active volunteers you simply run a query that excludes any contacts with a date in the "Inactive date" field. Typically, the most common reason for removing people from the database is when they move out of town.
- You can mail information or invitations to all your volunteers; such as to a volunteer recognition event.

- You can call volunteers to see how they are doing or to ask for their feedback regarding your performance.
- You can email them with short, informative messages once a week to keep them engaged.
- You can monitor their involvement by tracking the amount of supplies that they check out.
- I am sure you will be able to think of additional uses for the volunteer database.

Finally, make sure that all of the new volunteers are entered into the database as soon as possible after any successful recruitment of volunteers. Don't do it just once a month; keep the database up to date. When you get mail returned, or emails that do not go through, or disconnected phones when you place calls, try every way at your disposal to reach that particular volunteer, and, if they all fail, remove him from the database or fill in the "Inactive date" field on the database.

SECTION 16

KEEPING IN TOUCH WITH MASS EMAILS

SECTION HIGHLIGHTS

- Why is staying in contact with graffiti volunteers important?
- How often should you contact them?
- What should you write to them?

Signing up new graffiti volunteers is important. It is also equally important to keep your volunteers motivated and engaged in your quest for a graffiti-free city. People sign up to volunteer for a variety of reasons. Getting recognition is usually not on top of the list, but everyone likes to know that his or her work is appreciated. Some volunteers will eventually quit if they don't feel supported. One of the best ways to let them know that you are thinking about them is to stay in contact with them. Perhaps the best and easiest way to do this is to send all of them (at least those whose email addresses you have in your database) a short email once a week. When you are entering new volunteers' contact information into your database, be sure to correctly enter their email addresses. If you can send an email directly from your database program...that's great. If not, you will need to transfer the email addresses into a format and computer program that can send out an email to all your volunteers as a "group" with just one click. It will be a pleasure

rather than a chore if you keep it short and simple and do it weekly. It is a good idea to make a schedule of these outgoing emails for up to three months in advance. Always send them on the same day each week. For example: Tuesday mornings, or Thursday afternoons. Keep the message between two and five sentences. Here are some examples of what you can send:

- Best wishes for all holidays.
- A summary of your monthly and year-to-date performance measures to let them know of the progress you are making.
- Recognize one of your volunteers each month.
- Pass along a message from the mayor thanking them for their help.
- Remind them of things:
 - Safety tips
 - They can get free refills if they run out
 - Important city phone numbers
 - Do's and Don'ts of graffiti removal
 - Ask them to have their family and friends join the effort by contacting you
- Share program news or highlights.
- Tell them if you will be present at a large citywide special event.
- Encourage them to send you any interesting stories or experiences. Then you can re-send them to the whole volunteer group – if appropriate.
- Have a contest where they need to name or guess something, and reward the winner with something like a program T-shirt.

- Tell them to visit your website, as well as on Facebook and Twitter.

Please remember not to have everyone's email address in the "To" box for two reasons:

1. You don't want everyone on the list to see all of the other email addresses, and;
2. You don't want any of the volunteers to hit "Reply to all" and send everyone on the list their comments, questions or stories.

Also, remember to tell people to "unsubscribe" if they don't want to receive your emails. This message should be on each email you send out along with the name and contact information of the staff person sending it out. Please faithfully send them out weekly and have fun with it. The vast majority of your volunteers will love hearing from you and will look forward to your weekly email.

SECTION 17

HOW TO RECOGNIZE YOUR VOLUNTEERS

SECTION HIGHLIGHTS

- How can you make an annual volunteer recognition event successful?
- How can you get feedback on your services?
- How can your mayor reward highly active volunteers?

In addition to the weekly updates that we just discussed, how else can you recognize your graffiti volunteers?

Hold an annual graffiti volunteer dinner or bar-be-que. Be sure to ask for donations to pay for the food and to invite all of the volunteers from your database. A nice touch is to get a local celebrity (newscaster, athlete, etc.) to be the master of ceremonies. It is crucial that your mayor attend the whole event – not just make a quick appearance. You can give out awards to some special volunteers and have them take their picture with the mayor and master of ceremonies. Of course, everyone who speaks needs to focus his attention on thanking the volunteers. If your city has any police officers dedicated to graffiti investigations, have them tell a story of two about catching some graffiti vandals. The audience will love it! Also, have some anti-graffiti supplies available in case anyone is running

low. Make sure they RSVP so you know how many to expect, but NEVER turn someone away because they are not on the list.

Sometimes, the city gets free tickets for events that are held in a large city-owned venue. Many times those tickets are given to city staff to distribute to deserving residents. If your city participates in this practice, be sure to get your Anti-Graffiti Program on this ticket distribution list. For any given event, you will not receive enough tickets for all of your volunteers, but you can hand pick the most active and reward them. Make sure you don't give the tickets to the same volunteers over and over again.

Every month, ten graffiti volunteers should be called and asked a series of predetermined questions regarding their experiences as a volunteer for your program.

**PLEASE SEE BONUS DOCUMENT:
HOW TO RECRUIT A VOLUNTEER GRAFFITI
FIGHTING ARMY
VOLUNTEER PHONE SURVEY QUESTIONS
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These questions require an answer that is rated (1) for poor to (5) for excellent. Hopefully you will rate high on all of the questions. The fifth question is "Overall, how satisfied are you with the program?" The answer to this question will be the basis for a rating that should be one of your performance measurements. Your goal is to get a minimum of

85% of the volunteers responding to that question to rate it a (4) or a (5).

Most states have a chapter of the non-profit organization Keep America Beautiful. Most, if not all, of these chapters have an annual Volunteer of the Year Award. Other local organizations may also have similar awards where they accept written nominations to recognize exceptional civic-minded citizens. Find out if these types of events exist in your area and, if they do, nominate one or more of your best volunteers. Even if they don't win, they will appreciate the thought behind the nomination.

Throughout the year, special volunteers will surface, certain property owners will become role models for others, and some business people will generously support your efforts. When these champions emerge, a great way to recognize them is to give them a framed certificate signed by the mayor that acknowledges their anti-graffiti contributions. Personally deliver it to them and take a picture of them holding it. Then email that picture to them right then and there. They will be very surprised, happy and proud. You will be able to add another "partner" to your ever-expanding anti-graffiti efforts.

SECTION 18

COMBINE THE VOLUNTEER SERVICE AGREEMENT AND THE SUPPLY TRACKING FORM

SECTION HIGHLIGHTS

- What is the purpose of the Volunteer Service Agreement and the Supply Tracking Form?
- What is on the form?
- What do you do with the form?

The Volunteer Service Agreement and the Supply Tracking Form are really two forms on one page – front and back. It serves several purposes. First and foremost, it includes the legal language that protects your city from liability. It also includes spaces for the new volunteers' contact information for your volunteer database. Additionally, new volunteers are asked to confirm that they have received and understand the MSDS that was described in Section 11. It also has a space for the name of the event where the volunteer was recruited and the staff who recruited the volunteer as well as the date. Printed on the backside of the sheet is the Supply Tracking Form. This is a list of supplies that your program hands out to volunteers at no charge. You just mark on this page what you gave to each volunteer. Remember to input all of this information into the graffiti volunteer database as soon as you can after they join the team. Even

though you will enter the volunteers' contact information into the database, you should also keep the hard copy they actually signed for your records. If you ever deliver free supplies or if you distribute them from your office to existing volunteers, always complete a tracking form so you know how many of each item you gave out each month.

SECTION 19

FREE SUPPLIES HELP THEM HELP YOU

SECTION HIGHLIGHTS

- Why give out free supplies?
- What supplies should you give out?
- When do you give out free supplies?

Up until now, I have mentioned giving out free supplies to your graffiti volunteers several times. This section will explain exactly what that means. You can't expect your volunteers to really assist you in removing graffiti in your city without giving them the appropriate supplies to do it correctly and safely. Nor would you want to. I am sure you have all seen it before: a wall or utility box that has no graffiti on it...but does have a patch of a different color of paint that is hiding what used to be a graffiti tag. Chances are a well-meaning neighborhood resident painted over that tag with some paint left over from when he painted his daughter's bedroom. This is better than graffiti on the wall, but it is still not acceptable. By giving volunteers the appropriate supplies you will greatly reduce (but not eliminate) this from happening.

When you first sign up a volunteer, you should give him a graffiti removal kit. You can purchase pre-packaged kits from graffiti supply companies. Some examples can be found in the "Vendors" section of

our website at www.thegraffiticonsultants.com. You can also save some money by buying the solvent in large drums and having city staff fill the small bottles of solvent. Be sure to have the staff wear protective gear and make sure an eye wash station is nearby and staff knows how to use it. Staff or volunteers can also assemble kits if you buy the items for the kits in bulk, which may save you even more money. The City of Omaha has youth who are working off community service hours assemble their kits. Most of these companies will send you a free kit for you to check out if you ask them for one. Contact these companies and compare the quality of their products and the cost of their kits.

The kits should include a small bottle of solvent that is mild enough to safely give to volunteers but strong enough to thoroughly remove graffiti. You will ask volunteers to use the solvent to remove graffiti on poles, the backs of signs and utility boxes that still have their original finish on them. Be sure to let them know that they should not use the solvent on the front of signs because it can strip the paint off the sign (as well as the graffiti) and/or take off the reflectivity of the sign so it cannot be read at night. Both of these situations can make the sign a safety hazard. Some cities prefer to distribute a package of "graffiti wipes" instead of solvent. With the solvent, you spray it on the surface of the object with graffiti, let it soak in for a minute or so and scrub it and wipe off any remaining residue. With the graffiti wipes, you pull out a wipe from the package and use it to scrub off the graffiti. Other items in your kit should include rubber gloves, a dust mask,

goggles, a two-sided sponge, and a couple of small rags. Remember, the rags and sponge will end up with excess solvent on them and need to be disposed of properly. Usually, this means taking them back to the city for disposal.

The graffiti removing supplies that make up the kit can be packaged in a one-gallon paint can, a canvas bag, a box, etc. One idea to remind people how to use the products in the safest and most effective way is to print a list of "Do's and Don'ts" on a sticker that is attached to the kit.

You can also give out free paint to motivated volunteers who want to go above and beyond the call of duty. You probably have a few standard paint colors that you use frequently. For example, you may have many sound walls in your city that you cover with one of your standard colors of paint. If a volunteer wants to keep it graffiti-free...that's great! Give him a gallon of paint that matches the color of the sound wall. Also have in your inventory paint accessories to give the volunteers just in case they don't already possess them, such as: rollers, paint can openers, pans, etc. You can also put a sticker of "Do's and Don'ts" for the use of paint on the lid of the paint can.

After your volunteers run out of the initial supplies that were included in the kit they received when they first signed up, many will need to get more supplies. The easiest way to distribute these graffiti supplies is to have them stored in the same building where the staff person or people who are

responsible for distributing the supplies for your Anti-Graffiti Program are housed. Volunteers should call or email to make an appointment for picking up their supplies so they don't show up to the office or building and no one is there due to off-site meetings, vacations, illnesses, etc. Some cities have kits located at fire stations for volunteers because they almost always have someone there. Of course, city staff can deliver supplies to the volunteer's home but that should be a last resort because of the time and gas it takes to make deliveries.

Again, be sure to track the supplies that you give away. There are at least two reasons for this:

1. The year before I was assigned to be the manager of the Anti-Graffiti Program, one of the program's volunteers received a citywide volunteer of the year award for his anti-graffiti efforts. Program staff had given him several gallons of Navajo colored paint to remove graffiti from sound walls near his home. At some point it was discovered that he was a landlord in an impoverished neighborhood and the four-plexes he owned were all painted with the Navajo paint the city gave him. Needless to say, this was an embarrassment to the program and the city as well. The quantities of paint that were given to him along with the frequency of those deliveries were way more than any graffiti volunteer would need to remove graffiti. A good tracking system should have

raised a red flag early on and prevented this type of abuse.

2. If you follow the instructions in this book, you will be successful in recruiting loads of volunteers because they all have a desire to help make your city graffiti-free. One thing that volunteers do not want to do, however, is to report back to you whenever they clean graffiti. On the other hand, you (and your administration) will want to quantify the city's investment in them. How do you do this if you don't ask them to report any of their work? The answer is that you review the Supply Tracking Forms (or the computer database) each month. Add up all of the solvent that you gave out during the month. Run a test to see how many average sized tags and square feet can be cleaned with eight ounces of solvent. Now use that formula to estimate the number of tags and square feet of graffiti that will be removed with the total amount of solvent that you gave out that month. Do the same thing with graffiti wipes and paint. These numbers should be inputted into a Volunteer Statistics Worksheet monthly.

**PLEASE SEE BONUS DOCUMENT:
HOW TO RECRUIT A VOLUNTEER GRAFFITI
FIGHTING ARMY
VOLUNTEER STATISTICS WORKSHEET
PAGE 77**

Again, because you are tracking the amount of anti-graffiti products you are distributing, you can predict how many tags and square feet of graffiti will be removed. Now you can report this number monthly. Be sure, however, to make it clear that these numbers are what will be cleaned, not what has been cleaned.

SECTION 20

CONSIDER SAFETY AND WORKERS COMPENSATION

SECTION HIGHLIGHTS

- What can you do to make things safer for your volunteers?
- What safety hazards do you need to be aware of?
- Can you cover your volunteers under the city's Worker's Compensation Plan?

It is very important to keep the safety of your volunteers in mind at all times. Even though the risks to volunteers as they remove graffiti in your city are minimal, you want to do everything you can to keep it that way. You can never be too safe. The best (and maybe only) time to discuss safety with your volunteers is when they sign up. Be sure to tell them:

- To wear their protective gear at all times.
- To read the MSDS.
- To always watch for traffic and not to attempt to remove graffiti in high traffic areas.
- To never remove gang graffiti – always call it in to your graffiti hotline.
- To never confront any graffiti vandals – have them call 911 if they see graffiti vandalism in progress.

- To never remove graffiti if people are hanging around the area or watching them.
- To always spray solvent in the direction of the wind so it does not blow back into their face.

You can also give your volunteers this information in writing. Do you remember the weekly mass emails that were discussed in Section 16? You can always include safety tips in those emails periodically. Also, in the last section we talked about placing stickers with a list of "Do's and Don'ts" on paint cans and graffiti kits. Your safety tips should be included on these stickers.

The City of San Jose also took the extra step to cover all of the Anti-Graffiti and Litter volunteers under their Worker's Compensation Policy.

I was fortunate that in my ten years as the manager of San Jose's Anti-Graffiti and Litter Program that there were no reported incidents, accidents or injuries involving our over 6,800 volunteers. Not one Worker's Compensation claim was filed during that time.

GUIDEBOOK 2 WRAP-UP AT A GLANCE

- Recruiting for graffiti volunteers at community meetings is good because you will find people who are engaged in their city at these meetings.
- Recruiting at citywide special events reaches lots of people at one time.
- Recruiting in front of stores allows you to target neighborhoods that need graffiti volunteers.
- Youth volunteers can be a big asset to your city.
- A good database will help you keep track of all of your volunteers.
- You will keep your volunteers engaged if you communicate with them frequently.
- Recognizing your graffiti volunteers will keep many of them motivated to continue removing graffiti in your city.
- You will always need to use a Volunteer Service Agreement to sign up each new volunteer.
- It is really important to give your graffiti volunteers the appropriate free supplies to keep your city clean.
- Do everything you can to keep your volunteers safe.

People are ready to volunteer to remove graffiti in your city. You just need to make it a major priority to go out and get them started.

Under the leadership of Manuel Ruiz, the City of Madera, CA followed these steps exactly as outlined above. This city of with a population of about 50,000 went from having no graffiti volunteers to having 1003 motivated and hard-working volunteers in only one year. In 18 months, they had over 1,500. This system will work if you follow the plan precisely as described in this guidebook.

CONCLUSION

Thank you for letting me share my experiences with you. I truly feel honored that you trusted me enough to listen to my story. I sincerely hope that you found something in this guidebook and CD that resonated with you and that you can use to improve the graffiti situation in your city. If this does happen, and I really hope that it does, please let me know. I would love to share your success with others!

If you would like more information on strategies that will drastically reduce graffiti in your city, please check our website at www.thegraffiticonsultants.com. There, you can find out more about our innovative Phone Training Program where you have direct access to me and we can work together, one-on-one to correctly and successfully implement any of the recommendations that have sparked your interest from this book and CD.

And finally, also in our website, is information on our full-service consulting packages that are designed to meet the needs and budgets of each individual city. This is really the best way to be sure that your graffiti will go away and stay away.

So, call today and watch your graffiti disappear. Thank you for taking the time to check out the information in this book and CD. I sincerely look forward to your city becoming graffiti-free!

Rick Stanton, The Graffiti Consultants Ten Steps To A Graffiti-Free City

BONUS DOCUMENTS

BONUS DOCUMENT PAGE 58

VOLUNTEER SERVICE AGREEMENT

(CITY NAME)
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
<input type="text"/>	<input type="text"/>
Address	Phone
<input type="text"/>	<input type="text"/>
City	E-Mail
<input type="text"/>	<input type="text"/>
Zip	
<input type="text"/>	

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	
<input type="text"/>	
Name of Event or Presentation	
Data entry date: _____	Data entry staff: _____

Anti-Graffiti Program

BONUS DOCUMENT PAGES 60 AND 61

MATERIAL SAFETY DATA SHEET

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 (H₂O=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.

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

BONUS DOUCMENT PAGES 62 – 68

COMMUNITY MEETING SCRIPT

(CITY NAME)

COMMUNITY MEETING 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.

Tell me when you see graffiti tagging in your neighborhood or City, how does that make you feel?

What kind of emotions do you have? (Mad, angry, scared, sad)

So you feel safe in neighborhoods with lots of graffiti?

That is not how you want your neighborhood to look, is it?

Most people feel that graffiti has a negative impact on their quality of life.

Do you want your children to grow up surrounded by graffiti?

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.

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.

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?

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

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.

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.

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 cannot stress this enough...please, under any circumstances, do not remove graffiti if you are even the tiniest 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!

BONUS DOCUMENT PAGES 69 AND 70

COMMUNITY MEETING PROTOCOL (CITY NAME)

COMMUNITY MEETING 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.

BONUS DOCUMENT PAGES 71 AND 72

SPECIAL EVENTS PROTOCOL

(CITY NAME)

SPECIAL 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.

BONUS DOCUMENT PAGES 73 – 75

STOREFRONT PROTOCOL

(CITY NAME)

STOREFRONT 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 storefront event.

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 him know who you are and what agency you are representing. Let him 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 his cooperation.
4. Set up the correct equipment, and supplies for this event. For example: table, two chairs, a 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. As people come 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 people that 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 each 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.

BONUS DOCUMENT PAGE 76

VOLUNTEER PHONE SURVEY QUESTIONS

(CITY NAME)
Anti-Graffiti Program
Volunteer Phone Survey

Name: _____ Date: _____

Email: _____ Month: _____

We appreciate you taking a few minutes to evaluate our service. The following questions are rated on a scale of one to five, with one being poor and five being excellent. If you have any additional comments, we have provided space at the bottom of this evaluation. Thank you.

- [illegible]

Name: _____ Phone: _____

Address: _____ Do you have any questions, comments or suggestions to add?

Thank you for taking the time to complete this evaluation!

BONUS DOCUMENT PAGE 77

VOLUNTEER STATISTICS WORKSHEET

(CITY NAME)
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

Guidebook 2. How To Recruit A Volunteer Graffiti Fighting Army.

THE GRAFFITI CONSULTANTS

Rick Stanton, Owner

Rick Stanton is the owner of The Graffiti Consultants. He has a great track record in the development and implementation of highly successful graffiti reducing strategies. He led the City of San Jose's effort that resulted in a 99.88% reduction of graffiti before his retirement. Now as a consultant, Rick and his firm have been working with various cities with amazing results. He can do the same for your city by providing you with tailor made plans that fit not only your city's needs but your budget as well. Call today and watch your graffiti start to disappear!

Don't forget these powerful programs designed to help you drastically reduce graffiti in your city:

- Just How Bad Is It Anyway? How To Conduct A Citywide Graffiti Survey.
- How To Recruit A Volunteer Graffiti Fighting Army.
- The Best Solution For Graffiti On Private Property: Graffiti Ordinances That Work.
- Getting Graffiti Vandals To Stop: How To Establish An Effective "Package of Penalties".
- Tips and Tricks For Catching Graffiti Vandals.
- State Of The Art Graffiti Abatement Strategies For Success.
- Save Money In Your Graffiti Program: What **NOT** To Do.
- Let's Work Together: How To Build A Successful Anti-Graffiti Collaborative Partnership.
- Let's Stop It Before It Starts: Graffiti Prevention And Alternatives.
- Treasure Chest Of Graffiti Related Topics.

ASK ABOUT OUR PERSONALIZED GRAFFITI FREE INITIATIVE FOR YOUR CITY!

ASK ABOUT OUR FULL SERVICE GRAFFITI CONSULTING!