

the GraffitiConsultants

Ten Steps To A Graffiti-Free City

Guidebook 8 of 10 Steps

Let's Work Together: How To Build A
Successful Anti-Graffiti Collaborative
Partnership.



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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.

**GUIDEBOOK 8: LET'S WORK TOGETHER: HOW
TO BUILD A SUCCESSFUL ANTI-GRAFFITI
COLLABORATIVE PARTNERSHIP.
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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 these 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 8 OF 10

LET'S WORK TOGETHER: HOW TO BUILD A SUCCESSFUL ANTI-GRAFFITI COLLABORATIVE PARTNERSHIP.

I am sure there are many governmental and private jurisdictions in your area that have some graffiti related responsibilities. When agencies work together and are coordinated, it can really help your battle against graffiti. This collaboration is critical and, best of all, it is not a budget issue. It is a strategy, that when implemented, will yield wonderful and unexpected results.

SECTION 71

THE SPIRIT OF COOPERATION

SECTION HIGHLIGHTS

- How many different agencies and organizations in your area have some graffiti related responsibilities?
- How often do these agencies meet to discuss issues of mutual responsibility?
- What could happen if these agencies met monthly?

The important thing to remember about this collaboration effort is that the underlying principle of this entire strategy needs to be one of a spirit of cooperation. Undoubtedly, in the past, there have been occasions where one or more of these agencies clashed because a location that had graffiti on it had questionable or disputed ownership or responsibility. Each agency pointed its finger at the other agency and said, "It's their property – they need to clean it up". Or maybe one agency gets frustrated because the other does not clean up graffiti on its property as soon as it should. This collaborative effort should usher in a new era where blame is replaced with assistance, where titles are replaced by first names and where a focused and united effort against graffiti results in activities, decisions and events that will lead to a huge dent in your graffiti situation.

Let me share with you an example of how this spirit of cooperation can make a big difference. San Jose Mayor Ron Gonzales was concerned about the litter on the side of all the highways in the city. The highways were actually the responsibility of the state highway department (Caltrans). Mayor Gonzales asked me to set up a meeting with a member of his office, a district manager from Caltrans, and me to discuss the litter situation. We met and brainstormed about how we could reduce the highway litter and when we finished the Caltrans manager seemed a little puzzled and asked "Well, is that it?" The mayor's representative responded "Yes, thank you for coming in. We'll touch base again soon to begin implementing some of the ideas we discussed today." The Caltrans manager then smiled and said "One time I was called into a meeting with the Mayor of San Francisco and they chewed my butt off. Another time I was called into a meeting with the Mayor of Oakland and they chewed my butt off. Then today I meet with the mayor's office in San Jose and you ask me how you can help me. You have no idea how much better this approach is." I took him to lunch the next week. The funny thing was that we talked about litter for about five minutes and about our newly discovered mutual interest in little league baseball for the rest of the time. It turned out that the lunch launched a fantastic relationship between our two agencies. Not only did we make great strides in the litter problem, Caltrans also became very responsive to us when we reported graffiti on the highways. I

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

hope this shows you how the right approach makes
a world of difference.

Guidebook 8. Let's Work Together: How To Build A Successful Anti-Graffiti Collaborative Partnership.



ANTI-GRAFFITI COLLABORATIVE MEETING

SECTION 72

TAKE CONTROL

SECTION HIGHLIGHTS

- Who should be responsible for the anti-graffiti collaborative meeting?
- Why should that person run these meetings?
- What does he need to do to ensure that these meetings are successful?

Someone needs to take the responsibility of leading this collaborative effort. That someone should be the person who leads the anti-graffiti program in the biggest city in the area. That person, by virtue of the size of his city and his position, probably already knows many of the people who should be participants in this collaborative effort. He is also more likely to have access to some resources that might be able to aid in organizing the meeting for your anti-graffiti effort. Being in charge primarily means that he will set the agenda, schedule a room and make sure all of the appropriate people are invited to the meeting.

SECTION 73

SETTING A LOCATION FOR THE MEETING

SECTION HIGHLIGHTS

- Where are some possible locations to hold the anti-graffiti collaborative meeting?
- What is the advantage of having each agency provide the meeting location on a rotation basis?
- What is the disadvantage of having each agency provide the meeting location on a rotation basis?

One of the first decisions that will need to be made is where these meetings should be held. Some options are:

- At a location that is geographically central to the people in the region who will be attending the meeting.
- At a location in the city of the person who is responsible for the meeting.
- At a city or agency that volunteers to host the meeting.

Another creative option is to rotate the meeting so that each of the participants hosts it. They will also give the participants at the meeting a tour of their facility. The advantage of this format is that the

participants get to see each other's facilities. The downside is that it is possible that the inconsistent meeting location may confuse some of the participants and that might result in a lower attendance.

SECTION 74

KEEP IT GOING

SECTION HIGHLIGHTS

- When should you stop having these anti-graffiti collaborative meetings?
- Why should these meetings continue indefinitely?
- What will happen if these meetings cease to exist?

When these meetings get started, the intent should be that they continue indefinitely because graffiti is always going to be an ongoing problem. One mistake I made when I was consulting with a city was that I gave them a goal of coordinating nine anti-graffiti collaborative meetings because there were nine months left until the end of the fiscal year. Unfortunately, they understood that these meetings were to end after their ninth month. When I discovered that they felt that they were done after their nine meetings, I unsuccessfully tried to get them to continue. Now I make it a point to let the people who are in charge of this meeting know up front that this meeting is a long-term commitment and that they should plan on keeping the group intact indefinitely. If you don't keep this group meeting indefinitely, the effort will become a weak link in your new anti-graffiti chain.

SECTION 75

MEET MONTHLY

SECTION HIGHLIGHTS

- How often should your anti-graffiti collaborative meet?
- What are usually good days and times for this group to meet?
- If you do skip a meeting, what months are best to skip?

This anti-graffiti collaborative group should meet monthly on a consistent day and time so that it is easy for everyone to remember when the next meeting is. One of the first things the group will decide will be when they want to meet. Generally, Wednesdays and Thursdays are good because many cities have their city council meetings on Tuesdays, which may involve some of the city staff. Also, Friday is a day many people take off so they can have a three-day weekend. The mornings are also usually better than the afternoons...especially for the law enforcement folks who can get tied up on an investigation or arrest and may have a hard time breaking away. Finally, if you need to skip any month, July is usually a good one because many city staff members take family vacations in July because school is out and the June budget crunch is over for many cities that start their fiscal year on

Guidebook 8. Let's Work Together: How To Build A Successful Anti-Graffiti Collaborative Partnership.

July 1st. December is also one that may have a low turnout due to the holidays.

SECTION 76

WHO ARE YOUR PARTNERS

SECTION HIGHLIGHTS

- How many representatives should each agency have on the collaborative group?
- What level in their agency should the representatives be?
- What are some examples of agencies that should be part of the collaborative?

The anti-graffiti collaborative meeting should include representatives from all of the agencies in your region that have anything to do with graffiti. I recommend that each agency have two representatives on this collaborative. Having two instead of one obviously makes the group larger. That will make it more dynamic and there will be better discussions regarding issues. Also, when people need to pull out of the group, it still leaves their agency with a representative until a replacement is found to get them back to two again. These representatives will not and should not be the head of that agency. They should be assigned to the collaborative by the head of the agency. One way to ensure this happens is for the mayor of the lead city to write a letter to each of the agency heads inviting their representation on this collaborative and requesting them to assign two representatives to attend the meetings. The

members should have a strong knowledge of how their agency relates to graffiti. Ideally, they are up far enough on the chain of command to make most decisions regarding allocating resources (staff time, budget, supplies, equipment, etc.) to the overall efforts of the collaborative. For example, the Douglas County Sheriff's representative provided the City of Omaha, Nebraska 400 graffiti kits for volunteers because it was their major need. What agencies may be targeted for participation for the collaborative? Here are some examples: multiple city departments, multiple county departments, the state, school districts, water districts, transportation agencies, rail roads and business districts. I am sure you will think of more.

SECTION 77

WHAT TO TALK ABOUT

SECTION HIGHLIGHTS

- What is the purpose of this meeting?
- How should the members introduce themselves?
- How long should the meeting last?

The agenda for your very first meeting is pretty simple. A sample agenda for the first anti-graffiti collaborative meeting is:

1. Welcome
2. Purpose of the meeting
3. Introductions
4. Open discussion
5. Schedule next meeting
6. Adjournment

**PLEASE SEE BONUS DOCUMENTS:
LET'S WORK TOGETHER
FIRST ANTI-GRAFFITI COLLABORATIVE
MEETING AGENDA
PAGE 45
AND
FIRST ANTI-GRAFFITI COLLABORATIVE
MEETING AGENDA WITH NOTES
PAGE 46**

The meeting should last about an hour and going through this agenda will take about that long.

This may sound like a copout but trust me on this: future meeting agendas will basically write themselves. Issues will rise to the surface and become agenda items. It is a natural process and you really don't need to worry about what the group will talk about at each meeting. It won't take long before your biggest problem is holding the meeting time down to an hour.



ANTI-GRAFFITI COLLABORATIVE MEETING AGENDA

SECTION 78

KEEP THE GROUP FOCUSED

SECTION HIGHLIGHTS

- What do you do when the group decides it wants to take some action on something?
- What you do when people throw out ideas of things to do but don't volunteer to do any work?
- Is it OK if the group wants only to network and provide updates to each other?

As the group starts moving forward a lot of positive energy will be created. This will be very exciting, but it will create some problems for the person running the meeting. There is a chance that this meeting will serve primarily as a time for each of these organizations to update each other on their anti-graffiti activities from the previous month and for members to network with each other. And that is totally OK. Some of the best networking will come informally when members talk to each other before and after the meeting. However, there is a strong possibility that sooner rather than later, the group will want to "do something". This is when the leader of the group needs to watch out for two potential traps.

Trap #1. As I have mentioned before, there are many things that can be done in the name of an

anti-graffiti activity. In Guidebook 7 “What **NOT** To Do”, I gave several examples of things that may seem like a good idea but actually are not. What if a group member starts pushing for one of those “not-so-great” activities? Now you have a dilemma. You don’t want to alienate the individual who came up with that suggestion, but you also don’t want to move forward with it. The best thing to do is use the “Ten Steps Of A Graffiti-Free City” as a guide. If it is clear that the activity in question is one that has been advocated – then great! Let the group explore it and see where it leads.

Better yet, develop a long-range plan based on the recommendations from the “Ten Steps To A Graffiti-Free City” and give it to the group. Explain that there is a Blueprint for Graffiti Success that you are following and encourage any and all support they are willing to give in order to help you make your way through the Blueprint. That way, you don’t have the group going in all sorts of fruitless directions.

Trap #2. In every group you will find at least one (and probably many more) member who has several ideas. This is great, isn’t it? It is if they want to take the ball and run with it. However the people I’m talking about are the ones who have lots of great ideas for “someone else” to do. Their ideas usually begin with something like “Someone should”, “You should”, “They should” or “Let’s”. When this happens, and it will, first run it by the Blueprint for Graffiti Success litmus test that I described earlier. If it passes that, then look at the person with the great

suggestion in the eye and say, "That's a great idea. Are you willing to take the lead on that?" If he says "yes" then that's perfect. If he says "no" then ask the rest of the group if any of them want to volunteer to take the lead. If someone else does, then that's great also. If not, then move on to another topic.

The main point here is that the person leading the meeting does not automatically become the person who has to carry out all of the suggestions of the group.

SECTION 79

ADD TO THE GROUP

SECTION HIGHLIGHTS

- When do the representatives at these meetings do a lot of their communicating with each other?
- How do you increase the odds that the representatives invited to the meeting will actually attend?
- How do you get additional organizations to the meeting that should be there?

You will also discover that there will be a lot of small conversations between two to four people representing different agencies prior to and after the official meeting. Someone may have a solution to a problem that a representative from another agency is experiencing. These side conversations are pure gold. Lots of positive things happen through these less formal discussions. Even if they are discussing the weather, they are developing a deeper relationship and that is a very good thing. It will eventually pay off in a positive way on the job. After the initial meeting, you will want to make sure the future meetings are well attended. In order to do that, send reminder emails, calls, or Outlook invitations to the members of your anti-graffiti collaborative each month.

There are some corporate property owners that are victims of graffiti on a regular basis. Examples may include the railroads, owners of newspaper racks, garbage haulers and billboard companies. Some of those are better at cleaning the graffiti on their properties than others. Potentially, they might fit on this anti-graffiti collaborative group. Another way to engage them is to have a letter come from the mayor asking them to be good corporate partners and remove graffiti from their property quickly. I have included a sample of this letter for you.

**PLEASE SEE BONUS DOCUMENT:
LET'S WORK TOGETHER
CORPORATE BUSINESS LETTER
PAGES 47 AND 48**

You will also be on the lookout for adding appropriate new members to the group. At the end of each meeting ask the group "Who is missing?" You may get specific individuals mentioned or someone may point out that a certain department or agency is not represented. When the potential new members are identified, make sure they are invited to the next meeting.

SECTION 80

LAW ENFORCEMENT NETWORKING

SECTION HIGHLIGHTS

- What law enforcement agencies should attend this meeting?
- Why should this group meet in private on a regular basis?
- When is a convenient time for this group to meet?

There should be representatives in your new anti-graffiti collaborative group from different law enforcement agencies such as police from neighboring cities, the county sheriff's office, the city and district attorney's offices, the probation department, and the highway patrol as well as police from your city. These individuals should get a lot out of the collaboration meetings that I have described in this guidebook. However, much of what they need to share is confidential information about specific graffiti suspects. In order to best utilize the time of those involved in graffiti enforcement, I strongly suggest that this group stay after the whole collaborative group's meeting and then meet amongst themselves to discuss sensitive information about specific cases and suspects. By having a second meeting just for the enforcement folks, they can participate in the general graffiti discussion and also meet with each other – both

basically at the same time. This process provides them with a very important and convenient communication system.



LAW ENFORCEMENT COLLABORATION

GUIDEBOOK 8 WRAP-UP AT A GLANCE

- There needs to be a strong spirit of cooperation among all agencies with graffiti responsibilities in your area.
- The supervisor of the graffiti effort in the largest city in the area should coordinate the graffiti collaboration meeting.
- There are several strategic options from which to choose for a location to hold a graffiti collaboration meeting.
- The graffiti collaboration meeting will be an ongoing event.
- This meeting should be held once a month.
- Be sure to invite two representatives from every organization in the region that has any graffiti related responsibilities to the meeting.
- The agendas for these meetings will ultimately reflect the priorities of the group.
- Keep the group focused on high priority items.
- After the initial graffiti collaboration meeting, continue to expand the group by adding members who were overlooked initially.
- Law enforcement representatives can stay after the meeting to discuss sensitive investigations and graffiti suspects in private.

With the right people and the right attitudes, an anti-graffiti collaborative partnership can go a long way towards making your region graffiti-free.

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!

Guidebook 8. Let's Work Together: How To Build A Successful Anti-Graffiti Collaborative Partnership.

BONUS DOCUMENTS

**BONUS DOCUMENT PAGE 45
FIRST ANTI-GRAFFITI COLLABORATIVE
MEETING AGENDA**

(CITY NAME)

ANTI-GRAFFITI COLLABORATION MEETING
AGENDA

- **WELCOME**
- **PURPOSE OF MEETING**
- **INTRODUCTIONS**
- **OPEN DISCUSSION**
- **SCHEDULE NEXT MEETING**
- **AJOURNMENT**

BONUS DOCUMENT PAGE 46
FIRST ANTI-GRAFFITI COLLABORATIVE
MEETING AGENDA WITH NOTES

ANTI-GRAFFITI COLLABORATION
MEETING

(CITY NAME)
AGENDA

- **WELCOME**

The group leader should introduce himself.

- **PURPOSE OF MEETING**

The group leader will basically state that this new group will work together in a collaborative and supportive way with the goal of drastically reducing graffiti in that city, county or region.

- **INTRODUCTIONS**

Ask people to introduce themselves, state what organization they represent, explain what their role is in their agency's graffiti effort, and share one problem or issue that is a challenge to them.

- **OPEN DISCUSSION**

Let the group discuss whatever they want for the rest of your one hour. Future agenda items may come out of this discussion.

- **SCHEDULE NEXT MEETING**

Have the group decide on a specific day, time and location for future meetings. You will also want the group to adopt a name.

- **AJOURNMENT**

BONUS DOCUMENT PAGE 47 AND 48
CORPORATE BUSINESS LETTER

Corporate Business Letter

(CITY NAME)

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

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!