

the GraffitiConsultants

Ten Steps To A Graffiti-Free City

Guidebook 9 of 10 Steps

Let's Stop It Before It Starts: Graffiti
Prevention and Alternatives.



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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 9: LET'S STOP IT BEFORE IT STARTS:
GRAFFITI PREVENTION AND ALTERNATIVES.
TABLE OF CONTENTS**

Introduction	7
Guidebook 9	18
Section 81 The Motivation Behind Graffiti Vandalism	19
Section 82 What's Available For The Youth?	21
Section 83 Parks And Recreation	23
Section 84 Schools	25
Section 85 Other Organizations	28
Section 86 Corporate Graffiti Prevention Alternatives	30
Section 87 Bus Bench Mural Project	32
Section 88 Utility Box Mural Project	35
Section 89 Murals	38
Section 90 Warning	42
Guidebook 9 Wrap Up	45
Conclusion	46
Bonus Documents	47

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 9 OF 10

LET'S STOP IT BEFORE IT STARTS: GRAFFITI PREVENTION AND ALTERNATIVES.

In order to prevent graffiti vandalism, it is necessary to understand why people vandalize in the first place. We also need to explore what alternatives to graffiti exist and if there are gaps between what is available and what is needed. Finally, we will explore a few positive alternatives to graffiti that are somewhat easy and inexpensive to implement.

SECTION 81

THE MOTIVATION BEHIND GRAFFITI VANDALISM

SECTION HIGHLIGHTS

- What motivates most graffiti vandals to make their mark?
- Why do some graffiti vandals like to tag sites that are dangerous?
- Are graffiti vandals usually outstanding students, athletes and musicians?

I have surveyed hundreds of convicted graffiti vandals and the universal motivation for them to do graffiti is "fame". This is true for individual taggers, members of tagging crews as well as those with actual talent who consider themselves graffiti artists. They get satisfaction in knowing that hundreds or even thousands of people are seeing the mark they made. If their tag was put in a dangerous location, they not only get the respect of their peers, but it also may take the authorities longer than usual to remove it. They also get an addictive adrenalin rush doing graffiti because of the exciting risks involved: the risk of injury and the risk of getting caught. Make no mistake about it...graffiti vandals are fully aware that they are breaking the law when they put their unauthorized mark on property that is not theirs. They have made a conscious decision to commit this crime. Experts estimate that artistic graffiti or

masterpieces account for a very small amount of all graffiti. Gang graffiti accounts for a little bit more but it is still a relatively low amount of the graffiti in most cities. In Europe, political graffiti is fairly popular, but in the US it amounts to only a sliver. A very small fraction of the graffiti could be classified as hate graffiti. Individual taggers or tagging crews account for the vast majority of all graffiti in the United States. These taggers are rarely the quarterback of the football team or straight "A" students. They are not receiving any positive feedback for the traditional accomplishments that are usually used to measure success and play a large part in developing a high level of self-esteem. Graffiti fills a need for accomplishment that they have not been able to fill due to a lack of talent, knowledge or interest in other positive areas. They can, however, mark their tag or their crew's moniker on lots of things. Success at last!

SECTION 82

WHAT'S AVAILABLE FOR THE YOUTH?

SECTION HIGHLIGHTS

- If youth achieved success in positive endeavors, would they be less likely to do graffiti?
- Does your city have a large number of accessible and affordable activities for youth?
- What should a city do that doesn't have many organized activities available for youth?

If youth vandalize property to achieve a certain degree of fame, logic tells us that if they were able to achieve success in a more positive endeavor that they would have a feeling of accomplishment and therefore would be less likely to engage in graffiti vandalism. The question is: what positive endeavors are available and are there enough?

Cities should take inventory of the activities that are available to teens (especially boys) in their city. If this list is comprehensive and includes a wide variety of activities for teens that are accessible, affordable and well publicized, then congratulations! Your community is doing a terrific job. Even though it may be impossible to quantify, the cumulative efforts in your area are most likely keeping a large number of teens out of trouble – including graffiti vandalism. Teens in this environment who engage in

graffiti vandalism have made a conscious decision to ignore all opportunities that have been established specifically to help them succeed. Instead, they have chosen a path that will be destructive to the community and ultimately themselves as well.

A major role of a community is to keep this percentage of youth as low as possible by providing the types of positive experiences that I will discuss in upcoming sections. However, if your city has limited opportunities for youth to participate in positive activities, a concerted effort should be made to improve this situation for the sake of the teenagers as well as for the sake of the community.

SECTION 83

PARKS AND RECREATION DEPARTMENTS

SECTION HIGHLIGHTS

- What is the role of Parks and Recreation Departments?
- What are some of the positive attributes of Parks and Recreation Departments?
- What programs does your Parks and Recreation Department offer to teens?

Almost every city has a parks and recreation department. These departments offer leisure activities for their residents of all ages, from tiny tots to senior citizens. Recreation programs for elementary-aged children can spark an interest in them that just might provide them with a positive outlet for life. Ideally, programs for teens will provide them acceptable and healthy alternatives to negative behavior – such as graffiti vandalism. Usually these recreation programs are free or low cost and many times they are neighborhood based so transportation is not a problem. For recreation departments to act as a preventive measure to graffiti, they need to offer teens programs that combine variety, capacity and value. What activities, programs and services do your city's recreation department offer teens? Unfortunately, many cities have suffered years of budget cuts and recreation programs are usually some of the first

causalities. There is a good chance that there are actually fewer city sponsored programs and activities for teens than there were just a few years ago.

SECTION 84

SCHOOLS

SECTION HIGHLIGHTS

- Why do schools play a vital role in teens' lives?
- What are some of the non-scholastic activities available in most high schools?
- How has reduced funding for education affected many schools' ability to offer extra-curricular activities?

Schools play a huge role when it comes to graffiti prevention. Most graffiti vandals go to school. Schools not only educate youth; they also play a huge role in helping to develop them into well-rounded young men and women. The list of non-scholastic activities that are available to teens through their school is very impressive. Those activities range from sports, band, choir, drama and art to clubs such as chess, language, leadership, etc. Seriously, there really should be something there for everyone. Another benefit of school based activities is that they are usually held at the local school so transportation is not an issue and the cost is almost always not a factor that will limit participation. Again, unfortunately, many school budgets have also taken a financial hit the last few years and the list of extra-curricular activities may be lower than in the past, but schools are still a gold

mine for graffiti prevention activities if the teens are open to the many options available to them.



SCHOOL ACTIVITIES

SECTION 85

OTHER ORGANIZATIONS

SECTION HIGHLIGHTS

- Are there other organizations in addition to schools and parks and recreation departments that exist to help youth?
- What are some examples of non-profit youth organizations that offer lots of positive benefits to youth?
- Why are youth sports leagues a positive influence beyond just the athletic component?

In addition to parks and recreation departments and school programs and services that can definitely be classified as graffiti prevention activities, there are several additional organizations that also exist to enhance the quality of life for young people which includes teaching them healthy habits and values that will help them become productive adults who will be a positive influence in their community.

For example, most churches have a youth program that provides positive activities and socialization for teenagers. Many of these activities are free or cost very little. The YMCA and YWCA also provide a variety of wholesome programs for this age group, as do Boys and Girls Clubs. The Scouts are another non-profit organization that provides positive outlets

for youth. One final example is that of youth sports leagues where boys and girls can learn life lessons that go beyond athletic skill which will help them later in life. These organizations and others like them are available to most teens in the country.

SECTION 86

CORPORATE GRAFFITI PREVENTION ALTERNATIVES

SECTION HIGHLIGHTS

- Can for-profit businesses help deter teens from graffiti vandalism?
- What are some examples of companies that can deter teens away from graffiti vandalism?
- If a community has a healthy amount of the resources available to youth, who is responsible if an individual engages in graffiti?

Although the businesses in this section have probably never envisioned themselves as involved in graffiti prevention, in a way, they really are. Many for-profit businesses exist to provide an entertaining and fun outlet for people, young and old alike. Many of those businesses cater to or serve a high percentage of teens. Most of these entertainment options are harmless and wholesome. Best of all, all of them are fun and legal. Also, they are all in business to make money, so there will definitely be a cost to participate. The cost may prevent or limit access to some of these activities by a number of youth. A partial list of activities that are all much better options than graffiti vandalism are: bowling, ice skating, roller skating, sporting events, riding ATVs, surfing, snorkeling, paint ball, laser tag, hiking, mountain biking, camping, mountain climbing, miniature golf, water slides, snow skiing, snow

boarding, water skiing, concerts, dirt bike riding, fishing, hunting, video games, reading and going to the movies, just to name a few.

I hope it is clear that alternatives to graffiti vandalism abound. If your city has most or all of these opportunities available for teens...that's great! The community has done its part to provide multiple outlets for youth. If these outlets don't exist in your area, the odds are greater that you will have a higher rate of negative behavior than an area that has made these resources available to young people.

When these resources are available and the cost and accessibility are not prohibitive factors, then society has done its job. If someone chooses to break the law at this point, blame needs to squarely rest with that individual. If a graffiti vandal has multiple options of positive opportunities staring him in the face and he chooses instead to mark property that belongs to someone else, then he needs to be held accountable.

SECTION 87

BUS BENCH MURAL PROJECT

SECTION HIGHLIGHTS

- What is an argument that arises as to why people do graffiti?
- Why is it easy to dispel that argument?
- Why is a bus bench mural project a positive alternative to graffiti?

An argument that frequently arises when the topic of graffiti comes up is that those who do the graffiti do it because there is no other way for them to express themselves. Most of the time, that argument is dispelled by cities that provide multiple options for positive alternatives to graffiti. However, if cities really feel the need to provide opportunities for youth to have their art displayed to the public, there are some options available. The first is running a bus bench mural project. In many cities, a transportation agency owns the bus benches, not the city. If this is the case in your city, you will need to contact the agency to get approval and/or support for this effort. The idea is for youth to submit drawings of a mural that they propose to draw on a bus bench. If the drawing is approved, the youth can paint their mural on a bus bench that is assigned to them. They would be responsible to complete the bus bench mural within a certain period of time, use their own materials to do the drawing and maintain it in the future in case it gets

tagged. The exciting part of all this is that plain bus benches are being turned into public art. Also, the young people who paint the mural on the bus bench get to have their art displayed legally in a high-profile public place. Many cities have a fine arts department or division. It makes sense that this unit runs this project instead of the city graffiti staff because of their expertise and experience in these types of activities. This project really takes away the excuse that "artists" do graffiti because there is no place for them to show their art.



BUS BENCH MURAL

SECTION 88

UTILITY BOX MURAL PROJECT

SECTION HIGHLIGHTS

- What other project is similar to the bus bench mural project?
- How does the utility box project work?
- Why can't the city just decide to allow all utility boxes to be eligible for a mural?

This project is very similar to the bus bench mural project in the previous section. With the utility box mural project, the city (ideally the fine arts group) offers youth the opportunity to submit a drawing that, once approved, can be painted onto a utility box. The city owns many utility boxes. Approval for the project will still need to be granted by the department that maintains the boxes. Also, many additional entities own and operate utility boxes within the city. Among these are the county and utility companies. I have heard that sometimes these groups give their approval and sometimes they don't. In one case, the utility company manager in a city gave permission for their utility boxes to have murals painted on them. The same utility company had a different manager deny permission in a city about 30 miles away. So you never know how the owners of the utility boxes will react to your request.

In any case, you will have several utility boxes in your city that, in the past were prime targets for graffiti. After they are painted with a beautiful mural, they rarely will be vandalized again. If by chance they do have graffiti put on them, the proud artist will gladly touch it up so that it is pleasant to look at once again.

The bus bench and utility box mural projects are both ways to:

- Replace eyesores with beautiful murals.
- Provide an inexpensive public art program to your residents.
- Further remove any excuses from graffiti vandals that they don't have a venue to express their artistic talents.

Good luck with these two exciting public art projects.



UTILITY BOX MURAL

SECTION 89

MURALS

SECTION HIGHLIGHTS

- How are murals similar to the bus bench and utility box mural projects?
- Why is it important to have an experienced muralist lead the artistic portion of the mural?
- Why is it critical to involve the community in murals from beginning to end?

Painting murals on walls in the city, similar to the bus bench and utility box projects, is another opportunity for artists to express themselves publicly. There are some significant differences between them however. To begin with, murals can be painted on walls of city-owned buildings and they can also be used to beautify privately owned buildings. You will need to have a good coordination system built into the process to make sure the mural meets city standards and guidelines, especially on privately owned buildings. Also, murals are physically much larger than utility boxes and bus benches. Because of this, an experienced muralist who has experience outlining the image to the large scale needed on building walls leads most mural projects. Most successful murals also involve the local community from the beginning until the end of the project. This is critical because they are the ones who will be seeing this large, new mural

several times a week. The process usually begins with one or more community meetings to brainstorm and eventually choose the subject matter for the mural. A muralist is commissioned to design the image. A sketch of the mural is submitted to the city and eventually approved. The artist outlines the mural on the chosen wall. Next, the community, especially the youth, is engaged to fill in the mural under the watchful eye of the muralist. Finally, often times, there is an official unveiling or community celebration to welcome the new mural to the neighborhood.

Again, many times, walls are chosen for murals that have traditionally been victimized with graffiti over the years. Quite often, after a mural is painted on a wall, the graffiti stops because the graffiti vandals will usually show respect for it. Do vandals stop tagging because there is a mural in their neighborhood? No...they just do their dirty work somewhere else.

Don't be surprised if a mural does get tagged however. The wall where the new mural is located may not get vandalized as much as it used to but at some point it will get tagged again. Because this is almost inevitable, you do need to take some precautions. One is to make sure that someone will always be available to immediately "touch up" the mural after it is hit with graffiti. The second is to put a strong coating over the mural when it is finished so the graffiti can be cleaned off without any damage to the mural itself. Make sure to do your research on the coatings because they are not all created

equally. They also are not cheap. The effective ones will be expensive so be sure to build that cost into your budget.

The cost of doing a mural can be very high; up to \$5,000 or more depending on its size and the fee paid to the muralist. These large murals are a lot of work so you can't expect talented muralists to lead the effort for free. You can, however, solicit donations from local businesses or individuals to cover the cost of the mural – sometimes with just a small note of recognition on the mural itself and sometimes without any recognition at all.



MURAL ON BUILDING

SECTION 90

WARNING

SECTION HIGHLIGHTS

- What is an easy and effective graffiti prevention technique?
- Why does having a “package of penalties” improve the effectiveness of the warning to graffiti vandals?
- What is the least expensive and best method of delivering a warning to graffiti vandals?

One easy and effective graffiti prevention technique is simply letting the graffiti vandals know what will happen to them if they get caught. This warning works much better when the “package of penalties” I discussed in Guidebook 4 “Getting Graffiti Vandals To Stop: How To Establish An Effective Package Of Penalties” is in place and every convicted graffiti vandal experiences this package. However, even if your area is not consistent in the way penalties are distributed to graffiti offenders, this warning can still have the desired affect.

The first step is to research what penalties are typically levied on graffiti vandals. Then put all of that information in writing. After you have written this warning, contact all the middle and high schools in your city and ask if someone can read your warning to the entire student body over the

intercom system. If it is a longer message, it may take two days to complete it. In many cases, you may need to get an approval from the school district office before the schools will agree to share your message with students.

**PLEASE SEE BONUS DOCUMENT:
GRAFFITI PREVENTION
GRAFFITI SCHOOL INTERCOM
ANNOUNCEMENT
PAGES 48 - 51**

The message is particularly effective because it goes straight to the heart of what studies have shown to be, by far, the number one reason that graffiti vandals will stop doing graffiti: fear of getting caught. What is equally important as having graffiti vandals face the consequences of their actions with appropriate penalties, is letting all the current and potential school-aged graffiti artists know about what will happen to them when they get caught. This knowledge alone is enough to deter a certain number of taggers away from their destructive behavior. This message should be delivered twice each school year. The first time should be during the first week of school beginning in the fall, usually August for most schools. The second should be the week school lets out for the summer, usually late May or early June. This way, most taggers are getting the message at two of what most cities experience as the peak graffiti periods during the year; when the school year starts and when summer vacation starts.



ANTI-GRAFFITI SCHOOL ANNOUNCEMENT

GUIDEBOOK 9 WRAP-UP AT A GLANCE

- The primary motivation for graffiti vandals is fame.
- Research your city to determine if there are enough programs and services to create a healthy environment for teens.
- Parks and recreation departments offer a wide variety of leisure activities for youth.
- Schools provide many social as well as academic opportunities for youth.
- Almost every city has non-profit organizations to help youth.
- Many businesses offer positive experiences for youth.
- Painting murals on bus benches offers youth the opportunity to express themselves artistically.
- Utility boxes can also be used as a centerpiece for a public arts project.
- Large murals can bring the whole community together.
- Warning graffiti vandals about the consequences if they get caught can be a big deterrent.

Communities owe it to their residents to have positive activities available for people of all ages. These activities can and do go a long way in deterring negative behavior of all kinds.

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!

BONUS DOCUMENTS

BONUS DOCUMENT PAGES 48 - 51

GRAFFITI SCHOOL INTERCOM ANNOUNCEMENT

(CITY NAME)

Graffiti School Intercom Announcement

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

DAY 1

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

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

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

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

DAY 2

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

Some kids think graffiti is OK or cool, but not everyone, and just because YOU like it, doesn't mean it's OK to tag anywhere you want!!! Come on!!! Think about it!! Think about other people! Don't disrespect your friends, family, and neighborhood!

How would you like it if someone you didn't know wrote all over your back pack, or clothes? How would you feel if someone tagged: "The Spice Girls Rock!" on your back pack? The point is, if it's not yours; don't touch it, even if you think you're improving it.

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

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

If you were caught tagging you'd, first: lose your license for one year; second: Remember the

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

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

So, is tagging really worth all of this? Think about it.

Remember: Lose your license, lose your money, lose your weekends, lose your freedom, and lose your fun. Choose or lose - don't tag. Thanks again and have a nice day. And don't forget; call Crime Stoppers to report taggers from your school.

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!

THE GRAFFITI CONSULTANTS

Rick Stanton, Owner

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!