

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

Community Involvement	Timeline	Responsible Party
GOAL: Stimulate community involvement in preventing, reporting and eliminating graffiti		
1. Expand community-wide graffiti prevention and removal activities	In progress	Neighborhood Services
<ul style="list-style-type: none"> Promote the graffiti removal program, enroll volunteers and coordinate with City departments. 	In progress	Neighborhood Services
<ul style="list-style-type: none"> Publicize opportunities for groups to partner with City agencies to engage in paint-outs and prevention efforts 	July 2009	Neighborhood Services
2. Expand the Neighborhood Watch/Business Watch programs to include an Anti-Graffiti component	July 2009	Police Department
<ul style="list-style-type: none"> Create a graffiti component for the Neighborhood/Business Watch Programs to engage neighborhoods in preventing and reporting graffiti 	Completed	Police Department
<ul style="list-style-type: none"> Incorporate an Adopt-a-Block graffiti removal program into the Neighborhood/Business Watch program 	July, 2009	Police Department/Neighborhood Services
3. Encourage businesses to prevent graffiti from occurring on their properties	March 2009	Police Department
<ul style="list-style-type: none"> Create promotional materials for businesses outlining the importance of preventing and removing graffiti 	Completed	Police Department
<ul style="list-style-type: none"> Meet with the businesses most impacted by graffiti to discuss prevention strategies 	Ongoing	Police Department
<ul style="list-style-type: none"> Encourage the Chamber of Commerce and service organizations to assist with implementation of this strategy 	Ongoing	Police Department
<ul style="list-style-type: none"> Develop a business outreach program in concert with the Chamber of Commerce to recruit volunteers to participate in the Adopt-a-Block program 	In progress	Police Department
4. Encourage businesses to participate in a sponsorship program to recognize businesses that contribute to the prevention of graffiti.	July 2009	Police Department
<ul style="list-style-type: none"> Business Community Partnerships 	July 2009	Police Department

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

Protecting the Location	Timeline	Responsible Party
GOAL: Make locations less vulnerable to graffiti		
1. Enhance the City's use of technology and materials to deter graffiti and protect locations		Public Works
<ul style="list-style-type: none"> Develop information about techniques that reduce vulnerability to graffiti, such as protective coatings, lighting, security cameras, landscaping, and removal techniques. 	Completed	
<ul style="list-style-type: none"> Test and evaluate the use of remote, web-based cameras as deterrents to graffiti 	Completed	Code / Police Dept
<ul style="list-style-type: none"> Continuously consider innovations in technology that can help prevent graffiti 	Ongoing	Citywide staff
2. Develop a graffiti prevention program to assist residents and businesses in taking steps to reduce victimization.	Completed	Police Department
<ul style="list-style-type: none"> Advise owners of property that has been tagged of steps that can be taken to make their properties less vulnerable to tagging 	August 2009	Code Enforcement
<ul style="list-style-type: none"> Provide crime prevention through environmental design (CPTED) information on City's web site 	October 2009	Police / Planning
<ul style="list-style-type: none"> Research the possibility of offering an Incentive Rebate Program for planting vines on existing walls or utilizing non-profit organizations to beautify hot spot walls 	November 2009	Code Enforcement
3. Modify the zoning code to minimize opportunities for graffiti to occur	June 2009	Planning Dept.
<ul style="list-style-type: none"> Identify standards that will make development less susceptible to graffiti. Standards may address landscaping, lighting, use of graffiti-resistant coatings, graffiti prevention plans, etc. 	Completed	
<ul style="list-style-type: none"> Identify potential changes to the Zoning Code that serve to prevent or facilitate graffiti removal. 	Completed	Planning/Code Enf.
<ul style="list-style-type: none"> Prepare draft ordinance incorporating recommended Code changes and present to Planning Commission and City Council 	PC – July 2009 CC Aug 2009	Planning
<ul style="list-style-type: none"> Incorporate new code provisions into materials that describe methods to prevent graffiti 	October 2009	
4. Collaborate with other agencies to reduce the potential for graffiti to be committed on properties controlled by these agencies		Code Enforcement
<ul style="list-style-type: none"> Identify potential partnering agencies 	Completed	
<ul style="list-style-type: none"> Assist agencies in finding ways to reduce graffiti through lighting, landscaping and other 	February 2009	

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

measures		
<ul style="list-style-type: none"> Identify opportunities to deter taggers from accessing sites through higher fencing, locks, etc. 	April 2009	
<ul style="list-style-type: none"> Implement restricted access to locations that are frequently tagged 	October 2009	

Schools	Timeline	Responsible Party
GOAL: Utilize the influence of schools to prevent graffiti		
1. Create an anti-graffiti education program for parents	Ongoing	AUHSD Safe and Drug Free Title IV Contacts
<ul style="list-style-type: none"> Create a “train the trainer” program 	Completed	
<ul style="list-style-type: none"> Focus on the roles and responsibilities of parents 	Completed	
<ul style="list-style-type: none"> Describe the financial/criminal/educational consequences of graffiti 	Completed	
<ul style="list-style-type: none"> Provide a resource guide for parents 	Completed	
2. Include an anti-graffiti message as an integral part of the Safe School curriculum	Ongoing	AUHSD Safe and Drug Free Title IV Contacts
<ul style="list-style-type: none"> Emphasize the negative impacts of graffiti 	Ongoing	
<ul style="list-style-type: none"> Invite positive role models to be guest speakers to convey an anti-graffiti message 	Ongoing	
<ul style="list-style-type: none"> Explore ways to target educational efforts to most frequent offenders 	Ongoing	
3. Implement a school-based graffiti prevention strategy	Ongoing	AUHSD Safe and Drug Free Title IV Contacts
<ul style="list-style-type: none"> Use existing school clubs and organizations to develop programs that address graffiti issues 	Completed	
<ul style="list-style-type: none"> Evaluate the use of anti-graffiti signs and Graffiti-Free Zones in the schools 	Completed	
<ul style="list-style-type: none"> Create a teacher/staff education program 	Completed	
<ul style="list-style-type: none"> Publicize an anti-graffiti message during school recesses 	Ongoing	

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

Youth Graffiti Prevention	Timeline	Responsible Party
GOAL: Provide access to positive role models to foster constructive alternatives to graffiti		
1. Disseminate an anti-graffiti message as a component of existing youth programs		Community Services
<ul style="list-style-type: none"> • Create a common message for youth programs 	In Progress – Ongoing collaboration with “Schools” sub-committee	Community Services
<ul style="list-style-type: none"> • Develop a comprehensive distribution plan to all youth programs 	In Progress – “Graffiti Hurts” 5 week anti-graffiti curriculum implementation underway. Completed by June 2009.	Community Services
<ul style="list-style-type: none"> • Enlist the assistance of faith-based organizations in efforts to prevent graffiti 	COMPLETED CAGE presentation to Anaheim Religious Community Congregation (ARCC) completed on Feb. 16, 2008. Recruitment ongoing.	Community Services
<ul style="list-style-type: none"> • Provide training to youth workers about graffiti to help them recognize the signs of tagging and reinforce anti-graffiti messages 	COMPLETED Training completed on 11/18/08 and 2/16/09. 253 staff trained to date.	Community Services

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

Justice	Timeline	Responsible Party
GOAL: Enhance the effectiveness of the justice system as it relates to the prevention and prosecution of graffiti related crime		
1. Evaluate the use of diversion programs		
<ul style="list-style-type: none"> Evaluate the benefits of requiring community service hours, monetary restitution, or both. 	Completed	
<ul style="list-style-type: none"> Investigate charging a fee for those doing community service pursuant to a diversion program or court order. 	Completed	Code Enforcement
<ul style="list-style-type: none"> Create a program to allow Chief of Police to divert juveniles to Anaheim work program prior to referral to OC probation and Juvenile Court. 	Pending research and implementation	Police Department / City Attorney's Office
2. Analyze the use of judicial orders to restrict access by graffiti offenders to specific locations		
<ul style="list-style-type: none"> Expand the use of Stay Away orders for graffiti offenders 	Completed	
<ul style="list-style-type: none"> Ensure the courts are issuing search and seizure orders during sentencing 	Completed	
<ul style="list-style-type: none"> Create Anaheim Police Department Training Bulletin to advise officers of the Stay Away order program 	July 2009	City Attorney's Office
3. Revise the Graffiti Reward Program to improve community participation in the apprehension of taggers		Code Enforcement/Police Department
<ul style="list-style-type: none"> Contact other jurisdictions to determine the effectiveness of various methods of reward 	Completed	
<ul style="list-style-type: none"> Modify the municipal code to reflect best practices 	Pending research and implementation	
4. Require parents of convicted minors to assist in the removal of graffiti or supervise their child's removal of graffiti	Completed	Police Department
<ul style="list-style-type: none"> Work with the District Attorney's Office to implement applicable provisions of State law 	July 09	Police Department

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

Justice (continued)	Timeline	Responsible Party
GOAL: Enhance the effectiveness of the justice system as it relates to the prevention and prosecution of graffiti related crime		
5. Expand the ability to link past and present crimes to enhance punishment of repeat graffiti offenders	Completed	Code Enforcement/ Police Department
<ul style="list-style-type: none"> Increase the capability of the City's Tidemark software to track all graffiti tags, damages incurred and removal costs 	Completed	
<ul style="list-style-type: none"> Create a separate case type to allow the Police department to track information on offenders. 	August 2009	Police IT/CAU
<ul style="list-style-type: none"> Allow for tracking of judicial Stay Away orders in Tidemark. 	August 2009	
6. Enhance the effectiveness of the tools available for law enforcement to prevent graffiti		
<ul style="list-style-type: none"> Survey other jurisdictions to determine effective measures that could be employed in Anaheim 	Completed	
<ul style="list-style-type: none"> Expand existing code restrictions on the sale of certain materials to include other tools used for graffiti and prohibit the general possession of graffiti implements in designated locations except for legitimate purposes 	Pending research and implementation	City Attorney's Office/Police Department
<ul style="list-style-type: none"> Disseminate all applicable code sections to patrol officers to enhance field officers' ability to reduce graffiti 	September 2009	Police Department/ City Attorney
7. Ensure appropriate punishment and restitution is achieved for graffiti offenses	August 2009	Police Department
<ul style="list-style-type: none"> Explore the possibility of dedicating a District Attorney to felony and juvenile crimes 		
<ul style="list-style-type: none"> Explore the possibility of adding a dedicated Probation Officer to the Graffiti Task Force 		
8. Create information packet to give to victims of graffiti	Completed	
<ul style="list-style-type: none"> Include civil remedy options, processes and opportunities 	Completed	

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

Marketing	Timeline	Responsible Party
GOAL: Market Anaheim's Graffiti Prevention and Abatement Programs		
1. Develop and implement a comprehensive marketing plan to raise awareness of the City's graffiti prevention and abatement programs.	Completed (will be updated as needed)	External Affairs
<ul style="list-style-type: none"> Collection of information to be created (acagepr@anahiem.net) 	In progress	
<ul style="list-style-type: none"> Organization of message under ACAGE and logo 	Completed	
2. Coordinate efforts between Dept. PIOs and external stakeholders	On-going	
<ul style="list-style-type: none"> Dissemination of approved information will be completed in various ways (PIOs meetings, Police Volunteer Meetings, Neighborhood Council Meetings, PR sub-committee mtgs) 	On-going	
3. Explore multiple mediums to both residents and businesses (internet, print, media)	On-going	
<ul style="list-style-type: none"> Continue to update website information 	In progress	
<ul style="list-style-type: none"> Design registration feature on webpage for those who want to review information on ACAGE 	In progress	
<ul style="list-style-type: none"> Spring 2009 Anaheim Magazine advertisement to report graffiti 	Completed	
<ul style="list-style-type: none"> Fall 2009 Anaheim Magazine will have article on ACAGE 	In progress	
<ul style="list-style-type: none"> ACTV 3 will be used to build awareness through informational slides and video package to be updated quarterly 	In progress	
<ul style="list-style-type: none"> Marketing Communications Meeting will be established next month to leverage all city-wide initiatives including ACAGE 	In progress	
<ul style="list-style-type: none"> Databases: pr subcommittee is recommending that the internal and external database of interested participants so that we can share information in a timely manner. 	In progress	
<ul style="list-style-type: none"> APU Utility Bills: partner with APU to determine how to leverage ACAGE message to 155,000 residents and business on their bills and/or messages. 	In progress	

CITY OF ANAHEIM



COMMUNITY ANTI-GRAFFITI EFFORT 2008-09

4. Development of marketing communication tools	On going	
<ul style="list-style-type: none"> • General audience power point presentation and talking points 		
<ul style="list-style-type: none"> • Creation of a E-Newsletter 	To be determined	
<ul style="list-style-type: none"> • Creation of a speaker's bureau 	To be determined	
<ul style="list-style-type: none"> • Prioritization of Anaheim's community groups 	PR Sub-committee	
<ul style="list-style-type: none"> • Development of quarterly memo to report progress 	To be determined	