



SAN FRANCISCO
**GRAFFITI
 ADVISORY
 BOARD**

Edwin M. Lee, Mayor

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Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for September 11, 2014
 30 Van Ness Avenue, 5th Floor
 San Francisco, California

- **Call to Order:** 3:35 p.m., the meeting was called to order.

PRESENT

- MAYOR – Alex Popovics
- SFPD – Martin Ferreira
- RecPark – Eric Pawlowsky
- Seat 1 – Sam McCormick
- Seat 2 – Leonid Nakhodkin
- Seat 4 – Charles Moody
- Seat 5 – Melorra Green
- Seat 6 – Mark Friend
- Seat 7 – Peter Gleichenhaus
- Seat 11 – Eric Mersch
- Seat 12– John Austin (youth)
- Seat 14 – Dee Dee Workman (bus)
- Seat 15 – Daniel Kling (bus)
- Seat 16 – Rebecca Delgado Rottman (art)
- Seat 17 – Jana Lord (mta/shelter) (EXC)

ABSENT

- DPW – Larry Stringer (EXC)
- SFUSD – Robert Sakurai (EXC)
- SFDA – Karen Catalona
- Seat 3 – Stephanie Greenburg
- Seat 8 – Doug Hayward (EXC)
- Seat 9 – Laura Putnam (EXC)
- Seat 10 – Jann Fitzgerald (EXC)
- Seat 13 – Jonathan Goldberg (SFB) (EXC)
- SFMTA MUNI – **INACTIVE**
- SFMTA DPT – **INAVCIVE**

- **Others present:** Jimmer Cassiol, DPW; Daryl Robinson, SFMTA; Greg Dillon, resident; Derek Chamberlain; Drew Linder, Stop Urban Blight/Zero Graffiti International (presenter); Chris Geiger, SF Dept. of Environment; Katy Wolf, Ph.D., Institute for Research and Technical Assistance (presenter).
- **Welcome and Introductions:** Vice Chair Jana Lord (seat 17) welcomed Board members and other attendees. Each member and guest introduced themselves. Members checked attendance; and, establish there is a quorum at this time. Call to order 3:35 pm.

- **Public Comment:**

- Greg Dillon stated that over the past month he has been looking at the online source “Open Data” noticed that for the first time 3-1-1 has received more reports (53%) through the SF311 app than any other reporting portal
 - He believes that this is the way of the future reporting and the app reporting numbers will continue to increase
 - This will also lead to a higher efficiency in getting graffiti abated because the abatement teams will be able to plan their abatement based on area of reports and spend less time driving back and forth to various geographical locations
 - There are a lot of events taking place in the Mission lately and the amount of graffiti has increased but if the graffiti is abated quickly, it’s less likely to come back.
 - Another problematic area of reporting is AT&T, PG&E, and MTA where reports of graffiti are coming in but does not appear to be getting abated
- Leonid Nakhodkin (seat 2) proposed a minute of silence in memory of the victims of the 9/11 terrorist attacks

- Public comment is closed

- **Presentation:** Drew Lindner, Stop Urban Blight/Zero Graffiti International

- Provided the members with a copy of the program from the 2nd Annual Zero Graffiti International Conference that was held in Phoenix, Arizona in April.
- Stop Urban Blight a California 501©3 has submitted a request for an official name change to Zero Graffiti International
- The organization currently has 284 members from 139 cities in 8 countries
- Current Board members include Drew Lindner – Chairman, Bob Lilja – Treasurer, Detective Mike Kaddatz, Attorney Curtis Wright, and newest member Jana Lord – Secretary
- Coming events
 - 4th Annual Graffiti Master, Friday September 24th, Hayward California
 - 120 people have signed up to attend
 - The company Graffiti Tracker will be there as well as 8 additional exhibitors
 - Potential one day of Graffiti Abatement Seminars in San Antonio, TX, Denver, Co, and Omaha, NE
 - 3rd Annual Zero Graffiti International Conference scheduled for April 19 – 22, 2015 in Santa Ana, CA

- **Presentation:** Katy Wolf, Ph.D., Institute for Research and Technical Assistance

- The Institute for Research and Technical Assistance is a 501c(3) non-profit established in 1989

- They focus on finding safer alternatives in consumer products and industrial applications
- Projects have led to the dramatic reduction in the use of hazardous substances throughout California
- VOC emissions combine with nitrogen oxides in the air to form smog and graffiti removers are often composed of VOC's and end up polluting storm water and the land
- Her organization is sponsored by EPA Region IX, BAAQMD, and SF Environment
- Organizations' overall aim is to find safer alternative graffiti management methods
- Project participants include SFMTA, SFDPW, SF City Hall, Bill Graham Concert Hall. And the City of Simi Valley
- Common Management methods
 - Painting over
 - Blasting methods – dry ice and crushed recycled glass (best methods)
 - Graffiti resistant coatings and films
- Graffiti removers – some contain toxins and some have high VOC content
- In conclusion:
 - Alternative blasting systems minimize the generation of waste and are cost effective
 - 3M film is a good option for protecting street signs
 - Graffiti resistant coatings are useful only on certain substrates
 - Many commercial graffiti removers contain toxic components, have unlisted ingredients, do not meet CARB VOC limits and many are not very effective except for light graffiti removal
- Contact information:
 - Dr. Katy Wolf
 - Institute for Research and Technical Assistance (IRTA)
 - 8579 Skyline Drive
 - Los Angeles, CA 90046
 - (323) 656-1121
 - Kwolf.irta@earthlink.net
 - www.irta.us
- Dr. Wolf has created environmental safe graffiti removers and is willing to share the recipe/composition to anyone interested
- Chris Geiger, Ph. D., Senior Coordinator, Municipal Toxics Reduction Program with the **San Francisco Department of the Environment** asked members to check out the web site www.sfapprove.org which is the green registry product for the City.
- **Review and approval of the draft August 14, 2014 minutes.** a motion was made to approve with a few minor grammatical corrections, and seconded: Minutes approved.

- **Chair's Report:**
- **DPW stat report numbers:** For the period of August 2014 the number of calls for graffiti on public property was 1,006. This number is up from the same time last year with 828 calls.
- **DPW stat report numbers:** Calls for graffiti on private property for August 2014 reported by the public was 997, plus 443 internal cases for a total of 1,440 cases; down slightly compared to the same time last year, August 2013, with a total of 1,463 reports from both internal and external sources.
- DPW inspections of reports of private graffiti in August 2014 which are taking place within 3 calendar days is 97%.
- On average for FY14/15 (July 2014 – June 2015), it takes an average of 1.8 days for DPW to inspect reports of private graffiti.
- In July 2014 DPW issued 823 new private graffiti NOVs (compared to 922 in July 2013), of which 90.3% have been owner abated.
- Of the 823 new NOV cases in July 2014, districts 5 (Western Addition/Fillmore, The Haight, Inner Sunset), 6 (Tenderloin, SOMA, Civic Center), 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 122 in D5, 147 in D6, and 130 in D9.
- DPW reports show that 92 cases of private graffiti NOVs have gone to blight in July 2014.
- **Post Office Update:** The SF "acting" Postmaster General Ms. Bobbi Riley reported back and informed us that the web site which 3-1-1 is using to notify the Post Office of reports of graffiti is the correct web site. They will not be providing us with an alternate web site to use as the pilot program. When reports are made to this web site, the Post office says they are committed to abating graffiti within 72 hours. DPW radio room will continue to monitor reports faxed to USPS. We are planning on a follow-up meeting to take place before the end of 2014.
- **The 4th Annual "Graffiti Masters" event:** Taking place on Friday September 26th at Skywest Golf Course, Hayward, CA. Drew was here today to update us on this event and information about this event can also be found on the flyers on the table.
- **Graffiti Workshops:** Flyers are located on the table regarding the upcoming graffiti workshops which are scheduled for:
 - Thursday, September 25th at Bayview Library 6:00 – 7:30 pm
 - Thursday, November 6th at Bernal Heights Library 6:00 – 7:30 pm
 - For more information on the workshops or to RSVP call 415-641-2341 or send an email to graffitiworkshop@sfdpw.org

- **Graffiti Watch** training:
 - The next Graffiti Watch training is scheduled place Friday, September 26th.
 - If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.

- **Community Clean Team Update:**
 - The next event “Costal Cleanup” is taking place on Saturday, September 20th in district 10.
 - The kickoff will be at 9:00 am at India Basin
 - The G3 Recycle program will be held at the following locations on Saturday, June 21st:
 - **District 1** – Ocean Beach at Fulton Street (directly across from Beach Chalet) – location includes compost giveaway
 - **District 9** – Fire Station #7 (2300 Folsom Street at 19th Street)
 - **District 10** – Tennessee, between 23rd and 24th (enter from 24th) location includes compost giveaway
 - **District 11** – In Front of June Jordan School (enter from La Grande Ave.)

- **Giant Sweep Update:**
 - The date for the next Giant Sweep school event is scheduled for:
 - Friday, September 19th the final School event for 2014 will take place in district 1 at Presidio Middle School
 - We continue to go into individual schools and perform Giant Sweep anti-litter assemblies and presentations in a joint venture with the Department of Environment, Rec and Park, and SFMTA. If you have any contact with any schools, please talk to Jimmer and see if we can set something up for those schools

- **Please go to sfgiantsweep.org and check for updates sign the pledge if you have not done so already! Pass the information along to everyone you know asking them to sign the pledge as well!**

- **Sub-committees** are meeting each month prior to the full GAB meeting. If you have not yet signed up for a sub-committee, please talk to Jimmer Cassiol and let him know which sub-committee you’d like to participate in - Abatement, Education, or Law Enforcement.

- **The next meeting is Thursday, October 9, 2014.**

- **Old Business:**
 - a) Amendment to Administrative Code Section 5.170 adding three “at Large” seats to Graffiti Advisory Board (Jana Lord, seat 17 & Melorra Green, seat 5) – update and discussion

- Jana spoke with Melorra who contact Supervisor Breed
- Supervisor Breed requested motivation for this update
- Updates will be provided at the October GAB meeting

b) United States Post Office mailbox graffiti - update and discussion

- Jimmer Cassiol (DPW) provided update
- Post office confirmed that the web site that 3-1-1 is entering reports of mailbox graffiti is correct and to continue using that web site
- Starting October 1st reports of graffiti on mailboxes erroneously sent from 3-1-1 to DPW will be kicked back to 3-1-1 so they can route those requests correctly to USPS web site
- Eventually reports of mailbox graffiti being reported internally to the DPW radio room from DPW staff will be uploaded to the USPS web site as well, moving away from the current process of DPW faxing those internal reports to USPS
- When reports are uploaded to the USPS web site an HQ tracking number is provided
- The post office is still committing to abating reports of mailbox graffiti within 72 hours
- Jimmer will continue to work with 3-1-1, DPW radio room, and USPS on making sure the system is in place and abatement is taking place in a timely manner
- This item will be removed from future agendas unless the issue needs to be brought back up

c) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle

- Jan is not at today's meeting so this item will be moved to the October 9, 2014 agenda

• **Sub-committee Reports:**

• **ABATEMENT:**

- Subcommittee Chair Eric Mersch (seat 11) reported:
- The focus of this subcommittee has been on what private property owner's should do once they receive an NOV
- The concern it the person is twice a victim, first they get tagged, then they get the NOV
- The concept this subcommittee has been discussing is to find ways to help alleviate that sense of victimhood
- Assistance has three steps
 - Notifying people what can be done (include an insert letter with the NOV's informing people of the resources available)
 - Finding financial subsidy for products used (find vendors willing to provide discounts)
 - Organization services to help service the property (potential resources such asNEXTORR.COM, neighborhood organizations)

- **LAW ENFORCEMENT:**

- Subcommittee Chair Martin Ferreira (SFPD) reported:
- August 2014 graffiti arrests was 9 total, 6 adults , 3 juveniles
- No updates on the John “Jack” Nelson felony case – still waiting for Jury trial
- The 3-1-1 app is ready to go for tracking. A meeting is planned with various City departments to showcase how this tracking will work

- **EDUCATION:**

- Jana Lord (seat 17) reported:
- The subcommittee was unable to discuss “Fall of X” this month
- Update on radio and PSA ads – Rebecca Delgado-Rottmen (seat 16) is going to provide a project brief for the Academy to produce student films for PSA’s
- Subcommittee plans to have the PSA script finalized by December 20, 2014
- Janna Lord provided a summary of Valarie Spicer’s speech from the 2013 Zero Graffiti International Conference

- **New Business:**

- a) Jonathan Goldberg (seat 13) requested a briefing on construction site graffiti and the process
 - No information provided for this item

- **Adjournment:** The meeting was closed at 4:50 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, October 9, 2014** at 30 Van Ness Avenue, 5th Floor, in DPW’s Department of Engineering Main Conference Room.

The three subcommittees will meet from 3:00 p.m. – 3:30 p.m. (just prior to the full GAB meeting)