



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

City Hall
1 Dr. Carlton B. Goodlett Place, #248
San Francisco, CA 94102-4645
415.695.2003

www.sfpublishworks.org/services/graffiti-advisory-board

Mark Farrell, Mayor

Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for April 12, 2018
30 Van Ness Avenue, 5th Floor
San Francisco, California

- **Call to Order:** 3:32 p.m., the meeting was called to order.

PRESENT

MAYOR – Alex Popovics
SF Public Works – Larry Stringer
SFUSD – Kevin O’Brien
SFPD – Martin Ferreira
SFDA – Thomas Ostly
Seat 1 – Jean Barish
Seat 2 – Robert Bardell
Seat 4 – Cammy Blackstone
Seat 7 – Peter Gleichenhaus
Seat 8 – Doug Hayward
Seat 10 – Howard Hsu
Seat 11 – Grace Breyley
Seat 13 – Darcy Brown
Seat 14 – Alex Mitra
Seat 15 – Daniel Kling

ABSENT

SFMTA – Gretchen Rude (excused)
SFRPD – Eric Pawlowsky (excused)
Seat 3 – Jason Yee
Seat 5 – Jana Lord (excused)
Seat 6 – Daniel Pan (excused)
Seat 9 – Todd Berman
Seat 17 – Amy Landgraf
Seat 18 – Gregory Dillon (excused)

Seat 12 – **VACANT**
Seat 16 – **VACANT**

- **Others present:** Jimmer Cassiol, SF Public Works; Kim Stephens, SF Public Works (BSM); Karl Bijon, Union Square BID; Devin Jones, P-20 SF Pretrial Diversion Program; Karla Jones, resident/graffiti watch volunteer
- **Welcome and Introductions:** Recording secretary Jimmer Cassiol – filling in for Chair Larry Stringer & Co-chair Jana Lord who will be arriving late – welcomed members and other attendees. Each member and guest introduced themselves. Members checked attendance and established there is a quorum at this time.
- **Public Comment:**
 - Karl Bijon, Operations Supervisor, Union Square BID introduced himself to the members and stated that we was attending for Randal Scott who could not be there today.

- Karl provided stats from Union Square BID
 - March 2018 1,687 maintenance requests for graffiti removal submitted to the BID office
 - Year to date requests 5,608
 - The BID cover 27 square blocks in Union Square
 - They are documenting tags and sending the information to SFPD
- Jimmer Cassiol provided information about the upcoming Community Clean Team event in District 8 as well as the upcoming Public Works week (April 23 – 27, 2018)
- Public comment is closed
- **Review and approval of the draft of March 2018 GAB minutes**
 - Darcy Brown (seat 13) moved to approve as edited; Alex Popovics (seat MAYOR) seconded the motion. March 2018 minutes are approved as amended.
- **Chair's Report:**
 - **Public Works Stat report numbers:** For the period of March 2018 the number of calls for graffiti on public property from public and internal sources was 2,261. This number is up from the same time last year with 1,617 reports received for public property graffiti vandalism. There were 307 non-reported tags abated on public property by Public Works staff in March 2018.
 - In February 2018 Public Works staff issued 463 new private property graffiti NOV's (compared to 556 in February 2017), of which 84.2% have been owner abated.
 - Of the new NOV cases in February 2018, districts **3** (Chinatown, North Beach, Fisherman's Wharf), **6** (Tenderloin, SOMA, Civic Center), and **9** (Mission, Bernal Heights, Portola) received the most new NOV's with **124** in **D9**, **113** in **D6**, and **65** in **D3**.
 - DPW reports show that **194** cases of private graffiti NOV's have gone to blight in February 2018. This number is up from the same time last year with **125** NOV to blight cases.
 - **Membership update:**
 - Vacant/inactive seats: Seat #12 (Serving Youth) and seat #16 (Private Schools/Art Schools).
 - Seat #16 was held by Rebecca Rottman-Delgado who has held that seat Graffiti Advisory Board since 2007 to March 2018. Rebecca has recently retired for the Academy of Art University and the Graffiti Advisory Board. I would like to thank Rebecca for her many years of dedication and service to this board. Rebecca's accomplishments through being a member of the Graffiti Advisory Board include:

- Producing the first video for the 2nd Annual Anti-Graffiti Super Huddle.
 - Introducing the “Graffiti Hurts” curriculum and inclusion with the SF Unified School District in partnership with the SF Arts Commission, creating the programs, “Where Art Lives” and “Streets Smarts” in 2008 to present.
 - Raising funds to subsidize expenses in the production of Annual Anti-Graffiti Conferences through outreach to corporations.
 - Participated in the planning and organizing the First International Zero Graffiti Conference in 2013 and the 2016 Graffiti Huddle held in San Francisco.
 - Recruiting faculty and students in providing pro-bono design work.
 - Starting the partnerships with the Academy of Art and Department of Public Works specifically:
 - Recruitment of student volunteers at DPW’s Community Clean Team from 2004 to present.
 - Adopting 16-city blocks from Post to Pine, and from Mason to Leavenworth Streets through DPW’s Graffiti Watch Program from 2006 to present. The Academy’s Kappa Sigma Fraternity abate graffiti 12x a year when school is in session.
 - Promoting painting murals in blighted neighborhoods to beautify the City through the Academy’s School of Fine Art Mural.
- If you know of anyone qualified to fill the seat 12 and 16 vacancies, please have them contact Jimmer Cassiol for information on how to apply for that seat.

● **18th Year Community Clean Team Update:**

- The next community Clean Team event will take place Saturday, April 21st in District 8. The kickoff will be at Everett Middle School (back parking lot) located at 450 Church Street (flyers are on table)
- Also on April 21st, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting two Gigantic 3 (G3) events in districts 8 and 9:

District 8: James Lick Middle School 1220 Noe Street (enter from 25th Street)

District 9: Fire Station #7, 2300 Folsom Street (enter from Shotwell)

● **SF Public Works Week:**

- San Francisco Public Works will host its annual Public Works Week events starting April 23rd which will include many events including our annual Open

House at the yard on Wednesday, April 25th. The Open House is a great opportunity for school aged children to learn about the many types of exciting careers available to them at Public Works!

- **Sub-committees:** Please check out the current subcommittee lists and decide if you want to remain on the sub-committee that you are on or if you want to switch to a different sub-committee. If you are not on any of the lists, please sign up for one of the sub-committees **abatement, education or law enforcement** today.

The next GAB meeting is scheduled for Thursday, May 10, 2018.

- **Old Business:**

- a) Graffiti PSA:

- a. The PSA was being led by Rebecca, the board is asking to Larry to reach out to Rebecca and see if there is any way she can assist in this project and the contacts for producing as well as the radio station connection.
- b. In addition the board would also like to find out if there is anyone at AAU that would be interested in applying to the now vacated seat #16.

- b) 2018 Huddle Event:

- a. The board must discuss and decide if they want to host a huddle event in 2018 and if so the discussion must get started and create a huddle topic or theme.
- b. The Board decided they are interested in hosting 2018 Graffiti Huddle in San Francisco.
- c. There was discussion around the venue and what options/spaces are available.
 - i. Hilton Hotel Financial District (location of last huddle)
 - ii. Marines Memorial
 - iii. Milton Marx Auditorium
 - iv. Koret Auditorium (SF Main Library)
- d. Members will also think of venue suggestions
- e. It takes about 6 months to plan and organized the huddle event and we are only 4 – 5 months out.
- f. The plan is to move forward with the huddle for the September/October 2018 timeframe to work in conjunction with the rollout of the PSA campaign which is now TBD.
- g. Venue options will dictate catering
- h. The goal of the huddle is to be educational, report out on the work the board has been doing, brainstorming new ideas.
- i. Huddle planning meetings should occur on off days and not interfere with the board's regular business.
- j. The board should provide suggestions/ideas on what they would like to see included in the huddle event.
- k. Some suggestions made:
 - i. City by City best practices
 - ii. Highlight former vandals who have transitioned

- iii. Technology breakout session with 3-1-1 app developers to discuss improvements
 - iv. An 3-1-1 informational/training booth (features of the app, success stories from use of the app)
 - v. Information on camera network groups for businesses and property owners which can be used to capture a crime or clear image of vandals committing crimes which can assist in convictions
 - vi. Highlight the graffiti watch program and have the volunteers provide information about what they are seeing while out abating graffiti provided useful information on things they have learned in the process (exchange ideas)
 - vii. Preventive measures information
 - viii. Neighborhood networks
 - ix. Legislative proposals
 - 1. Recology totes/bins
 - 2. Increased fines/penalties for difficult to abate services
 - 3. Revision to ordinance regarding graffiti on sidewalks
- c) BSM News Rack Advisory Committee Letter Follow-Up (Alex Popovics):
- a. Alex Popovics (seat Mayor) provided an update regarding the News Rack Advisory Committee not being convened
 - b. Alex has been serving on the committee for 20 years
 - c. The committee stopped meeting for two years and there was a meeting held last August (2017) with no other meeting held since that time.
 - d. The reason GAB sent the letter was to encourage Public Works (BSM) to utilize the resource of the committee
 - e. Alex is suggesting that GAB have Larry String follow-up with BSM regarding the letter that had been sent and inquire as to why the committee is no longer being convened
 - f. Alex stated that the committee was formed to advise the Director of Public Works on issues of news racks and implement new pedestal zones
 - g. The last committee meeting was held in August 2017 and the letter was sent from GAB/Larry to BSM in November 2017
 - h. The letter that was sent to BSM, in addition to the pedestal news racks, also mentioned the free standing news racks which are of concern for this body
 - i. Alex is requesting that BSM fulfill its duty of enforcement and a written response to the letter that was sent
 - j. The board is requesting that Larry Stringer send an email to BSM asking them again to enforce the current ordinance and request a written response from BSM on the original letter
 - k. Alex will also communicate directly with Joe (BSM) on scheduling the next News Rack Advisory Committee meeting and report back at the April 12th GAB meeting.
 - l. MOTION: Peter Gleichenhaus made a motion to have the Larry Stringer (chair) send an email to BSM stating “The Graffiti Advisory Board has sent a letter to BSM in November 2017 regarding BSM enforcement of the current Public Works News Rack ordinance. Please respond to that

letter or appear before the Graffiti Advisory Board (GAB) at the upcoming May 10th Graffiti Advisory Board meeting.”

- i. The motion was seconded by Jean Barish (seat #1).
- ii. The motion is approved

d) Sidewalk Abatement Letter (abatement committee):

- a. This is a letter recommending that Public Works continue removing graffiti vandalism off the sidewalks which is currently the adjacent property owner's responsibility but Public Works has been performing a “pilot” sidewalk graffiti abatement program within the past 8 months and is using the data collected to work on the cost estimate of such a program.
- b. If this were to become a Public Works responsibility it will need to be included in the budget to cover staff and equipment needed.
- c. Revisions made to draft letter include the request to add that into the budget
- d. Draft was revised at this meeting and a written copy of the draft (v2) letter will be sent to Jimmer (from Darcy Brown)
- e. The revised text of the letter should be addressed to Director Nuru from The San Francisco Graffiti Advisory Board must be specifically addressing graffiti abatement was read at the board and can be found at the end of this document *
- f. MOTION MADE: Alex Popovics (seat Mayor) made the motion to move forward with letter as drafted. Seconded by Peter Gleichenhaus (seat 7) – Motion Approved
- g. Final letter should be approved by full board at May 10th meeting

e) Letter to journalist glorifying graffiti vandals (education subcommittee)

- a. The education subcommittee is proposing the Graffiti Advisor Board send a letter to local journalists requesting that they not glorify graffiti vandals promoting illegal activity
- b. The letter should be sent to the editors of:
 - i. SFGATE in response to the article written by Alix Martochoux (January 29, 2017)
<https://www.sfgate.com/bayarea/article/San-Francisco-honey-bear-art-fnnch-street-artist-12534034.php>
 - ii. MissionMission blog in response to an article written by Allan Hough (posted May 12, 2015)
<http://www.missionmission.org/2015/05/20/san-franciscos-graffiti-hierarchy-and-the-case-of-the-honey-bear/>
- c. Alex Mitra will send the final draft letter to Jimmer which will be added to the April 12th GAB meeting agenda for final approval vote

- **Standing Committee Reports**

- Abatement committee:
 - Abatement subcommittee draft letter to Director Nuru requesting San Francisco Public Works continue courtesy abatements sidewalks
 - Ask the City to provide additional steamers and staff for sidewalk abatement
 - The final signed letter will be brought to the full board in May 10, 2018
 - Abatement subcommittee is working on the possibility of increasing fines on vandalism specific surfaces which are more difficult and costly for the owner to abate such as landmarks, marble, brick, art and murals etc.
 - This may require a change to state penal code
 - The subcommittee will continue this discussion and research
- Law enforcement:
 - There were 9 arrests made in March 2018; all arrests consisted of adults.
 - 4 SF residents, 4 non SF residents and 1 residency unknown – Total 9
 - There was 1 arrest of a prolific vandal and AFDP is asking for photos of the tag along with date and location of the tag
 - The subcommittee is encouraging members of the public to send anti-graffiti vandalism letters to publications and elected officials stating this is illegal activity and this is not a victimless crime
- Education:
 - Rebecca has resigned from the board and the member asked Larry for advice on how to move forward regarding the PSA campaign

- **New Business:**

Adjournment: The meeting was closed at 5:00 pm

- Howard Hsu (seat 10) moved to approve the motion to adjourn; Bob Bardell (seat 2) seconded the motion.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled for **3:30 pm** on **Thursday, May 10, 2018** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.

***GAB letter to Director Nuru**
cc: Mayor and BOS

DRAFT

Sidewalk graffiti - steamer

With this letter, the Graffiti Advisory Board recommends that San Francisco Public Works continue and expand courtesy steam cleaning of graffiti on sidewalks and purchase another steamer truck for that purpose.

Last year (2017) 3,918 reports of sidewalk graffiti were submitted to SF311. Attached is the 2017 report -- broken down by number of sidewalk graffiti requests per supervisorial district.

Public sidewalk graffiti is different in kind than graffiti on private homes and businesses. The public is confused about who is responsible to clean graffiti on a public sidewalk, leading to delays in cleaning.

Graffiti on public sidewalks is different because unique tools are required to abate it. While graffiti on a home or business can normally be abated by painting over the graffiti, to clean the public sidewalk graffiti requires specialized and expensive equipment. To clean sidewalk graffiti properly, it must be done with steam or power wash equipment. This specialized equipment is costly for a homeowner to rent, bring to the location, and requires training to properly use and safely dispose of the hazardous waste resulting from the cleaning.

Recently, San Francisco Public Works has been "courtesy cleaning" many public sidewalks with steamer trucks. This practice has been well received. However, obtaining these trucks for public sidewalks has been difficult because there is also high demand within the department for steam trucks. With so much demand, additional trucks and trained personnel are needed to keep our sidewalks graffiti free.

After careful consideration of the matter, the Graffiti Advisory Board recommends that the San Francisco Public Works continue the courtesy graffiti abatement program on public sidewalks, and include funds in the budget to purchase an additional steamer truck and hire the personnel needed for dedicated to sidewalk graffiti cleaning.

Signed

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