



SAN FRANCISCO  
**GRAFFITI  
 ADVISORY  
 BOARD**

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Edwin M. Lee, Mayor

Larry Stringer, Chair  
 Jana Lord, Vice Chair

**Graffiti Advisory Board**

**Minutes for September 8, 2016 - DRAFT**

30 Van Ness Avenue, 5<sup>th</sup> Floor  
 San Francisco, California

- **Call to Order:** 3:36 p.m., the meeting was called to order.

**PRESENT**

MAYOR – Alex Popovics  
 DPW – Larry Stringer  
 SFMTA – Gretchen Rude  
 SFRPD – Eric Pawlowsky  
 SFPD – Martin Ferreira  
 Seat 2 – Robert Bardell  
 Seat 5 – Jana Lord  
 Seat 7 – Peter Gleichenhaus  
 Seat 9 – Todd Berman  
 Seat 13 – Darcy Brown (EXC)  
 Seat 14 – Dee Dee Workman  
 Seat 15 – Daniel Kling  
 Seat 16 – Rebecca Delgado Rottman  
 Seat 18 – Gregory Dillon

**ABSENT**

DPW – Larry Stringer (EXC)  
 SFUSD – Robert Sakurai  
 SFMTA – Virgil Arostegui  
 SFDA – Justine Cephus  
 Seat 3 – Jason Yee  
 Seat 8 – Doug Hayward (EXC)  
 Seat 17 – Amy Landgraf (EXC)

Seat 1 – **VACANT**  
 Seat 4 – **VACANT**  
 Seat 6 – **VACANT**  
 Seat 10 – **VACANT**  
 Seat 11 – **VACANT**  
 Seat 12 – **VACANT**

- **Others present:** Jimmer Cassiol, SF Public Works; Peter Clarke, SF Beautiful; Derek Chamberlain; Ramses Alvarez, SF Public Works
- **Welcome and Introductions:** Co-Chair Jana Lord (seat 5) welcomed Board members and other attendees. Each member and guest introduced themselves. Members checked attendance and established there is a quorum at this time.

- Public Comment:
  - Gregory Dillon – Seat 18
    - Greg stated that the 3-1-1 mobile app has been very valuable and is cheaper for the community to report through the app rather than calling 3-1-1
    - Greg also noticed that reports have doubled because of the 3-1-1 apps convenience
    - Tracking of trends can be done by Supervisor District or through coded maps
    - There were various suggestions that Gregory should continue to share trends with the group each meeting, possibly add this item to the agenda, and perhaps create a presentation for these trends
  - Yano – Asked to be on the agenda for October 13<sup>th</sup> meeting with mural restoration topic
- Public comment is closed
- **Review and approval of the draft Nov 2015, Jan 2016, Feb 2016, Mar 2016, April 2016 and May 2016 GAB minutes**
  - minutes approved

- **Chair's Report:**

**Graffiti Stats:**

- **DPW stat report numbers:** For the period of August 2016 the number of calls for graffiti on public property from public and internal sources was 1,450. This number is up from the same time last year with 931 reports received for public property graffiti vandalism. There were 1,366 non-reported tags abated on public property by Public Works staff in August 2016.
- In July 2016 Public Works staff issued 712 new private property graffiti NOV's (compared to 705 in July 2015), of which 90% have been owner abated.
- Of the new NOV cases in July 2016, 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 **134 in D3**, **119 in D6**, and **151 in D9**.
- DPW reports show that 21 cases of private graffiti NOV's have gone to blight in July 2016. This number is down from the same time last year with 117 NOV to blight cases
- **Total number of graffiti cases reported to 3-1-1 in the last 60 days:** private – 4,071 and public 7,707.
- **Membership update:** Welcome new members Bob Bardell (seat #2) and Jason Yee (seat #3).

- Vacant/inactive seats: seats #1, #4, #6, #10, #11 and #12. If you know of anyone in these districts please have them submit their application to the Supervisors office. We are in the process of setting up meeting with the Supervisors to discuss these vacant and/or inactive seats.

- **16<sup>th</sup> Year Community Clean Team Update:**

- The next community Clean Team event will take place this Saturday, September 17<sup>th</sup> in a joint effort with Coastal Cleanup Day in district 4 and the kickoff will be at Sunset Elementary School located at 1920 41<sup>st</sup> Ave. at Ortega (flyers are on table)
- Also on September 17<sup>th</sup>, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting three Gigantic 3 (G3) events in district 3, 4, 5 and 10:

**District 3: Portsmouth Square – Walter U. Lum Alley**

**District 4: 37<sup>th</sup> Ave. (between Ortega and Pacheco)**

**District 5: Hollis Street (between Ellis and O'Farrell Streets)**

**District 10: Tennessee Street (between 23<sup>rd</sup> and 24<sup>th</sup> Streets)**

- **Sub-committees** will begin meeting again – now that the Huddle is behind us. 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 will be held on Thursday, October 13, 2016.**

- **Old Business:**

- **Standing Committee Reports**

- Abatement committee:
  - 3 Co-chairs have been appointed (Darcy, Greg & Peter)
  - To continue to support abatement of graffiti, they will focus on high areas through data usage and create a plan of action with the support of AT&T & PG&E's support.
  - Already committed Graffiti Watch members/volunteers will be asked to form a team who work on a scheduled basis to identify tagged areas and abate these tags
- Law enforcement:
  - There have been an increase in tags since the school year has started this fall and there is 1 significant case.
- Education:
  - The committee is working on an awareness campaign to educate community members. They've been discussing campaign approaches

- **New Business:**

- Vacant GAB seats #1, #4, #6, #10, #11, & #12 – (discussion and possible action item)
- Suggestion to add fees to abate graffiti to the purchase spray cans:
  - This would be an item for the abatement committee. It may be unfeasible because people can purchase spray paint online or outside of San Francisco. Juveniles cannot purchase spray cans and there is not a great deal of juveniles being arrested for tagging at the moment. More research should be conducted to see the tax is “worth it”.
- What is the Profile of a tagger?
  - Marty explained that taggers come from all backgrounds but can share the commonality of having low self-esteem, lack of good role models, difficulties at home and or school, and can exhibit problem behavior often. They may hang out in a crew with other taggers. Parents and families from all socioeconomic statuses should be educated. This item is for the awareness campaign and the Education committee.
- Freewall
  - A freewall for the community to express themselves would be available but participants must go through an educational piece before they are given materials and allowed to use the freewall.

**Adjournment:** The meeting was closed at 5:00 pm

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled for **Thursday, October 13, 2016** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.

The three subcommittees will be starting back up after the 2016 Huddle event has taken place.