



SAN FRANCISCO  
**GRAFFITI  
ADVISORY  
BOARD**

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Mark Farrell, Mayor

Larry Stringer, Chair  
Jana Lord, Vice Chair

## Graffiti Advisory Board

Minutes for February 8, 2018  
30 Van Ness Avenue, 5<sup>th</sup> Floor  
San Francisco, California

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

### PRESENT

MAYOR – Alex Popovics  
SFMTA – Gretchen Rude  
SFUSD – Kevin O’Brien  
SFPD – Martin Ferreira  
SFDA – Thomas Ostly  
SFRPD – Eric Pawlowsky  
Seat 1 – Jean Barish  
Seat 2 – Robert Bardell  
Seat 3 – Jason Yee  
Seat 4 – Cammy Blackstone  
Seat 5 – Jana Lord  
Seat 6 – Daniel Pan  
Seat 7 – Peter Gleichenhaus  
Seat 10 – Howard Hsu  
Seat 13 – Darcy Brown  
Seat 15 – Daniel Kling  
Seat 16 – Rebecca Delgado- Rottman  
Seat 17 – Amy Landgraf/ Steve Shinn  
Seat 18 – Gregory Dillon

### ABSENT

SF Public Works – Larry Stringer  
(Excused)  
Seat 8 – Doug Hayward (Excused)  
Seat 9 – Todd Berman  
Seat 11 – Grace Breyley (Excused)  
Seat 14 – Alex Mitra  
  
Seat 12 – **VACANT**

- **Others present:** Kim Stephens, SF Public Works; Piyush Hari, Solutions Tracker; Philip Singh, SF Public Works; Alisha Whitt, SF Public Works
- **Welcome and Introductions:** Chair Larry Stringer & Co-chair Jana Lord 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:**
  - Chair Larry Stringer spoke about the January Community Clean team kickoff event and invited members to join us for the February 10<sup>th</sup> event taking place at Balboa HS
  - Larry Stringer (DPW) then excused himself and turned the meeting over to co-chair Jana Lord (seat 5) to continue with public comment.
  - Greg Dillon (seat 18) spoke about the numbers over the years and stated since 2012 the number of 3-1-1 graffiti reports has increased about 10,000 each year from 25,000 to 75,000.
    - This past year the reports only went up about 2,000 or 3,000
    - Most reports (about 45,000) go to Public Works with about 6,000 going to USPS for graffiti on mailboxes
  
- Public comment is closed
  
- **Piyush Hari, Dilli Labs, Solutions Tracker:**
  - Piyush introduced his companies issue tracking system to track solutions.
    - The idea is a way for tracking solutions, not problems.
    - Community driven
    - A way to promote and increase programs such as Adopt-A-Street and Graffiti Watch
    - Piyush presented demos of his product
  
- **Review and approval of the draft of January 2018 GAB minutes**
  - Alex Popovics would like the BSM letter follow-up to be included
  - Peter Gleichenhaus (seat 7) moved to approve as edited the motion; Daniel Kling (seat 15) seconded the motion. January 2018 minutes are approved as amended.
  
- **Chair's Report:**
  - **Public Works Stat report numbers:** For the period of January 2018 the number of calls for graffiti on public property from public and internal sources was 1,825. This number is up from the same time last year with 1,416 reports received for public property graffiti vandalism. There were 528 non-reported tags abated on public property by Public Works staff in January 2018.
  - In December 2017 Public Works staff issued 414 new private property graffiti NOV's (compared to 576 in December 2016), of which 94.7% have been owner abated.
  - Of the new NOV cases in December 2017, districts 3 (Chinatown, North Beach, Fisherman's Wharf), 9 (Mission, Bernal Heights, Portola), and 6 (Tenderloin, SOMA, Civic Center) received the most new NOV's with 110 in D3, 91 in D9, and 58 in D6.
  - DPW reports show that 150 cases of private graffiti NOV's have gone to blight in December 2017. This number is up from the same time last year with 31 NOV to blight cases.

- **Membership update:**

- Vacant/inactive seats: seat #12. If you know of anyone qualified to serve youth on seat #12 please have them submit their application to the Clerk of the Board of Supervisors office.

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

- The next community Clean Team event will take place Saturday, February 10th in District 11. The kickoff will be at Balboa High School located at 1000 Cayuga Avenue (flyers are on table)
- Also on February 10th, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting the Gigantic 3 (G3) event in districts 10 and 11:

**District 10: Tennessee Street, between 23rd and 24th Streets**

**District 11: June Jordan School, 325 La Grande Avenue (enter from La Grande Avenue)**

- **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, March 8, 2018**

- **Old Business:**

- a) Graffiti vandalism information packet for SF judges:
  - a. The board moved to approve the edited draft version of the letter. Darcy Brown (seat 13) moved to approve the letter; Alex Popovics (Mayor's seat) seconded the motion. The letter was approved and will be included for review in future graffiti related cases.
  - b. Letter approved and the letter will be submitted to judges in future graffiti vandalism cases
- b) Graffiti PSA:
  - a. This will be a radio spot produced by AAU School of Multi Media communications will produce 2 PSA ads (30 second and 60 second) as well as digital and print
  - b. Design will be pro-bono – cost will be for printing
  - c. The students will be invited to GAB to discuss visions for the ads
  - d. The members would also like to include a visual poster campaign to match the PSA campaign for citywide distribution the question came up as to any funding available or the possibility of utilizing on SFMTA buses

- e. Recommendation to print the ads for the outside of the buses (side and back)
  - f. Also look at possibility of digital ads through Clear Channel
  - g. Campaign should include hashtag
- c) 2018 Huddle Event:
- a. Details TBD move to March 8, 2018 GAB meeting
- d) BSM Letter Follow-Up:
- a. Alex Popovics (seat Mayor) asked that this item be moved to the March 8, 2018 GAB meeting and members will revisit this item when Larry Stringer is in attendance.

- **Standing Committee Reports**

- Abatement committee:
  - Abatement subcommittee brainstormed a strategy to request more sidewalk steamers to remove graffiti off SF streets
  - Ask the City to provide additional steamers and staff for sidewalk abatement
- Law enforcement:
  - There were five arrests made in January 2018; all arrests consisted of adults.
- Education:
  - Education subcommittee continued their discussion and planning for the PSA and awareness campaign.

- **New Business:**

**Adjournment:** The meeting was closed at 4:27 pm

- Rebecca Delgado-Rottman (seat 16) moved to approve the motion to adjourn; Steve Shinn (seat 17) seconded the motion.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled for **3:30 pm** on **Thursday, March 8, 2018** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.