

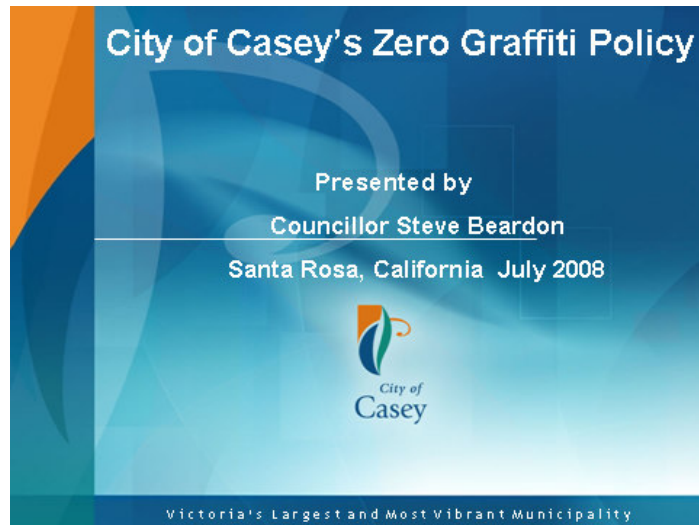


THE CITY OF CASEY'S ZERO GRAFFITI POLICY

Presented by

**Councillor Steve Beardon
Santa Rosa, California 2008**

Slide 1



- Thankyou and G,day.

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Zero Graffiti Policy

Slide 2



- **I'm Steve Beardon,**
- **I'm an elected councillor from the City of Casey in Australia, and I have what I believe to be an extremely effective program to share with you today – a program that can be replicated anywhere.**
- **The City of Casey is similar in size to Santa Rosa, and like Santa Rosa, and everyone here today, we don't tolerate graffiti.**
- **The City of Casey's Graffiti Management Program has taken an aggressive stand on Graffiti Vandalism, adopting what is widely regarded within our community as a Zero Tolerance policy.**

- *(Policy Outline) free graffiti removal-aerosol can restrictions-offender accountability and education programs*
- **As part of our stance, Casey has adopted a number of innovative strategies, including the recent extension to our Enforcement program, which is now identifying and prosecuting hard core graffiti vandals.**
- **So... where exactly is the City of Casey again?**

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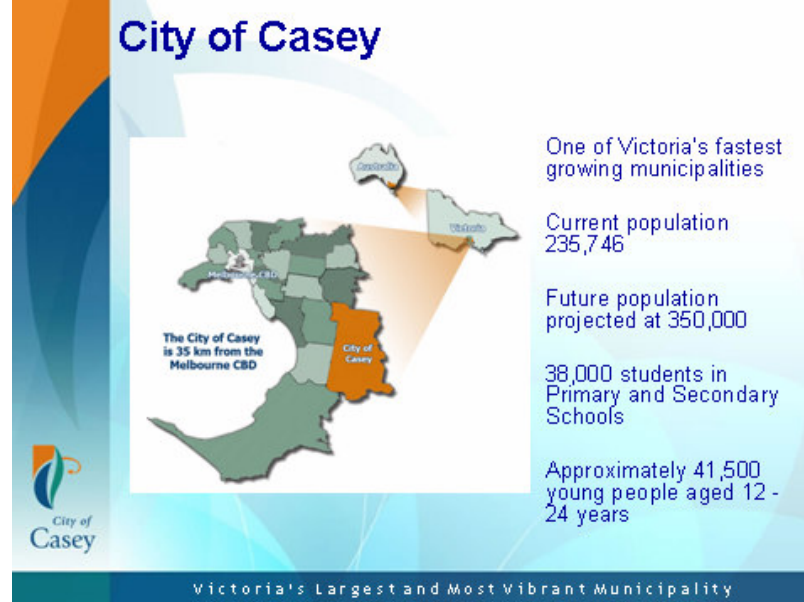


- **Down the bottom, Down Under—and were in the middle to the right!**

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City of Casey Profile

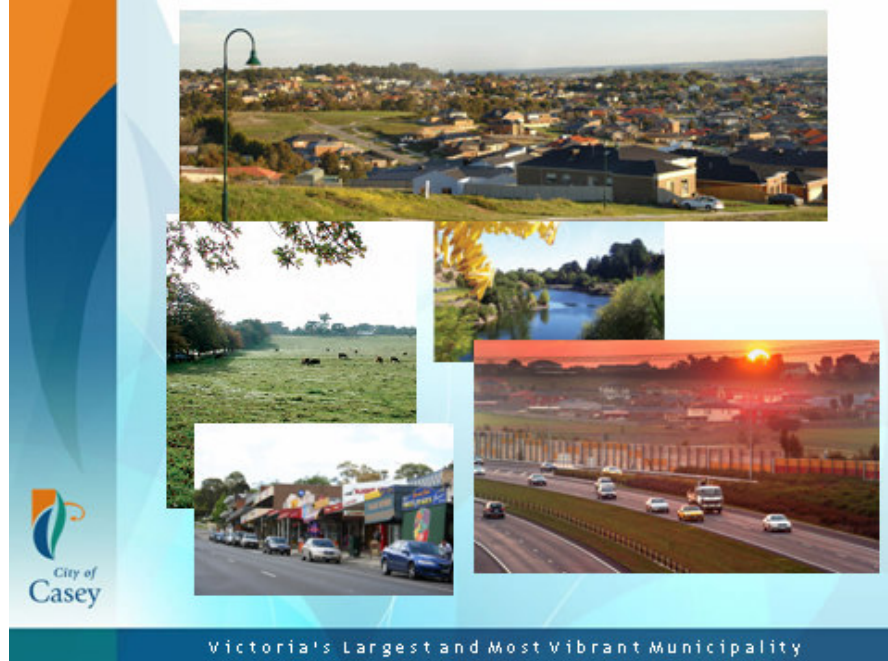
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- **As you can see, Casey is not far from the Melbourne CBD in the State of Victoria, which is where the Australian Open is held in January, for those who follow tennis.**
- **There are 79 municipalities in Victoria, (Vic being a State like California) – and Casey is one of the fastest growing in Australia.**
- **The City of Casey covers an area of around 400square kilometres (250sq miles), and includes 23 suburbs and townships.**
- **And just to give you an idea of the kind of landscapes we're talking about in Casey,**

Next Slide Casey landscapes

Slide 5

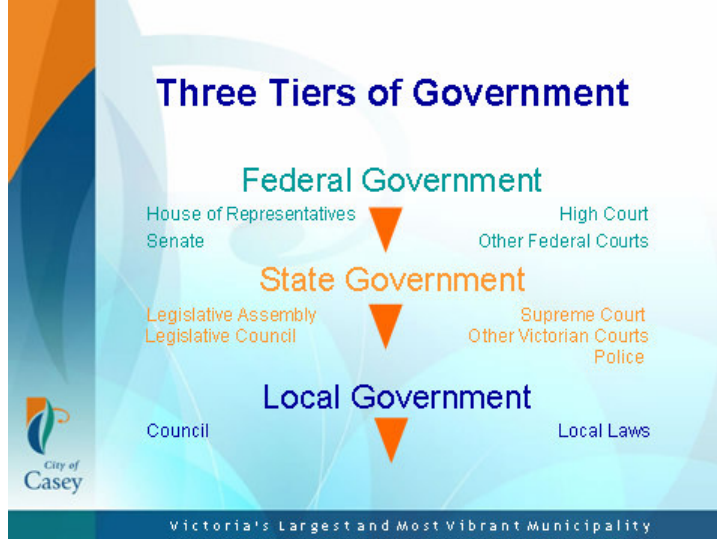


- It takes in diverse geographic areas including the foothills of a mountain range, densely populated urban areas, regions of rapid residential growth, stretches of open farmland and coastal villages.
- We have more than 236,000 people and nearly 90,000 properties - that's 90,000 potential graffiti targets, not to mention all the fences and infrastructure that goes with that.
- We have affluent areas and disadvantaged areas, and graffiti is consistent throughout.

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Three Tiers of Australian Government

Slide 6



- **So... Before I go into details about how we tackle graffiti in the City of Casey, it's important to understand how the Australian government and judicial systems differ from the US system.**
- **At the Local Government level, Council, which is our “grass roots” government, does not have jurisdiction over the police – the police fall at the State Government level. Council’s Local Laws officers have restricted powers, and their training and duties are in specific areas such as animal management, buildings, parking and certain local laws that are not governed by State or Federal Legislation.**
- **Victoria Police fall under the umbrella of the State Government, from which they receive their funding, and to which they are responsible.**

Next Slide: *Council & Police Working in Partnership*

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- **However, Council and the Victoria Police work closely together on a wide number of issues and projects that effect local communities. Graffiti is one of them.**
- **(Senior Constables Chris Atherton and Brett Owen both work with Casey Youth.) I believe it is important for elected representatives to be part of the community. Chris works with Operation Newstart—and Brett with our Blue Light Disco. Brett is also an elected councillor with Cardinia Shire.**

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Graffiti - Vandalism

Slide 8



- **Graffiti costs Australia more than \$260m per annum, and this is a conservative figure, as few cities are able to collate the cost of graffiti vandalism.**
- **Graffiti also impacts on:**
 - **the environment**
 - **perceptions of community safety**
 - **civic pride**
 - **and detracts from business investment and trade.**
- **Graffiti is also a gateway crime.**
- **We all know about the “Broken Window” theory that says that if it looks like nobody cares, things will go down hill fast.**
- **The presence of graffiti in a city gives as strong a signal that nobody cares and nobody’s in control as a broken window in a house.**

- **Between 2002 and 2008, the City of Casey has removed over 130,000 square metres of graffiti – obviously at a cost.**
- **That might be an expensive broken window, but if we believe the theory, we know that doing nothing would cost a lot more...**
- **It works out to approximately \$2 out of an average annual rate bill of \$1160.**

(It needs to be noted – 55,000 square metres of the 130,000 square metres removed to date was long standing. Casey removed all existing, graffiti before implementing its zero graffiti strategy. This figure also dispels the myth that free walls or murals will stop graffiti vandalism. If that was the case, we'd have needed to supply 130,000 square metres of walls. Politicians who advocate free walls, murals etc as answers are irresponsible and do not understand graffiti culture)

Next Slide *Graffiti Program Review 2002*

Slide 9



- **I'm often asked how Casey's Graffiti Management Program got off the ground – and the answer to that is that enough people put enough pressure on Council to persuade it to review its graffiti management.**
- **Tired of graffiti vandalism, residents complained that it was:**
 - **making the city look dirty, uncared for,**
 - **negatively affecting property prices,**
 - **giving the perception of criminal and other anti-social activity**
 - **and making people feel unsafe.**

A strong contingent of residents, special interest groups and key stakeholders lobbied Council.

- **It took three years of petitions and campaigning, but finally Council listened – and backed that up with budget dollars.**

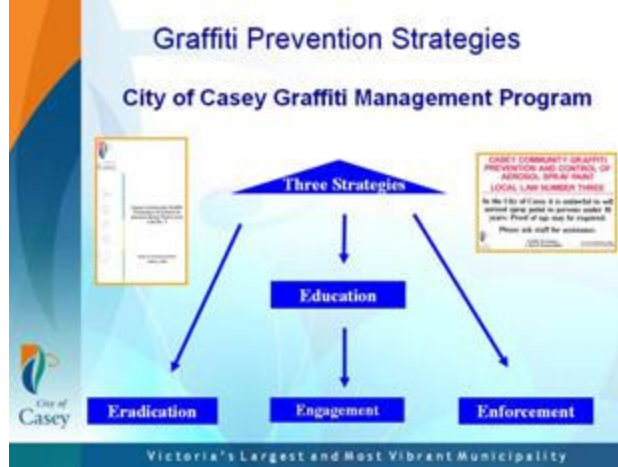
- **It should be noted that prior to 2002 Council had instigated and supported street art programs, youth graffiti workshops and many other initiatives to work with young graffiti artists, (Vandals they are now called!)**
- **and removed graffiti only from buildings owned by the City, and only when a complaint from a resident or user of the facility was recorded.**
- **Council's expenditure in removing graffiti from its own buildings in 2001/02 was \$140,000, not much less than we now spend to keep the entire city clean.**
- **The previous approach was not delivering the results the community expected.**
- **Our Zero Tolerance Program was introduced in 2002 and supported with a very strong mandate from our community.**
- **In the first year of the program, the City of Casey allocated \$300,000 to it, the majority of the expenditure being for the removal of existing graffiti, much of which was long-standing.**

- **An Anti-Graffiti Taskforce was set up including senior officers of Victoria Police, school principals, youth workers, Council officers, Councillors and representatives of the graffiti removal contractors.**

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Graffiti Prevention Strategies

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- The City of Casey Graffiti Management Program is an aggressive, innovative and award winning program, which uses the proven management techniques Eradication, Education, Engagement and Enforcement to achieve its aims.
- That means we eradicate graffiti, and then we go in to break the cycle of graffiti vandalism either by educating kids not to do it, or by giving them something better to do, and by enforcing the law for those who insist on spraying – and that means making them pay – financially and legally.
- For each of these strategies, Casey has introduced '*leading edge*' initiatives to support them. These initiatives include:
- Free graffiti removal on private property and a 24 Hour reporting hotline. 1800-vandal.

- **Specialised Graffiti Education Program developed for delivery in our schools.**
- **Targeted Youth engagement programs.**
- **The first graffiti local law in Australia.**
- **And in addition to these established strategies, we also implement Crime Prevention Through Environmental Design principles.**
- **So let's now look at some of these strategies.**
- **As our experience shows one cannot work without the other.**

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Casey's Eradication Program

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Eradication

Eradication Program

Removal of Graffiti

- Initial graffiti audit
- Municipality wide removal
- Free ongoing removal – if in public view
- 24 hr graffiti hotline
- Removal program outsourced
- Proactive inspection service
- Prompt graffiti removal – within 24 hrs of receiving permission from owner



City of Casey

Victoria's Largest and Most Vibrant Municipality

- **Graffiti is removed from all Council assets and from privately-owned residential, commercial, retail and industrial properties at no cost to the property owner – and it's ongoing.**
- **A graffiti reporting 24 hour hotline which is extensively publicised, allows residents to report the presence of graffiti which in most cases is removed in one working day.**
- **A proactive inspection service also authorises and enables the graffiti removal contractors to remove any graffiti identified by them throughout the course of the removal program.**
- **For instance, if you have rung up to report graffiti on your front fence, and the contractor notices graffiti in the park nearby, they will remove that graffiti as well.**

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Casey's Education Program

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Education Program

Aims of the program

- Address the root of the problem
- Educate and deter
- Professional education program

Results projected to end 2007

- Program delivery to 7,940 students
- 59 Primary & 21 Secondary Schools participating in 2007
- Program delivered to Year 5 & Year 8 students
- 122 programs scheduled for 2007
- 98% - 100% School take up each year

 City of Casey

Victoria's Largest and Most Vibrant Municipality

The poster features a photograph of three young people in the top right corner. The background is light blue with a vertical orange and blue gradient on the left side.

- The educational component aims to reduce the occurrence of graffiti through professional delivery of a program specifically designed in association with Council's youth workers and psychologists.
- The program utilises actors and a drama sketch followed by discussion to educate young people about the dangers of graffiti, the impact on victims, and that graffiti is a crime.
- Grade 5 and Year 8 students at Casey's primary and secondary schools are presented with the program each year.
- School principals are enthusiastic about the educational component of the program and report that the incidences of graffiti vandalism at schools have declined since the inception of the program.
- Students have also given positive feedback on the program.

- While it is understood that only a small number of students are graffiti vandals the program is instrumental in instilling a sense of community pride and social responsibility in all students and encourages a negative attitude towards graffiti vandalism.
- Young people are often surprised to learn that graffiti is a crime.
- And when told how much it costs to manage graffiti, and asked what they'd rather see that money spent on, recreational facilities and dance parties are high on their list.

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Casey's Enforcement Program

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Enforcement Program

- Tag Data Base set up
- 2003 introduced first Graffiti Local Law in Australia
- Consultation with Police and stakeholders
- Availability of information to local Police
- Local Law - Retailer compliance visits



The slide features three images at the bottom. On the left is a black and white sign that reads 'YOU'LL PAY IF YOU SPRAY' with a stylized face. In the middle is a red and white sign titled 'CASEY COMMUNITY GRAFFITI: PREVENTION AND CONTROL OF AEROSOL SPRAY PAINT' and 'LOCAL LAW NUMBER THREE'. On the right is a photograph of a white police car with two officers standing next to it. The City of Casey logo is on the left side of the slide, and the text 'Victoria's Largest and Most Vibrant Municipality' is at the bottom.

- **Two important aspects of the enforcement program have been the setting up of a Tag Data Base, and the introduction of a graffiti law.**
- **In the absence of state legislation, in 2003 the City of Casey undertook the unprecedented step of making a local law in relation to graffiti, the first of its kind in Australia. Local laws operate in the absence of State Legislation.**

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Tag Data Base

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Tag Data Base

- Set up Tag Register and Photographic database
- Plot graffiti incidents
- Council funding of police interrogation of data base strengthens partnership between Council, Police and Removal Contractor
- Able to attribute specific removal costs to individual tags
- Forms part of prosecution cost recovery process



Victoria's Largest and Most Vibrant Municipality

- **The Tag Register and Photographic database is an important prosecution tool in our enforcement program.**
- **This provides for the graffiti removal contractor to photograph and log each tag, together with costs of removal.**
- **The database allows graffiti incidents to be mapped and assists in the identification of offenders and their movements through the municipality.**
- **Information from the database is made available to Police and relevant agencies (such as public transport operators) to assist in collating information and in prosecuting vandals.**
- **This then forms part of the prosecution cost recovery process.**

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The Local Law

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- **The Local Law assisted Council and Police in bringing vandals to account by creating offences in regard to graffiti and the sale, storage and possession of spray paints.**
- **The local law stipulated that it is an offence to deface property.**
- **It also made it an offence:**
 - **For those under the age of 18 years to possess spray paint on private property without consent of the owner/occupier;**
 - **And for the sale of aerosol spray paint to persons under the age of 18 years.**
 - **it also requires retailers to restrict access to cans of spray paint.**
- **I am pleased to say that State Government Legislation has now been enacted to create six new offences under the Graffiti Prevention Act, the first stage commencing in April this year,**

and the second stage as recently as June 30. This higher legislation now takes precedence over our Local Law, and we are proud to have shown the way.

- The State Law now provides for a penalty of up to 2 years imprisonment and a fine of up to \$26,000 for “marking publicly visible graffiti on property without the owner’s consent”.**
- The City of Casey’s Local law requiring retailers to restrict access to cans of spray paint has not been superseded by State Legislation, so is still valid – and I believe, important. Let’s face it, it’s part of graffiti culture to steal paint, so let’s put a stop to it right there by locking it up.**
- Seventy-five to eighty retailers sell spray paint in Casey and through an ongoing proactive strategy, traders are encouraged to comply with the provisions voluntarily.**
- Regular inspections and test purchasing are undertaken to ensure and maintain compliance, with those traders found to be in breach of the local law issued with a fine.**

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Consolidation of Enforcement

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- **Despite all this, in 2006, Casey's graffiti figures started to 'spike'.**
- **It became apparent that our old Enforcement strategy of simply removing graffiti and restricting access to spray paint was not achieving the results we hoped for and needed to be improved.**
- **Our community called for stronger enforcement action and specifically for the Vandals to be prosecuted and where possible compensation claims made.**
- **So Council decided to mount a more aggressive enforcement strategy, to engage our key stakeholders in a common purpose to target the graffiti vandals and hold them to account for their actions.**

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Working Party Set Up

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Consolidation of Enforcement Program

Working Party set up:

- Graffiti vandalism targeted by local Police
- Graffiti on Council assets reported to Police
- Tag database used to identify tags and costs
- Police Analyst identifying graffiti vandals
- Police Response Unit prosecuting graffiti vandals



 Victoria's Largest and Most Vibrant Municipality

- **As a result:**
 - **Graffiti on Council assets is now reported as a criminal offence to local Police;**
 - **the Tag Database is used to identify tags and associated removal costs;**
 - **we have a Police Analyst identifying graffiti vandals;**
 - **the local Police Response Unit is arresting, charging and prosecuting graffiti vandals;**
 - **and claims for compensation and forfeiture now feature in the prosecution case;**

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Enforcement Program Results to Date

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Enforcement Program – Results to date
November 2006 – 1 August 2007

- 25 Offenders charged with 390+ graffiti offences totalling \$161,344+
- 24 Males aged between 15 – 20years
- 1 Female aged 19 years
- Property seized – textas, spray paint, computers, mobile phones, digital cameras, notebooks and art portfolios
- More graffiti vandals identified and soon to be charged



Victoria's Largest and Most Vibrant Municipality

- **Almost Immediately – Council began to see results.**
- **The use of the Tag and photographic database, combined with local knowledge, investigative skills, and information exchange, resulted in vandals being identified.**
- **The Enforcement program results from November 2006 to August 2007 reveal**
 - **25 Persons charged with over 390 offences totalling in excess of \$161,000. Who were these people?**
 - **24 Males between 15 – 20 years of age.**
 - **1 Female aged 19 years. These 25 were responsible for a large percentage of graffiti during this period.**

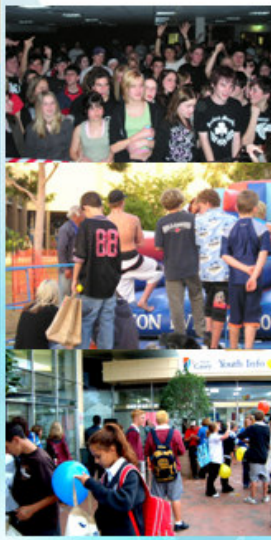
- **Property seized included textas, spray paint, computers, mobile phones, digital cameras, notebooks and art portfolios etc.**
- **Large fines of up to \$21,000 have recently been imposed on offenders towards the cost of cleaning up their damage.**
- **And more vandals continue to be identified and charged.**
- **In a number of these cases, these graffiti vandals have also been charged with other criminal offences, demonstrating the link between graffiti and other crime.**
- **Once an offender has been ordered to pay monies they are given 28 days to pay.**
- **If they don't pay, the Sheriff's Department will chase them to either obtain funds or garner assets for sale and repayment.**
- **However, if the offender is also given a prison sentence, they may opt to pay off the fine in conjunction with prison time or as service to the local community.**

- So while enforcement may be a successful strategy, our hope is that the necessity for it will decline as the education and engagement strands of our graffiti vandalism program do their work. Put simply----We'd rather our kids didn't get criminal records....

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Casey Youth Services

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Casey Youth Services

Supporting young people aged 10-25 years and their families through Prevention, Early Intervention and Secondary Services.

- Support for 'at risk' young people, through direct client work and Youth Information Centres
- After school programs
- Awards and recognition
- Special events – National Youth Week
- Training and skills development
- School holiday activities
- Entertainment events

City of Casey

Victoria's Largest and Most Vibrant Municipality

- The City of Casey provides and resources an extensive Youth Services Program to engage our young people and give them creative and responsible activities and outlets.
- Council employs 18 full and part time youth workers.
We offer:
 - Support for 'at risk' young people, through direct client work and Youth Information Centres, of which Council have 3, and a mobile Youth Centre in the form of a bus.
 - After school programs--Awards and recognition
 - Special events – National Youth Week--Training and skills development
 - School holiday activities--Entertainment events

Next Slide

Range of Casey Youth Services

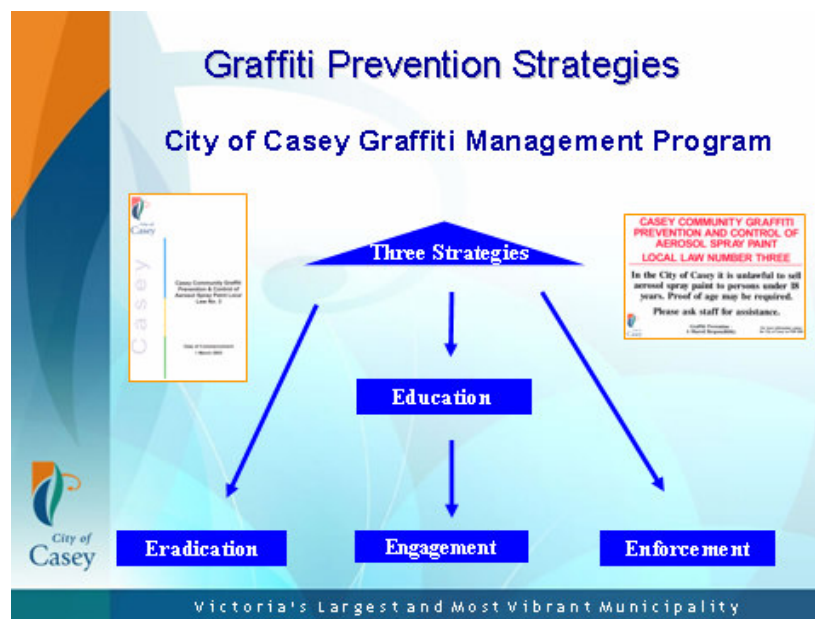
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- **Multicultural Youth Programs**
 - **Youth Information Centre Advisory Committee**
 - **Australia Day Study Tour**
 - **FReeZA Youth Committee – Music & Cultural Events**
 - **Blue Light Disco in conjunction with Victoria Police**
 - **Young Leaders Program, Youth Support Program**
 - **Casey Youth Ambassadors, YouthLinx Programs**
 - **Mentors Breakfast**
 - **National Youth Week events and activities**
 - **National Youth Week Youth Advisory Committee**
 - **Youth Development Officer**
 - **Parenting Program**
 - **Youth Eco-Challenge**
-
- So we are providing safe, supervised programs and activities for young people, with an emphasis on raising self esteem.

Next Slide: Graffiti Prevention Strategies Summary

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- **So...is the City of Casey's Graffiti Management Program effective?**
- **We've looked at ways in which Casey deals with Eradication, Education, Engagement and Enforcement**
- **believing that one is ineffective without the others.**
- **The combined graffiti management strategies contribute to the success of our program. It is a holistic program and no single strategy in isolation would be successful in our community. Casey's program succeeds primarily because of significant community support and participation.**

- A Casey Customer Satisfaction Survey conducted in 2003 revealed Casey's most significant improvement from 2002 was '*Appearance of Public Areas*' – that's a good start.
- We've had 100% retailer compliance with the Local Law...
- 100% schools participation in the education program...
- delivering to over 50,000 students over 6 years
- with 98% per cent of school students in Grades 5, 6 and Years 7, 8, 9 and 10 reporting that they now have a greater understanding of the consequences of graffiti.

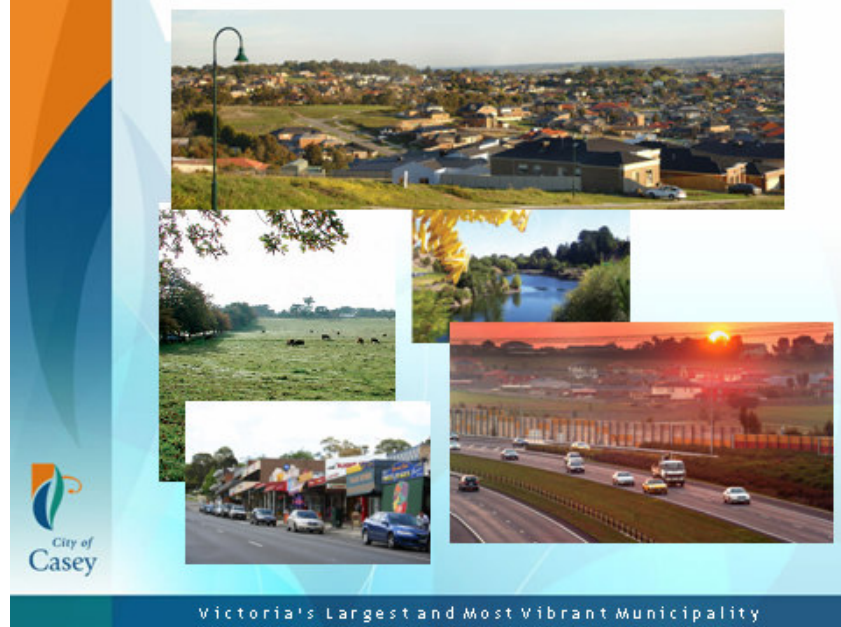
What's this all cost?.....

- With inflation running at around 4%per cent per annum in Australia and the population of Casey steadily increasing, the cost of graffiti removal in the municipality is going to go up even if the problem is being addressed. But in fact, the cost per rateable property has remained steady.
- In 2000/2001, Council expended \$143,000 for the removal of graffiti only from Council buildings on an ad hoc basis.

- **You'll remember—they were the days when the city referred to those responsible for this damage as artists.**
- **In 2005/06, under zero tolerance to graffiti \$155,000 was expended on graffiti removal for not just Council buildings, but all qualifying residential, retail, commercial and industrial premises throughout the City of Casey. Not much more to keep the entire city clean—now that the city recognises the offenders as vandals, and holds them to account.**
- **While the cost of graffiti removal rose in 2006/07, so did the population of Casey, so the per head amount has changed little, and remains at just \$2 annually per rateable property.**
- **And we have brought this down in 2007/2008 to roughly \$1.80 per rateable property (\$160,000).**
- **The message—zero tolerance works and is cost effective.**

Next slide: Casey backyards

Slide 22



- **As one of the fastest growing municipalities in Australia, we just keep adding to the many miles of virgin fences that beckon taggers and other graffiti vandals. Each new estate is a new challenge to them – and to us.**
- **But a drive around the City of Casey will show that the graffiti vandals are not winning – we are.**
- **Our residents have reclaimed their parks, their suburbs and their city –graffiti is the exception, and definitely not the rule.**
- **And why--Because we don't tolerate it!**
- **To sum up, I am very proud of our program, I lobbied for this program, and invite questions.**

Next slide: Publications and contact details

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City of Casey
Graffiti Management Program –
Publications and Contact Details

CASEY COMMUNITY GRAFFITI PREVENTION AND CONTROL OF AEROSOL SPRAY PAINT LOCAL LAW NUMBER THREE
In the City of Casey it is essential to self aerosol spray paint to persons under 18 years. Proof of age may be required. Please ask staff for assistance.

Casey Community Graffiti Prevention & Control of Aerosol Spray Paint Local Law No. 3
Date of Commencement: 1 March 2005

GRAFFITI THE LAW
with Peter Pennington

YOU'LL PAY IF YOU SPRAY
1000 VANDAL

Casey Says No To Graffiti
Phone: 1800 VANDAL (1800 826 326)

Casey Says No To Graffiti
Ground Poles

Contact Details
Tel: 61 3 9705 5200
www.casey.vic.gov.au

Victoria's Largest and Most Vibrant Municipality

I would like to leave you with details of our Graffiti Management Program, including a list of publications and contact details as shown.