



# City of Cambridge

40.

IN CITY COUNCIL

December 11, 1995

VICE MAYOR RUSSELL  
COUNCILLOR TOOMEY  
COUNCILLOR BORN  
COUNCILLOR DUEHAY  
COUNCILLOR GALLUCCIO  
COUNCILLOR MYERS  
MAYOR REEVES  
COUNCILLOR SULLIVAN  
COUNCILLOR TRIANTAFILLOU

WHEREAS: The National League of Cities conference was held recently in Phoenix Arizona; and

WHEREAS: Attending these conferences, in many instances gives one an insight as to what other cities and towns are doing to solve problems which we have in common; and

WHEREAS: The City of Phoenix has been plagued with the problem of graffiti as have many other cities and towns in the United States, including Cambridge; and

WHEREAS: The City of Phoenix seems to have hit upon a system which is helping to alleviate the situation; and

WHEREAS: Their system includes the establishment of a "Graffiti Hot Line"; a reward system for information leading to the arrest of graffiti "artists" and "taggers" which is funded by the business community; informational material which is provided to tax payers to inform them of what the cost of removing this blight has become; extensive media coverage regarding the program, and lastly a "Viper Graffiti Removal System" which has the capability of removing graffiti in an environmentally safe manner, all of which are described in the attached information supplied by the City of Phoenix; and

WHEREAS: Purchase of this Graffiti Removal System could be covered by charging a fee for removal on private property; and

WHEREAS: Information regarding this program can be obtained by contacting Louis Pete, Graffiti Program in Phoenix at 602-495-0323; now therefore be it

RESOLVED: That the City Manager be and hereby is requested to look into the possibility of instituting a program similar to Phoenix and report back to the Council as soon as possible.

In City Council December 11, 1995  
Adopted by the affirmative vote of nine members.  
Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-



D. Margaret Drury  
City Clerk



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December 11, 1995

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~~(Materials attached)~~

 **UP TO 250**

**REWARD**

**For**

**GRAFFITI  
VANDALS**

**262-7327**

*serving all of Maricopa County*



**City of Phoenix**  
POLICE DEPARTMENT

Winner of the  
Carl Bertelsmann  
Prize



# *Graffiti Hotline Overview*

## *262-7327*

On February 7, 1995, Phoenix began the Graffiti Hotline. The goal of the program is to provide an easy opportunity for citizens, especially young people, to give the police information about graffiti vandals and their activities, with a guarantee of anonymity and cash rewards as an incentive. The concept is to combine the forces of the public, media and the police in identifying these vandals and using peer pressure in the schools to curb the epidemic of graffiti.

The hotline program was patterned after similar ones in California and was implemented into place with invaluable assistance of local community businessmen, Councilman Craig Tribken, Councilwoman Bilsten and Williams, Phoenix Community Alliance and the Northwest Block Watch Coalition. This is a one of a kind program for a city the size of Phoenix.

How does the Graffiti program work? First a caller phones into the programs main center, where operators answer the phones Monday through Friday between 8:00 a.m. and 5:00 p.m.. The caller is given a secret code number which guarantees their anonymity and allows them to collect a reward after an arrest or other successful resolution is made for the incident. The Graffiti Hotline Board of Directors is comprised of citizens and they decide on the amount of the reward. Currently, the maximum reward amount is set at \$250.00.

The Graffiti Hotline program's goal is to target school aged children who generally know the identities of the graffiti "taggers". Experience has shown that the overwhelming majority of young people are just as disgusted with the graffiti problem as is the rest of the community.

Once information is received, an officer will be assigned to verify its accuracy and identify the individual involved. Although some criminal prosecutions will be necessary, the program focuses primarily on parental responsibility in accordance with Arizona Revised Statute 12-661. Victims are encouraged to file civil suits to cover damages.

This program has received overwhelming support from citizen's groups, Phoenix City Council, Maricopa County Attorney's Office and many local businesses. We anticipate a successful program and hope for a great reduction in graffiti vandalism.

In the first 25 weeks of this program the following results were noted: 1) 3832 calls were received, 2) 475 workable cases were submitted identifying 241 suspects, 3) 309 cases have been submitted to the Board for reward determination and, 4) over 171 arrests have been made.

The Graffiti Hotline program is a non-profit organization relying on tax deductible donations. Your tax deductible donations can be sent to: *The Anti-Graffiti Hotline, 502 East Monroe Street, Suite 100, Phoenix, Arizona 85004* or contact: *Officer Cliff Jewell, Graffiti Hotline Coordinator, Community Relations Bureau, 620 West Washington, Phoenix, Arizona 85003, (602) 262-7331 or Pager 201-7943.*

(gr\_ovrvw)

# GRAFFITI CRIMES IN PHOENIX

## A Multi-Faceted Approach to Eradication

By  
Officer Cliff Jewell, Phoenix Police Department



In the face of rising criminal activity, graffiti vandalism has traditionally received a low priority by law enforcement. Very few property crimes, however, have the same adverse affects on our communities as does graffiti.

Under the direction of Chief Dennis Garrett, the Phoenix Police Department has a strong community based policing philosophy. Citizen groups voice their concerns about graffiti but seem to be as uninformed about graffiti as are most law enforcement officers.

In April of 1994 I became involved with a citizen's group called the Northwest Block Watch Coalition. This group had spent countless volunteer hours painting over the blight in their community. I decided to educate myself about the problem of graffiti vandalism and was in for a tremendous surprise!

Not only is graffiti not predominantly a gang issue but the financial impact to the community is staggering.

In my research I contacted the following entities within Phoenix to obtain cost estimates for their graffiti removal efforts in 1994. The results were devastating!

- A. The City of Phoenix has four full time crews dedicated to painting out graffiti. Taxpayer cost of personnel and equipment was \$1,000,000.00. Included in this figure was the cost of 24,000 gallons of paint.
- B. The Phoenix Transit (buses) System spent \$2,200,000.00.
- C. The two utility companies, Arizona Public Service and Salt River Project each spent \$300,000.00. Those costs passed on to the consumer.
- D. The Arizona Department of Transportation (freeway system) conservatively estimated \$250,000.00.

- E. The Board of Realtors estimates property values decline by 10% in areas hard hit by graffiti vandalism.

These figures do not include the hundreds of businesses and thousands of citizens who suffered damages. The total 1994 figure for Phoenix could be near \$10,000,000.00.

In September 1994 the Northwest Block Watch Coalition and the Phoenix Police Department began a graffiti hotline pilot program in Phoenix. Maricopa County Attorney Rick Romley provided \$4,000.00 in non-taxpayer funds to start the program. Simply put, the hotline provides an easy opportunity for citizens, especially young people, to provide police information about graffiti vandals and their identities, with a guarantee of anonymity and cash rewards as an incentive. Additionally, I felt an educational aspect was vitally important. School assemblies were set up and the students were taught that graffiti adversely affects them and their families.

In November, 1994 Councilwoman Thelda Williams, Peggy Bilsten, and Councilman Craig Tribken polarized the business community in a grassroots effort to make the program a city wide venture. The Phoenix Community Alliance, a group of concerned corporations and business people, provided funding for the reward program from the private sector. Outdoor Systems, a commercial billboard company donated \$400,000.00 worth of free billboard and advertising space. Outdoor Systems Company staff monitor the hotline and forward the information to my office.

Due to media coverage the program has been expanded to cover all of Maricopa County.

The Graffiti Hotline started on February 7, 1995, and as a result of this and the following additional steps we have seen approximately a 70% reduction in graffiti:

- A. Pioneer Ford - This car dealership has staffed and equipped three paint out crews to cover graffiti.
- B. Maricopa County Attorney Rick Romley has assumed all graffiti related prosecutions mandating the listed penalties for first time offenders:
  - 1. A minimum two (2) days juvenile detention or county jail time
  - 2. 80 hours of community service
  - 3. Full victim restitution
  - 4. Mandatory counseling for parents and juvenile offenders at the parent's expense
  - 5. Civil sanctions of up to \$10,000.00 to the parents of juvenile offenders

- C. Maricopa County Sheriff Joe Arpaio has committed his 2,000 member Sheriff's Posse to conduct surveillances.
- D. The Phoenix City Council passed a Lock-Up/Restricted Access Ordinance requiring retailers who sell aerosol paint or wide tip markers to either lock those items up or restrict their access to consumers.
- E. The State Legislature passed a law that prevents juvenile graffiti offenders, who are convicted from obtaining a drivers license until age 18.
- F. Hundreds of neighborhood groups conduct graffiti paint outs in their neighborhoods.
- G. Continued public and law enforcement awareness classes on graffiti vandalism.

Graffiti should be recognized for what it is, vandalism, a crime pure and simple. Strong steps to eradicate the problem and severe penalties for those bent on destroying the quality of life in our communities are necessary. The Police Department, Phoenix City Government, the business community, and the citizens of Phoenix, are now committed to making Phoenix and all of Maricopa County a better place to live.

For further information please contact Officer Cliff Jewell, Graffiti Hotline Coordinator at (602) 261-8416, pager (602) 201-7943, or by mail at the Phoenix Police Department, Community Relations Bureau, 620 West Washington, Phoenix, Arizona 85003.

Tax deductible donations to the Graffiti Hotline can be made to the following:

***The Graffiti Hotline  
502 East Monroe Street, Suite 100  
Phoenix, Arizona 85004, or***

***The Northwest Block Watch Coalition, Inc.  
P. O. Box 35185  
Phoenix, Arizona 85069-5185***

# GRAFFITI HOTLINE

Graffiti. What was once seen as a problem of the inner cities has become everyone's eyesore. Buildings, walls, even public transportation such as buses and trains, are being defaced by spray paint vandalism. Graffiti has become universal; ugly, unsightly scars across the face of our country.

But beyond its unsightliness, graffiti damage is expensive. Graffiti vandalism now costs the American public nearly \$4 billion a year. Business and property owners spend thousands of dollars to repaint graffiti vandalized structures. In Maricopa County, it is estimated that large corporations each spend about \$.5 million annually on graffiti eradication.

## Anti-Graffiti Activism

Communities and businesses have grown weary of the visual blight of graffiti, and have joined law enforcement agencies and civic organizations to create anti-graffiti programs. These programs range from educating our children about the destructiveness of graffiti — and its recognition as a criminal activity — to establishing hotlines that allow callers to anonymously report graffiti activities and the people responsible.

A Graffiti Hotline was implemented in Phoenix in February 1995 to serve Maricopa County. The hotline provides a telephone number (262-7327) for reporting graffiti vandalism and "taggers", as the painters are commonly called. While anyone may call, the program encourages juveniles, who are often aware of the identities of many taggers, to report these vandals. As an incentive, cash rewards are paid. The amount of money is determined by a point system, with varying points

allotted for types of graffiti, risk to caller, number of people involved in the incident and value of property damaged. The maximum amount receivable is \$250. Since the program began, the hotline has received hundreds of calls, and the Phoenix Police Department has arrested many taggers.

## Crime — and Punishment

Graffiti is a crime, and violators can be severely punished. For a first offense, a juvenile may be sentenced to up to six months in a correctional facility, be required to perform an additional 80 hours of community service, and pay as much as \$1000 in fines.

But the punishment for graffiti vandalism can extend beyond the offending juvenile. Parents of a tagger can be held responsible for financial costs of their child's vandalism. The cost of cleaning up graffiti damage can be extensive, and parents may be ordered to pay as much as \$10,000 to owners of the defaced property. In addition, the courts may require them to attend parent/child educational classes at an additional fee. Having a tagger in the family can be very expensive.

## Taggers; A Danger to Self

Graffiti is not only a crime, it can be a dangerous occupation. Tagging is an individual act, and many taggers work independently. Contrary to popular belief, taggers are not always members of gangs. In fact, the gangs typically resent taggers marring their "turf" and may harm them. Also, taggers often attempt to spray paint high buildings or signs and are injured by falls.

## Stopping the Destruction

Law enforcement, education and prevention are the keys to eradicating the graffiti problem. Taggers are seeking attention, although primarily from peers, they also thrive on community reaction to their "artwork." Children must be taught that graffiti is not a symbol of artistic achievement, but criminal damage to others' property. Tougher sentences and increased fines for offenders also help to discourage tagging. Perhaps foremost, parents need to be aware of their children's activities to ensure they are not involved in graffiti. Remember, a graffiti conviction can be financially devastating for parents of apprehended taggers.

Repairing graffiti damage requires re-painting. With the increase in anti-graffiti activism, many communities are able to repaint graffiti sites immediately after the tagging incident, thus discouraging the juveniles' efforts to achieve recognition for their work. Free paint is available from many organizations in Maricopa County, including the Phoenix Police Department.

Community involvement, parental supervision and early childhood education will result in graffiti eradication. The non-profit Graffiti Hotline program relies on public support through tax deductible donations. For more information, or to make a contribution, contact The Phoenix Community Alliance, 502 E. Monroe St., Suite 100, Phoenix, AZ 85004, or the Phoenix Police Department's Community Relations Bureau, 602-262-7331.

262-7327

## Graffiti Hotline Sponsors

The Phoenix Community Alliance  
Northwest Block Watch Coalition Inc.  
City of Phoenix  
Outdoor Systems  
The Maricopa County Attorney's Office  
The Maricopa County Sheriff's Department

## Graffiti Removal Programs

|                 |                     |          |
|-----------------|---------------------|----------|
| Avondale        | Avondale Fire Dept. | 932-5803 |
| Chandler        |                     | 786-2602 |
| Glendale        |                     | 930-3080 |
| Litchfield Park | Avondale Fire Dept. | 932-5803 |
| Mesa            |                     | 644-3083 |
| Peoria          |                     | 412-0458 |
| Phoenix         | Graffiti Busters    | 495-7014 |
| Scottsdale      |                     | 994-2546 |
| Surprise        |                     | 583-1000 |
| Tempe           |                     | 350-8384 |

## Structure Graffiti Removal

|                                |                        |                |
|--------------------------------|------------------------|----------------|
| Frontage road,<br>off/on ramps |                        | 255-7684       |
| Phoenix bus shelters           |                        | 262-7242       |
| Traffic signs                  |                        | 262-6449       |
| Traffic signal boxes           |                        | 262-6021       |
| Sidewalks/streets              |                        | 262-6441       |
| Postal letterboxes             |                        | 223-3207       |
| Phone booths                   | U.S. West Com.         | 1-800-573-1311 |
| Cable boxes                    | Cox Cable Com.         | 866-0072       |
| Public parks                   |                        | 261-8606       |
| Billboards                     | Outdoor Systems        | 246-9569       |
|                                | 3M National            | 1-800-362-8936 |
| Irrigation boxes               | Salt River Project     | 236-3333       |
|                                | Arizona Public Service | 371-7171       |
| Streetlights                   | Salt River Project     | 236-8888       |
|                                | Arizona Public Service | 371-7171       |
| Commercial<br>trash dumpsters  | Waste Management       | 257-1313       |
|                                | BFI Waste Systems      | 243-1271       |
|                                | Laidlow Waste          | 869-8888       |
| Trash containers               | Public Works           | 262-7251       |

Created by: Dria Jewell  
Graphics: Judy Darbyshire

GRAFFITI  
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*Dulhay, Galluccio, Myers*  
Consent Order #40 *Reeves, Sullivan*

Vice Mayor Russell, Councillor Toomey  
and Born re: A system which includes  
the establishment of a "Graffiti Hot  
Line"

*Triantafillon* *CM 520*

In City Council December 11, 1995

*Order Adopted*