



SAN FRANCISCO
**GRAFFITI
ADVISORY
BOARD**

Edwin M. Lee, Mayor

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Larry Stringer, Chair
Jana Lord, Vice Chair

Graffiti Advisory Board

Minutes for February 12, 2015
30 Van Ness Avenue, 5th Floor
San Francisco, California

- **Call to Order:** 3:34 p.m., the meeting was called to order.

PRESENT

MAYOR – Alex Popovics
DPW – Larry Stringer
SFRPD – Eric Pawlowsky
SFUSD – Robert Sakurai
SFMTA DPT – Daryl Robinson
Seat 2 – Leonid Nakhodkin
Seat 3 – Stephanie Greenburg
Seat 6 – Mark Friend
Seat 7 – Peter Gleichenhaus
Seat 10 – Jann Fitzgerald
Seat 11 – Eric Mersch
Seat 12 – John Austin (youth)
Seat 13 – Jonathan Goldberg (sfb)
Seat 14 – Dee Dee Workman (bus)
Seat 15 – Daniel Kling (bus)
Seat 16 – Rebecca Delgado Rottman (art)
Seat 17 – Jana Lord (mta/shelter)

ABSENT

SFPD – Martin Ferreira (EXC)
SFDA – Karen Catalona (EXC)
Seat 1 – Sam McCormick (EXC)
Seat 5 – Melorra Green (EXC)
Seat 8 – Doug Hayward (EXC)
Seat 9 – Laura Putnam (EXC)

Seat 4 – VACANT
SFMTA MUNI – INACTIVE

- **Others present:** Jimmer Cassiol, DPW; Gretchen Rude, DPW; Kevin Stephens, DPW; Cynthia Hoe, DPW – presenter; Greg Dillon, resident; Greg Dillon; Derek Chamberlain; Leaette Robinett-Sullivan; Virgil Arostegui, SFMTA new member.

- **Welcome and Introductions:** Chair Larry Stringer (seat DPW) welcomed Board members and other attendees. Each member and guest introduced themselves. Members checked attendance and established there is a quorum at this time. Call to order 3:35 pm.
- **Public Comment:**
 - Greg Dillon commented regarding last month's request by Chair Stringer possible themes for the planned huddle this year and suggested "better usage of data"
 - The usage of data is reason number one for the battle against graffiti and things like the 3-1-1 app allow for new civic engagement
 - Data also represent the true time of service turn around
 - The quality is much better today and utilizes photographic evidence providing accountability
 - Taking a look at the entire city the data can be used to find where the graffiti is most problematic and where resources should be focused
 - Alex Popovics reiterated that this year he became the publisher of a real estate magazine which he provided copies of to the members
 - Mr. Popovics pointed out that on page 5 of the magazine is a recap of his 30 years of experience
 - On page 26 you will find an ad from Rapid Renew as well as the logos for the Graffiti Advisory Board and Community Clean Team
 - Mr. Popovics stated that today we have the pleasure of having Cynthia and Kevin from Public Works Bureau of Street Use and Mapping (BSM) who oversee the news rack program and we are going to see a wonderful presentation from this hardworking crew who have done a great job
 - As a preamble to the presentation I want to point out that in San Francisco we have the largest number of news racks in the world
 - There is a push in this city to remove free standing news racks and replace them with the pedestal type news racks. The problem with these pedestal news racks is they become a much larger canvass for graffiti vandalism
 - We currently have a very strong ordinance that deals with vandalism on free standing news racks and we need to see what we can do to help this department at Public Works that Cynthia is running with the help of Kevin
 - They need to have access to the pickup truck that has the lift gate
 - Changes need to be made to the ordinance with regard to how notice of violations (NOV's) are sent and the types of penalties for non-compliance and the Graffiti Advisory Board needs to help make the change happen
 - Currently you have 7 calendar days to clean the news racks
 - If you don't comply, technically the city is supposed to pick up the vandalized new racks and take them to the yard and there is a \$50 fine assessed
 - The problem is that a great majority of the publishers have a bunch of extra news racks as a result of the pedestal program
 - The city is incurring a lot of cost inspecting and retrieving these news racks and paying to dispose of them

- My proposal, and we need to have the Board of Supervisors carry an ordinance that would take away their news rack permits if they are not in compliance X amount of times
 - Bottom line is we need to have more teeth in the law regarding news racks
- Daryl Robinson (SFMTA) stated that the SFMTA continues to face challenges regarding the new multi-space meters and there are individuals or community groups taking upon themselves abating graffiti but doing so incorrectly
- Public comment is closed
- **Presentation – Cynthia Hoe, Administrative Analyst, SFDPW – Bureau of Street-Use and Mapping (BSM) – few standing news racks:**
 - Cynthia is in charge of the news rack program at BSM and is here to explain the process of how they report and address issue with graffiti on news racks
 - The department receives its request for action from 3-1-1 about graffiti, stickers or maintenance issue on free standing news racks
 - We typically send a Notice of Rack Violations (NRV) and once the issue has been addressed we will have before and after photos sent to us by the publications
 - Reports come into us through 3-1-1 which receives the reports either online or over the phone and 1 out of 10 will actually have photos attached in the initial report
 - Once the RFA is received it is reviewed and then a NRV is issued to the publications electronically and directly to the publication point of contact on file
 - The publication then has 7 days to address the issue
 - If no response from the publication that the graffiti has been abated we will issue a second notice providing the publication an additional 7 calendar days
 - If we still get no response from the publication we will eventually put them on a 24 hour notice over which time we will move forward and seize the rack with the assistance of the Public Works yard
 - The rack is then stored at the yard until the publication contacts us to let us know that they want the rack back
 - The maintenance and display standards are per Article 5.4, Section 184.5
 - Must be in good repair and working order
 - Providing guidelines to the publications
 - We receive a lot of inquiries about abandoned news racks which are a little trickier for us to address.
 - For example, a complaint may come in stating that the rack is never filled
 - At that time we will notify the publication regarding the complaint from the public about the particular location
 - Ten out of ten times the publication will state that they do fill the rack on a regular basis and that “the publication is so popular” the material is removed quickly
 - Article 5.4, Section 184.1 states stipulations on what can be considered “abandoned”
 - General Q&A

- Q: How to report broken or vandalized news racks?
 - A: Contact 3-1-1 and report it
 - Q: Is there a map of news racks located throughout San Francisco?
 - A: no
 - Q: Are there fines issued to publishers for non-abatement?
 - A: When the news rack is seized, cost to recover is \$50 for first violation, \$100 for second and within a year of first and \$250 for each violation within a year of the date of second violation
- Cynthia can be reached by phone at (415) 554-5803 or email Cynthia.how@sfdpw.org
- **Review and approval of the draft January 8, 2015 minutes.** a motion was made to approve with a minor corrections, and seconded: Minutes approved.
- **Chair's Report:**
- **DPW stat report numbers:** For the period of January 2015 the number of calls for graffiti on public property from public and internal sources was 1,186. This number is up significantly from the same time last year when 701 reports were received of public property graffiti vandalism.
 - The total number of public graffiti abatements that took place, by Public Works staff, in January 2015 were 1,534, down from the same time last year with 3,057 public property abatements
- **DPW stat report numbers:** Calls for graffiti on private property for January 2015 reported by the public was 407, plus 314 internal cases for a total of 721 cases; up slightly compared to the same time last year, January 2014, when 703 reports were received.
 - DPW inspections in January 2015 on reports of private graffiti that are taking place within 3 calendar days is at 98% and inspections of graffiti reported on sidewalks is at 100%.
 - On average for FY14/15 (July 2014 – June 2015), it takes an average of 1.3 days for DPW to inspect reports of private graffiti.
- In December 2014 DPW issued 565 new private graffiti NOVs (compared to 687 in December 2013), of which 92.2% have been owner abated.
- Of the new NOV cases in December 2014, districts 3 (Chinatown, North Beach, Telegraph Hill), 6 (Tenderloin, SOMA, Civic Center), 9 (Mission, Bernal Heights, Portola) received the most new NOV's with 76 in D3, 87 in D6, and 117 in D9.
- DPW reports show that 95 cases of private graffiti NOVs have gone to blight in December 2014.

- **Membership update:** teams for seats 1 – 17 will expire in April 2015. Please start reapplying for your seats as we would like to keep all current members on board and active.
 - Welcome Virgil Arostegui who will be filling the SFMTA-DPT seat starting March 2015
 - Vacant seats: seat #4 and SFMTA-MUNI
- **Post Office (USPS):** The new San Francisco Postmaster is Raj Sanghera (415) 550-5001. Our Thursday, January 29, 2015 meeting has been postponed to Friday, February 27, 2015. If any members have issues with graffiti on specific mailboxes being reported for graffiti and not abated, please email the information to Jimmer with the mailbox location, date reported and SR#. If reported through the 3-1-1 app you should also have an HQ #.
- **Graffiti Workshops:** The schedule is being planned for two more workshops to take place in 2015. Details TBD.
 - For more information on the workshops or to RSVP call 415-641-2341 or send an email to graffitiworkshop@sfdpw.org
- **Graffiti Watch training:**
 - The next Graffiti Watch training is scheduled for March 21, 2015 with members of the Middle Polk Neighborhood Association (D3) and March 28th in the Mission (D9).
 - If you, or anyone you know, are interested in joining the Graffiti Watch program, please contact Jimmer Cassiol.
- **15th Year Community Clean Team Update:**
 - There will be one district specific event per month, for 11 months from January through November.
 - The kickoff event in District 6 at U.N. Plaza on Saturday, January 31st was an extremely successful event and was attended by over 316 volunteer, department heads and elected official including Mayor Lee, Supervisors Kim, Breed and Christensen
 - The February event will be in District 3 at Portsmouth Square this Saturday, February 14th and will include the following four Gigantic 3 locations:
 - **District 1** – Ocean Beach at Fulton Street (directly across from Beach Chalet)
 - **District 2** – Marina Green, east parking lot (Marina Blvd. at Webster Street)
 - **District 3** – Davis Street – between Clay and Washington (enter from Washington)
 - **District 5** – Hollis Street @ O'Farrell Street (outside Rosa Parks Elementary School)
 - The 2015 Community Clean Team calendar has been emailed to all GAB members and there are copies on the table
- **Giant Sweep Update:**

- We continue to go into individual schools and perform Giant Sweep anti-litter assemblies and presentations in a joint venture with the Department of Environment, Rec and Park, SFMTA and Litterati. If you have any contact with any schools, please talk to Jimmer and see if we can set something up for those schools
 - Three Giant Sweep anti-litter assemblies took place yesterday at Hillcrest Elementary School with more than 450 students in grades k – 5
 - The next assembly is scheduled for Friday, February 27th at Bret Harte Elementary School
 - We had a Giant Sweep table at this year's KNBR Fan Fest on February 7th at AT&T Park where 742 pledges were signed and 6 lucky winners won the following prizes:
 - iPad Mini (1 winner)
 - Autographed baseball (2 winners)
 - Giants game tickets (3 winners)
- The giant Sweep anti-litter program is in full swing for 2015.
 - We are working on putting together the Giant Sweep kick-off event for 2015 with details TBD.
 - Please go to sfgiantsweep.org and check for updates, sign the pledge if you have not done so already! Pass the information along to everyone you know asking them to sign the pledge as well!
 - **Sub-committees** are meeting each month prior to the full GAB meeting. If you have not yet signed up for a sub-committee, please talk to Jimmer Cassiol and let him know which sub-committee you'd like to participate in - Abatement, Education, or Law Enforcement.
 - As small group have members have started meeting and planning the SF GAB Huddle. Please join this group and be part of the planning.
 - **The next meeting is Thursday, March 12, 2015.**
 - **Old Business:**
- A) Amendment to Administrative Code Section 5.170 adding two "at Large" seats to Graffiti Advisory Board (Jana Lord, seat 17 & Melorra Green, seat 5) – update and discussion
- Update: the residency question has been answered
 - The January 2015 draft approval action from carries
 - Next steps: present suggested draft legislation to Board President Breed
 - Continue discussion and updates at March 12, 2015 meeting
- B) Jan Fitzgerald (seat 10) proposed starting the discussion on hosting a 2016 graffiti conference/huddle
- Jann Fitzgerald (seat 10) reported that there was a meeting held last week regarding putting the huddle together

- Notes from the huddle meeting written by Stephanie Greenburg (seat 3) were distributed to the members
- Update: huddle meeting included Jann Fitzgerald (seat 10), Stephanie Greenburg (seat 3), Alex Popovics (seat mayor), and Jimmer Cassiol, DPW
- Baseline:
 - Targeting February 2016 date for huddle
 - Duplicate much of what was done in the previous huddle
 - Need to create a separate huddle subcommittee and determine if the huddle subcommittee should include outside non-GAB members resources
 - Need to determine goal/theme
 - Five areas of action: program, vendor, logistic, promotions and fundraising
 - Focus on “Where Art Lives: and StreetSmARTS programs and create new programs
 - Next meeting date TBD
- **Sub-committee Reports:**
- **ABATEMENT:**
 - Subcommittee Chair Eric Mersch (seat 11) reported
 - Jann Fitzgerald obtained the domain name www.graffitihelp.org and a preliminary design/layout
 - The current concept is on the FAQ sent out with NOV’s will reference the web sites where victims of graffiti vandalism can turn to for assistance with additional services
 - The web site will have a list of all vendors providing services to those with NOV’s
 - DPW still has the hardship program in existence for those frequently vandalized by graffiti
- **LAW ENFORCEMENT:**
 - Subcommittee Member Daniel Kling (SFPD) reported:
 - January 2015 graffiti arrests was 6 total, 4 adults , 2 juveniles
 - All other agenda items will be discussed in March 2015
- **EDUCATION:**
 - Subcommittee Chair Robert Sakurai (SFUSD) reported:
 - The subcommittee continued discussion of the “Fall of X” this month reached out to the San Francisco Arts Commission to see if they could assist with getting this into the SFUSD curriculum
 - There will be an attempt to take the item to the SFUSD Board as well
 - A goal would be a “Fall of X” one day assembly of the performance to be held at a locations such as Bill Graham Auditorium
 - As far as the anti graffiti educational campaign they will be targeting putting it together this spring semester in a joint effort with the Academy of Art.
 - Leonid Nakhodkin drafted a letter to the U.N. proposing an anti graffiti day and this will be further discussed in the “new business section” agenda item

- **New Business:**

- A) Draft letter on behalf of the Graffiti Advisory Board to the head of Chief of Juvenile Probation regarding the lack of referrals to the JAWS program and community service
 - Information on data needs to be provided regarding dispositions and stats to be included in the letter
- B) Larry Stringer suggested discussing what is the large scale-major thing the board would like to tackle this year
 - Larry Stinger (Chair/seat DPW) suggested we push forward with the campaign explaining and education the true cost of graffiti on the community on a sub cultural level and raise awareness
 - Peter Gleichenhaus (seat 7) suggested that we continue to educate at the school level the cost of graffiti and expanding the “where Art Lives” program
 - Jann Fitzgerald (seat 10) pointed out when a small business owner is constantly having to spent money abating graffiti vandalism, those cost are getting passed on to the consumer with higher prices and may very well be the reason for fewer employees as the cost for the employees salary may go to continuous abatement instead
- C) Alex Popovics suggested bringing all the agencies together in conjunction with DPW as to how news rack graffiti is cited and enforced and suggest DPW BSM present the current process at the next meeting
 - Today’s presentation covered this item
- D) Leonid Nakhodkin – letter to the U.N. requesting anti-graffiti day – discussion out of education sub-committee
 - Peter Gleichenhaus (seat 7) suggested that if we are going to move forward on getting an ‘anti graffiti” day proclaimed we should focus locally city-wide first before moving forward to State, National and International
 - Leonid Nakhodkin (seat 2) stated that any group or organization can petition the United Nations for official support or opposition to a cause
 - Jana Lord (seat 17) commented that the U.N. was started here in San Francisco so it would be fitting that San Francisco ask for an International Day but protocol should be followed starting with support from City Hall and the San Francisco Board of Supervisors and moving up from there
 - i. A letter should be drafted for the San Francisco Board of Supervisors and Mayor

Adjournment: The meeting was closed at 5:32 p.m.

Next Meeting Date: The next Graffiti Advisory Board meeting is scheduled to be held on **Thursday, March 12, 2015** at 30 Van Ness Avenue, 5th Floor, in DPW’s Department of Engineering Main Conference Room.

The three subcommittees will meet from 3:00 p.m. – 3:30 p.m. (just prior to the full GAB meeting)