



**SAN FRANCISCO  
GRAFFITI  
ADVISORY  
BOARD**

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Mark Farrell, Mayor

**Larry Stringer**, Chair  
**Jana Lord**, Vice Chair

**Graffiti Advisory Board**

**Minutes for March 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**

SF Public Works – Larry Stringer  
SFMTA – Gretchen Rude  
SFUSD – Kevin O’Brien  
SFDA – Thomas Ostly  
SFRPD – Eric Pawlowsky  
Seat 1 – Jean Barish  
Seat 2 – Robert Bardell  
Seat 7 – Peter Gleichenhaus  
Seat 8 – Doug Hayward  
Seat 10 – Howard Hsu  
Seat 11 – Grace Breyley  
Seat 14 – Alex Mitra  
Seat 15 – Daniel Kling  
Seat 18 – Gregory Dillon

**ABSENT**

MAYOR – Alex Popovics (excused)  
SFUSD – Kevin O’Brien (excused)  
SFPD – Martin Ferreira (excused)  
Seat 3 – Jason Yee (excused)  
Seat 4 – Cammy Blackstone (excused)  
Seat 5 – Jana Lord (excused)  
Seat 6 – Daniel Pan (excused)  
Seat 9 – Todd Berman  
Seat 13 – Darcy Brown (excused)  
Seat 16 – Rebecca Delgado- Rottman  
Seat 17 – Amy Landgraf/ Steve Shinn  
  
Seat 12 – **VACANT**

- **Others present:** Jimmer Cassiol, SF Public Works; Alisha Whitt, SF Public Works; Kim Stephens, SF Public Works (BSM); Randal Scott, Union Square BID; Devin Jones, P-20 SF Pretrial Diversion Program; Karla Jones, resident/graffiti watch volunteer
- **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:**
  - Greg Dillon (seat 18) spoke about the 3-1-1 app the improvements needed and the necessity for creating reports based on the 3-1-1 reports
    - Suggested the possibility of a technology committee to work with 3-1-1
    - Duplicate reports to 3-1-1 are a big problem and should be addressed and technologically should have a better solution

- Larry Stringer (SFPW – Chair) spoke about how staff at Public Works are out promoting the 3-1-1 app in the community.
  - It is beneficial for people to use the app and avoid being placed on hold when calling into 3-1-1
  - We are seeing that more people are using the app and that could also be the reason for the uptick in the service request calls
  - Public Works has noticed we are getting multiple calls for the same locations
  - Public Works relies on the data from 3-1-1 to allocate resources
  - Larry asked the member that if they see an issue with the app to bring it to his attention via email
- Randal Scott, Union Square BID spoke about the total number of graffiti tags the USBID abated last year (February 2017) with 796 tags and 148 stickers/slap tags. In comparison this year (February 2018) the number of tags remains around the same at 812 but the number of stickers/slap tags appears to have doubled.
  - The BID is working on providing field staff with equipment that can photograph and thoroughly document the vandalism.
- Public comment is closed
- **Review and approval of the draft of February 2018 GAB minutes**
  - Howard Hsu (seat 10) moved to approve as edited; Peter Gleichenhaus (seat 7) seconded the motion. February 2018 minutes are approved as amended.
- **Chair's Report:**
  - **Public Works Stat report numbers:** Public Works stat report with February numbers is not yet available.
  - In January 2018 Public Works staff issued 513 new private property graffiti NOV's (compared to 629 in January 2017), of which 89.3% have been owner abated.
  - Of the new NOV cases in January 2018, districts **5** (Fillmore/Western Addition, Hayes Valley, Haight-Ashbury, Japantown), **6** (Tenderloin, SOMA, Civic Center), and **9** (Mission, Bernal Heights, Portola) received the most new NOV's with **138** in **D9**, **95** in **D6**, and **88** in **D5**.
  - DPW reports show that **213** cases of private graffiti NOV's have gone to blight in January 2018. This number is up from the same time last year with **25** NOV to blight cases.
- **Membership update:**
  - Vacant/inactive seats: Seat #12 (Serving Youth). If you know of anyone qualified to fill the seat 12 vacancy, please have them contact Jimmer Cassiol for information on how to apply for that seat.

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

- The next community Clean Team event will take place Saturday, March 17<sup>th</sup> in District 1. The kickoff will be at Washington High School located at 600 32<sup>nd</sup> Avenue (flyers are on table)
- Also on March 17<sup>th</sup>, in partnership with San Francisco Public Works, Recology and SF Clean City, we will be hosting the Gigantic 3 (G3) event in districts 1 and 5:

**District 1: Ocean Beach at Fulton Street (across the street from Beach Chalet)**

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

- **SF Public Works Arbor Day Eco Fair:**

- San Francisco Public Works will host its annual **Arbor Day Eco Fair** on Saturday, March 17<sup>th</sup> at Washington High School (600 32<sup>nd</sup> Ave) 9am-12pm. Join SF Public Works for a day of family-fun packed with hands-on activities, games, food, urban environmental education, and sustainable practices.

- **StreetSmARTS mural update:**

- Two new StreetSmARTS murals have recently been completed
- The first, by artist Michelle Fleck, is located at 285 Bartlett and the second, by Cameron Moberg, is located at 2070 Mission Street.
- Photos of these murals are on the table.

- **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, April 12, 2018.**

- **Old Business:**

- a) Graffiti PSA:

- a. No updates
- b. Item moved to April 12<sup>th</sup> meeting

- b) 2018 Huddle Event:

- a. The board must discuss and decide if they want to host a huddle event in 2018 and if so the discussion must get started and create a huddle topic or theme.
- b. It takes about 6 months to plan and organized the huddle event.
- c. The plan is to move forward with the huddle for the September 2018 timeframe to work in conjunction with the rollout of the PSA campaign.

- d. The goal of the huddle is to be educational, report out on the work the board has been doing, brainstorming new ideas.
- e. Huddle planning meetings should occur on off days and not interfere with the board's regular business.
- f. The board should provide suggestions/ideas on what they would like to see included in the huddle event.
- g. Some suggestions made:
  - i. City by City best practices
  - ii. Highlight former vandals who have transitioned
  - iii. Technology breakout session with 3-1-1 app developers to discuss improvements
  - iv. An 3-1-1 informational/training booth (features of the app, success stories from use of the app)
  - v. Information on camera network groups for businesses and property owners which can be used to capture a crime or clear image of vandals committing crimes which can assist in convictions
  - vi. Highlight the graffiti watch program and have the volunteers provide information about what they are seeing while out abating graffiti provided useful information on things they have learned in the process (exchange ideas)
  - vii. Preventive measures information
  - viii. Neighborhood networks
  - ix. Legislative proposals
    - 1. Recology totes/bins
    - 2. Increased fines/penalties for difficult to abate services
    - 3. Revision to ordinance regarding graffiti on sidewalks

c) BSM Letter Follow-Up:

- a. Alex Popovics (seat Mayor) was absent from the meeting. This item be moved to the April 12, 2018 GAB meeting and members will revisit this item at that time.

• **Standing Committee Reports**

- Abatement committee:
  - Abatement subcommittee drafted a letter to Director Nuru requesting San Francisco Public Works continue courtesy abatements sidewalks
  - Ask the City to provide additional steamers and staff for sidewalk abatement
  - The draft letter will be brought from the subcommittees to the full board in April
- Law enforcement:
  - There were six arrests made in February 2018; all arrests consisted of adults.
- Education:
  - Rebecca was not in attendance so there aren't any updates regarding the PSA campaign
  - The subcommittee would like to draft a letter to journalists regarding glorifying graffiti vandalism

- **New Business:**

**Adjournment:** The meeting was closed at 4:42 pm

- Doug Hayward (seat 8) moved to approve the motion to adjourn; Daniel Kling (seat 15) seconded the motion.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled for **3:30 pm** on **Thursday, April 12, 2018** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.