



SAN FRANCISCO  
**GRAFFITI  
ADVISORY  
BOARD**

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[www.sfpublicworks.org/services/graffiti-advisory-board](http://www.sfpublicworks.org/services/graffiti-advisory-board)

Edwin M. Lee, Mayor

Larry Stringer, Chair  
Jana Lord, Vice Chair

## Graffiti Advisory Board

**Minutes for March 9, 2017**  
30 Van Ness Avenue, 5<sup>th</sup> Floor  
San Francisco, California

- **Call to Order:** 3:32 p.m., the meeting was called to order.

### PRESENT

SFMTA – Gretchen Rude  
SFPD – Martin Ferreira  
SFRPD – Eric Pawlowsky  
Seat 1 – Jean Barish  
Seat 2 – Robert Bardell  
Seat 3 – Jason Yee  
Seat 5 – Jana Lord  
Seat 6 – Daniel Pan  
Seat 7 – Peter Gleichenhaus  
Seat 8 – Doug Hayward  
Seat 10 – Howard Hsu  
Seat 13 – Darcy Brown  
Seat 14 – Dee Dee Workman  
Seat 15 – Daniel Kling  
Seat 18 – Gregory Dillon

### ABSENT

MAYOR – Alex Popovics (excused)  
SF Public Works – Larry Stringer (excused)  
SFUSD – Adiv Spiegel  
SFDA – Justine Cephus  
Seat 9 – Todd Berman (excused)  
Seat 16 – Rebecca Delgado Rottman (excused)  
Seat 17 – Amy Landgraf  
  
Seat 4 – **VACANT**  
Seat 11 – **VACANT**  
Seat 12 – **VACANT**

- **Others present:** Jimmer Cassiol, SF Public Works; Philip Singh, SF Public Works; Alisha Whitt, SF Public Works; Victor Lee, SF Pretrial Diversion Project; Randall Scott, Union Square Business Improvement District; Thomas Stevens, concerned citizen
- **Welcome and Introductions:** Facilitator Jimmer Cassiol welcomed Board members and other attendees. Each member and guest introduced themselves. Members checked attendance and established there is a quorum at this time.
- **Public Comment:**
  - Randall Scott works for the Union Square Business Improvement District, an organization responsible for maintaining about 27 square blocks of land around Union Square. Scott wanted to share video surveillance taken on February 25<sup>th</sup> of graffiti vandals actively tagging along Market Street during high traffic hours (around 6:30pm). Scott wanted to connect with the board in an attempt to share what graffiti vandalism looks like in action, showcase

surveillance equipment currently being used in the city as a means to discourage graffiti vandalism, and identify graffiti vandals that are actively tagging in the city.

- Public comment is closed
- **Review and approval of the draft February 2017 GAB minutes**
  - Motion made by Darcy Brown (Seat 13) to approve; Howard Hsu (Seat 10) seconded the motion. Minutes are approved.
- **Chair's Report:**

**Graffiti Stats:**

- In January 2017 Public Works staff issued 629 new private property graffiti NOV's (compared to 597 in January 2016), of which 79.0% have been owner abated.
- Of the new NOV cases in January 2017, districts **3** (Chinatown, North Beach, Fisherman's Wharf), **6** (Tenderloin, SOMA, Civic Center), and **9** (Mission, Bernal Heights, Portola) received the most new NOV's with **103** in **D3**, **76** in **D6**, and **192** in **D9**. **District 9 has an extremely high number!**
- DPW reports show that 25 cases of private graffiti NOV's have gone to blight in January 2017. This number is down from the same time last year with 41 NOV to blight cases.
- **Total number of graffiti cases reported to 3-1-1 in the last 60 days:** private – 3,729 and public 9,774.
- **Membership update:**
  - Vacant/inactive seats: seats #4, #11 and #12. If you know of anyone in these districts please have them submit their application to the Supervisors office. We are in the process of setting up a meeting with the Supervisors to discuss these vacant and/or inactive seats.
- **17<sup>th</sup> Year Community Clean Team Update:**
  - The next community Clean Team event will take place Saturday, March 18<sup>th</sup> in district 10. The kickoff will be at Warm Water Cove located at 24<sup>th</sup> Street & Michigan (flyers are on table)
  - Also on March 18<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 10 and 11:

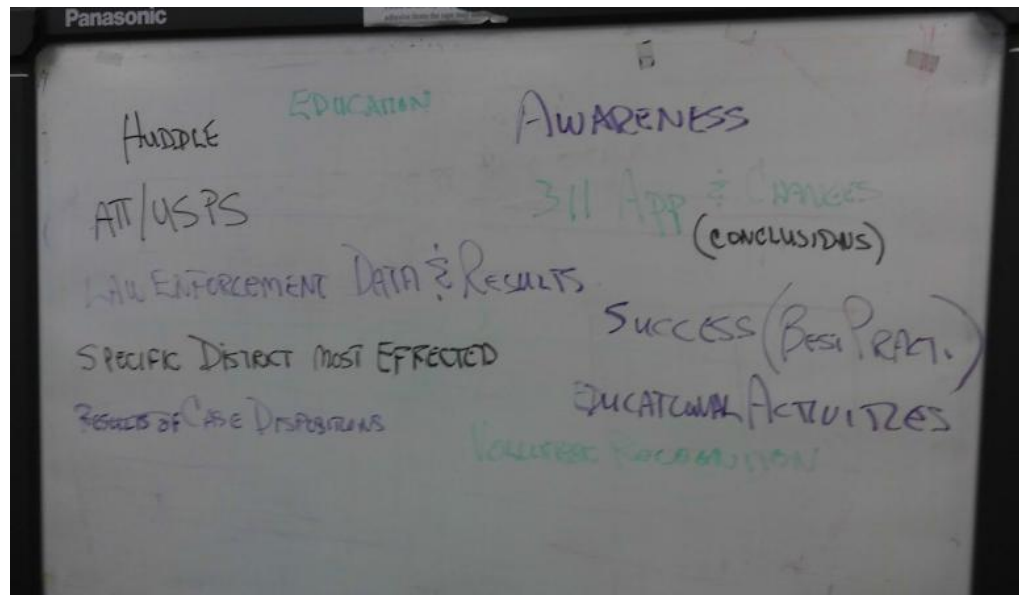
**District 10: Tennessee Street between 23<sup>rd</sup> & 24<sup>th</sup> Streets**

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

- **SF Public Works Arbor Day Eco Fair:**
  - San Francisco Public Works will host its annual **Arbor Day Eco Fair** on Saturday, March 18<sup>th</sup> at Warm Water Cove Park from 9am-12pm. Join

SFPW for a day of family-fun packed with hands-on activities, games, food, urban environmental education, and sustainable practices.

- **SF Public Works Week Open House:**
  - San Francisco Public Works will host its annual **Public Works Week Open House** on Wednesday, April 26<sup>th</sup> at the Operations Yard on 2323 Cesar Chavez Street from 9am-12pm. Visitors will participate in hands-on projects at the Public Works metal and carpentry shops, plant with the landscape crew, take a sewer tour, ride on bucket trucks, and much more during this fun and informative event for all ages.
- **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.
- **Old Business:**
  - a) AT&T Abatement Update
    - a. Representatives from SF 3-1-1, SFPW, and AT&T met to try and figure out what was going on with reports of graffiti vandalism on AT&T property. Previously, if a user reported graffiti vandalism by choosing the “signal box” option on the dropdown menu, the report automatically went to SFPW. The team at SFPW would then properly identify the signal box as AT&T property and send it over to AT&T. If the report did not get sent to the Public Graffiti Unit, it was sent to AT&T from the SF 3-1-1 radio room. Moving forward, if a user has to report an AT&T signal box, it should be categorized as “Other” in the SF 3-1-1 app until AT&T is included as an option. All requests related to AT&T will be put into a queue and sent to AT&T directly from SF 3-1-1 with the expectation that AT&T will notify SF 3-1-1 when the graffiti has been abated and needs to be closed out.
  - b) 2017 GAB Year End Report
    - a. GAB plans to put together a report to detail the accomplishments and conclusions reached during 2016-2017 fiscal year, as well as provide recommendations for the next year. Topics that should be part of the report include: AT&T/USPS abatement, awareness ad campaign, graffiti vandalism arrests and statistics, citizen success and best practices, SF 3-1-1, etc. GAB members will convene throughout the year to compile the report. The complete report will be presented to the Board of Supervisors.



c) SFMTA Pilot Program draft letter

- a. Gretchen Rude (SFMTA) had a conversation with SFMTA Traffic Engineering team regarding a potential pilot program for SFMTA signal boxes to be covered in murals using wrap art. SFMTA engineers discourage the idea as impractical due to the un-permanent nature of the signal boxes, but would consider a possible pilot program if GAB can identify a sponsor to cover all the associated costs, agree to assume all maintenance responsibility, a draft a memorandum of understanding between the City and the sponsor for the program, as well as get the required approval from the SF Arts Commission. Due to the in-person conversation, there is no longer a need to draft a letter regarding the program.

d) Temporary GAB Best Practices Sub-committee

- a. Todd Berman (Seat 9) was not present during the March 2017 meeting and will discuss this item during the April 2017 meeting.

• **Standing Committee Reports**

- Abatement committee:
  - Abatement subcommittee met to discuss the 2017 Year End Report.
- Law enforcement:
  - 2016 saw a significant decrease in graffiti vandal arrests from the 181 arrests made in the previous year (about 10-15 arrests per month).
  - There were a total of 91 graffiti vandalism related arrests made in 2016, with 87 adults and 14 juveniles arrested.
    - Most arrests made in 2016 were recidivism related and relied heavily on video surveillance and eyewitnesses to catch the vandal.
  - February 2017 arrests consisted of 8 adults and 1 juvenile.
- Education:

- Education sub-committee discussed the awareness ad campaign. Sub-committee will meet next month and reach out to Clear Channel's design team to push campaign forward.

- **New Business:**

- Vacant GAB seats #4, #11, & #12 – (discussion and possible action item)
- Gregory Dillon (Seat 18) noticed commercial posters are being posted on buildings around the Mission District that don't receive a lot of traffic. Dillon wanted to know if this act can be classified as graffiti vandalism because individuals are posting them on property without permission in an effort to promote a commercial product.
  - City attorneys have identified this type of vandalism as "guerilla advertising". Individuals caught engaging in it this type of activity will receive a cease and desist letter from the city or a hefty fine depending on the severity of the issue.
- SFMTA meter shop noticed their meters with graffiti are being spray painted over by an unknown party. The shop would prefer to abate graffiti on their property themselves.

**Adjournment:** The meeting was closed at 4:50 pm

- Darcy Brown (Seat 13) moved to approve the motion; Howard Hsu (Seat 10) seconded the motion.

**Next Meeting Date:** The next Graffiti Advisory Board meeting is scheduled for **3:30 pm** on **Thursday, April 13, 2017** at 30 Van Ness Avenue, 5th Floor, in the Public Works Department of Engineering Main Conference Room.