
Graffiti Management Program and Service Level Report

Recommendation

1. That the current service level for graffiti management, as identified in this report, be maintained and approved; and
2. That the Administration report back in 2019 regarding the long term funding to support the current service level, including social enterprise options.

Topic and Purpose

The purpose of this report is to update City Council on the current activities in the Graffiti Management Program, and to provide a service level report identifying the cost of the current level of service and options to improve the timing, reporting and consistency of graffiti removal from civic infrastructure.

Report Highlights

1. The Facilities Management Division is responsible for the implementation and oversight of the City of Saskatoon's (City) Graffiti Management Program as it relates to Civic Infrastructure. Preliminary discussions have taken place with various stakeholders regarding the development of this program.
2. The current service level provided by the City involves graffiti response and removal for civic infrastructure, on a complaint basis, for a total annual cost of approximately \$140,000.
3. Service level options, including the enhancement of the current service level or a decrease in service levels and corresponding funding impacts are identified for consideration.

Strategic Goals

This report supports the Strategic Goals of Quality of Life and Asset and Financial Sustainability. Improving the coordination of graffiti removal from civic infrastructure results in enhanced civic pride and promotes a clean and safe and welcoming community. Administration provides this service level report as part of the Corporate Business Plan supporting City Council's objective that Saskatoon is a Safe Community.

Background

At its January 2016 meeting, City Council received an information report about the City's Graffiti Management Program which provided an overview of the current situation, and statistics regarding the number of reports of graffiti, time to cover the graffiti, and follow-up with residents.

At its May 2016 meeting, City Council received an update report on the Graffiti Management Program, including an overview of improvements to the Graffiti Tracker database, the response and follow-up to residents reporting graffiti, establishing a point

of contact for tracking, and follow-up to ensure a more coordinated approach to graffiti removal and tracking, and reporting back to residents.

In late 2017/early 2018, the Administration undertook an Internal Process Review (IPR) of the Graffiti Management Program focused on reporting and removal of graffiti from civic property, customer service protocols in receiving reports and responding back to residents. This included an overview of the graffiti removal process to look for efficiencies in how the program was being delivered and determine current service level and potential improvements for increased service levels (Attachment 1). During 2017/2018, a number of efficiencies, which could be accommodated within existing resources, were implemented for the Graffiti Management Program.

Subsequent to the IPR and implementation of some of the recommended program efficiencies, as part of the preparation of the 2019 Business Plan and Budget, the Administration requested increased funding to support the Graffiti Management Program.

At its August 20, 2018 meeting, when considering a report from the CFO/General Manager, Asset and Financial Management Department, regarding 2019 Business Plan and Budget Options, the Governance and Priorities Committee, resolved, in part:

- “1. That the Administration bring forward a service level review of the City’s graffiti removal program with options for improving the City’s response to graffiti on civic property.”

Also during the review of this report, the Committee asked the Administration to provide information on how social enterprise could be incorporated in the solution and reduce the need for increased resources, and that this information be included in the report and presented for consideration during the review of the 2019 Business Plan and Budget.

Report

Coordination of Graffiti Removal

Starting in 2018, the Facilities Management Division began overseeing the coordination of graffiti removal from all civic infrastructure, with the exception of Transit. Previously, Facilities Management, the Sign Shop, and Saskatoon Light & Power all devoted part of their operational resources and budgets to graffiti removal, and at times would be working in the same area. By consolidating all graffiti incident reports through the Graffiti Tracker data base, which is managed by Facilities Management, Administration utilizes the resources of two workers, two vans and a pressure washer to clean most of the graffiti reported. In some instances, special equipment, contractors and trained staff from the Sign Shop are required.

There is also interest for the City to clean, on a fee for service basis, other entities’ property at the same time. The City has been in discussion with SaskTel, SaskPower, Shaw Cable, Canada Post, Loraas Disposal, and Waste Management about this approach. Further discussions are planned in the near future to pursue such an agreement.

Service Level Review

The current service level for graffiti removal is as follows:

- Graffiti is responded to and removed on a complaint basis year-round.
- Complaints are inspected within the target number of days from being received, based on priority:
 - Priority 1: 1 business day
 - Priority 2: 1-3 business days
 - Priority 3: Up to 30 days
- Graffiti that is verified to be on a civic asset will be removed upon inspection if possible. All other graffiti reports will be prioritized for removal through the Property Maintenance and Nuisance Bylaw inspection program.

The cost of this service level is approximately \$140,000 and is contained within the expenditures of various divisions within the corporation. Approximately \$40,000 is budgeted, leaving an unfunded amount of \$100,000.

A service level report prepared in early 2018 (Attachment 2) outlines the current service level, options to increase or decrease service level, and associated costs.

Social Enterprise and Partners:

Below is a list of the partners and social enterprises working with the City for the purposes of managing the community's engagement and education around graffiti:

- Community Development Section (Community Services Department): Currently spearheads the Graffiti Reduction Task Force, which began in the 1990s to assist the community in developing a coordinated approach to graffiti in the city. Task force partners include City representatives, school boards, Business Improvement Districts (BIDS), businesses and utilities (such as Saskatoon Light & Power, SaskPower, SaskTel, Canada Post, and waste management companies), Saskatoon Fire Department (SFD) and a representative from the Saskatoon Police Service. The Task Force currently exists to educate the community and work towards the eradication of graffiti.
- BIDS: Community Development allocates a matching grant of up to \$2,000 to each BID for graffiti removal. This annual grant is dispersed in November, based on the BIDS' annual spending on graffiti removal.
- Community Associations: Community Development provides graffiti removal kits to the Associations, which include paint brushes, tarps, trays and other graffiti removal products to assist with community clean-ups and individuals with less ability to remove graffiti from personal property. Public education and ongoing awareness programs exist at the community level.

- Social Enterprise: Saskatoon Community Youth Arts Project provides a fee for service to clean utility boxes in the business districts, and also design and paint utility boxes through their After School Youth Arts Program.
- SFD: Inspects graffiti complaints on private property. Upon inspection of the property, if there is graffiti present, SFD will issue an order for the owner to clean the property within a certain timeframe. SFD partners with Youth Works to remove graffiti if the property owner is unable to do so themselves. In 2018 so far, SFD has responded to 285 complaints and sent removal notices to 229 property owners.

Additional social enterprise options will be explored in alignment with the new Procurement Policy to identify opportunities for a more proactive approach to graffiti removal as well as to participate in the program that will assist with the long term support and offset the need for additional funding of the program to maintain the existing service level. In the meantime, the Administration will work to explore these options and will report back during 2019 on the success of this potential partnership and consider any budget implications for the 2020-2021 budgets.

Financial Implications

Funding for the Graffiti Management Program with respect to civic infrastructure ranges from no additional funding resulting in a reduced service level, \$100,000 to maintain the existing reactive service level, and \$240,000 to provide a more proactive program (Attachment 2). These funds may be offset by the development of coordinated programming with social enterprise organizations and other private and public corporations.

Due Date for Follow-up and/or Project Completion

The Administration will report back to update the appropriate Committee on the potential partnerships with social enterprise organizations that could assist with the program in 2019.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachments

1. Internal Process Review Graffiti Removal Process
2. Service Level for Civic Property Graffiti Program

Report Approval

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