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## 201 2 BUDGET BRIEFING NOTE

### Cost of the New Graffiti Management Plan

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#### Issue/Background:

- This briefing note responds to the request that the General Manager, Transportation Services, provide a briefing note on the total cost of the Graffiti Eradication Program, including enforcement, inspection, contracted removal services and new staff hires.
- The Graffiti Management Plan was adopted by City Council in July 2011. Rather than focusing on eradication or removal only, it is a multi-faceted plan that includes four areas, as follows:
  - Rigid enforcement against illegal tagging and graffiti.
  - Better reporting mechanisms and support for victims of tagging and other illegal graffiti.
  - Support and recognition for permitted graffiti art and other street art, including the development of the existing Graffiti Transformation Program into a new public-private model.
  - Creation of a coordinated graffiti function across the city and with outside stakeholders.

#### Key Points:

- The report of June 2011 identified the following pre-existing costs for graffiti management:
  - \$1 million (estimated) for removal of tags and illegal graffiti from City property by all City divisions.
  - \$884,060 for 10 ML&S Bylaw Officers to enforce against illegal graffiti.
  - \$353,940 for Community Partnership and Investment Program's (CPIP) Graffiti Transformation Program.

The total estimated cost was calculated at \$2.238M.

- ML&S is revising its strategy which results in a projection of 8 Officers in 2012 at a cost of \$710,000.
- Apart from reducing the total amount of illegal tagging and graffiti vandalism, one goal of the Graffiti Management Plan is to reduce removal costs through efficiencies and through a better coordinated approach.

- Three previously funded positions in the Public Realm Section, Transportation Services, which are funded through Street Furniture will support three new graffiti-related functions. The cost for these three positions is approximately \$240,000 (one Project Manager at a level 7 (average salary of \$90,000) and two Projects Leads at level 6 (average salary of \$75,000)
- The need for a new approach to graffiti was anticipated in the establishment of the City's coordinated street furniture program when Council, at its meeting of May 23, 24 and 25, 2007 requested that consideration be given to allocating a portion of revenues for graffiti eradication programs.

### Questions & Answers:

- Why are staff being hired?
  - There are no staff currently providing some of the key functions necessary to implement the Graffiti Management Plan.
  - Staff are needed to raise private funding for the enhanced Graffiti Transformation Program.
  - Staff will be coordinating graffiti activities across the city and looking for cost and other operational efficiencies.

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