
TO: MAYOR AND COUNCIL **DATE:** 2007 January 18
FROM: THE MAYOR'S TASK FORCE ON GRAFFITI **FILE:** 4240 01
SUBJECT: AN ANTI-GRAFFITI STRATEGY FOR BURNABY
PURPOSE: To seek Council approval for the anti-graffiti strategy outlined in the Task Force's report:
Help Keep Burnaby Beautiful: One Tag at a Time.

RECOMMENDATIONS:

1. **THAT** Council approve the anti-graffiti strategy outlined in the *Report of the Mayor's Task Force on Graffiti: Help Keep Burnaby Beautiful: One Tag at a Time.*
2. **THAT** following Council adoption of the strategy, copies be forwarded to those who corresponded with Council and Committees of Council on the issue of graffiti.

REPORT**1.0 INTRODUCTION**

At its meeting of 2006 March 20, Council approved the establishment of a Mayor's Task Force on Graffiti with a mandate to examine best practices and innovative ideas on the prevention and eradication of graffiti. At its meeting of 2006 May 8, Council adopted Terms of Reference for the Task Force which established a six month time line for development of an anti-graffiti strategy for Burnaby. At its meeting of 2006 June 12, Council approved the appointment of fourteen members to the Task Force, representing a broad cross section of the community.

The Task Force met six times between June 2006 and January 2007. To educate itself and assist in developing its recommendations, the Task Force hosted six presentations on various aspects of the graffiti issue. Task Force members also reviewed a wide range of information from other jurisdictions on the prevention and eradication of graffiti, a pictorial inventory of graffiti images in Burnaby, correspondence from community members concerned about graffiti, and information on approaches to identifying and apprehending graffiti vandals. Some members of the Task Force also attended a two day anti-graffiti symposium hosted by the Vancouver Police Department's Anti-Graffiti Unit.

The purpose of this report is to present for the approval of Council the Task Force's anti-graffiti strategy – *Help Keep Burnaby Beautiful: One Tag at a Time.* Due to its size, the *Report of the Mayor's Task Force on Graffiti* has been provided to Council under separate cover. Following Council adoption of the strategy, copies will be available from the Clerk's Office and on the City's website at www.burnaby.ca.

2.0 OVERVIEW OF THE ANTI-GRAFFITI STRATEGY

The *Report of the Mayor's Task Force on Graffiti* provides information on the graffiti problem in Burnaby, and presents a strategy founded on the vision of a graffiti-free Burnaby. The anti-

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graffiti strategy is based on four inter-related and intersecting elements – graffiti eradication, public education on graffiti, graffiti prevention, and identification and deterrence of graffiti vandals. Although many stakeholders will need to be consulted with and/or involved in the implementation and ongoing monitoring of the strategy, it is assumed that the City of Burnaby will take the lead role and facilitate collaborative work on the objectives and actions proposed in the strategy.

A number of goals, objectives, and actions are articulated in the proposed strategy for pursuit of the vision of a graffiti-free Burnaby. The three goals of the proposed strategy are as follows:

- to engage the entire community as partners in combating graffiti
- to demonstrate City leadership in the fight against graffiti
- to eliminate graffiti in Burnaby.

Eleven objectives and twenty-three actions are identified for achieving those goals. The actions in the strategy can be summarized as follows:

Actions Pertaining to Graffiti Eradication:

- adoption and enforcement of a Graffiti Bylaw
- retention of an Anti-Graffiti Co-ordinator
- assistance to graffiti victims
- implementation of graffiti removal agreements with corporations and businesses
- support for community clean-ups
- prompt removal of graffiti on City property
- improvements to graffiti reporting mechanisms

Actions Pertaining to Public Education:

- launch of the Anti-Graffiti Strategy in spring 2007
- delivery of a public awareness campaign targeted to the general public, individual businesses, and business associations about the Graffiti Bylaw, and graffiti prevention and eradication
- education and awareness-raising about graffiti prevention and removal with corporations and utilities
- sponsorship of a consultation process on graffiti with students, other youth, and former taggers
- development and delivery of a preventive educational campaign targeted at taggers and potential taggers.

Actions Pertaining to Graffiti Prevention:

- encouragement to private property owners to protect their property
- liaison with retailers of paint and other graffiti media regarding product placement in order to reduce theft by graffiti vandals
- enhancement of the City's mural initiatives
- collaboration with Canada Post and Telus on installation of graffiti resistant mailboxes and service access cabinets (SACs)
- implementation of measures to reduce opportunities for graffiti on City property

Actions Pertaining to Identification and Deterrence of Graffiti Vandals:

- support for "problem-oriented" policing projects focusing on graffiti vandals
- support for the creation of a graffiti image database in Burnaby and in the region
- support for alternatives to court for graffiti vandals.

3.0 CONCLUSION

The incidence of graffiti has escalated considerably in recent years, in Burnaby and in the Lower Mainland generally. Past efforts by the City of Burnaby to combat the problem have produced mixed results. Consequently, a comprehensive anti-graffiti strategy, which engages the entire community, has been developed for Council's approval. The cornerstone of the strategy is a proposed Graffiti Bylaw which requires that property owners remove graffiti from their property, and provides for penalties for property owners who do not comply with the bylaw and for those graffiti vandals who are caught. The bylaw is supported by a public education campaign, initiatives aimed at preventing graffiti in the first place, and initiatives aimed at identifying and holding graffiti vandals responsible for their actions.

It is anticipated that implementation of the strategy will take at least one year. It is suggested, therefore, that the Mayor's Task Force on Graffiti continue to meet during strategy implementation with a revised mandate as a reference and resource group. A strategy implementation progress report will be submitted to Council at the end of the first implementation year. The report will evaluate the success of efforts to date, and make appropriate recommendations for furthering graffiti eradication in Burnaby.

The Mayor's Task Force on Graffiti recommends that Council approve the anti-graffiti strategy outlined in its report *Help Keep Burnaby Beautiful: One Tag at a Time*. The Task Force acknowledges that implementation of some aspects of the strategy is, in part, subject to subsequent Council funding authorization through the City's established budget approval process. With Council approval of the strategy, staff would bring forward those aspects requiring funding as part of the upcoming 2007 annual budget and other City processes.

The members of the Mayor's Task Force on Graffiti are pleased to submit their report as the culmination of their work. They are appreciative of the Mayor's efforts to combat graffiti, and trust that their recommendations will make a difference.

Respectfully submitted,

Councillor Colleen Jordan
Chair

Mr. Paul McDonell
Member

Mr. Dave Stevenson
Member

Ms. Ann Carlsen
Member

Mr. Jim McQueen
Member

Mr. Dave Switzer
Member

Ms. Artie Chumpol
Member

Ms. Diana Mumford
Member

Mr. Tony Wong
Member

Ms. Diane Gillis
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Ms. Carmen Murphy
Member

Ms. Debbie Zurowski
Member

Mr. Chris Hildred
Member

Mr. Ken Ryan
Member

cc: City Manager
Deputy City Manager
Director Engineering

Director Finance
OIC - RCMP
Director Planning and Building

City Clerk
Director Parks, Recreation & Cultural Services
City Solicitor