

## Q and A

### ***Why should we care about stopping graffiti offenders in our City? Its a Policing problem.***

Aside from the increasing cost burden on your ratepayers, the remnant scarring of graffiti not removed by City crews gradually tears away at the aesthetic of a City. Your offenders are likely to offend for a further 3 years and even recruit new offenders. The City feels unkempt, unsafe and uncared for. Your Police will be on board if given the help, support and tools to give them an assured ability to stop the rot at street level.

### ***We provide rapid removals at a huge cost, graffiti kits, pressure cleaners and have an education program in place.***

Almost all the components of a City graffiti program are “after the fact” and deal with the clean up problem and not the root cause of the problem. A City that recognises that stopping the offender in turn stops the graffiti will be able to see what the huge possibilities are.

### ***We provide youth services programs and spend \$40,000 a year on educating students in our schools.***

Typically your offenders have no interest in your City, your programs, and either don't attend school or would never listen or take notice of a school education programs in play.

### ***We have a graffiti mentoring workshop and mural program in place.***

We have documented evidence in 4 cities where graffiti mentoring programs have allowed offenders to honed and refine their style and they have in turn become that cities worst offender along with infrastructure and neighbouring cities.

In many instances the muralists commissioned to do street art in a city are also common taggers in many cities.

### ***How does your reduction program self fund within weeks?***

Aside from the reasonable initial cost, our work from the get go is about stopping your worst and mid range offenders. You have to consider an offenders past, current and future damages to appreciate that once he is stopped, the cost benefit is instant.

As an example. An offender known as “DOER” was apprehended live on site by our program. He has a past monthly average damage bill of approximately \$8,000 per month. Assuming his trajectory is upward or constant, by having him cease offending has saved the City close to \$40,000 say into the next 6 months.

If you consider your top 10-20 worst offenders for a moment. They may have a past total damage bill of \$160,000. If their damage is at a constant level or even reduced somewhat, if stopped, it is simple to realise that the City will save \$150,000 over the future 6 – 12 months. This is identifiable as soon as they are stopped and offences cease.

### ***Rapid removal is seen as “best practise”***

We have tested the theory and believe that rapid removal policy may seem like a solution in that it brings a clean wall to a city more often. To some offenders its a challenge and they will continue to tag up that same wall if its a favourite. To other offenders it means nothing to see a wall cleaned more often. They offend when and where suits them at the time. Around the corner, in the train, on the way to a friends house.

Realistically the main benefactor of rapid removals is the contractor. More work in a shorter time frame with little scope of stopping the problem.

***Our contractor has a database, everything goes through them.***

*This situation typically is seen as an obstacle to getting to a reduction option. Contractor data is often slow to receive, incomplete, non sharing or poorly read. Cities feel that this is best practise however getting to the desired end point requires ALL the data, properly analysed, tracked and in a Police friendly system. Some cities feel bound to use the contractor system which simply locks them into an incredibly difficult to work with scenario.*

***How can you state that your model and equipment save Police resources but bring them great results?***

If you consider that in many cities there are several typical issues regarding graffiti offender number reductions.

1/ Graffiti is not considered a problem as its reporting levels are low. Police don't identify its an issue.

2/ Graffiti investigations are considered resource draining and near impossible to deal with.

3/ Many Cities don't have expectations of offender reductions. They realise currently Police have little chance in this area.

Our program within a few of weeks delivers...

A full and comprehensive street to street field audit which brings true cost, ownership and offender information to the table. If you elect audit and pilot deployment, chances are we will have some of your worst apprehended during the audit time frame.

Our social media tracking begins to discover true identities of offenders.

Our equipment acts like eyes on the ground be it in drains, parks, precincts where your worst tend to offend.

In effect our equipment acts in real time as a set of eyes ready to advise Police by way of images or sniffer alerts.

Police need not patrol or waste time attempting to find offenders. Our equipment alerts them the moment they are on site.

Once apprehended within moments our team advises that offenders exact worth to yours and neighbouring cities so Police can determine the next steps in the adjusted SOP.

***How can you state that your equipment achieves more than traditional CCTV?***

You can have the most powerful, sharp and expensive CCTV system in place with live monitoring watching over your city. Your offenders are smart, they avoid these areas and offend in darkness away from camera view.

Our street knowledge from the audit process and daily monitoring allows us to forecast where your top 20 offenders will return too. Our equipment is placed and moved around as required but once engaged allows Police in real time to attend and do what they do best.

We have seen CCTV cameras rigid on poles that have achieved nothing over a 2 year period where as one of our units has rotated 37 times, caught 24 graffiti offenders, 2 illegal dumpers, 1 arsonist, 2 stalkers and 3 copper thieves.

Its not just a matter of sticking cameras up poles and hoping something will happen within view. Its about bringing the correct gear to the researched location and getting immediate wins.

Our bottom line is simple. We are not about selling units. We are about setting a target of say 50% cost reduction at minimum which in turn can lead to reinvestment in extended clean ups to see the whole city benefit.

***It seems very complicated and time consuming and we are comfortable with our annual removal costs***

We cannot assist a City that is comfortable with its annual spend on graffiti damage. It simply won't work.

The program we put into play is extensive with various aspects that depend upon each other to have full benefit. That is our responsibility to ensure that the synergy is created and that offenders are caught and stopped. For a Council there is little to do aside from signing off on victim statements. For your Police it is a matter of attending whenever possible and working with past proven SOP's to ensure re offences are minimal. We can readily offer the proof, the evidence and the referees who will happily discuss how brilliantly our program has worked to allow you to also see that 50% reduction in annual spend is achievable.