



## Proven Strategies for a 'Graffiti Free' City

1. Recognize that graffiti vandalism is a community problem and unless CITIES budget for it out of taxpayer's money then it will never be eradicated. It is no longer possible to avoid this fact. Around \$100,000 should be an initial figure.
2. Recognize that Graffiti Removal is a highly skilled trade. Do not think of it as a menial cleaning type job. Skilled technicians are called upon to repair damaged property on anything and everything without trace or damage. They must be skilled and have a good sense of detailed workmanship.
3. Employ a proven cleaning 'system' which is non-damaging and has the ability to confidently work on any surface. Worlds Best have this proven system.
4. Place all resources into eradication whilst refraining initially from the temptation to photograph or record graffiti. If your local area has been continually vandalized over several years it is most likely you will achieve nothing in this quest as most vandals are no longer active. Save this for police/prosecution purposes once you are graffiti free. Initial documenting is a complete waste of time and money.
5. Make a daily 'clean sweep' of all-main roads and known problem areas e.g. skate parks, toilet blocks, parks, and known vandal haunts.
6. In the initial clean up stage avoid making ordinances which require 24 hr graffiti eradication. This is simply obstructive to the whole strategy until the city is under control. It is very easy to do this later so be proactive and not reactive initially.
7. Remove graffiti from anything and everything and not just city property. Do not leave it to other utilities. Do not leave any really obvious graffiti. At first, just clean to 'drive-by' standard....i.e. not visible as one would drive through any areas. You can always go back later and fine tune any removals.

8. As the daily prevalence of graffiti hits disappear, then clean the side streets - while keeping a daily check on the main streets. Clean some areas twice daily if needed. This will deflate the vandal's spirit. Endeavour to be proactive and not reactive (unless the situation requires you to attend to an offensive graffiti incident)
9. Make sure that any "Community Art" programs involving aerosol art as the main medium are 'postponed' until well after you have attained "Graffiti Free" city status. (Art programs performed during clean up campaigns involving aerosol art tend to lower the morale of those responsible for removing graffiti as well as sending out a mixed message to vandals that it is ok to put spray can paint on some walls.....but not others)
10. Use this proven system. Do not 'reinvent the wheel' or copy other Cities who have not been successful. This definitely works and is not expensive.
11. A 'Clean City' levy of \$1 per household per month will easily fund this as well as providing cleaner toilets, bbq's, playgrounds etc. Taxpayers will love their new clean town.
12. The consequent increase in property values through an improved city will ensure that extra rates collected will pay for this ongoing program ahead at no additional cost to the community.
13. Enjoy.

For further information please contact:

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