



# Gwinnett Clean & Beautiful Graffiti Survey 2008

## BACKGROUND

In late February 2003, Gwinnett Clean & Beautiful conducted a comprehensive baseline survey to quantify the extent of Gwinnett's graffiti problem, measure our progress in addressing it and evaluate the effectiveness of the current reporting and removal systems. Follow up surveys have been conducted in late February every year since then by trained individuals.

In 2007, we retained a consulting engineering firm to conduct the survey and to recommend enhancements to our original methodology. The survey was conducted using hand-held GPS equipment that greatly enhanced the accuracy and efficiency of the survey.

The survey area covered all major primary and secondary roads, targeted neighborhood roads and commercial strip centers. The following data was collected and analyzed: the location, the type of structure (building, fence, utility box, etc.), the surface type (paintable, non-paintable) and the visibility. The survey did not capture all sites where graffiti had previously occurred and been painted over. The results of the survey were compiled and compared to the 2003 data.

Listed below is a summary of our findings and proposed strategies and actions:

Goal: To quantify the extent of the graffiti problem

- 2008 Findings:
- 419 sites identified
  - 23,465 ft<sup>2</sup> feet tagged (4.44 miles)
  - 98% occurring on occupied buildings and related structures
  - 96% of existing graffiti is gang related
  - 33% is highly visible from major roads

Goal: To measure our progress (2008 compared to 2003)

- 2008 Findings:
- 66% increase in number of sites
  - 62% decrease in area tagged (significant increase from last year - the lowest area since survey started)
  - 65% of sites in 4 zip codes (30047, 30044, 30071, 30093)
  - More graffiti in areas where we haven't seen much before (Tucker, Stone Mountain, Sugar Hill)
  - More graffiti within City limits
  - More graffiti on fences and common property (utility boxes, street signs, etc.)
  - Graffiti is more visible than last year but less visible than previous years

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- Goal: To evaluate the effectiveness of our current reporting and removal systems
- 2008 Findings:
- 218% increase in citizen reported incidents since 2003 (40% increase during the past year)
  - Inmate paintout time has decreased from 4.3 days to 2 days
  - Since 2003, County inmates have painted 327,822 ft<sup>2</sup> (1,001 sites) = 62.1 miles
  - During the past 12 months, inmates have painted 92,349 ft<sup>2</sup> (301 sites) = 17.5 miles

To continue a proactive and comprehensive graffiti prevention program, the following strategies and actions are recommended for implementation during 2008:

Strategy: Increase Education

- Actions:
- Continue multi-media campaign to raise awareness of social and economic impacts of graffiti
  - Enhance citizen reporting for private property
  - Continue outreach programs in schools and community

Strategy: Increase Eradication

- Actions:
- Continue removal efforts by inmates
  - Enhance removal programs with utility companies
  - Conduct pilot program using graffiti resistant paints or graffiti removal alternatives
  - Utilize contracted removal services for brick surfaces
  - Explore collective contracts with removal services
  - Conduct 2<sup>nd</sup> community project in Lawrenceville area

Strategy: Increase Enforcement

- Actions:
- Increase intervention and surveillance at recurring sites
  - Increase enforcement efforts in hot spots
  - Continue to work with GCPD Quality of Life Unit
  - Enhance efforts with Gang Task Force
  - Work with Police and Juvenile Court to enhance alternative sentencing programs
  - Continue to evaluate effectiveness of surveillance cameras

Strategy: Increase Prevention

- Actions:
- Continue work with CIDs and strip center managers on design standards that prevent graffiti and crime
  - Enhance use of controlled access methods
  - Continue to compare graffiti data to other Quality of Life measures
  - Develop and implement voluntary/mandatory utility box identification
  - Conduct CPTED (Crime Prevention Through Environmental Design) evaluations for recurring sites and hot spots