



**CITY OF HAMILTON PARKING AND BY-LAW SERVICES
DIVISION**

City of Hamilton Graffiti Management Strategy Progress Report

August 3, 2018

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Council Direction:

PUBLIC WORKS COMMITTEE REPORT 17-013

(Merulla/Farr)

That Item 6 of the Public Works Committee Report 17-013 respecting the Graffiti Management Strategy (PW17078/PED17198) be amended by adding sub-sections (g) and (h) to read as follows:

6. Graffiti Management Strategy (PW17078/PED17198) (City Wide) (Item 8.3)

- (a) That the Graffiti Management Strategy and associated timelines outlined in this report be approved;
- (b) That staff provide updates on the progress of the Graffiti Management Strategy and its various components as part of the Clean and Green Strategy annual reporting;
- (c) That Municipal Law Enforcement (MLE) be approved to hire two (2) Municipal Law Enforcement Officers (Co-op students) for a 2 year pilot project;
- (d) That annual costs associated with hiring of two (2) Municipal Law Enforcement Officers (Co-op students) and operating costs of one (1) vehicle, approximately \$114,100, be funded through the Tax Stabilization Reserve #110046;
- (e) That the one-time capital cost associated with the purchase of one (1) vehicle to support the new Municipal Law Enforcement Officers (Co-op students), approximately \$26,400, be funded through Tax Stabilization Reserve #110046;
- (f) That the internal Graffiti Working Group, led by Policy & Programs staff, develop and undertake a graffiti enforcement strategy with victim assistance program;
- (g) That the pursuit of additional Closed-Circuit Television Cameras (CCTV) be included as part of the Graffiti Management Strategy with a report back, accompanied by a presentation, to the Public Works Committee outlining the costs of expanding the camera program; and,
- (h) That the appropriate staff also report back on the cost of a counter social media campaign that encourages citizens to participate in assisting police in catching vandals and receiving a cash reward as well as the cost of a one-time City-wide graffiti clean-up.

Main Motion as Amended CARRIED



Response to Council Direction

The hiring of 2 new co-op students under the Municipal Law Enforcement Division for proactive enforcement, victim assurance, victim education, and community engagement.

The purpose of this project is to educate and communicate with the citizens of Hamilton, in order to reduce or minimize the amount of graffiti/tagging in the city and create a dialogue with the victims of these incidents. The goal of this project will be to increase the compliance of graffiti removal on properties by 10% from month 4 to month 8 of the program and to also decrease the amount of complaints by 10% from month 1 to month 8. Education will occur through verbal communication with victims and the distribution of graffiti education materials while encouraging citizens to tackle graffiti in the community together with the help of programs such as “Team Up to Clean Up”. Educational pamphlets include graffiti removal tips, prevention methods, the city number for reporting, Hamilton Police Auxiliary Branch number, general information of graffiti and the graffiti By-Law No. 10-118. Verbal warnings entail making the property owner/tenant aware that the officers will be visiting again to ensure the property abides the By-Law. An order to comply may be issued as a written warning to abide the By-Law and includes an expiry date upon which the officers will be conducting a re-inspection. When an order to comply has not been followed and adequate attempts have been made at education, then the property will be sent to contractors and those fees will be recuperated from the property owners tax roll.

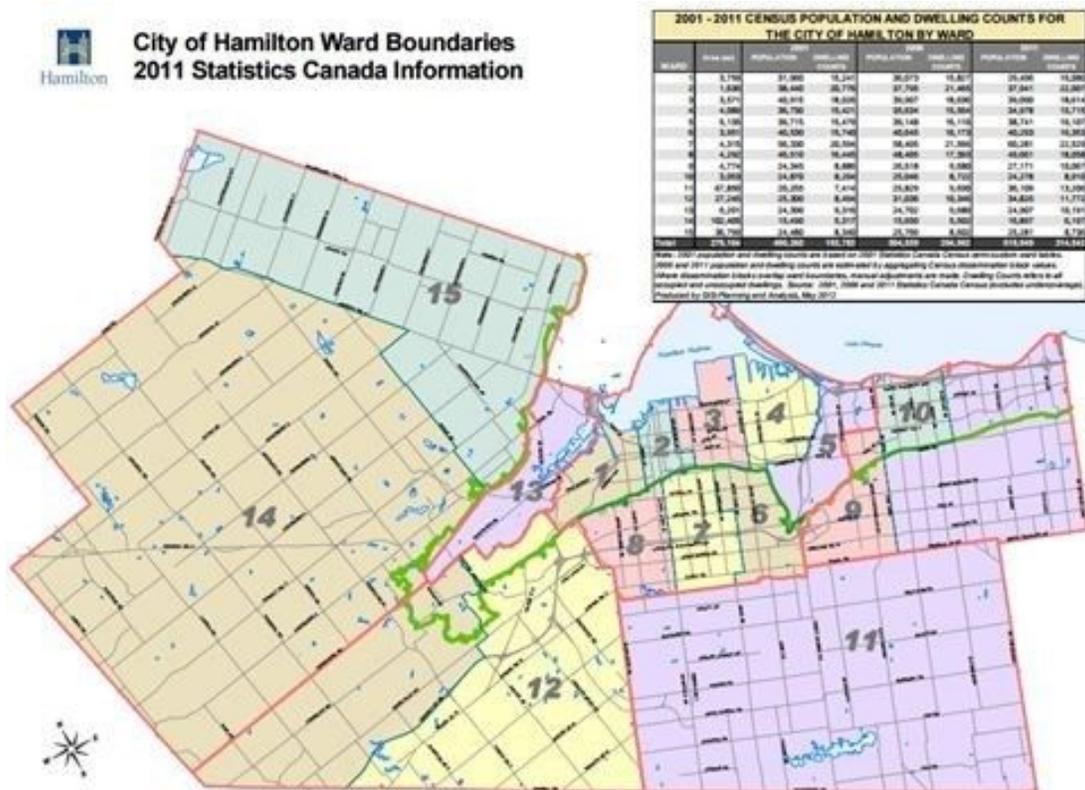
Summary of City of Hamilton Graffiti Vandalism Audit - 2013

This summary serves as baseline data to compare newly collected data over the course of this project. The audit was completed and submitted on December 16, 2013 by MGM Management, an external consulting firm. At this time, City of Hamilton’s population was 505,000. The most recent Hamilton census reported by Statistics Canada in 2016 brings the population up to 536,917.

The audit recognized Wards 1-8 as ‘target wards’ since they appeared to have the highest incidence of graffiti complainants. Within these wards, 30 areas were labelled as ‘hot spots’ and were compared to ‘random areas’ as a control. Both the ‘hot spots’ and ‘random areas’ were measured as 4 city blocks by 4 city blocks with an approximate area of 25 hectares.

Within the 8 Wards, a total of 2,256 graffiti tags were observed and 493 taggers were identified. An average yield of 6.3 graffiti tags per site was documented in the City of Hamilton Graffiti Vandalism Audit - 2013. The top 20 taggers contributed to 36% of all graffiti in the city. 74 percent of graffiti within the 8 Wards was concentrated in Ward 3 (43%), Ward 2 (18%), and Ward 4 (13%).

For more comprehensive, quantitative comparisons of graffiti intensity, the audit associated an ‘Graffiti Index’ with each sample area. The Graffiti Index was measured as the number of tags per area (in hectares).

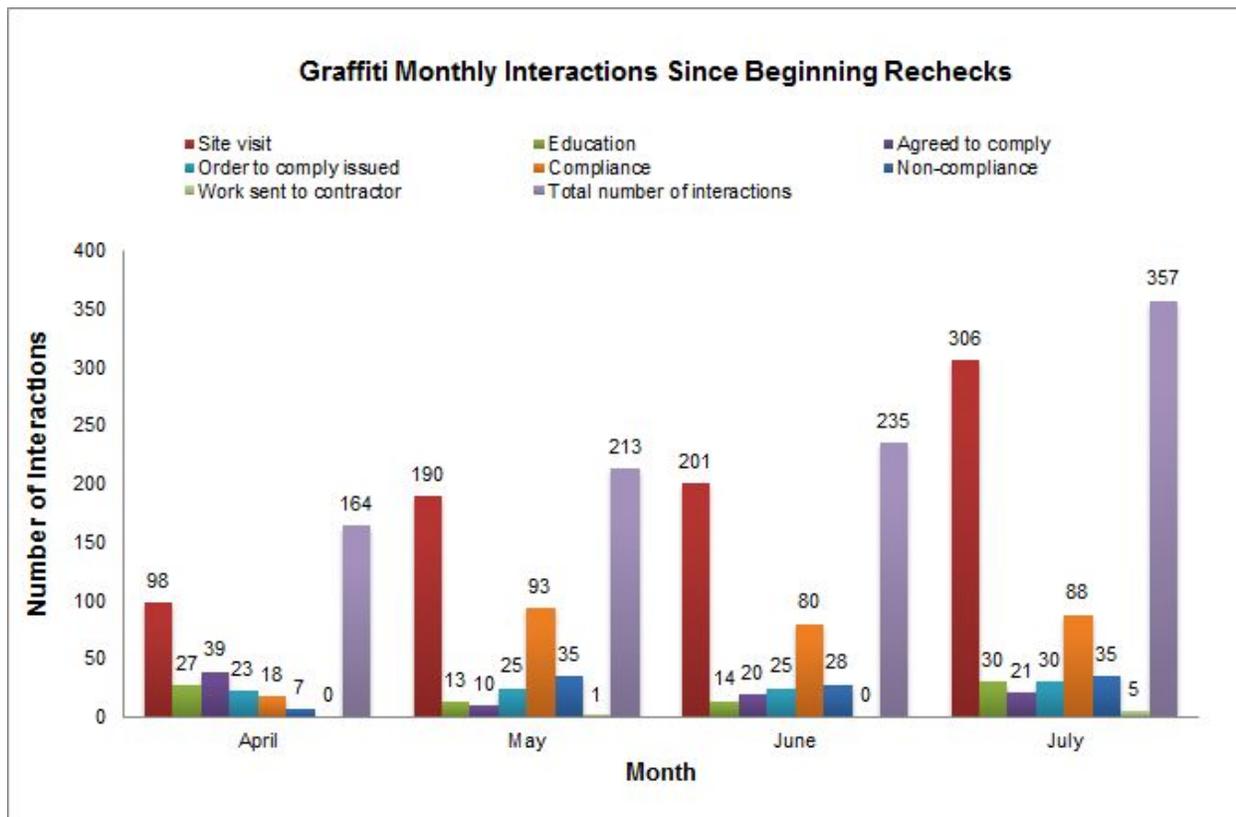


Statistical Information
Graffiti Enforcement Statistics - January 15 to July 31, 2018

	January	February	March	April	May	June	July	Totals
Complaints (phone/online)	26	29	53	11	11	18	13	169
Proactive	0	70	122	56	34	21	69	411
Total Investigations	26	99	175	90	173	155	205	988
Open Investigations	22	90	152	48	72	71	100	600
Closed Investigations	4	9	23	42	101	84	105	388
<i>Duplicate</i>	2	6	18	10	5	0	0	48
<i>Cancelled</i>	0	0	1	1	0	1	0	4
<i>Referred to another dept</i>	1	0	0	12	0	2	0	25
<i>No Violation</i>	1	1	0	1	3	1	17	25
<i>Complied</i>	0	2	4	18	93	80	88	286

Type of interaction	January	February	March	April	May	June	July	Totals
Site visit	23	93	157	98	190	201	306	1116
Education	14	70	52	27	13	14	30	239
Agreed to comply	14	68	77	39	10	20	21	279
Order to comply issued	9	14	18	23	25	25	30	149
<i>Compliance</i>	0	2	4	18	93	80	88	286
<i>Non-compliance</i>	0	0	0	7	35	28	35	105
<i>Compliance rate</i>	0%	100%	100%	72%	73%	74%	72%	74%
<i>Non-compliance rate</i>	0%	0%	0%	28%	27%	26%	28%	14%
Work sent to contractor	0	0	0	0	1	0	5	6
Total contracting fees	\$ -	\$ -	\$ -	\$ -	\$180	\$ -	\$ -	180
Total interactions	51	231	286	164	213	235	357	1634

Progress Since Beginning Rechecks



Rechecks began in mid-April and since then, we have been tracking compliance and non-compliance stats. From April to May, we saw an increase of 1% compliance likely due to bettering weather conditions and spring cleaning. From May to June, the compliance increased 1%, due to the implementation of the gift card initiative. A total of 18 gift cards were handed out in June to 12 property owners, 6 of which were expected to be completed in June. There were 6 compliances in June for gift cards and this likely pushed the compliance rate closer to our goal of 82%.

In July, 18 properties were given gift cards. 26 of 34 properties that were given gift cards were complied (a compliance rate of 76%). The non-compliances were due to individuals leaving for vacation and being busy (not being able to cover).

The graph above shows the progress of monthly interactions since rechecks have begun. Site visits (98 to 306), education(27 to 30), OTCs (24 to 30), and work for contractors (0 to 5) have all increased since April. The compliance rate has been stable since April (72%).



Goals for Term 1 - Status and Thoughts

OVERARCHING GOALS:

- Educate and communicate with the citizens of Hamilton, in order to reduce or minimize the amount of graffiti/tagging in the city and create a dialogue with the victims of these incidents
- Gathering data and opinions of property owners to be used in the development of a City wide Victim Assistance program and Graffiti Management Strategy

STATISTICAL GOALS:

- Increase the compliance of graffiti removal on properties by 10% from month 4 to month 8
 - We have set the baseline rate for this goal at 72% (the rate for April) and we will be striving to increase this by the end of August to at least 82%.

- Decrease the amount of complaints by 10% from month 1 to month 8
 - The number of complaints has increased from January to February to March (26 to 29 to 53) and then dropped to 11 in April. The reason for this trend has not yet been determined, perhaps more tagging has already been logged and enforced, perhaps individuals are not reporting the tagging they see, perhaps the tagging is being covered before it has a chance to be reported. It could be any or a mixture of these three, further data from the next months will show a more firm trend of data.

QUALITATIVE GOALS:

- Conduct an academic review of all graffiti related research and educational materials
- Establish a cost retention program that helps individuals with the cost of paint or other graffiti removal procedures
- Create new educational materials (revamped) that can be used to educate and inform the public about graffiti and what they can do about it
- Gather information about all graffiti programs and which groups they help (and how much)
- Assess the effectiveness of deterrents and management strategies such as rapid removal, lighting, and presence of video surveillance.
- Analyze hotspots in each ward and measure most problematic wards.
 - Based on number of calls - both proactive and reactive. Our newly determined hotspots will be compared to the previous hotspots identified in the 2013 City of Hamilton Graffiti Vandalism Audit.

The educational materials mentioned above are attached in the appendix at the end of this report.



Evaluation of Goals

OVERARCHING GOALS:	
<p>Listening to opinions of affected property owners:</p> <ul style="list-style-type: none"> Created graffiti survey to collect data on tags and owner's prevention preference Establishing open conversations with victims when advising removal 	<p>Attended events to connect with citizens and external city departments:</p> <ul style="list-style-type: none"> International Village BIA Walk-About Meeting with Westmount Students Keep Hamilton Clean and Green Committee Meeting East Hamilton 68th Town Hall Meeting (Councilor Merulla - Ward 4) Graffiti Briefing with Hamilton Police Services - Hate Crime / Extremism Unit
STATISTICAL GOALS:	QUALITATIVE GOALS:
<ul style="list-style-type: none"> Increasing number of interactions each month. July leads with 357 as compare to 235 in June. Compliance rate has also increased from last month. We improved from 80 compliances in June to 88 in July Current compliance rate for the month of July is 72% Only 12 complaints were received this month, whereas June saw 18 total public complaints 	<ul style="list-style-type: none"> Studied the articles and correspondence in the 2009 Graffiti Prevention Strategy binder as well as conducting external research on programs from other municipalities. Surveying costs, barriers, and opinions of property owners in regards to their experience in graffiti removal. Compiled information provided through previous audits to create pamphlets that target specific properties - commercial vs. residential. Created a tip sheet for business owners to use when they are dealing with graffiti. Researched other municipal programs in place to manage graffiti, including Saskatoon, New Zealand, and Australia. We have further broken these policies down and identified the areas most relevant to business owners and residents. Ongoing process to collect data on various factors that may influence tagging. These factors are tracked in Google Forms for each property.

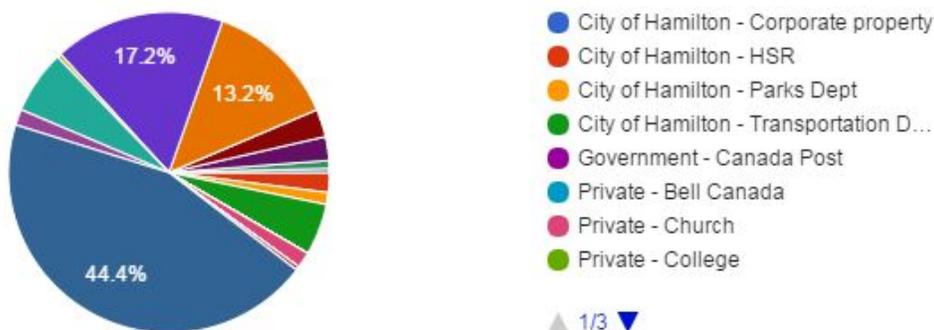
Graffiti Reporting Survey

In addition to regular data collection, an extended survey was created on February 25, 2018 and began effective February 26, 2018. The purpose of the survey is to collect key information related to graffiti incidents that was not typically captured in Hansen or Amanda case files. This includes size, method of removal, cost, type of property, surface, etc. A copy of the survey questions and the survey URL can be seen and accessed in Appendix E.

Data collection began on February 26, 2018 and were completed by Graffiti Enforcement Officers either when in the office or on the road during investigations. The survey range for this report is February 23 to July 31, 2018. The survey found the following:

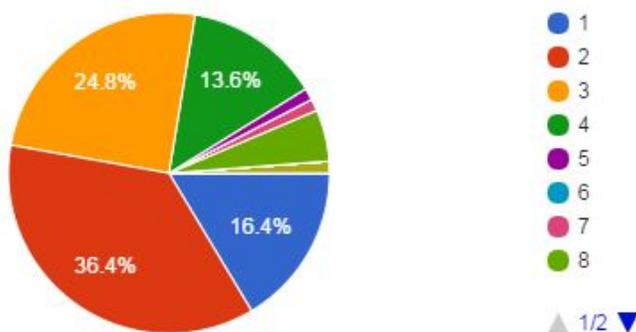
Type of property

250 responses



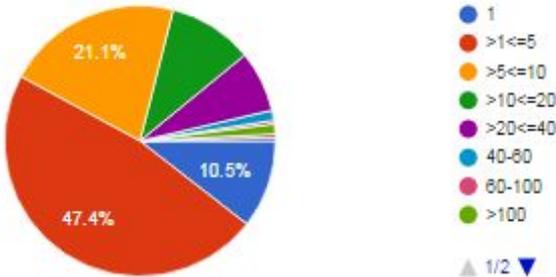
What ward is it in?

250 responses



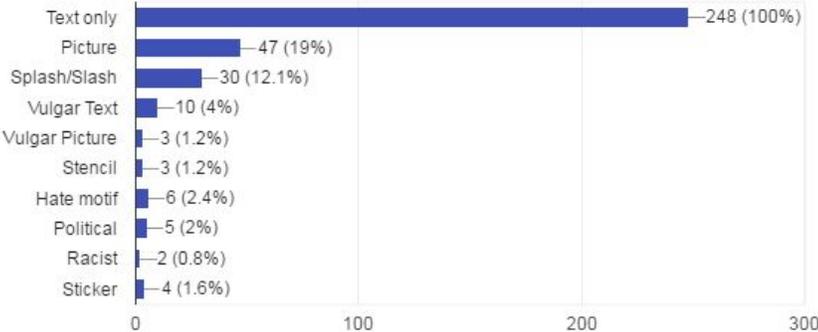
Number of tags?

247 responses



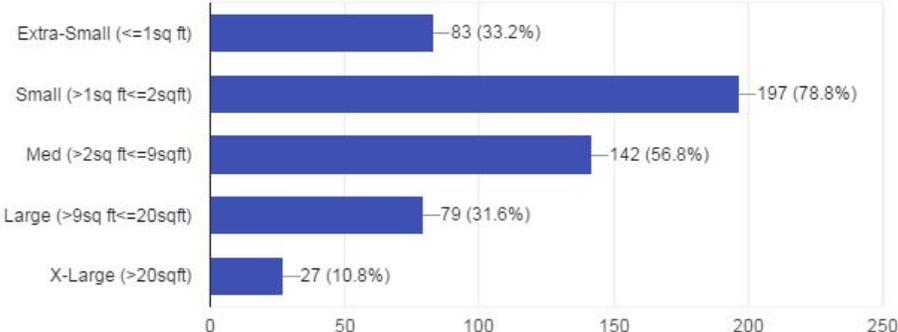
Descriptor of Graffiti

248 responses



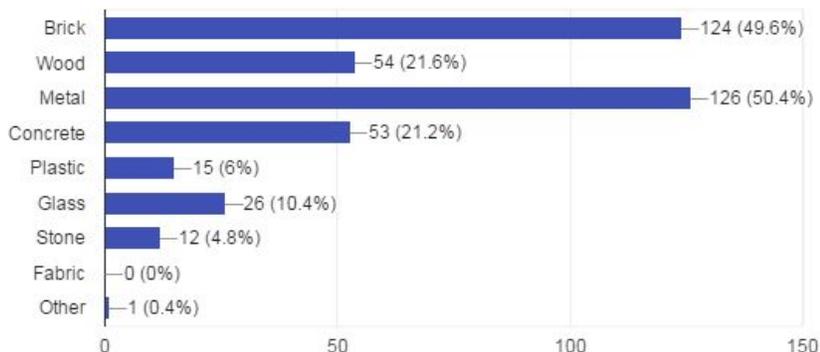
What is the size of the tag?

250 responses



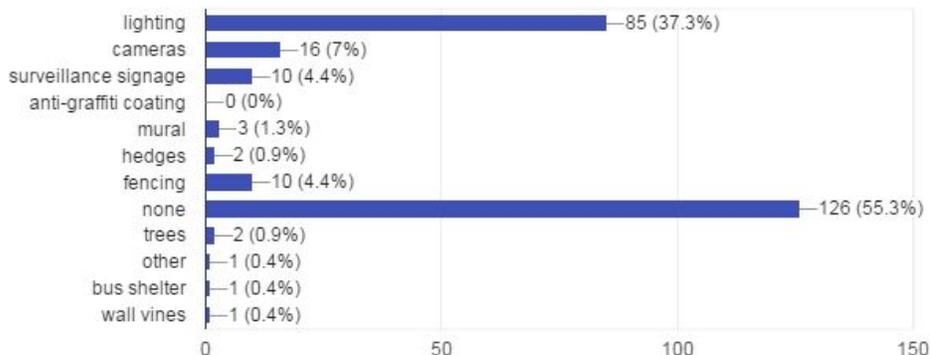
What surface is the tagging on?

250 responses



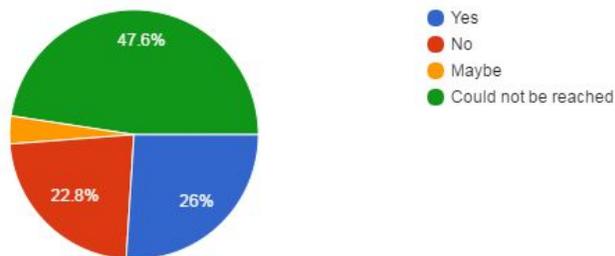
Any deterrents present?

228 responses



Have they been tagged before?

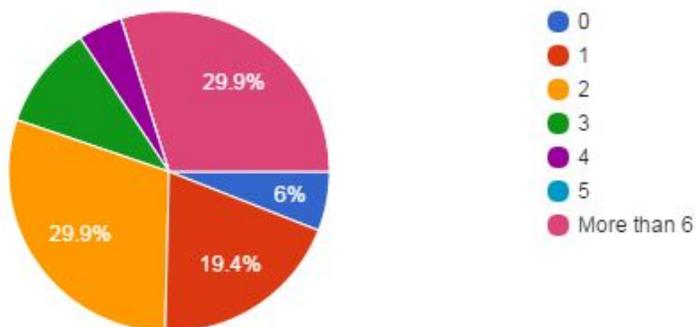
250 responses



If the property owner answered yes to the previous question, they were questioned these additional questions:

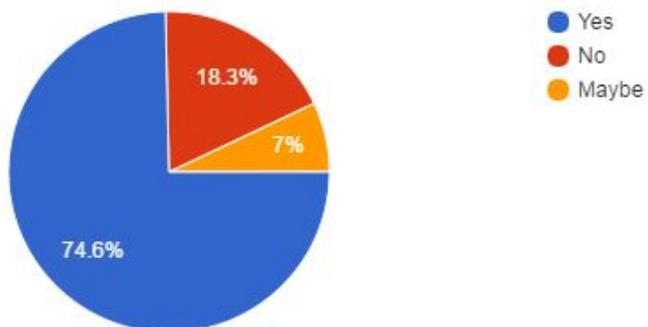
How many times have they been tagged before?

67 responses



Have they removed tagging before?

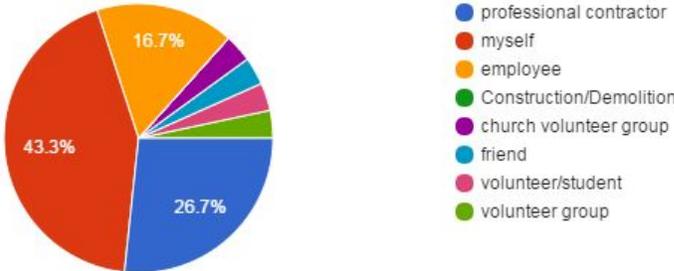
71 responses



If yes, the following 7 remaining questions were asked:

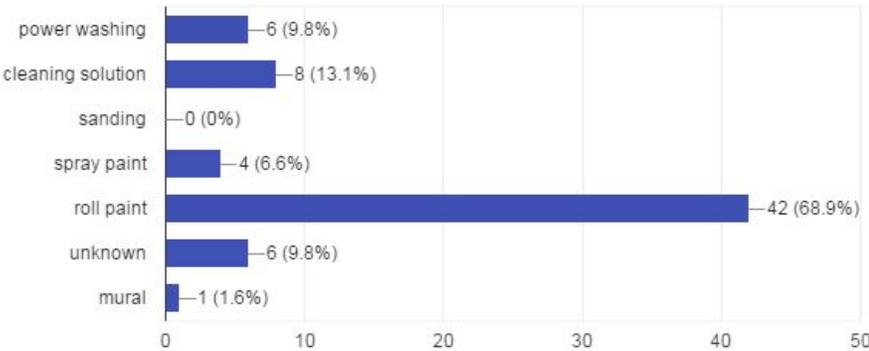
Did you have it professionally removed by a contractor or complete the work yourself?

30 responses



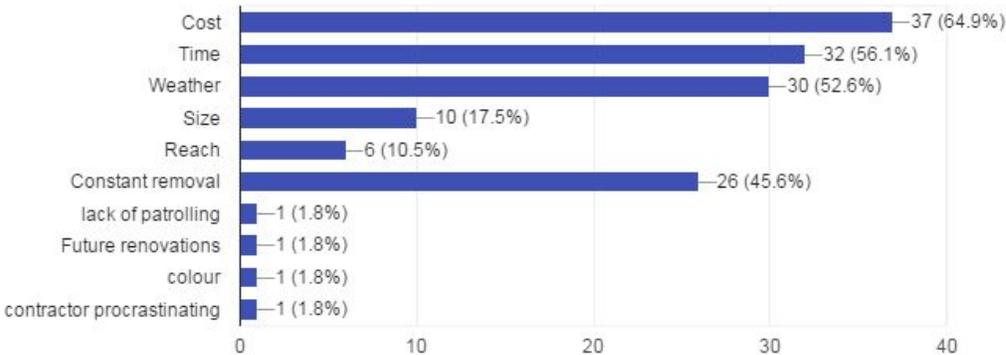
What method of removal did they use?

61 responses



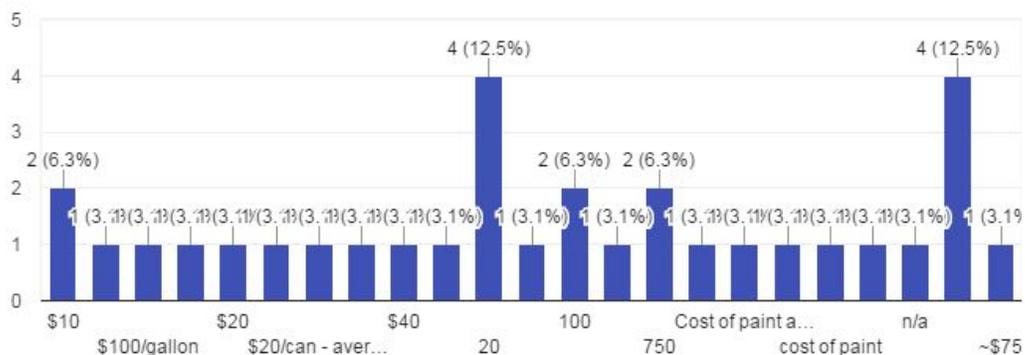
What are their barriers to removal?

57 responses



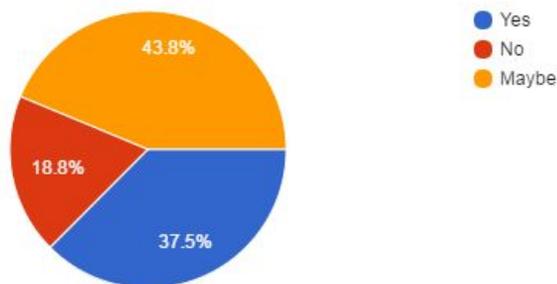
How much did it cost them? (number)

32 responses



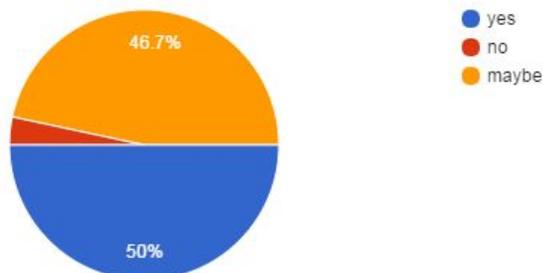
Would they be interested in a commissioned art mural to cover the wall(s) at no personal cost?

64 responses



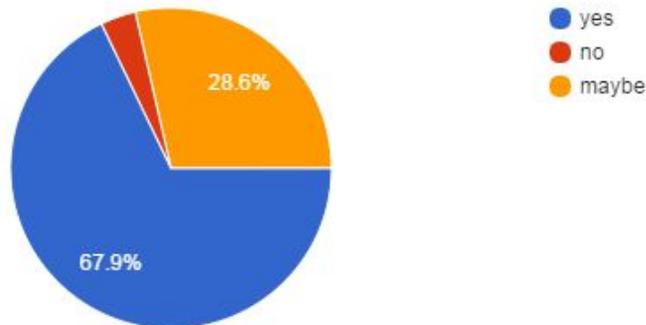
Would you be interested in participating in a community clean-up or paint-out in your neighbourhood?

30 responses



Would you be interested in financial subsidies? i.e. paint vouchers

28 responses



Analysis/Summary of Data

- 250 responses, accurate as of July 31, 2018
- Private property - retail (17.2%) and commercial (44.4%) are tagged most
- Wards 1, 2, 3, 4 make up 91.2% of all tagged properties
- 47.4% of tagged properties have 1-5 tags inclusive
- Text tags are present at 100% of the properties, picture at 19%, and splash/slash at 12.1%
- 78.8% of properties have small tags (>1sqft <= 2sqft), 56.8% have medium
- 49.6% of properties were tagged on brick, 21.6% tagged on wood, 50.4% on metal
- Lighting was the most common deterrent present (37.3%) and 55.3% have no deterrents
- 47.6% of properties had been tagged before

Of properties that had been tagged:

- 29.9% were tagged more than 6 times before, 29.9% twice before
- 74.6% had removed the tagging before
- 26.7% have had previous tagging removed by a professional contractor and 43.3% removed it themselves
- Roll paint was the most common removal method (68.9%) followed by cleaning solution at 13.1%, and power washing at 9.8%
- The four biggest barriers to removal were cost, time, weather, and constant removal
- 47.5% would be interested in a commissioned art mural, 43.8% may be interested
- 50% would be interested in a community clean-up or paint-out while 67.9% support the idea of financial subsidies(i.e. Paint vouchers)

Gift Card Cost Subsidy Initiative

Following a meeting in Mid-May with the Keep Hamilton Clean and Green Committee, \$2000 were secured for a preliminary testing of the gift card initiative. This money was split into \$20 increments, which would be used by the students to subsidize the costs of removing tagging from properties that were 1) the victim of multiple taggings - they have been tagged and have cleaned their property multiple times or 2) a low income household - these individuals can not afford to cover the tagging as the removal may be an unnecessary cost to them. These demographics were chosen as they were the most affected and could benefit the most from this program.

Data tracking for the past month is as follows:

Gift Card #	Address issued to	ARM Number	Date Issued	Expiry	Date of Compliance	Repeat victim Y/N	If yes, tagged already this year? Y/N	If no, self-identified as low income?
1	[REDACTED] Upper James St	2018 119428	06-Jun-18	20-Jun-18	22-Jun-18	y	y	-
2								
3	[REDACTED] Upper James St	2018 119438	06-Jun-18	20-Jun-18	19-Jun-18	y	y	-
4	[REDACTED] Delaware Ave	2018 119919	08-Jun-18	22-Jun-18		y	y	-
5	[REDACTED] Upper James St	2018 110345	11-Jun-18	25-Jun-18	25-Jul-18	y	y	-
6	[REDACTED] King St. E.	2018 120810	11-Jun-18	25-Jun-18		y	y	-
7	[REDACTED] Queenston Rd.	2018 110168	14-Jun-18	28-Jun-18	26-Jun-18	y	y	-
8								
9	[REDACTED] Sanford Ave S	2018 112550	18-Jun-18	02-Jul-18	26-Jun-18	-	y	y
10								
11	[REDACTED] King St E	2018 113013	20-Jun-18	04-Jul-18	29-Jun-18	n	n	y

12	█ Cannon St E	2018 121785	21-Jun-18	05-Jul-18	05-Jul-18	y	y	-
13	█ King St E	2018 106370	22-Jun-18	06-Jul-18	29-Jun-18	y	n	-
14								
15	█ Main St W	2018 125308	27-Jun-18	11-Jul-18	02-Aug-18	y	-	-
16								
17	█ Regional Rd 56	2018 123224	27-Jun-18	11-Jul-18	17-Jul-18	y	-	-
18								
19	█ Hughson St. N.	2018 124109	05-Jul-18	19-Jul-18	23-Jul-18	y	n	n
20								
21	█ King St W Dundas	2018 110416	03-Jul-18	17-Jul-18		n	n	y
22	█ Smith Ave.	2018 124136	04-Jul-18	18-Jul-18	11-Jul-18	n	n	y
23	█ Smith Ave.	2018 124139	04-Jul-18	18-Jul-18		n	n	y
24	█ Smith Ave.	2018 124143	04-Jul-18	18-Jul-18		n	n	y
25	█ Main St. W.	2018 111852	06-Jul-18	20-Jul-18	12-Jul-18	y	y	-
26	█ Barton St. E.	2018 124758	11-Jul-18	25-Jul-18		y	n	-
27	█ Oak Ave.	2018 126808	23-Jul-18	06-Aug-18	27-Jul-18	y	n	n
28	█ Smith Ave.	2018 126812	23-Jul-18	06-Aug-18		y	n	n
29	█ Smith Ave.	2018 126813	23-Jul-18	06-Aug-18		y	n	n
30								
31	█ Parkdale Ave. N.	2018 112164	25-Jul-18	08-Aug-18		y	y	y

32	█ Parkdale Ave. N.	2018 127443	25-Jul-18	08-Aug-18	26-Jul-18	y	y	-
33	█ Parkdale Ave. N.	2018 127389	25-Jul-18	08-Aug-18	26-Jul-18	y	y	-
34								
35	█ Barton St. E.	2018 125196	12-Jul-18	26-Jul-18	16-Jul-18	y	y	-
36	█ Barton St. E.	2018 125230	12-Jul-18	26-Jul-18	24-Jul-18	y	y	-
37								
38	█ Main St. W.	2018 126066	18-Jul-18	01-Aug-18		y	y	-
39	█ Main St. W.	2018 126049	18-Jul-18	01-Aug-18	25-Jul-18	y	y	-
40								
41	█ Ottawa St. N.	2018 126493	20-Jul-18	03-Aug-18		y	y	-

We have given out a total of 41 gift cards to 30 property owners. Of these, a total of 27 have complied - with many of these being completed before the official expiry date. The 6 that were not complied, the owners had either 1) forgotten that they had a deadline and forgot to paint it on time or 2) been busy and had not had a chance yet to paint it. Regardless, a solution to this would be to call each recipient 3 to 4 days prior to the recheck to check in and let them know to get the property cleaned up prior to us attending.

Assessment of Management Strategies

Rapid Removal

One main suggestion from the 2013 Audit by MGM Management expressed the need for rapid removal based on the progress seen in Edmonton. This stems from the idea that vandals seek exposure, thus fast action limits this time and builds a non-tolerant reputation of the building that deters vandalism.



Before photos taken on February 6th 2018 at commercial property on Queenston Road.



Photo taken at same location on February 22nd 2018 with 2 additional tags on top of previous. The added colours and coverage leads to a larger clean-up and a higher cost.

Climbing Plants



The above photos were taken in an alleyway (tendency for high graffiti traffic) in a commercial zone on King St. W., Dundas. The tagging virtually ends where the climbing vines begin. The rationale behind this is that the plant provides an unfavourable texture and decreases surface area coverage for tags. Since taggers usually seek exposure, limiting the visibility of tagging proves to be an effective deterrent.

Murals & Wall Art



In an alley littered with graffiti, tagging is absent from this decorated garage door - only the wall left blank is vandalized. It has been suggested that vandals seek a 'blank canvas' to showcase their tag and others have suggested they won't tag art out of respect - either way, murals may provide a creative prevention strategy.



During our Barton St. E. and Fullerton St. walk around, we noticed multiple organic examples of graffiti preventing mural in alleyways and garages. Although city assets and industrial buildings in the area were tagged, the innovative residential properties remained graffiti free.



Legal Wall Spread

The idea of establishing legal walls for street artists to express themselves has been suggested in various media outlets and expressed by thousands of artists. Street art can showcase the local artistic talent and add personality to a community. But, there has been some debate regarding the effectiveness of utilizing legal walls as a graffiti deterrent as mentioned earlier in this report.

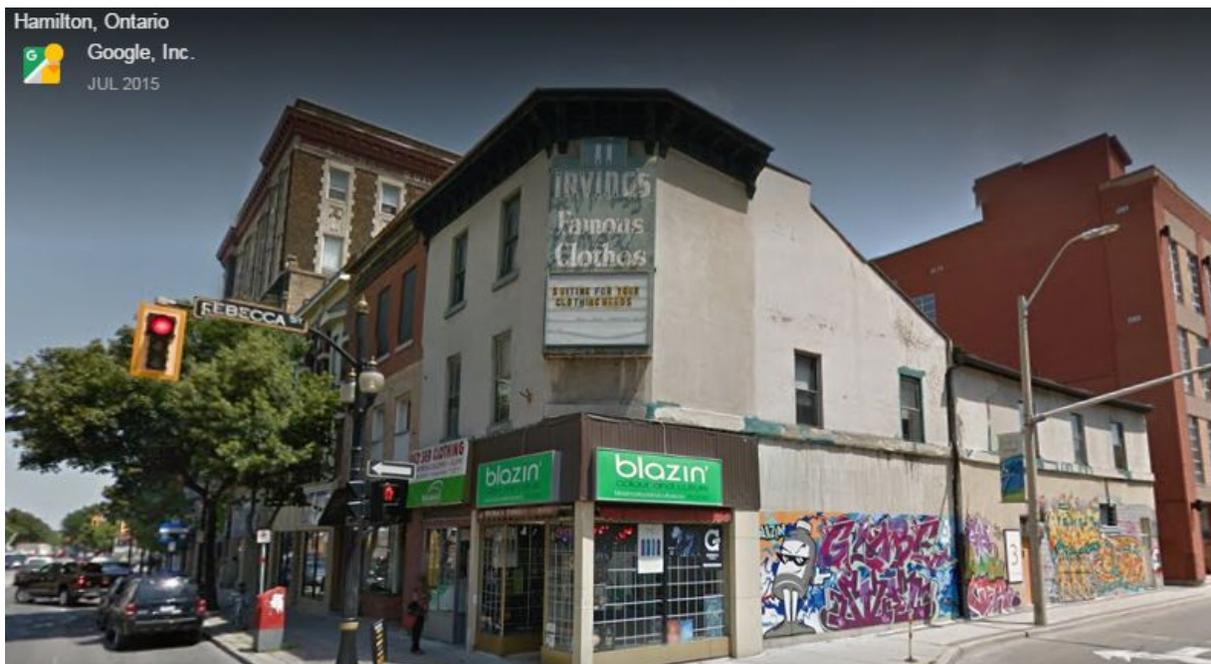
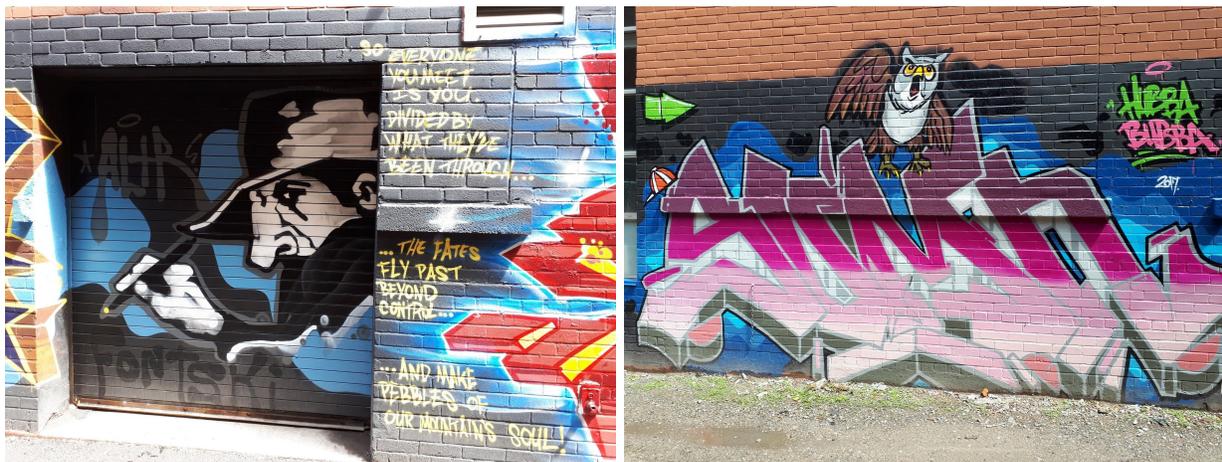


Photo taken from Google Maps Street View of 62 James St. N. where “Blazin’ Colour and Culture” is located.

This month, we noticed how the walls of “Blazin’ Colour and Culture” on the corner of James St. N. and Rebecca St. were covered in graffiti art. The store sells graffiti products and encourages customers to use their walls for art. The alleyway is filled and constantly evolving.

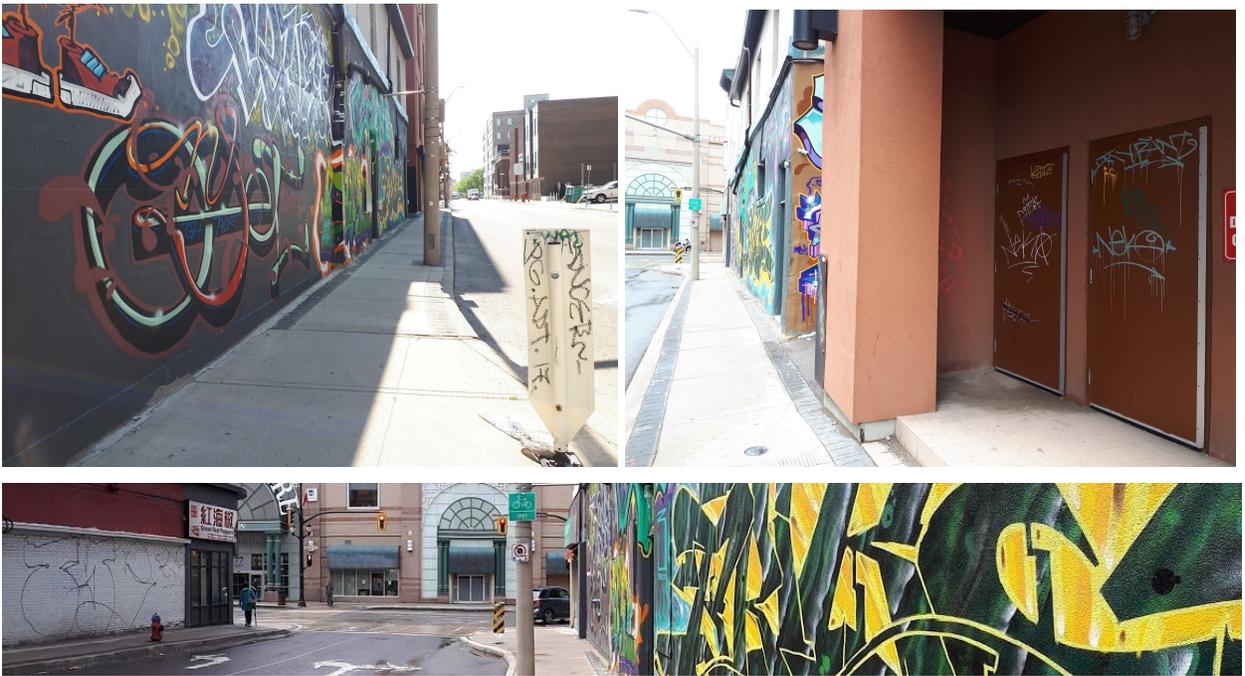


Murals in the alleyway of 62 James St. North.

The transforming art is an interesting aspect of our city but, unfortunately, the graffiti has spread throughout the alleyway and onto other properties that did not give their consent. Eventually the graffiti art dilutes into tags and even reaches adjacent commercial buildings.



Panorama of alleyway behind 62 James Street North exhibiting how the consented art has spread to nearby buildings and dilutes into senseless tags.



Top Left: tagging spreading to traffic post. Top Right: mixed commercial building East of alley has also been tagged. Bottom: panorama of legal wall and large tag on restaurant across street.

There are numerous parameters that need to be considered when planning a legal wall. One main reason why this specific location proved to be problematic is due to its proximity to other non consenting establishments. Located in a congested area of downtown, the alleyway is shared by multiple buildings and is adjacent to numerous commercial properties. A crowded, busy area like this is not ideal for a legal wall. Since the graffiti art tends to spread and transform into senseless tagging, it would be better to establish a legal wall that is more isolated.

Events and Presentations



BIA Walkaround

This month, we conducted a meeting and walkaround with the International Village BIA Executive Director, [REDACTED]. [REDACTED] highlighted the different problems in the BIA (dumping, graffiti, garbage and debris and property standards) and we took note of city assets and private assets that required intervention. The BIA walkaround is a great way of developing a positive working relationship with the BIA directors and learning more about the communities we are serving and the problems they face on a day to day basis.



As majority of graffiti violation we have logged appear to be in commercial areas, it is extremely beneficial to strengthen our links with Hamilton's BIAs. They may be important influencers of our developing Graffiti Management Strategy.



Community Outreach - Meeting with Westmount Students

On June 1st, we were invited to meet with highschool students at Westmount Secondary School with Sarah Linfoot-Fusina and Steve Woods. The grade 9 students had learned about the Graffiti Management Strategy and council project in their Civics class after their teacher spoke to Councillor Merulla regarding the subject. Our team shared our efforts thus far and our goals for the project. The students took notes and asked how youth can be involved. They seemed keen on engaging high school students in combating graffiti. We encouraged them to share what they know among their peers to educate them on the consequences of graffiti. Sarah also referred them to [REDACTED] Project Manager for Hamilton's Youth Strategy, for more engagement opportunities. Gaining the students input helps bridge the gap between the city and the public. Reaching out to youth is a vital component of the GMS. We hope to further engage with youth and participate in more opportunities to educate the public.



Keep Hamilton Clean and Green Committee Meeting

Thanks to the generous \$2000 donation from the Keep Hamilton Clean and Green Committee(KHCGC), we were able to distribute Canadian Tire gift cards as a part of the Victim Assistance Program. These cards have been extremely beneficial in encouraging compliance and building rapport with property owners. This week also marks the first 2 cases where we attained compliance with a property owner whom received a gift card.

On Tuesday, June 19th, the KHCGC invited us to join their meeting in City Hall to provide an update on their contribution. Our presentation outlined our role in the Graffiti Management Strategy(GMS) and how the gift cards are being distributed. From our discussions with the committee members, we now have included a label on each gift card to give credit to the KHCGC for their donation.

Our next steps are to also include the committee signature on our thank you cards. The KHCGC is an important stakeholder in the GMS and Victim Assistance Program. We greatly appreciate their efforts and look forward to future collaborations.



Town Hall Presentation

Councillor Sam Merulla's Quarterly Ward 4, East Hamilton Town Hall Meeting was held on Thursday, June 28th 2018. Preceding our presentation, an Officer representing Hamilton Police Services spoke to graffiti enforcement and the HPS protocol. Our presentation then outlined MLE's role in graffiti enforcement and the development of a Victim Assistance program. The concise transition from HPS to MLE showed how graffiti is a community issue that must be tackled from numerous angles. We plan to have more regular discourse with the Hamilton Police. This includes advising the HPS City-Wide Graffiti Reporting Protocol pamphlet and meeting with an Officer in the coming weeks.



Planning and Economic Development - Municipal By-law Enforcement Graffiti Management Strategy presentation at Councillor Sam Merulla's Ward 4, East Hamilton Town Hall Meeting

HPS Briefing

We met with Hamilton Police Services' Hate Crime / Extremism Unit, to discuss graffiti and reporting of any hate bias, political, or gang related tagging. Our goal is to increase communication with the HPS and keep them informed on these types of tags. This will greatly improve the accuracy of HPS statistics as well as for Statistics Canada. As Municipal Law Enforcement Officers, we patrol areas for graffiti and can inform the HPS of unreported hate or gang tags.

Area Sweeps

City Gateways

To improve the perception of our city to visitors, we began and completed proactive patrols near Hamilton's entrances. We visited the 403 highway ramps on York Blvd. and Main St. W. as well as the ramps on Queenston Road near Red Hill Valley Parkway, Centennial Parkway and Nikola Tesla Boulevard. Photos were taken of these gateways and any violating city assets, and then reported to the city hotline for cleanup.

We have yet to attend: Concession Street, Main Street, King Street, Ottawa Street, Parkdale Avenue, and Beasley. We have attended the Locke Street, Kenilworth Avenue, and Upper James Street area already. Attending all of these areas will set a positive message with property owners and also make the City appear more beautiful to visitors and traffic.



Ward 4 Blitz

Following our presentation at the Ward 4 Town Hall meeting, Councillor Merulla suggested to revisit Ottawa St. for the new cases of graffiti. In response, we swept Kenilworth Avenue North, Ottawa Street North, and Parkdale Avenue North once again. Majority of properties on these streets are commercial and

are often tagged. We have swept these areas earlier in the year and noticed an evident decrease in graffiti cases during this second sweep.

During our revisit, only 2 orders were issued on Ottawa St. N. and 3 on Kenilworth Ave.; whereas, our initial visit totalled 13 violations on Ottawa and 9 violations on Kenilworth. 10 violations were found - all of which were already tagged earlier this year. Only one Order was given to a property since they were in violation since our first visit. Four gift cards were handed out and 2 of these properties complied the next day.



Large scale mural in commercial area of Ottawa Street North.

Barton Alleyway Sweep

In response to a complaint about the yard maintenance issues in an alley perpendicular to Barton St. E. between Smith Ave. and Oak Ave., a full sweep was conducted. Especially since this is a residential area, our soft-approach consisted of speaking to owners/occupants and leaving door knockers. On this sweep:

11 properties were affected, 8 were left with door knockers and educational pamphlets, and 3 were spoken to and given gift cards.

On our recheck on July 23rd 2018: 2 property complied, 2 owners were reminded, 1 order was mailed, and 4 more gift cards were handed out.

**CITY OF HAMILTON
MUNICIPAL LAW
ENFORCEMENT**

Hamilton

TO Owner/occupant

ADDRESS

A Municipal Law Enforcement Officer visited today July 5th at 10:00 a.m. p.m.

to advise you that:
We noticed graffiti on your property in the alleyway.

The City now offers Gift cards - funded by the Keep Hamilton Clean & Green Committee - to assist victims of graffiti.

If you are interested, contact:
Officer Julia via phone or email:
905-973-3283
julia.wakulencicz@hamilton.ca

If you have any questions or wish to discuss the matter please call:
905-546-2424 Ext. 905-973-3283
and leave a message.

Officer: Julia Badge: #984



Door Knocker example.

Alley garage - before and after

Management Strategy Initiatives

Gift Card Cost Subsidy

Following a meeting in Mid-May with the Keep Hamilton Clean and Green Committee, \$2000 were secured for a preliminary testing of the gift card initiative. This money was split into \$20 increments, which would be used by the students to subsidize the costs of removing tagging from properties that were 1) the victim of multiple taggings - they have been tagged and have cleaned their property multiple times or 2) a low income household - these individuals can not afford to cover the tagging as the removal may be an unnecessary cost to them. These demographics were chosen as they were the most affected and could benefit the most from this program.

Thank You Cards

We have also developed 'thank you' cards to give to property owners as appreciation for their compliance. This small action will exemplify our dedication to sensational service and hopefully strengthen the connection between the City and its citizens. One of our main goals is to bolster the faith property owners have in regards to the City. By showing our gratitude for compliance with the By-Law, citizens will better recognize the vital role they play in our community.



Dear Hamilton Property Owner,

Thank you for your great contribution to keeping our neighbourhoods clean and graffiti-free. Combating graffiti is a community effort and your actions play an impactful role. By working together, we will improve the quality of life for everyone in our community.

If you would like to report graffiti, please use our call centre at 905-546-CITY (2489) or our graffiti reporting site: www.hamilton.ca/graffitiform and feel free to contact us directly if you have any questions or concerns regarding graffiti.

Graffiti Enforcement and Victim Assistance By-Law Officers

Program Analysis

- The program has **two McMaster University co-op students** and will continue until September 2018.
- The purpose of this program is to help the **city** by promoting the maintenance of properties, education of occupants, and keeping the community a clean and safe environment.
- The students are working hard to **enforce and educate** property owners and occupants within the City of Hamilton about graffiti by-laws and will continue to strive to exceed on a daily basis.

Appendix

Appendix A - Hamilton Income Statistics

	Average Household Total Income (\$) 2011	2016 Population
Ward 1	67,302	29,765
Ward 2	44,515	37,155
Ward 3	48,340	37,735
Ward 4	58,248	35,00
Ward 5	60,501	37,160
Ward 6	69,263	40,290
Ward 7	73,409	60,770
Ward 8	81,870	52,220
Ward 9	81,878	30,015
Ward 10	86,807	24,140
Ward 11	98,464	45,180
Ward 12	136,773	38,745
Ward 13	99,141	24,285
Ward 14	106,724	15,995
Ward 15	118,084	28,475

Appendix B - Hamilton Ward Property Uses

	Primary Land Use Areas 2013 (ac)								
	Residential	Commercial	Institutional	Industrial	Transport/Utility	Agricultural	Open Space	Vacant Land	Total Land
Ward 1	910	102	384	127	360	10	1,030	104	3,027
Ward 2	477	200	131	59	68	0	122	120	1,177
Ward 3	731	146	122	1,369	369	0	112	137	2,986
Ward 4	1,006	203	110	1,407	277	0	134	338	3,475
Ward 5	1,201	282	141	458	184	7	1,059	623	3,955
Ward 6	1,511	153	171	285	155	29	407	311	3,022
Ward 7	2,111	311	254	24	105	27	226	246	3,304
Ward 8	2,129	136	530	1	29	60	234	205	3,324
Ward 9	1,153	276	173	57	217	962	745	513	4,096
Ward 10	1,249	96	140	519	80	6	153	144	2,387
Ward 11	4,124	644	288	1,052	2,883	50,283	3,908	1,626	64,808
Ward 12	3,079	434	610	238	1,459	14,114	4,240	895	25,069
Ward 13	1,501	75	155	54	251	455	2,538	288	5,317
Ward 14	4,189	243	580	2,284	1,638	77,281	12,474	810	99,499
Ward 15	3,707	422	330	405	280	24,887	4,554	796	35,381

Above data retrieved from City of Hamilton website - Ward Profiles (<https://www.hamilton.ca/city-initiatives/strategies-actions/ward-profiles>)
 Population data retrieved from Statistics Canada 2016 Census.

Appendix C - Sample Hotspot and Random Areas from 2013 Audit

Ward	Type	Neighbourhood Name	Area (Hectares)
1	Hot Spot 1	Westdale South	31.8
1	Random 1	Kirkendall North	27.1
1	Hot Spot 2	Kirkendall North	20.3
1	Random 2	Strathcona	21.0
2	Hot Spot 1	Beasley	25.0
2	Random 1	Central	24.7
2	Random 2	Central	23.7
2	Hot Spot 2	Corktown	24.3
3	Hot Spot 1	Stipeley	33.5
3	Random 1	Blakeley	21.9
3	Hot Spot 2	St. Clair	28.2
3	Random 2	Landsdale	24.5
4	Hot Spot 1	Normanhurst-McQueen West	23.6
4	Hot Spot 2	Crown Point East	24.3
4	Random 2	Bartonville	22.7
4	Random 1	Parkview West	23.1
5	Hot Spot 1	Coman-Red Hill	25.5
5	Random 1	Riverdale West	28.6
6	Hot Spot 1	Lisgar	25.6
6	Random 1	Sherwood	27.7
6	Hot Spot 2	Berrisfield	27.5
6	Random 2	Macassa	27.2
7	Hot Spot 2	Greeningdon	27.8
7	Hot Spot 1	Eastmount	27.2
7	Random 1	Hill Park	23.0
7	Random 2	Centremount	28.6
8	Random 1	Fessenden	24.4
8	Hot Spot 1	Gourley	28.2
8	Hot Spot 2	Buchanan	23.0
8	Random 2	Westcliffe East	24.1
			AVERAGE
			25.6

Appendix D - Sample Areas & Street Boundaries

Ward	Type	Northern Street Boundary	East Street Boundary	South Street Boundary	West Street Boundary
1	Hot Spot 1	Cline Ave N	Bond St	Main St W	Cline Ave S
1	Random 1	Duke St, Pine St, Melbourne St	Queen St S	Aberdeen Ave	Locke St S, Fanning St
1	Hot Spot 2	Chatham St	Locke St S	Aberdeen Ave	Dundurn St
1	Random 2	Peter St	Queen St N	Main St W	Locke St S, Locke St N
2	Hot Spot 1	Wilson St, Kelly St	Ferguson Ave N, Ferguson Ave S	Main St E	Houghson St S
2	Random 1	Stuart St, Bay St N, Railway	James St N	Mulberry St	Bay St N, Barton St W, Caroline St N
2	Random 2	Cannon St W	James St N, James St S	Main St, Macnab St, King St, Summers Ln, Main St	Bay St S, Bay St N
2	Hot Spot 2	Main St E	Walnut St S	Young St	James St S
3	Hot Spot 1	Railway	Leinster Ave N, Chapple St	Beechwood Ave	Sherman Ave N
3	Random 1	Main St E	Gage Ave S	Cumberland Ave	Lorne Ave, Maplewood Ave, Albert St
3	Hot Spot 2	Main St E	St Clair Blvd	Cumberland Ave, Sanford Ave S, Rutherford Ave	Myrtle Ave
3	Random 2	Barton St E	Wentworth St N	Cannon St E	Victoria Ave N
4	Hot Spot 1	Melvin Ave	Bernard St, Britannia Ave, Bernard St	Roxborough Ave	Adeline Ave
4	Hot Spot 2	Roxborough Ave	Kenilworth Ave N	Main St E	Park Row N
4	Random 2	Monterey Ave	Bell Ave	King St E	Kenilworth Ave S
4	Random 1	Brampton St, Knox Ave, Glow Ave	Woodward Ave	Rennie St, Tate Ave, Morley St	Brighton Ave
5	Hot Spot 1	Lawrence Rd, King St E, Ward Boundary	Pottruff Rd S, King St E	Hixon Rd	Mt Albion Rd
5	Random 1	Delawana Dr, Grandville Ave, Violet Dr	Lake Ave N	Glenburn Ct, Gainsborough Rd, Vineyard Rd	Centennial Pkwy N
6	Hot Spot 1	Gatineau Dr, Summer Pl, Summerlea Dr	Carson Dr	Carson Dr	Upper Ottawa St, Larch St, Moxely Dr
6	Random 1	Edgewood Ave, High St, Woodside Dr	Oakcrest Dr, Donlea Dr, Princeton Dr	Fennel Ave E	Upper Ottawa St, Bruce Dale Ave E, Sherwood Rise
6	Hot Spot 2	Mohawk Rd E, Palmer Rd, Reno Ave	Curie St, Larch St, Billington Cr	Behan St, Palmer Rd, Thorley Dr	Upper Gage Ave
6	Random 2	Macassa Ave	E 36th St	Mohawk Rd E	Upper Sherman Ave
7	Hot Spot 2	Hester St	Upper Wellington St	Limeridge Rd E	Manning Av, Washington S, Purdy Cr, Greeningdon Dr
7	Hot Spot 1	Crockett St, E 27th St, Russell St	Upper Sherman Ave, Queensdale Ave, E 26th St	Bruce Dale Ave E	E 22nd St
7	Random 1	Vickers Rd	Upper Wentworth St	Mohawk Rd E	E 16th St
7	Random 2	Queensdale Ave E	E 8th St	Fennel Ave E	Upper James St
8	Random 1	Wendover Dr	Appleford Rd, Forestgate Dr, Daisy St	Magnolia Dr	Magnolia Dr
8	Hot Spot 1	Duncairn Cr, Brigadoon Dr	Appleblossom Dr, Brigadoon Dr, Matthew St	Stone Church Rd W	Garth St, Galt St, Brigadoon Dr
8	Hot Spot 2	Delmar Dr	W 5th St, S Bend Rd W, Laurier Ave	Laurier Ave, Stacey St	Columbia Dr
8	Random 2	Sanatorium Rd	Garth St	Mohawk Rd W	Upper Paradise Rd

Appendix E - Graffiti Reporting Survey

<https://goo.gl/forms/d2Mb1PcFQ5ZZHKo93>

Works Cited

(Ninnes, Ted. "Diversion and graffiti abatement programmes-a new direction." *Social Policy Journal of New Zealand* (1998): 203-212.)

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