

Excerpt from Municipal Law Enforcement Graffiti Student Report

Gift Card Subsidiary

Since June 2018, we have been provided with gift cards from Keep Hamilton Clean and Green Committee, to hand out to property owners based on our own discretion. We provide gift cards to those who have been affected more than once, or those who are self-identified as low-income. Other times, we can give it to an individual if they display frustration and are hesitant to clean up as it does tend to ease their issues when a gift card is being offered to them. This is because they are no longer fully responsible for covering up the costs of removal and we are tangibly acknowledging and respecting that they are victims. This forms a stronger relationship between the City of Hamilton and the public as it shows that the City of Hamilton is trying to be more cooperative and help ease the burden of the removal process.



Gift card statistics below from June 2018-December 2019:

| Gift Cards Given | Number of Properties | Number of Compliance | Number of Non Compliances | Compliance Rate |
|------------------|----------------------|----------------------|---------------------------|-----------------|
| 131 | 100 | 88 | 12 | 88% |

Note: some properties were given multiple gift cards due to the severity of the graffiti.

Thank You Cards

With the addition of gift cards that were sponsored by Keep Hamilton Clean and Green Committee, we provide thank you cards to show that the City of Hamilton appreciates the cooperation in the help to clean up graffiti. Most often, property owners are unhappy and frustrated that they are responsible for cleaning the graffiti left on their property, nonetheless appreciative of getting a card. With our pilot program coming to an end we still have a batch of gift cards to provide to future properties and victims of graffiti.