

Q and A (AUDIT PROCESS)

The following Q & A gives a deeper insight into the audit process, its relevance to a City inflicted with ongoing graffiti attacks and for its Police to come to the table.

Q: Why should we bother with an audit. We know where our hotspots are?

A: The audit is most likely the most important aspect of a dedicated City team who want reduction for several key reasons.

1/ The audit process identifies every tag, piece ,etc, across every stakeholder regardless of ownership, location, age or size. The INDEPENDANT audit brings about an accurate measure and set of intelligence that sets the stage for a City and its Police to fully engage with the problems specific to that city rather than using other cities components that are completely irrelevant to your cities specific set of issues.

2/ The audit allows a city to have a complete set of data to make policy decisions, direct tweaks in programs suited to what is occurring on the street every day. It highlights issues with retail sector issues, youth issues, drug and alcohol issues through to illegal dump sites and other pertinent information.

3/ A city can look at its total graffiti, fresh or well aged, and realise as others have, the potential for a one off clean up, within budget if it decides, or follows a few key elements prior to determine long term success.

4/ The audit harvests 100% of all the offences through out the City and not just the tiny percentage that is actually reported to local Police or via city only removals. If you consider that hot spot counts, city removals or Police reports traditionally only tally to around 20-25% of your total graffiti damage.

This process sets the stage for your Police to be invited to the table and have real data, real information, that relays the reality of the situation and damage occurring. Police typically appreciate this information totally IF the city is electing to follow the Gripsystems model of shutting down your core offenders on mass. They need this evidence to understand exactly which offenders are of what calibre and the correct measures once they are detained.

5/ The audit process sets the stage for your Police, GRIP and the City, as an alliance to strategise as to the shut down process, who the core and secondary offenders are and the exact potential for the shut down to be effective. Not having the audit and relying on a small percentage of real data coming in misses a huge amount of intelligence, evidence and knowledge required to get the job done properly.

6/ Some of our recent audits have, within the first week ,managed to identify multiple offenders damaging the City. Handing over the social media information allowed Police to intervene before the audit was even completed.

7/ It is vitally important to have every incident in hand ready for interview when offenders are caught. This is typically the difference to an offender realising the Police have 140 incidents documented at interview or 6. This is the point where a graffiti suspect will know and will tell his friends, "They only had a few on me" and they think nothing of re offending to " They know everything we do and even had tags from other cities"

Once offenders realise they are being watched, and very closely, the flow on affect of that initial interview can potentially stop him, but also flow on to make his friends think twice.

We have seen one offender once caught, tell his friends about it and suddenly 8 other tags suddenly stop appearing.

8/ Allows a City to realise the effectiveness of their various programs such as school education, mentoring or mural and gauge if these are cost efficient, bringing reductions or actually working against a city.

Q : Why does the audit cost \$10,000 - \$15,000?

A: If you consider 3-4 staff, on the ground for 3 -4 weeks , 7 days, and analysts reading every incident which typically reaches 3000 – 5000 in numbers, it is a very thorough and exhaustive process.

For those who elect the audit and short deployment option we offer, that also takes a lot of time and effort and cost to us to activate during the audit period for you.

Q: If we decide to choose the audit and deploy model, what happens?

This new option at no added cost allows a few things to happen as a positive for Council and its Police.

All of the benefits of the audit of course however, we meet and discuss with your team, where the initial worst hit locations are before we commence. With Police on board and with knowledge, we deploy equipment on those sites during the audit process. This allows a City to not only test the deployment and apprehension aspect, but allows a city to immediately recoup our audit cost by dealing with potentially their first offenders within the first weeks. Wouldn't it be nice to see dealt with, your worst say 6 offenders in the first couple of weeks that have cost you \$30,000 in damages in the past 6 months or year?

As offenders are detained and only a small part of the audit may be completed, they are typically charged with what is already in the system and once the audit is complete, all the additional incidents are added to the brief of evidence from the audit results.

Q: What is the time line for the audit process?

Audits typically take 3-4 weeks to complete. We sit with City staff and discuss their perceived issues, talk about scope and special requests and then commence. The field work once started harvests around 300 -400 images and locations per day with totals ranging due to size and lay out of a city. As the field work starts,so too does the analysis works. In the fourth week field work is done, data is fully loaded to the system and we are ready to meet with the City and its Police to discuss the outcomes.

Q: How is the graffiti reported after the audit to keep it "live"?

A: On completion city managers are trained in the database and we encourage the city to have either their in house removers or contractors commence using the live app and handset provided direct for ongoing analysis and data gathering. (Remembering that 1000 reported incidents are included in the audit cost)

Q: Can we involve the public in reporting?

A : At this point also, we encourage designated and approved members of the community to use the reporting app.

By having a set number of warranted users rather than random members of the public, a proper reporting network is established. We encourage certain retailers, commercial property owners in designated areas to be the eyes and ears in the most frequent locations to report day to day via the app.

By having this interaction in a controlled manner, there is no double reporting, no reliance on the public to attempt to self read the graffiti. Additionally there is no expectation on Police resources to read graffiti coming in from the public.

Q: Will the graffiti shut down program work without the audit process?

A: It is highly unlikely. Without proper and full knowledge and intelligence, Police will have only the bare evidence gathered by your removals. We will have minimal opportunity to complete several key stages of what we do to bring offenders too Police. The audit really is the start point for those who want serious problem resolution. Additionally all the other information harvested during an audit remains unknown to Council.