**CONTRACTOR INVOLVEMENT**

Contract removal companies for the most part have little or no interest in a reduction option. It simply doesn't make good business sense to reduce graffiti in a city they work within as it directly impacts their daily income. In their minds, the more the better.

Many will push rapid removal programs, retail rapid removal programs and other such concepts which on the face of it sound great however the bottom line is simple. It makes them more money.

Some companies may suggest databases, education programs or other initiatives to make them look pro active but in almost every case these are passive incentives that will have little or no real impact on the cities short or long term reduction or improvement.
It needs to be said that in many cases, and this has been witnessed on dozens of occasions, contractor databases are typically works based and have little or no credibility when asked for intelligence, reporting or expedited data upon an arrest.

**Some typical outcomes from Police requests for data**

1/ We have no information on that tag. (Police and GRIP know there should be)
2/ We have a few images we'll send them. (They have a small handful and the photography is not good enough to read)
3/ We have some images we'll let you know. (2 weeks on, and no data comes through)

In some instances, when a Police member from a pro active team or transit enquire with a city about an offender, the city response is.." I don't know, the contractor does all that for us"

The other concern that has been the case for over 12 years is that with so many contractors with self built databases of various types be they works based, app's or whatever kind, they rarely if ever have sharing interest or capability.

**The GRIP option is simple**

We offer a handset with our app installed to your in house team or contractor. They use the app during the removals and simply hit send upon completion. (Remember you have 1000 free reads within the audit cost)

**What does this bring our city?**

- Delivery of the graffiti images to a dedicated, trained reader and analyst who will upload to Police shared system typically the same day.
- The experience, recognition of tags to inform or alert other cities and their Police as to the cross boundary movement of certain offenders.
- Within 10 minutes or while on the phone, instant deep searches of the system and all available data and delivery of those results to the Police members email.
- Our database is a small but critical component of the shut down program. It makes sense.

While on the face of it some might think our model is designed to make cities switch to another database, we ask them to look at what our motivation is.

A solid mechanism that delivers solid data without draining Police resources. A solid database that expands from audit and then flowing into day to day removal data. A model that couples with the shut down program we bring.

While contractors might resist using our expert system and the experience and options it brings which is probable, there is good reason. It simply loosens their grip on what they feel is a nice nest egg.
Our motivation is different. To bring actual reductions, and if possible, put cities back in the drivers seat.