



## **SWITCHING TACT AND REALISING A 50% REDUCTION IN COSTS AND OFFENCE RATES (12 month plan)**

For a city graffiti management unit if you suggested there was a way, in 2015, to cut the annual graffiti spend by a minimum 50% and start returning the city aesthetic to a more acceptable level, they would simply laugh, and very loudly.

For many cities it is ingrained, year after year, the same old number for graffiti removal, rapid removal, graffiti kits, paint vouchers and any other method, to keep the city, for the most part clean until the next anticipated hit.

If we use the old car above as an analogy as the city graffiti issues. City departments find themselves tied into constant paint outs, removal cycles, and other mostly after the fact options. Truth be known the inherent rust keeps bleeding through and the problem is simply covered over till next time.

Our methods deal with the rust, the root cause of the ongoing condition and not the aftermath.

For a tiny amount (that is quickly recovered), changes can be put into place to deal with the underlying cause and issues. (The offenders) .

### **Why 50%?**

We nominate this as a base line target for our program. If anything we feel we can better it, if a City gives us the autonomy (with close scrutiny and constant interaction), to get the job done, with your Police on side.

In simple terms we look to see those who are causing 50% of the daily damage stopped by Police, dealt with and seen to cease for good with the correct components in place.

Anything above 50% is great, but its a realistic target we like to work with.

### **And what to do with the 50% savings?**

Most would suggest it going back into general revenue. We would suggest with the reduced onslaught, and reduced offenders, that the 50% saving would easily afford a negotiated one off clean across all private property, to really get back to a clean and happy city.

Although in the first period this is quite realistic and proven, graffiti will never go away however imagine having a situation each day where regularly smashed locations suffer once in a blue moon and those large hits are reduced to a few marker pen tags.

It's absolutely documented, proven and possible. Simply, it comes back to City motivation.