



11.3 **GRAFFITI MANAGEMENT PLAN UPDATE**

EXECUTIVE MEMBER: **FIONA BLAIR, GENERAL MANAGER, INFRASTRUCTURE AND AMENITY**

PREPARED BY: **HOLLI TAYLOR, GRAFFITI MANAGEMENT OFFICER**

1. PURPOSE

- 1.1 To provide Council and the community with an update of the proposed framework to revise Council's Graffiti Management Plan.

2. EXECUTIVE SUMMARY

- 2.1 A Graffiti Management Plan provides the framework for Council's approach to graffiti. It provides transparency to the community on Council's graffiti policy, guidelines and resourcing.
- 2.2 In reviewing Council's approach to graffiti management there is potential to focus, align and deliver synergies with other core Council strategies.
- 2.3 The review of the plan is an opportunity to continue to engage with the community to determine clear expectations of graffiti removal service levels and Council's commitment to graffiti mitigation techniques.
- 2.4 Data reflects that both the volume of graffiti reports received and the square meterage of graffiti removed, continues to rise in the City of Port Phillip. The quantity of graffiti reports Council receives is increasing at a sharper rate than the volume of graffiti which Council removes. This indicates that the community is less tolerant of graffiti, this coupled with ongoing improvements in reporting functionality mean that officers anticipate that the quantity of graffiti reports is likely to continue to rise as will the expectations of our community in tackling graffiti.
- 2.5 A community consultation model is proposed that provides for broad community consultation to identify and legitimise a trusted outcome for the community.
- 2.6 The report identifies that it is important that thorough and in-depth consultation occurs to allow for adequate consideration of the issues.
- 2.7 Council Officers are currently investigating opportunities to partner with three inner-city councils on a collaborative service contract project: The City of Melbourne, Maribyrnong City Council and the City of Yarra.
- 2.7.1 The collaborative tender could deliver best value for Council's graffiti removal contract.
- 2.7.2 The collaborative tender would be projected to commence in late October 2019. It will be important that Council's service levels are identified within a new Graffiti Management Plan well ahead of this date for negotiation purposes.



- 2.8 Officers have identified opportunities for Council to improve customer experience aligning with Council's Customer Experience & Transformation Project. Such improvements would deliver a more agile and future ready graffiti management service to our community as well as streamlining administrative commitment.

3. RECOMMENDATION

That Council:

- 3.1 Endorses the recommended community consultation model of public meetings and online feedback.
- 3.2 Endorses officers to incorporate community feedback into the development of Council's new Graffiti Management Plan.
- 3.3 Endorses the following customer experience improvements: (a) issuing "opt out" notices to facilitate graffiti removal and (b) the cross-council reporting and tag registry project as spearheaded by the Municipal Association of Victoria provided the costs are within current operational budget parameters.

4. KEY POINTS/ISSUES

- 4.1 Graffiti is often an emotive and complex issue, eliciting a divergent range of opinions. In drafting a revised Graffiti Management Plan, Council has an opportunity to review and refine our position on the management of the issue within our municipality both on Council and non-Council assets. In consulting the community as part to the development of the plan we can be better placed to determine priorities in delivering outcomes that will prove most desirable to our community whilst remaining equitable and cost effective.
- 4.2 The five "E's": are universally adopted as the basis of council graffiti management plans and remain relevant: Eradication, Engagement, Education, Enforcement and Evaluation. Through consulting the community officers will better identify the value placed on each of these components to develop a plan which balances these facets as appropriate for the community and the city.
- 4.3 The revised plan will therefore be based around the five "E's" principle but will also aim for an outcome that builds trust for stakeholders, provides agile service responses and anticipates future demands on Council resources.
- 4.4 Officers have developed a community consultation plan to support the development of Council's new Graffiti Management Plan.
- 4.5 The community will be invited to provide thoughts and feedback via public meetings. Furthermore, the community will be invited to provide feedback through online forums. It is acknowledged that provisions should be made to accommodate public meetings to address differing geographic locations within our city.



At each meeting the community will be provided with the opportunity to reflect on presented issues and submit feedback later. It is anticipated that a minimum of two meetings will be held at each identified meeting site.

- 4.6 Officers will develop a series of questions to engage and test community support for graffiti treatment, prevention and management. Issues and opportunities for action will be presented to participating community members for consideration and feedback. Topics of conversation will be:

TREATMENT

Determining community views on appropriate service levels for Council's graffiti removal program, i.e. what Council will remove graffiti from and how long this will take. This will review the following:

- Higher service levels than Council's current offering;
- A service level matching Council's current approach (See Attachment 1); and
- Lower service levels than Council's current offering;

PREVENTION

Determining community feedback as to graffiti mitigation strategies including:

- The installation of street art;
- The use of greening; and
- Engagement and education programs;

MANAGEMENT

This conversation will review the importance the community places on the following factors in prioritising actions:

- Cost;
- How quickly graffiti is removed; and
- Graffiti prevention strategies;

- 4.7 Feedback from the community consultation will be incorporated and refined into the form draft Graffiti Management Plan to be presented to Council in March 2019.

- 4.8 Officers have identified the following opportunities for Council to improve customer experience:

ISSUING "OPT OUT" NOTICES TO FACILITATE GRAFFITI REMOVAL:

- Currently officers obtain written consent from property owners or residents prior to removing graffiti at the address. This process can often be lengthy and delays Council's response.



- The current Graffiti Prevention Act provides further opportunities which Council could enact. This would allow for officers to issue notices to trigger graffiti removal, which will improve response times for the community.
- Notices would allow for property owners or residents to opt out of the service rather than opt in. It is anticipated that notices would be issued either:
 - (i) where consent to remove graffiti is not forthcoming, or
 - (ii) in shopping/ precinct locations where Council would remove graffiti from multiple addresses on a regular basis.
- Such notices would be in line with the legal framework as contained within Part 4 of the Victorian State Graffiti Prevention Act 2007 (See Attachment 2).

MUNICIPAL ASSOCIATION OF VICTORIA (MAV) CROSS COUNCIL TAG REGISTRY AND REPORTING TOOL

- Officers are actively participating in a cross Council quoting process with multiple vendors. This would deliver a tool which could be used both for the community to report graffiti but also to track tagging activity across multiple council jurisdictions; ultimately allowing for information to be shared in real time with law enforcement stakeholders. This is a work in progress and we will soon be able to provide projected costs to Council.

5. CONSULTATION AND STAKEHOLDERS

- 5.1 A consultation plan will be developed with the support of Council's Communication and Engagement team.
- 5.2 Further consultation will continue with internal and external stakeholders to steer and develop both the consultation process and also the development of the draft Graffiti Management Plan. Stakeholders will include but not be limited to: Victoria Police, Department of Justice, Municipal Association of Victoria, Community Groups and Traders Associations.
- 5.3 The stakeholders will be invited to take part in the community consultation process.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Council's current processes indemnify Council against the legal and risk implications associated with removing graffiti from privately held property.
- 6.2 A legal framework within which Council can operate regarding graffiti removal is contained within Part 4 of the Victorian State Graffiti Prevention Act 2007 (Attached).



7. FINANCIAL IMPACT

- 7.1 The decision to proceed with actions identified as a result of community consultation may have a financial impact to Council. Such actions will be further costed and presented to Council following the consultation period for consideration.
- 7.2 Officers acknowledge that the current graffiti removal contract is well below industry benchmarks and that even with Council’s participation in the collaborative service contract project costs are anticipated to rise. However, Council’s participation in the collaborative service contract will be important in delivering a best value priced graffiti removal service.
- 7.3 Council officers have already secured \$58,998 in grant funding for graffiti mitigation projects since the employment of a dedicated Graffiti Management Officer in March 2018. Officers will continue to pursue appropriate partnerships and grant funding to fund graffiti mitigation actions.
- 7.4 Council’s current annual spend on graffiti management is as set out below:

Description	Expenditure over last 12 months (incl. GST)
Graffiti Removal Contract	\$165,000
Paint Out Program	\$164,564
Graffiti removal from street signs, bins and benches	Per civil maintenance contract
Street Art Program	\$66,000
Council Officer resources	\$135,000
Graffiti removal kits	\$5,000
TOTAL	\$535,564

- 7.5 Depending upon the outcome of the community consultation, costs can be anticipated to deviate from current levels.

8. ENVIRONMENTAL IMPACT

- 8.1 Council’s existing contracts place requirements on contractors to limit impacts from their operations on the environment. Furthermore, sustainability factors will be considered as part of any future contract negotiations.



9. COMMUNITY IMPACT

- 9.1 Council received 1896 requests for graffiti removal in 2017. This was higher than the number of reports received in 2016. Given the increasing demand the Graffiti Management Plan will need to meet community expectations and commit to trusted, agile and future proof deliverables.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 A revised Graffiti Management Plan will set out to align with the following strategic directions outlined in the Council Plan 2017-27:
- 10.1.1 Direction 3 – We have smart solutions for a sustainable future: The plan will align with the Don't Waste It! Waste Management Strategy.
 - 10.1.2 Direction 4 – We are growing and keeping our character: The plan will align with the Public Space Strategy.
 - 10.1.3 Direction 5 – We thrive by harnessing creativity: The plan will align with the Art and Soul – Creative and Prosperous City Strategy.
- 10.2 The outcomes and actions arising as a result of a revised Graffiti Management Plan will be strongly linked with Council's Community Safety strategies.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Public Meetings are anticipated to commence by November 2018 to close by February 2019.
- 11.1.2 Online forums are anticipated to commence by November 2018 to close by February 2019.
- 11.1.3 The resulting Graffiti Management Plan draft will be developed and presented to Council for consultation in March 2019.

11.2 COMMUNICATION

- 11.2.1 The Communication and Engagement Plan for the development of Council's new Graffiti Management Plan includes the following actions.
- a) Promotion of the establishment of public community consultation meetings;
 - b) Establishment of an online feedback forum and links to Council's graffiti web page;
 - c) Periodic email updates to identified stakeholders;
 - d) Social media messaging for activities and events



ORDINARY MEETING OF COUNCIL 17 OCTOBER 2018

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.

TRIM FILE NO: 20/06/150

ATTACHMENTS

1. Council's Current Graffiti Management Service Levels
2. Graffiti Prevention Act 2007 Part 4