

# Cleaning Up – WCC's Graffiti Management Hub

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**Absolutely Positively**  
**Wellington City Council**

Me Heke Ki Pōneke

# Wellington is a fantastic city...



... but we still have challenges



# Scale of Graffiti in Wellington:

**62,000 tags** removed since 2015 (18,000 tags per year on average).

**76,000m<sup>2</sup>** graffiti removed (22,000m<sup>2</sup> per year on average).

**\$570,000** per year - removal costs alone.



# Graffiti Removal Programme

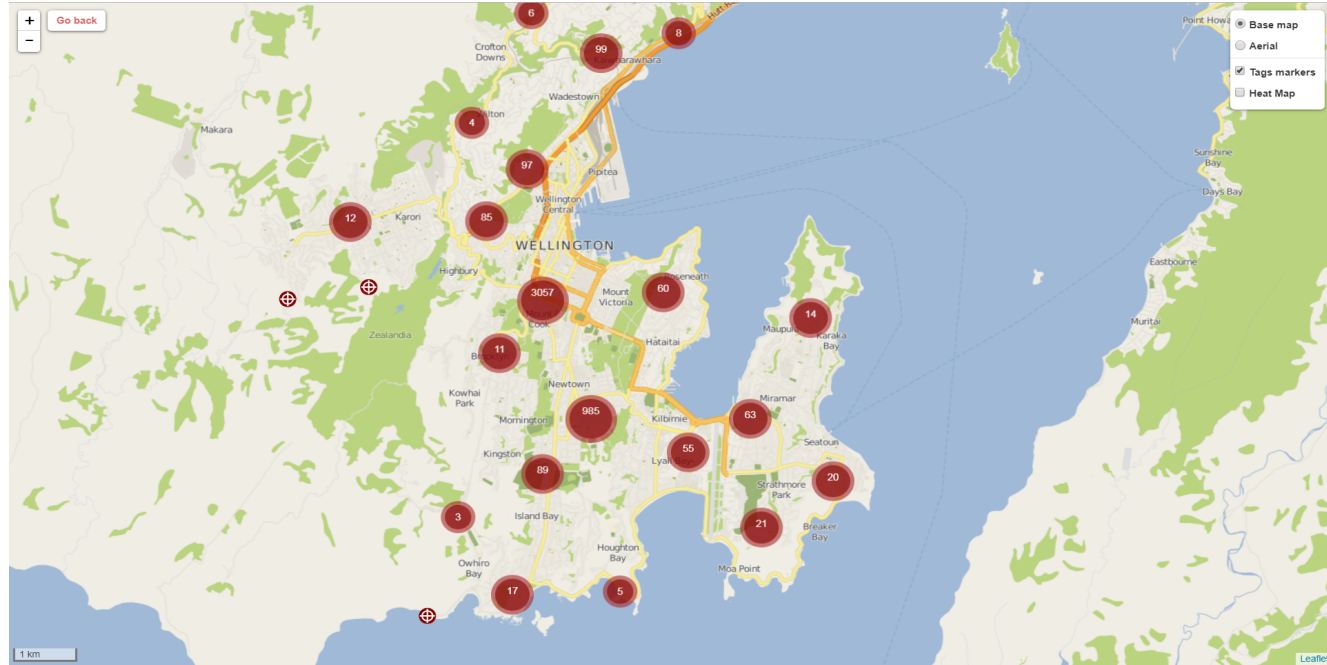
1. **Eradication** – removing graffiti within 24 hours the most effective way to prevent reoccurring tagging.
  2. **Enforcement** – discourage tagging through enforcement.
  3. **Education** – sharing knowledge.
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# Graffiti Removal Programme



The screenshot shows the user interface of the 'STOP TAGS' web application. At the top left is the logo, which consists of a red spray can icon and the text 'STOP TAGS' in a bold, red, sans-serif font, with 'SECURE GRAFFITI MANAGEMENT' in a smaller, red, sans-serif font below it. To the right of the logo are navigation links: 'Jobs', 'Reports', 'Offenders', and 'Management', each followed by a downward-pointing chevron. Further right is an 'Account' link, also with a chevron. Below the navigation bar is a light green notification bar that says 'Welcome back Jonathon Moore' with a small 'X' icon on the right to close the notification. The main content area features a large, dark grey rectangular box with the text 'Welcome to Stop Tags' in a large, white, bold, sans-serif font. Below this, in a smaller white font, is the tagline 'The secure graffiti management database delivered over the internet.'

# Graffiti Removal Programme



# Paper Reporting

## REPORTING TEMPLATE

Name of Project:

Service Provider:

Tick	Report period	Report due by	Date Sent
✓	<i>Specify reporting period:</i>		
✓	1 January 2014– 30 June 2014	31 July 2014	
✓	1 July 2014 – 31 December 2014	31 January 2015	
	1 January 2015 – 30 June 2015	31 July 2015	

### PROJECT TARGETS/DELIVERABLES

Activity <i>(From agreement)</i> <i>Please add as many Activity tables as required)</i>	Planned activities <i>(From agreement)</i>	Intended outcomes <i>(From agreement)</i>
1.	Continue and expand the promotion of the Wolfpack branded project - media	Reduction in ED admissions (and police stats) for alcohol related harm or assaults  External evaluation of effectiveness of project overall  Increased awareness of the importance of looking after your friends (stick with the pack)

# Paper Reporting

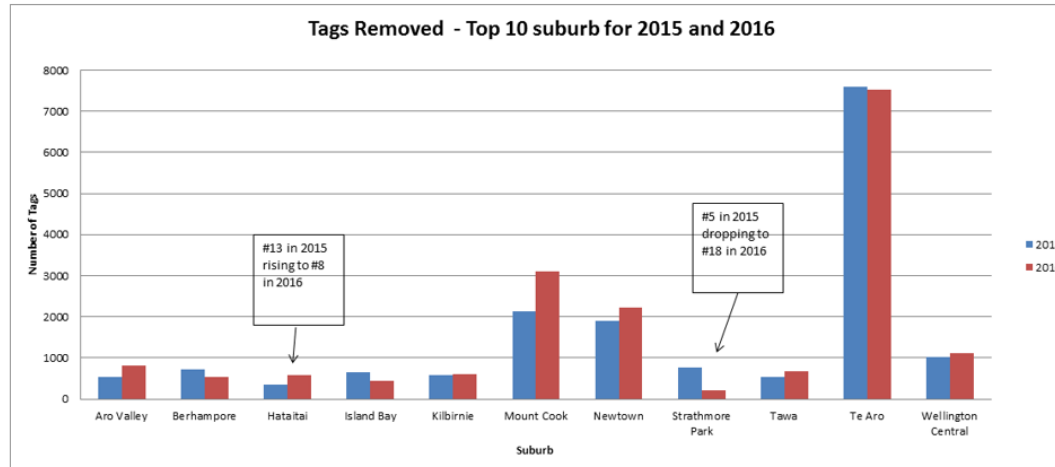
The 6 areas most affected for this quarter are:

Month	Jobs Completed	Number of Tags Removed	Total area covered	Approximate cost to WCC	Comments
<u>Te Aro (CBD)</u>	801 807	1499 1500	2081.70 1851.95	\$54,124.20 \$48,150.70	
Mt Cook	262 325	447 713	711.75 837.30	\$18,505.50 \$21,769.80	
Newtown	238 333	361 546	248.15 317.95	\$6,451.90 \$8,266.70	
<u>Wgtn Central</u>	146 137	334 258	200.50 354.27	\$5213.00 \$9,211.02	
<u>Hataitai</u>	100	171	156	\$4,056.00	New
Mt Victoria	68 96	90 133	154 181.50	\$4,004.00 \$4,719.00	
<b>TOTALS:</b>	<b>1615</b> <b>1764</b> <b>-149</b>	<b>2902</b> <b>3285</b> <b>-383</b>	<b>3552.10</b> <b>3649.97</b> <b>-97.87</b>	<b>\$92,354.60</b> <b>\$94,899.22</b> <b>-\$2544.62</b>	

# Paper Reporting

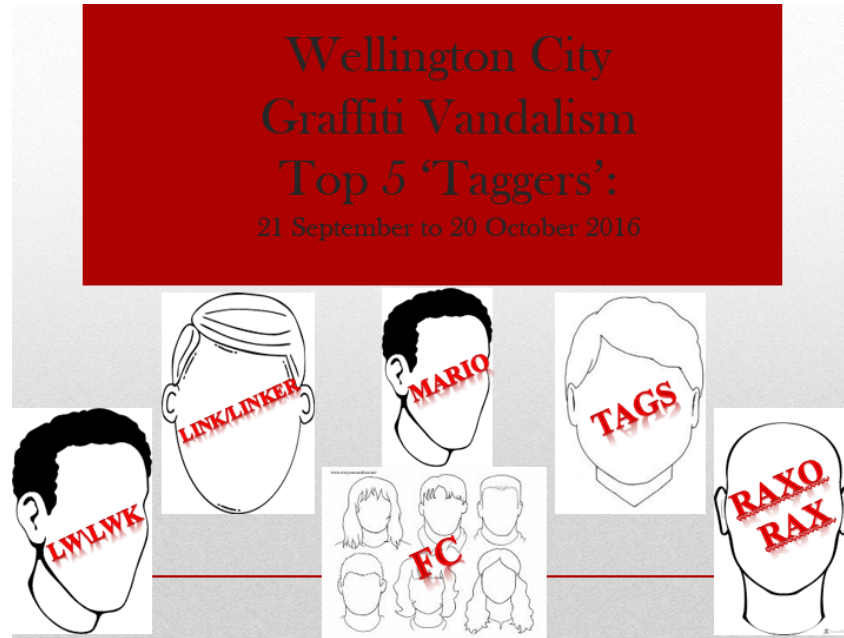
## QUARTERLY REPORT 2 - Graffiti Programme: October - December 2016

The graph below provides a snapshot of the suburbs most affected by graffiti vandalism for the 2015 and 2016.





# Top 5 'Taggers'



# Top 5 'Taggers'



# Reframing the Problem

## People and Place:

People Centred City: “Ensuring Wellington is a safe, tolerant and healthy city... building strong, connected, vibrant and participatory communities.”

Graffiti as a community issue strongly associated with place.

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# Blank it Out Programme



Blank it Out community volunteer programme:

Working with community volunteers to reduce graffiti and encourage community ownership.

# Our Reporting Needs

- Single source of truth.
- Community centred picture of place based graffiti vandalism.
- Accessible across council.
- Service multiple audience types.

# How does Graffiti Get Reported?

- WCC website and social media.
- Call centre.
- [info@wcc.govt.nz](mailto:info@wcc.govt.nz) email.
- FIXiT app.
- Business relationships and high priority areas.





# Bringing it all Together

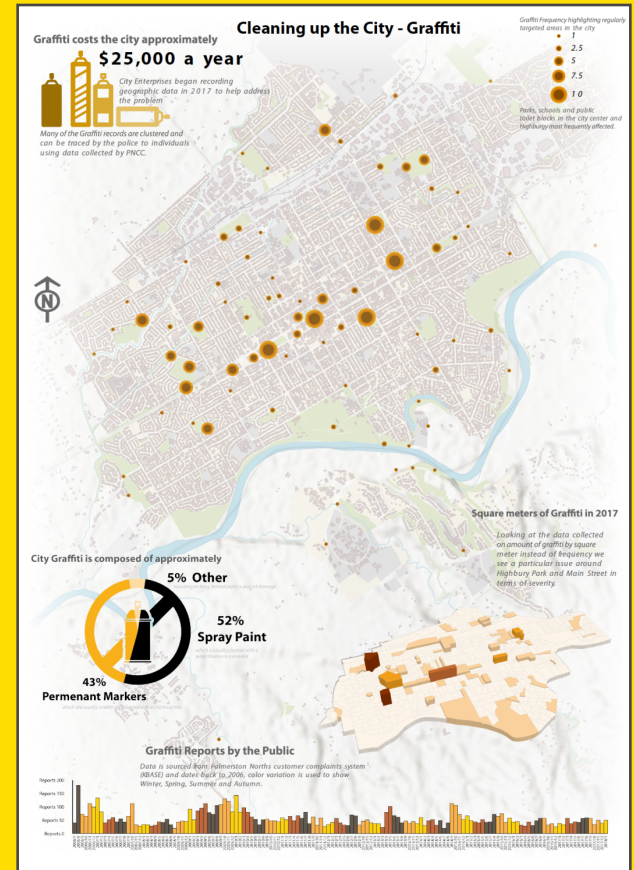


- Contractor information.
- Call centre complaints.
- FIXiT reports.
- WCC initiatives.
- Community projects.

# Scoping

Palmerston North City Council  
- Lucas Mostyn

Stylised infographic summarising key metrics of graffiti vandalism in PNC.



# DEMO

<https://wcc.maps.arcgis.com/apps/MapSeries/index.html?appid=90f5b51c366b44de97d726f57e482820>

# Questions?

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