





**PUBLIC WORKS PROBLEM ORIENTED POLICING TEAM  
SACRAMENTO CALIFORNIA POLICE DEPARTMENT  
GRAFFITI REDUCTION THROUGH TASK FORCE PARTNERSHIPS  
SERIAL TAGGERS AND FLIER GRAFFITI**

**THE PROBLEM:**

Sacramento became overwhelmed with the rising problem of graffiti vandalism by the 1990's.<sup>1</sup>

**SCANNING:**

The Sacramento Police Department (SPD) had not previously taken an aggressive approach toward graffiti vandalism, creating a perceived lack of concern by police.

- **1997-Public Works** sought a liaison with SPD hoping to implement a program of prevention, enforcement, and cost recovery.<sup>2</sup>
- The **mid-1980's** serial tagger graffiti made up 90 percent of graffiti. Only 10 percent were gang graffiti.
- Flier graffiti was generated from a variety of sources. Most of these flier generators left their fliers up past their venue date.

**ANALYSIS:**

Taggers vandalize with a "tag" or "crew" name in liquid markings, spray-paint, stickers or acid etching solution.

- Collected data from old graffiti reports/photographs.
- Recorded tagger's history in our database.<sup>3</sup>
- Non-abated graffiti within 24hrs increases vandalism risk.
- Citizens are reluctant to abate. It all appears as gang graffiti.
- Taggers gave valuable information about Sacramento graffiti and **hip-hop's** history.<sup>4</sup>



<sup>1</sup>GRAFFITI TAGS AND ILLEGAL FLIERS

<sup>2</sup>ALTHOUGH PUBLIC WORKS FUNDS OUR PARTNERSHIP AS A TWO OFFICER UNIT, FOR VIRTUALLY ALL OF 2002 OFFICER LAGRASSA WORKED WITHOUT A PARTNER.

<sup>3</sup>INFORMATION COLLECTED SINCE 1997

<sup>4</sup>HIP-HOP ELEMENTS CONSIST OF GRAFFITI, D'J RECORD SPINNING, RAPPING & BREAK DANCING

## **RESPONSES:**

Our successful responses were a total team effort by supporting partners, both government and community.<sup>5</sup>

- Shut down "free walls" within Sacramento-<sup>6</sup>
- Qualified, testified, then convicted taggers as an expert witness in adult and juvenile courts: Testimony regarding the intricacies of the graffiti culture and expert opinion on the suspect identity.
- Arrest/search warrants on taggers.
- Increased the number of counts against "taggers" with multiple documented locations.<sup>7</sup>
- In 1997 we began the trend of "graffiti sweeps."<sup>8</sup>
- With city and county joining forces for probation sweeps, we reached over 45 homes by 2000.
- Our website, [www.graffitifreezone.org](http://www.graffitifreezone.org), developed with a volunteer partnership uses our P/W-P.O.P.'s database.
  - Password protected law enforcement access, restricted public access, photo insertion, and various search capabilities<sup>9</sup> are all features of the web site.
  - P/W-P.O.P. solely maintains and updates the records, photographs and agency passwords.
- Graffiti Hotline
- Identify gross violators of "Flier" graffiti.
  - Small claims suits against illegal sign/flier hangers.
  - Letters and phone calls to suspect companies.

## **ASSESSMENT:**

Response impact goes beyond the recovered dollar amount. 110\Herbalife fliers-0 new cases.

- Agencies report less graffiti after sweeps.
- 60% Less Abated sites from 2000- 2002.<sup>10</sup>
- Database Over 1500 tag records-Used to solve a \$12,000 graffiti vandalism case.
- \$11008 Judgments / Awards –
- \$3615 Year collection-



<sup>5</sup>MULTI AGENCY INTERVENTION COMMITTEE IS MADE UP OF GOVERNMENT EMPLOYEES AND CITIZENS. (M.A.G.I.C.)

<sup>6</sup>TAGGERS CONSIDER GRAFFITI ON FREEWALLS AS "LEGAL", "PERMISSION" OR "TOLERATED" WALLS

<sup>7</sup>IN 1997 WE RAISED THE COUNTS FROM 13 TO 52. OUR RECORD IS OVER 75 GRAFFITI COUNTS.

<sup>8</sup>24 ARREST WARRANTS FOR 500 GRAFFITI COUNTS

<sup>9</sup>SEARCH BY "CREW", SEARCH BY "TAG"

<sup>10</sup>REPORTED BY THE DOWNTOWN PARTNERSHIP

# PROJECT

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## THE PROBLEM

The city of Sacramento became overwhelmed with the rising problem of graffiti vandalism by the 1990's.

## SCANNING:

The estimated annual cost of property damage from graffiti in the United States is between \$15 and \$18 billion. Sacramento's share is estimated at \$7 million. Graffiti victimizes public and civilian agencies as well as private citizens. Sacramento clean-up remains the responsibility of Public Works and Neighborhood Services costing hundreds of thousands of dollars each year.

The adverse impact of graffiti blight on our community creates not only a present financial burden, but a future one as well. This impact also raises a **quality-of-life** issue for the community.

Graffiti is described in the hallmark "Broken Windows" article as one of the basic factors that contributes to criminal activity and the fear of crime. Fear of gang violence is amplified by the presence of any graffiti. Although "tagger" graffiti rarely represents any "real threat", the "perceived threat" of gang violence and terrorism is real. This fear based perception guides communities in the way they respond to the blight displayed in their neighborhoods. Damage often goes un-repaired, reminding people that there is "disorder" in the community.

The Sacramento Police Department had not previously taken an aggressive approach toward the crime of graffiti until the local problem was epidemic and increasing. Citizens were agitated with the perceived lack of concern by the police and the agencies supporting them.

Public Works was seeking a liaison between themselves and the Police Department. Their hope was to create a program of prevention, enforcement, and cost recovery using creative and experienced problem solvers. These issues resulted in implementation of our two Problem Oriented Policing Positions in 1997.<sup>1</sup>

In 1997 we didn't know that most of our graffiti was different from gang graffiti. We discovered that "serial tagging" is responsible for approximately 95% of Sacramento's graffiti. Our initial analysis helped redefine our problem into three unique elements: "serial taggers",<sup>2</sup> flier<sup>3</sup> and gang graffiti.

Citizens and officers usually cannot differentiate between serial gang graffiti. To the lay person it all appears as violent gang graffiti. When hit by any type of graffiti, citizens are fearful and often reluctant to remove it. This increases the feelings of "disorder" in the community.

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<sup>1</sup> ALTHOUGH PUBLIC WORKS FUNDS OUR PARTNERSHIP AS A TWO OFFICER UNIT, FOR VIRTUALLY ALL OF 2002 OFFICER LAGRASSA WORKED WITHOUT A PARTNER.

<sup>2</sup> HIP-HOP CULTURE GRAFFITI INCLUDES INDIVIDUAL "TAG" NAMES AND GROUP "CREW" NAMES

<sup>3</sup> POSTERS OR FLIERS ILLEGALLY HUNG

## PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

"Serial Taggers" vandalize with a "tag" name or a "crew" name in spray paint, liquid markings, stickers or etching.<sup>4</sup>

"Flier Graffiti" is illegally posting signs and failing to remove them after an event. In the late 90's flier graffiti was a major litter nuisance and abatement was an enormous cost to the city.

"Gang Graffiti" makes up only 5-10% of Sacramento's graffiti problem. They promote their group, claim a territory or make threats to rival gangs.

Our original analysis showed "gang" and "serial tagging" to be distinct problems. Gang graffiti is rooted in an entirely different culture and primarily addressed by SPD's gang unit. Although we address gang graffiti with abatement, C.P.T.E.D. analysis, (Crime Prevention Through Environmental Design) and by passing on information/photographs to the Gang Unit, if specifics are beyond the scope of this application.

### ANALYSIS-

#### GENERAL

- We met with Public Works and Neighborhood Services to look at previous problem solving efforts. They described failed surveillance, disgruntled citizens, mismatched paint abatement, a lack of police response, prosecution, and case follow-up.
- We attended neighborhood, business and rotary club association meetings for a community perspective. What happens when a citizen calls on graffiti in progress? What happens when a citizen calls on a cold report? What is most frustrating to a victim? Do people even report graffiti? If not, why?
- In order to separate graffiti from standard vandalism reports **we** created a new crime class code.
- We researched all old reports and photos with listed suspects and witnesses. Witnesses were often determined to be "taggers".
- In 1997 all Sacramento police department (SPD) photographs had been thrown into inaccessible boxes by patrol district.
- The Pre-1997 photographs, categorized in inaccessible boxes by patrol district, were unmarked with victim names, addresses or report numbers. A new system was needed.
- "Serial taggers" were distinguished from "gang taggers".
- We contacted SPD officer Evan **Kanenaga**, the only officer on our department with first hand experience pertaining to "taggers".

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<sup>4</sup>SCRATCHING WITH AN OBJECT OR LIQUID ACID ETCH

## PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

- We examined the successes of outside agency prosecution. We found numerous, aggressive abatement programs but few involving the police.
- The City Code authorized a "summary abatement" only on gang graffiti.<sup>5</sup>
- "Tags" or fliers/posters not completely removed cultivated a "hot spot".

### SERIAL TAGGERS

We spoke with serial "taggers" about the graffiti culture, the talent they possessed and what was important to them. The "taggers" gave their opinion on how to curb graffiti. We gained valuable information about the "who", "what", "where" and "how" of Sacramento graffiti. The "taggers" described the history of the **hip-hop** movement and the elements that make it up.<sup>6</sup> This was our greatest analysis tool as well as the most productive response regarding serial "taggers". The findings from these contacts provided a framework for the investigation, apprehension, prosecution, restitution and probation actions that proceeded in the following six years.

- Anti-graffiti websites on "taggers", their culture and how they have reacted to responses by other cities provide ongoing analysis.
- Books, videos and "piece books" were also resources.<sup>7</sup>
- When "taggers" were cited and not booked into jail they were more likely to repeat offend.
- School staff tolerated tags on personal property. They were unfamiliar the graffiti culture.

### FLIER GRAFFITI

Illegal fliers and posters affixed to public and private property gained abatement attention from Neighborhood Services and the Public Works,

- Most outdoor advertising in public view is illegal. Illegal fliers include: advertisements for businesses, maintenance, repairs, installations, small store sales, misc., church events, sports classes and craft fairs.
- The laws governing illegal fliers in the Sacramento City Code are infractions.
- Police calls for "posting fliers" were low priority. Few officers were aware of the laws.
- Certain areas attract specific types of fliers/posters. Private property is more likely to get hit with large paste up posters.<sup>8</sup> Midtown areas are hit with nightclub fliers. Advertisement fliers are placed on well-traveled intersections.

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<sup>5</sup> A SUMMARY ABATEMENT ALLOWS FOR IMMEDIATE REMOVAL BY CODE ENFORCEMENT

<sup>6</sup> HIP -HOP ELEMENTS CONSIST OF GRAFFITI, D'J RECORD SPINNING, RAPPING & BREAK DANCING

<sup>7</sup> BOOKS WITH DRAWINGS BY GRAFFITI 'TAGGERS'. A.K.A. BLACK BOOK, SKETCHBOOKS.

<sup>8</sup> BOARDED WINDOWS OR ABANDONED LOOKING PROPERTY IS HIT MORE OFTEN

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## RESPONSE:

### GENERAL

To determine our course of responses we started by focusing on smaller goals. Options were, to concentrate on "the City as a Victim", abatement responses, or enforcement responses. When we worked on these responses individually we displaced important pieces to the solution. We needed a citywide response with numerous partnerships committed to zero tolerance of graffiti.

Public Works P.O.P.'s (P/W-P.O.P.) key partnerships: Public Works Structural Maintenance Engineer Bill Conner, Neighborhood Services Code Enforcement Officers Noel Eusebio and Brian Strong and for the District Attorney's Community Prosecution Unit, Supervising Deputy District Attorney Karen Maxwell.



- We shut down Sacramento "free walls".<sup>9</sup>
- We learned to read graffiti by talking with "taggers" and watching them trace over letters with their fingers.
- Photographs were solicited from citizens and agencies.
- We seized photo evidence of Sacramento graffiti crime scenes.
- We classified crime reports and photos by "tag" (person) or "crew" (group) instead of patrol district.<sup>10</sup>
- We collected information and photo evidence for "tagger" intelligence.
- "Gang" photographs are forwarded to SPD gangs.
- We increased the number of counts against "taggers" with multiple documented locations.<sup>11</sup>

<sup>9</sup>TAGGERS CONSIDER GRAFFITI ON FREEWALLS AS "LEGAL", "HAVING PERMISSION" OR "TOLERATED" WALLS

<sup>10</sup>SEE APPENDIX TABLE#2

<sup>11</sup>IN 1997 OUR FIRST BIG CASE WENT FROM 13 COUNTS TO 52 COUNTS. A FEW MONTHS LATER WE CHARGED A JUVENILE WITH OVER 75 COUNTS OF VANDALISM.

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## RESPONSE CONTINUED

- We changed our graffiti abatement ordinance to include "serial taggers" in summary abatement.
- Arrest and search warrants were served at the homes of vandals.

## PROBATION PARTNERSHIPS

P/W-P.O.P. trained probation to identify "tagging" evidence. Probation provided us with names of "tagging" suspects and supporting evidence of their "tag". This partnership was valuable because frequently "taggers" are on probation unrelated to graffiti.

In 1997 we began the trend of "sweeps". Starting with 24 arrest warrants for 500 graffiti counts, taggers were arrested, prosecuted and put on probation. Sweeps on convicted and suspected probationary "taggers" followed. With city and county joining forces for probation sweeps a few times a year, we reached over forty-five places to visit by 2000. We kept the media involved by assigning them to an officer/probation team. Several sweeps concluded with a news conference. These sweeps are an opportunity for several positive results:

- 1) The public is educated about our enforcement efforts.
- 2) Potential and probationary "taggers" see that we treat graffiti is a serious crime.
- 3) News of a sweep travels fast. They all expect a visit.
- 4) Many officers both SPD and outside agencies, are introduced to the graffiti culture.
- 5) The probationers that continue to be involved in graffiti are violated.
- 6) Information gathered from seized evidence provides officers with leads to identify other "taggers".

## COMMUNITY PARTNERSHIPS<sup>12</sup>

Our successful responses were a total team effort by supporting partners, both in and out of the government community.

- We utilize the **adopt-a-block** program by enlisting volunteers to abate areas in their own neighborhood. Public Works runs this program and keeps volunteer citizens supplied with abatement materials. Code Officers Eusebio and Strong help citizens **find** abatement resources.
- At neighborhood association, business association, and rotary club association meetings we train and educate participants on available resources.
- We cultivated a partnership between the District Attorney's office and the Multi-Agency Graffiti-Intervention-Committee. (**M.A.G.I.C.**) After demonstrating to the D/A how our expert testimony allows for prosecution without an eyewitness, we trained together and mapped out a strategy for prosecuting serial vandals. We have qualified, testified, and then convicted "taggers" as an expert witness in adult and juvenile courts. Our expert qualification allows us to testify to the intricacies of the graffiti culture, decipher "tags" and give an expert opinion on the suspect identity.

<sup>12</sup>SEE APPENDIX COMMUNITY PARTNERSHIPS

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## RESPONSE CONTINUED

- This strong and effective community oriented partnerships formalized through the M.A.G.I.C. committee. District Attorney attendance went from zero participation to taking the lead and chairing the committee. Supervising Deputy D/A Karen Maxwell has been committed to M.A.G.I.C. for over five years.
- M.A.G.I.C. involved agencies share information on wanted "taggers", current strategies, resources, trends and new ideas. Successes include: standardized prosecution criteria for serial "taggers", projects involving outside agencies, a graffiti education video and training curriculum for area high school staff, a Northern California Graffiti Task Force seminar using the S.P.D. video, probation sweeps, paint purchase stings, community events abatement projects.
- M.A.G.I.C. partnerships with the cities of Folsom and Davis are examples of providing graffiti expertise and "tagger" intelligence to outside agencies. We reviewed, documented and strengthened their cases ending with recommendations for probation conditions. We determined leads to other graffiti crimes.
- Our M.A.G.I.C. partnership worked with Juvenile Hall Deputy D/A Steve Masuda to change "the burden of proof" for restitution in juvenile cases. Masuda was successful working with presiding Judge Peterson who instituted a "standing order" requiring the defense to provide evidence in dispute of the victims claim for damage costs.
- Through M.A.G.I.C. we worked with the D/A. and Juvenile Hall intake to get "taggers" "booked" for a day even if they did not have a record. The booking also helped us meet the criteria for future felony booking if the "tagger" repeated his offense.
- Our M.A.G.I.C. group has established other long-term relationships with committed employees in various police agencies. Our partnership with Union Pacific Railroad Police Officer Blair Geddes enabled our unit to prosecute three adult felons, Anthony Padilla, Daniel Peterson and Nicholas Pierce. Damage to the rail cars reached several thousand dollars. U.P. recovered over \$8400 from our cases.
- These notorious "taggers" were "mentors" to Sacramento's tagging population and fuel to the problem. SPD Media Services kept a video record of our investigation. Footage was used later when we produced a school staff training video.
- We contacted high school staff to gain intelligence information on known "tagging" suspects. Contacts with parents of serial "taggers" followed. We provided an education on the graffiti culture and taught them what signs would indicate a child was involved.
- MAGIC joined Crime Alert to reward graffiti tips. Reward posters were distributed to several neighborhoods.



"reward copy.jpg"

**EXHIBIT#1**

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO



"PAINT STING  
STATISTICS 2000.do

## RESPONSE CONTINUED

EXHIBIT#2

- We teamed with Neighborhood Services, and conducted paint sale "stings". We used juvenile employees as decoys to purchase the spray paint. Businesses that sold to minors were cited. Vendors became compliant with the law by posting signs we provided.



"Ab1344  
wording.doc"

## ASSEMBLY BILL PARTNERSHIP CALIFORNIA AB1344

EXHIBIT#3

AB1344 prohibits juveniles from purchasing or possessing acid etching solution. Supervising Deputy D/A Karen Maxwell wrote the bill proposal for M.A.G.I.C. Assemblyman Cox introduced the bill, which Governor Davis signed into legislation September 16<sup>th</sup> 2002. Through M.A.G.I.C, vendors were sent a letter about the new legislation with warning for possible **enforcement** activities. We included a new worded vender sign.

## VOLUNTEER PARTNERSHIPS<sup>13</sup>

EXHIBIT#4

police query page.cfm.htm



graffitifreezone.org



WEBSITE

[www.graffitifreezone.org](http://www.graffitifreezone.org)

EXHIBIT#5

The web site concept grew from P/W-P.O.P.'s development of a "tagger" database. As time progressed, the information we held regarding a "taggers" history became critically important to investigations. We've recorded suspect histories since 1997. Through our M.A.G.I.C. partnerships we added outside agency "tag" intelligence to the database.

M.A.G.I.C. proposed the development of the website to share "tagger" intelligence with other police agencies. Educating the public for example: regarding "taggers" in specific areas, how to tell if ones own child is involved, or what to do about acid etch on business windows, were all goals.

Supervising deputy D/A Karen Maxwell attempted to find funding for the website with a grant proposal. As a team we wrote the history of our program. We were not successful winning the grant so other funding options were examined.

Partnering with Sierra College, two students developed the website using our existing "tagger" database. One volunteer, Stan Townsend, is still working with us long after his college course ended.

<sup>13</sup> SEE "APPENDIX COMMUNITY PARTNERSHIPS

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## RESPONSE CONTINUED

Password protected law enforcement access, restricted public access, photo insertion, and various search capabilities are all features of the web site. When accessed, the viewer will find resources for: education on "tagging", community links to police and abatement reports, clean up techniques, and reward tip" links. The site can help citizens identify convicted "taggers" and find a police contact. Agencies have 24hour access to information on prolific "taggers".<sup>14</sup>

The database currently has over 1700 records of "tags" and "taggers". (See Table#2) P/W-P.O.P. solely maintains and updates the records, photographs and agency passwords. We have already used the database to identify two homicide suspects and solve a \$12,000 vandalism case against light rail.<sup>15</sup>

This project has not had any out of pocket costs for the city of Sacramento. Public Works and the D/A's office continue to provide support.<sup>16</sup>



## **HOTLINE**

Partnerships with, Pacific Bell and M.A.G.I.C. helped create a graffiti hotline: a telephone routing system that connects the caller with those responsible for graffiti abatement and reporting. Sacramento City and County, Elk Grove, Citrus Heights, **Folsom** and West Sacramento are included on the hotline.

The hotline volunteers take phone reports weekly. Volunteers make referrals to Public Works and Neighborhood Services for civilian and police callers that need abatement. We have kept the hotline operational and staffed since 1997.

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<sup>14</sup> PASSWORDS WILL BE DISTRIBUTED TO INTERESTED AGENCIES FOLLOWING CITY COUNCIL APPROVAL OF THE M.A.G.I.C. GROUPS MEMORANDUM OF UNDERSTANDING. (M.O.U.)

<sup>15</sup> SACRAMENTO REGIONAL TRANSIT LIGHT RAIL.

<sup>16</sup> THIS WEBSITE BECOMES OFFICIALLY AVAILABLE FOLLOWING THE COMPLETION OF THE M.O.U. WITH THE COUNTY

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

RESPONSE CONTINUED

## SERIAL TAGGERS<sup>17</sup>



### **"PORER"**

The major **midtown "tagger"** "PORER" was investigated, exposed and arrested. We used several partnerships to make the investigation successful: Sacramento Police, County Sheriff, D/A, probation and involved citizens.

In a M.A.G.I.C. meeting immediately after the arrest of "PORER" Noel Eusebio announced that the solving of this case would easily reduce their workload by 75%.

Follow-up led to suspect Thomas Celentano as the culprit responsible for etching "WERS" on windows. Having arrested Celentano for prior graffiti he met the criteria for a felony. We located additional "tags" from "WERS" in the immediate area. Celentano was arrested on 5 felony and one **misd** graffiti counts. Patrol **P.O.P.** assisted with a probation search after Celentano was released from jail. This was the first time in five years that Celentano showed any kind of remorseful maturity.

### **"PAWS"**

05/14/02 the K Street Mall merchants between 9<sup>\*</sup> and 10<sup>th</sup> streets were hit hard with an etching spree. This **"tagger"** used what appeared to be a drill bit type tool to scrawl "PAWS" all over windows. The historic Crest Theater glass doors were etched. The damage was at \$50,000-**\$80,000** as the doors couldn't be buffed out.

Light rail, Patrol P.O.P. bike officers and **M.A.G.I.C.** partnerships were used to abate and solve the crime. The initial case left no clues to the "crew" associated with "PAWS". An animal rights group called "PAWS" was in town but they didn't appear to be responsible. It wasn't until Light Rail Police reported that "PAWS" was damaging light rail stations that we began to look at "serial taggers". Coordinated information led **P/W-P.O.P.** to the responsible tagger and reduced his light rail graffiti to nothing. An etched "Paws" has not been seen again.

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<sup>17</sup> SEE APPENDIX-SERIAL TAGGER FOR ADDITIONAL DETAILS.

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## RESPONSE CONTINUED



**"WYZE"**

08/01/02 a witness from the Pocket/Greenhaven area called police to graffiti in progress. The suspect was driving around, opening his car door and painting the street with "tags". When confronted by the citizen, the culprit claimed to be just **"having fun"**. Witness Duran remembered the license plate number and identified the culprit we located from our 1997 tagger database information.<sup>18</sup>

## FLIER GRAFFITI

Teamed with Bill Conner, we prosecute flier/poster hangers in Small Claims court. Suits resulted in \$11008 in awards. At the end of 2002 \$3615 had been collected. (See Table #1)

Offenders are contacted via phone or letter. The purpose of this response is to quickly stop the activity. Our goal is to not have to clean up posters. If the postings don't stop we respond with "enforcement" that involves seeking reimbursement for the city clean up costs. It is cheaper for offenders to do the clean up. Responsibles aren't always found in a preliminary investigation, however, the information is collected and added to our database. We have files on over 380 flier graffiti offenders. Repeat offenders in this category are rare.

Our multi-partnered response including **community** awareness media events, citizens participating in flier removal, and networking with code enforcement associates across the United States, has brought this colossal problem to an end.

## NEWS AND SWEEP DAY

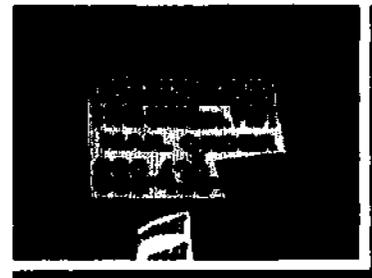


We implemented a media event covering the problem of flier graffiti. (A.k.a. "Street SPAM") Local media responded and interviewed several participants. Viewers were educated about the problem. Volunteers removed signs that were used in later prosecutions. Within days of the event we had cleaned over **100** locations.

<sup>18</sup>SEE APPENDIX SERIAL TAGGERS

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## RESPONSE CONTINUED



## **"HERBALIFE"**

The worst violator of flier graffiti in 2002 was "Herbalife". Our responses included filing small claims suits and an all day media event.

### **PROSECUTIONS**

Two cases were brought to the point of prosecution. 19 cases have potential for prosecutions via phone number search warrants. Violators who have stopped will not be pursued.<sup>19</sup>

## **"EXPO" SHOWS**

Cal-Expo has been a long-standing host for different theme and product shows. Phone contact, letters from the D/A, and billing culprits were all tried. We saw no significant reduction.

The "Sportsman" event posted by promoter Kwasi Boyd and "Gun Show" event held and promoted by Rick and Peggy Smith had the most impact on the practices of Cal-Expo event holders. Boyd simply didn't like police contact so he stopped posting in the city. We negotiated a small claims case of \$990 with the Smith's "Code of The West" company.<sup>20</sup>

<sup>19</sup>SEE APPENDIX "FLIER" GRAFFITI

<sup>20</sup>PAID IN FULL, BY THE END OF 2002. SEE TABLE #1 AND APPENDIX "CODE OF THE WEST"

## PUBLIC WORKS P.OP. TEAM: SACRAMENTO

RESPONSE CONTINUED

### PROMOTIONS

We have an ongoing problem with live band promoters when groups are performing at area clubs. Even our own "Sacramento Convention Center" has made illegal postings. We educated venue holders regarding the current flier and poster hanging laws. We have encouraged them to warn their renters about illegal flier hanging and strongly recommended contracts describing their liability for clean up costs.

### MUSIC/CLUB VENUES

**"THE CAWZ"**



"The CAWZ" posters/stickers were pasted by the hundreds on our poles, signs and signal boxes throughout the city. We billed the band, and wrote letters to their venue holders. Eventually we mediated the case through "Lawyers For The Arts". Lawyer, Ellen Taylor waived the fee to the Police. Partnered with Bill Conner, we mediated an agreement for the group to pay a total of \$3300 to the City.<sup>21</sup> (See appendix-fliers)

### SCRATCH 8/720 RECORDS

The promoter from "720 Records" was religiously posting their events held at Scratch 8. We tracked down the promoter and sent a warning. 720 Record's website actually promoted this type of "street" advertisement with an employee in charge of it. The promoter was arrested for several warrants and made aware that flier hanging is what prompted the police contact. I have not seen additional fliers for a 720 Records event.

### COMMERCIAL POSTERS



In the past, large promotion posters have originated from the **SanFrancisco** and **LosAngeles** areas. We have encouraged property owners to abate quickly, or change the "hanging environment". This has been effective with this type of advertisement in Sacramento. Since culprits go where they are tolerated we use C.P.T.E.D. to problem solve for each **location**.<sup>22</sup>

<sup>21</sup> SEE RESTITUTION TABLE #1 AND APPENDIX "THE CAWZ"

<sup>22</sup> CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

# PUBLIC WORKS P.O.P. TEAM: SACRAMENTO

## ASSESSMENT:

None of our successes would be possible, nor will they continue, without our community partners and their ongoing dedicated commitment to graffiti abatement.

## GENERAL

Compared to other large cities, the epidemic of rising graffiti vandalism isn't as apparent in Sacramento. We have been successful in drastically reducing, serial, flier and gang graffiti. For example:

- **Cal-Trans.** reported a 75% decrease in their Sacramento graffiti problem. After we arrested "taggers" that started to target freeways, Cal-Trans. decreased their local graffiti abatement paint budget by 75%. The 1000 cases we cleared in the first three years of the program dramatically impacted the graffiti culture in Sacramento.<sup>23</sup>
- ◆ A visible decrease in graffiti is associated with an increase in community abatement. Public Works supplies the program's abatement materials.
- Our cases have been highlighted and used as examples in Northern California Training.
- The city is paid restitution through the office of revenue and reimbursement as well as through small claims judgments.<sup>24</sup>
- SMUD **electrical** company and union pacific railroad report restitution payments.
- Complaints from citizens about making graffiti reports are rare.
- When citizens call about current graffiti, they praise the lack of graffiti they have experienced for several years.
- Citizens report receiving excellent service from Public Works.
- Officers make better graffiti cases than in the past.

## DOWNTOWN PARTNERSHIP STATISTICS

Downtown Partnership's Director of Community Services, Ryan. Loofbourrow has been tracking and cleaning graffiti through the same company since 1999. He qualifies his statistics with daily observations of less graffiti in the partnership corridor.<sup>25</sup>

Although normally difficult to quantify, the 60% decrease in abated graffiti sites from 2000-2002 speaks for itself.

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<sup>23</sup> 31 TAGGERS, 642 CHARGES, GIVEN 18 YEARS JAIL TIME, 1000 HOURS OF COMMUNITY SERVICE AND \$20,000 IN RESTITUTION.

<sup>24</sup> SEE APPENDIX TABLE #1

<sup>25</sup> THE CORRIDOR CONSISTS OF APPROXIMATELY 65 SQUARE BLOCKS OF SACRAMENTO'S DOWNTOWNS CORE.

# PUBLIC WORKS P.OP. TEAM: SACRAMENTO

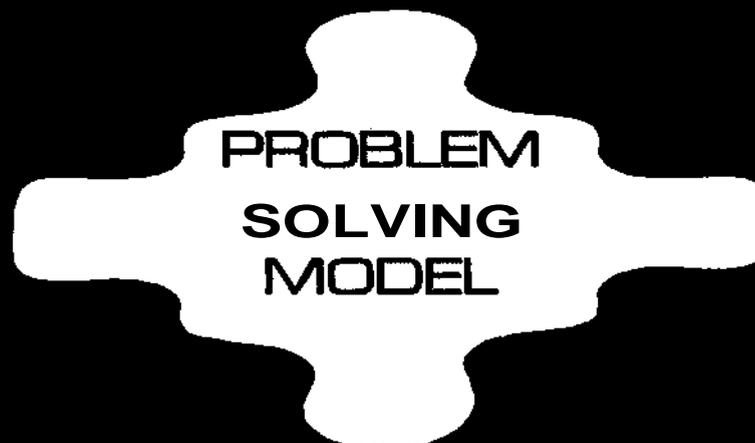
## ASSESSMENT CONTINUED:

- Two-year reduction: 2,464 abatements
- Over 1200 less sites annually.<sup>26</sup>
- Over 100 less sites per month

## FLIER GRAFFITI

We've won 100% of our small claims cases. The impact of our innovative and successful responses goes beyond the recovered dollar amount. From the 110 Herbalife distributors we found there were "**zero**" new cases.<sup>27</sup> Legal action was only taken against two distributors. The number of crime reports with Herbalife type signs was reduced by more than 95%.

- Our 90% compliance rate for verbal and/or written warnings to miscellaneous advertisers has impacted the actions of potential illegal flier hangers.
- Officers are now making arrests for posting fliers.

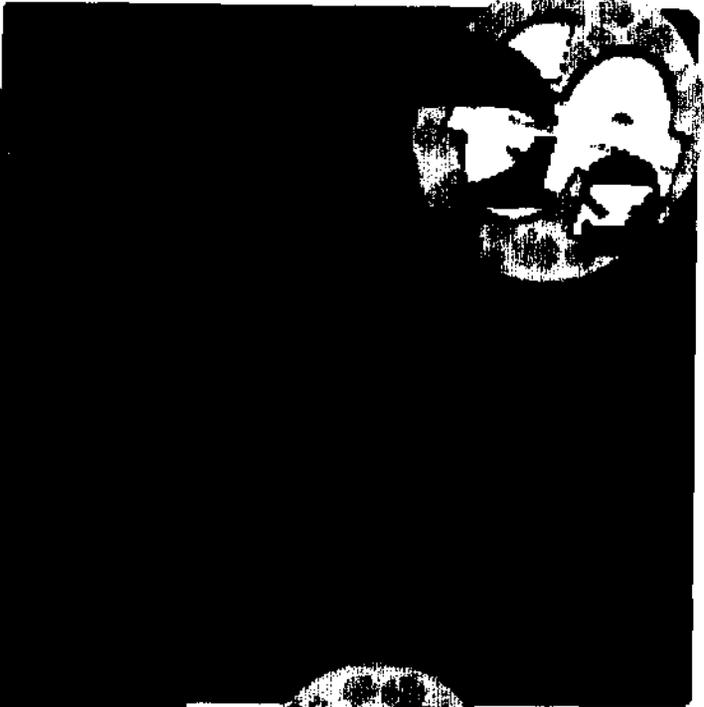


<sup>26</sup> THE PARTNERSHIP'S QUANTIFIED RESULTS ARE TALLIED AND LISTED IN THE APPENDIX TABLE #3.

<sup>27</sup> HERBALIFE DISTRIBUTOR ADVERTISEMENTS - "WORK FROM HOME" AND "OWN A COMPUTER?" SIGNS

## **EXHIBITS**

**EXHIBIT # 1**



**EXHIBIT #2****SPRAY PAINT STING 2000****PAINT STING STATISTICS**

The Multi Agency Graffiti Intervention Committee coordinated a countywide spray paint sting operation that took place on 05/23/00. Forty-three locations were visited countywide by minor decoys. Of those forty-three eleven sold spray paint to minors.

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<b>ENFORCEMENT AGENCY</b>	<b>SACRAMENTO POLICE OFFICER LORI LAGRASSA</b>
<b># OF LOCATIONS HIT</b>	<b>10</b>
<b># IN COMPLIANCE</b>	<b>5</b>
<b># OF LOCATIONS CITED</b>	<b>4</b>
<b># OF CITES AND TYPE 594.1</b>	<b>5</b>
<b># OF WARNINGS</b>	<b>1</b>

---

<b>ENFORCEMENT AGENCY</b>	<b>CITRUS HEIGHTS POLICE OFFICER STEVE DUTRA</b>
<b># OF LOCATIONS HIT</b>	<b>6</b>
<b># IN COMPLIANCE</b>	<b>6</b>
<b># OF LOCATIONS CITED</b>	<b>0</b>
<b># OF CITES AND TYPE 594.1</b>	<b>0</b>
<b># OF WARNINGS</b>	<b>0</b>

---

<b>ENFORCEMENT AGENCY</b>	<b>ELK GROVE DISTRICT DEPUTY JOHNSON</b>
<b># OF LOCATIONS HIT</b>	<b>17</b>
<b># IN COMPLIANCE</b>	<b>14</b>
<b># OF LOCATIONS CITED</b>	<b>3</b>
<b># OF CITES AND TYPE 594.1</b>	<b>3</b>

---

<b>ENFORCEMENT AGENCY</b>	<b>OTHER</b>
<b># OF LOCATIONS HIT</b>	<b>10</b>
<b># IN COMPLIANCE</b>	
<b># OF LOCATIONS CITED</b>	<b>4</b>

## EXHIBIT #3

### ASSEMBLY BILL-AB1344-TIMELINE

- 01/08/02 our unit sent a letter of support for this bill.
- 01/11/02 I testified with the Public Safety Committee at the State Capitol.
- 03/05/02 Sacramento Bee newspaper put together an article regarding AB16344. DD/A Karen Maxwell, Code Enforcement Officer Noel Eusebio, Assembly Member Dave Cox and I, assisted the Bee in their research.
- 03/06/02 I assisted television Channel 40's news with a piece on graffiti etching solutions/creams.
- 06/11/02 the bill moved to the Senate and was approved with 58 for and 5 against.
- 09/16/02 Governor Davis signed the legislation.

Through M.A.G.I.C., vendors were sent a letter in February about the new legislation. I created a new sign/placard which was included with the letter from the DA's office. We will be notifying vendors of possible enforcement activities to ensure compliance.

#### The people of the state of California do enact as follows:

Section 1. Section 594.1 of the penal code is amended to read: **594.1.**

(a) (1) it shall be unlawful for any person, **firm**, or corporation, except a parent or legal guardian, to sell or give or in any way furnish to another person, who is in fact under the age of 18 years, any etching cream or aerosol container of paint that is capable of defacing property without first obtaining bona **fide** evidence of majority and identity.

(2) for purposes of this section, "**etching** cream" means any caustic cream, gel, liquid, or solution capable, by means of a chemical action, of defacing, damaging, or destroying hard surfaces in a manner similar to acid.

(3) for purposes of this subdivision, "bona **fide** evidence of majority and identity" is any document evidencing the age and identity of an individual which has been issued **by** a federal, state, or local governmental entity, and includes, but is not limited to, a motor vehicle operator's license, a registration certificate issued under the federal selective service act, or an identification card issued to a member of the armed forces.

(4) this subdivision shall not apply to the furnishing of six ounces or less of etching cream or an aerosol container of paint to a minor for the minor's use or possession under the supervision of the minor's parent, guardian, instructor, or employer.

(5) etching cream, aerosol containers of paint, or related substances may be furnished for use in school-related activities that are part of the instructional program when used under controlled and supervised situations within the classroom or on the site of a supervised project. These containers may not leave the supervised site and shall be **inventoried** by the instructor. This use shall comply with section 32060 of the education code regarding the safe use of toxic art supplies in schools.

(b) it shall be unlawful for any person under the age of 18 years to purchase etching cream or an aerosol container of paint that is capable of defacing property.

(c) every retailer selling or offering for sale in this state etching cream or aerosol containers of paint capable of defacing property shall post in a conspicuous place a sign in letters at least three-eighths of an inch high stating: "**any** person who maliciously defaces real or personal property with etching cream or paint is guilty of vandalism which is punishable by a fine, imprisonment, or both."

(d) it is unlawful for any person to carry on his or her person and in plain view to the public etching cream or an aerosol container of paint while in any posted public facility, **park**, playground, swimming pool, beach, or recreational area, other than a highway, street, alley, or way, unless **he** or she has first received valid authorization from the governmental entity which has jurisdiction over the public area. As used in this



REWARDS

ABATEMENT

ANTI GRAFFITI

TAGGER PROFILE

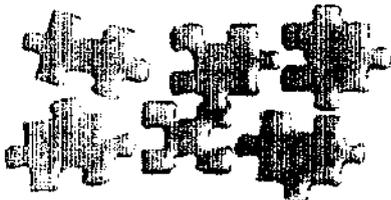
LAWS



The Multi Agency Graffiti Intervention Committee (M.A.G.I.C.) was established in 1993 as a response to a need for area law enforcement to better communicate with each other and to utilize the community resources that are available to combat graffiti. The program has grown to over one hundred members who regularly attend monthly meetings to share information regarding graffiti. The objective of M.A.G.I.C. is to eradicate graffiti in our communities. The task force includes several members from three surrounding counties, each recognizing that the graffiti problem is regional and that a cooperative effort provides exponential power to the enforcement efforts. The strategy of the collaboration is to share information on crime trends, suspects, plans for enforcement sweeps, and educate and enlist the community in efforts to combat the problem. •



## Participating Agencies



HOME | REWARDS | ABATEMENT | ANTI GRAFFITI | TAGGER PROFILE | LAWS

Application.cfm file

# EXHIBIT 5

Page 1 of 1

## Graffiti Tagger Search

<b>XREF</b>		
<b>First Name</b>	<input type="text"/>	<b>Last Name</b>
<b>Probation</b>	<input type="text"/>	<b>DOB</b>
<b>Police Report #</b>	<input type="text"/>	
<b>Home Address</b>	<input type="text"/>	<b>Home Phone</b>
<b>School</b>	<input type="text"/>	
<b>Crew</b>	<input type="text"/>	<b>Tag</b>
<b>Associates' Names</b>	<input type="text"/>	
<b>Work Address</b>	<input type="text"/>	<b>Work Phone</b>
<b>Comments</b>	<input type="text"/>	
<b>Arrest Date</b>	<input type="text"/>	<b>Arrest/Crime Location</b>

## **APPENDIX**

## APPENDIX - TABLES

### CIVIL OR SMAU CUIMS CASES WITH RESTITUTION

**TABLE #1      RESTITUTION**

SUSPECT	AWARDS AGREEMENTS	COLLECTED	DUE
<b>BAKER - "HERBALIFE"</b>	\$1710	\$500	\$1210
SATURDAY AUCTION.	\$1170	\$1000	\$170
RANGLE- "HERBALIFE"	\$1300	\$350	\$950
SMITH, G - 971-FAST	\$1538	\$00 NSF CHECK	\$1538
SMITH R -GUN SHOW	\$990	\$165	\$735
TREVETINOR PUBLIC AUCTION.	\$1000	\$1000	\$00
<u>LOPF7/F0STER</u> <u>"THE CAWZ"</u>	<u>\$3300</u>	<u>\$600</u>	<u>\$2700</u>
TOTALS FOR 2002	\$11,008	<b>\$3,615</b>	\$7,393

### CASE AND DATABASE STATISTICS

**(TABLE #2      P.O.P. STATISTICS**

FILES MAINTAINED FOR GRAFFITI TAGGERS, TAGS & FLIERS

CASES CLEARED BY ARREST OR SMALL CLAIMS CASE
DATABASE - NAMED TAGGERS AND ASSOCIATES
DATABASE - UNNAMED TAGS AND CREWS
GRAFFITI COMPLIANCE CONTACTS AND KNOCK AND TALKS
CIVIL CASES INITIATED

**TABLE #3      DOWNTOWN PARTNERSHIP STATISTICS**

4171 SITES WERE ABATED FOR GRAFFITI
3397 SITES WERE ABATED FOR GRAFFITI
44 % DECREASE IN GRAFFITI SITES FROM 2000
1707 SITES WERE ABATED FOR GRAFFITI
<b>50 % DECREASE SINCE 2001</b>

# APPENDIX - COMMUNITY PARTNERSHIPS

## COMMUNITY PARTNERSHIPS

### DOWNTOWN PARTNERSHIP

This is the second year that we have assisted "downtown partnership" with the **"kids meet the city"** event 05/10/02 a group of kids from an area school went to several outdoors workshops put on by city agencies: police, fire, and public works.

Our two workshops included a craft and a game. We crafted an **anti-graffiti** slogan onto a foam square and attached them to a large display board. We used the display board for the spring/summer "smart and safe fair". The game was a team building exercise involving knocking down old spray paint cans. Throwing balls at the spray cans was a terrific hit with the kids.

This is the third year we have been involved in the **"smart and safe fair"**. The event is held once a month from may through September on **K St. Mall** at lunch time. The graffiti unit, along with fire, regional transit, bikes and California Highway Patrol, are available for questions as we pass out information to citizens.

### FLORIN RD PARTNERSHIP

We teamed up with the clean up crew hired by florin rd partnership's director, Larry **Carr**. Aside from assisting us with prosecution of a major problem record company, black market records, the crew run by "new life project", kicked off our April media event exposing the laws of illegal posters/fliers. Director Lara woods received some publicity about "new life **project**" and helped educate the public about the illegal poster hanging **problem**. (see flier graffiti for more on the event) this event was an opportunity to meet the new director of the **"Stockton BV partnership** Richard Green.

I continue to receive information about "gross violators" who refuse to comply with "posting laws". Lara handles several cases without police assistance. Lara and her group have been educated and armed with the knowledge of the Sacramento City Code.

### STOCKTON BV PARTNERSHIP

After the media event, **04/17/02**, I was able to share the success of new life **project's "florin rd clean-up program"** with director Richard green. He was seeking the same kind of program to be used on Stockton **blvd**. A few months later Mr. Green hired "new life" to lead clean up for Stockton BV.

### FRANKLIN BV. PARTNERSHIP

The Franklin BV partnership has provided me with on going photographs from their area as well as descriptions and license plates of flier hangers. Even when witnesses cannot id the suspect, the information is still useful.



"AMERICORP  
PROGRAM.doc"

### AMERICORPS PARTNERSHIP

At the request of community activist Red Baines, supervising deputy d/a Karen Maxwell, code enforcement officer Noel Eusebio and i, attended the may 30<sup>th</sup> police advisory committee (PAC) meeting. A group called "AmeriCorps" made a pitch to be used as a tool to help the community combat graffiti. The members desired to use "AmeriCorps" as a supplement to our existing abatement program.

**07/09/02**, I submitted a letter of interest to "AmeriCorps". **07/25/02**, at the second P.A.C. meeting with "AmeriCorps", director, s. Edinboro asked members to submit a letter of interest in the program. Members were given a copy of my letter as a sample. As of 08/16/02 I had not received any community response. 09/05/02 I met **ms**. Edinboro to discuss including a juvenile education component and defining the program's work schedule.

I redefined a six-week program that included training for the "AmeriCorps" members, a public education and abatement facilitation element, an elementary school education curriculum and an educational business video section. The target area was defined to a mid town neighborhood.

I submitted my project, however, we continue to await a response. A final submission was due on 11/30/02. I postponed any further action on this project due to low staffing and the lack of public support. We will revisit this at a later date

## APPENDIX - WEB SITE

### GRAFFITI WEBSITE

The graffiti web site concept grew from the public works P.O.P. unit's development of a "tagger" database. Community service officer, Charles Paluda, programmed the "access" database. At the time, he was working with us temporarily on light duty status. As time progressed the information we held regarding a "taggers" history became critically important to current investigations. Our unit has been recording suspect histories since 1997. Through our M.A.G.I.C. committee partnerships we added outside agency "tag" intelligence to the database.

The M.A.G.I.C. committee proposed the development of an internet website to share "tagger" intelligence with other police agencies. Our intention was also to educate the public, for example: regarding "taggers" in specific areas, how to tell if ones own child is involved, or what to do about acid etch on business windows.

### WEB GRANT

Supervising deputy D/A Karen Maxwell took the lead in finding funding for a graffiti website. I assisted D/A Maxwell with writing the history of our program to get a grant proposal completed by march of 2000. The grant was to provide the resources to develop our needed website. We were not successful winning the grant so we examined several other options for funding such the city council and billboard advertisement sales.

### WEB DEVELOPMENT PARTNERSHIP



#### [www.arafflitifreezone.org](http://www.arafflitifreezone.org)

We worked with sierra college, computer science professor Bill Cole, to select students for the development of our website. We developed an outline concept of the website using our existing "tagger" database created in Microsoft's "access" software. The student graphic designer Don Vanderloo, who worked with us for a month, took our logo idea and transformed it into the front web page. Mr. Townsend, is still working with us. He has devoted numerous volunteer hours, far beyond the requirements of his college course.

Password protected law enforcement access, restricted public access, photo insertion, and various search capabilities are all features of the web site. When accessed, the viewer can find resources for: education on graffiti "tagging", community links to police reports, abatement reports, clean up techniques, and reward winning "tip" links. The site can help citizens identify convicted "taggers" in their area and a named officer to contact with additional questions. The site allows outside and inside agencies t24hr access to utilize information about prolific graffiti taggers".<sup>1</sup>

The database currently has over 1700 records of "tags" s and "taggers". (Table #2) public works P.O.P. solely maintains and updates the records, photographs and agency passwords. Our unit has already used the database to identify 2 homicide suspects and solve a twelve thousand-dollar graffiti vandalism case against Sacramento regional transit light rail.

This web project has not had any out of pocket costs for the city of Sacramento. Public works, and the D/A's office continue to provide support. This website becomes officially available following the completion of the M.O.U. with the county.

police query [page.cfm.htm](#)

<sup>1</sup> PASSWORDS WILL BE DISTRIBUTED TO INTERESTED AGENCIES FOLLOWING CITY COUNCIL APPROVAL OF THE M.A.G.I.C. GROUP'S MEMORANDUM OF UNDERSTANDING. (M.O.U.)

## APPENDIX- SERIAL TAGGERS

### MID-TOWN TAGGER - "PORER"

By March 2002 the serial tagger "PORER" was vandalizing everything in site. This tag was new to the area. We were being hit from several directions: LaRiviera Dr. and Howe Ave., To Aden Way and business 80 freeway, to midtown Sacramento. This tag progressed into a more elaborate tag with increasingly large styles. "PORER" brought with him, some accomplices as well as some tagging rivals. "PORER" was the fuel for many taggers in the area. The amount of damage he was causing could easily have reached the tens of thousands of dollars. My investigation was very slow until July 16<sup>th</sup> when I uncovered the identity of "PORER". This suspect was a previously convicted tagger from Carmichael. He had moved to the Alhambra /McKinley area in March with his girlfriend Jennifer Ponci. Jennifer also turned to tagging and was arrested with her girlfriend lacy farmer on the rooftop of a mid-town business.

On July 17<sup>th</sup>, SSD officer Rick turner and SPD pop did a probation search on the tagger "PORER", identified as Philip Lozito. A computer, spray paint, permanent markers, books, photographs, and piece books were seized and booked into property. Deputy D/A Joyce Smiley filed my request for a probation violation. Because Lozito's girlfriend was a tagger, he was in violation by living there with Ponci. Several probation violations were obtained from our search. Lozito had 2 warrants. Lozito was jailed for three months. His tag stopped appearing on the city streets.

I have hundreds of vandalism counts to charge Lozito. This case has become huge. When his tag name stopped appearing, the priority of the case was lessened and the D/A package was delayed.

### "WYZE"

08/01/02 a citizen from the Pocket/Greenhaven area called police as he was a witness to graffiti in progress. This suspect was driving around, opening his car door and painting the curbs and street with graffiti "tags". When confronted by the citizen, the culprit claimed to be just "having fun". Witness Duran remembered the

Mr. Duran was able to identify the suspect I located from our 1997 tagger data base information. The suspect is known as the "tagger" "WYZE" from the "crew" end.

License plate of the vehicle. He was unable to get a patrol response because of the time lapse. I took the information from Citizen Ken Duran. Duran gave me the license plate number belonging to Jeremy Guills. I know this subject from previous graffiti investigations dating back to 1997. He is known as the "tagger" "WYZE" from the "crew" end. I have mounds of supporting evidence of his 'tag' through other investigations. Guills was never arrested for the city's graffiti counts. He did stop when we arrested several of his "crewmembers" and associates. Jeremy Guills matches the descriptions that witness Duran gave.

Duran described where the "tag" was. I located spray painted "end" "tags" on the concrete and street 09/10/02 witness Duran was able to identify Guills from photographs I took as Guills as ran errands in his own neighborhood. (Broadway /25<sup>th</sup> St.)

This case is ready for a D/A package to be prepared for an arrest warrant.

### "PAWS"

May 10<sup>th</sup> -12<sup>th</sup>, 2002 an animal rights group called "PAWS" was having a convention at the convention center. I spoke with the representatives from this group. They had never experienced this type of problem and didn't feel they had any "enemy's" that would try and jeopardize their good standing with the community. I had all but ruled out a serial "tagger" as the culprit.

In June I began to hear from the regional transit light rail officers regarding a "tagger" "PAWS" that was causing serious damage to their light rail stations as well as on the rail cars. 07/16/02 I located a "PAWS" sticker on a bus stop on Folsom BV at LaRiviera 08/06/02 regional transit Officer Fagio contacted me again regarding the "tagger" "PAWS". This "tagger" even placed one of his stickers on the bumper of a black and white police car. Numerous photographs of these "tags" were taken, however, again, a "crew" was never written next to the tag.

10/16/02 I discovered that the regional transit. Unit (regional transit) believed they had identified the "tagger" "PAWS". I contacted officer Woodard who had information from the "WINN" center for homeless kids. Apparently a subject Alexander Roy had painted a mural inside the center. It read "PAWS". The center was not very cooperative with information on the "artist"; however, Roy was identified as the probable artist The mural has been removed.

Bike and Regional Transit officers have made contact with Roy on more than one occasion. The union pacific police cited Roy for trespassing. He did not possess any papers with graffiti; however, he has been in possession permanent markers.

Since the last contact on 11/06/02, regional transit has not had the problem with "PAWS". I am not able to link Roy to the k-street spree. I have only come across a handful of "PAWS" "tags". Those "tags" may very well be from months prior to November 2002.

## APPENDIX - FLIERS

### "HERBALIFE"

In March I contacted a citizen, rob Cockerham, regarding a letter he had sent to the mayor complaining about illegal postings. The letter went to several people before it actually came to my office. This gentleman had done some serious research on the signs he had removed from public view, I was able to meet him and obtain over 168 photographs of fliers and signs he abated between February and march 22nd. Cockerham did an analysis of the phone numbers and web addresses. He was able to conclude, and I concur, that nearly all of the signpost litter in Sacramento was due to the activities of a single company: "HERBALJFE" international." Signs such as, "work from home", "own a computer?" And "lose weight now", were all from "HERBALJFE". His investigation is on his website [www.cockeved.com](http://www.cockeved.com).

Mr. Cockerham also introduced me to a website called <http://www.causs.org/> citizens against ugly street SPAM. Along with citizens, code enforcement officers throughout the nation exchange information and share stories and resources. I made a great contact with a code officer from Arizona. He shared his identified HERBALJFE sign hangers with me. With his information and the results from the SPD investigation, I have enough phone numbers with identified parties to start an information database.

The president of the American Association of Code Enforcement Officers (A.A.C.E.) Rick Wolf was able for the first time, to get "HERBALJFE" to admit any responsibility for the actions of their distributors. And create a new rule for their distributors.

### "HERBALIFE NEW RULE"

Effective April 30<sup>th</sup> 2002 distributors are prohibited from posting any sign on public property or private property without permission. The punishment for the violation is a minimum of \$100 or 25% of the prior months gross earnings from "HERBALJFE". A second violation holds a minimum \$250 fine or 50% of the prior months gross earnings from "HERBALJFE". A 3<sup>rd</sup> would probably result in termination or suspension.

### "HERBALIFE PROSECUTIONS"

Two cases were brought to the point of prosecution. 19 cases have the potential for prosecution via search warrant. Search warrants will reveal owners of the 1-800 phone numbers used in the sign solicitations. Previous violators who have ceased to operate illegal sign postings will not be pursued.

There was a major decrease in posting in the following months. 7 months later, there are only a few gross violators who still post, but on a smaller scale. This victory drastically reduced the number of "HERBALJFE" cases I intended to pursue through the warrants or small claims process.

### 1-800-605-1410

On 10/21/02 while walking back from lunch I observed Anthony Rangle, "HERBALJFE" distributor, sticking small pouches on poles, boxes, and an ATM machine. Mr. and Mrs. Rangle did not clean up the pouches as they were directed to. I sent them a bill for clean up of the pouches as well as their other signs that had been cleaned up in the past months: \$1260.00. They did not respond to the letter. Public works structural maintenance supervisor, Bill Conner (supervises graffiti abatement) filed the small claims case I had prepared against the Rangles. On may 22<sup>nd</sup> we went to court for the now \$1300 bill. The Rangles agreed to make monthly payments. See table# 1

### 1-877-391-DIET

05/28/02 Pam and Gary baker were identified as Sacramento distributors for 1-877-391-diet. They were sent a bill. The Bakers responded to the letter and wanted to negotiate the bill and or community service. Public works was not willing to set up a "community service program" for the Bakers. Because we did not intend to prosecute them criminally, county work project was not an option either. The Bakers negotiated \$100 payments to the city until the \$1710 bill is paid off. 07/25/02 the Bakers were sent to the city attorney to set up the agreement.

## APPENDIX -FLIERS

### "THE CAWZ"

Early in the year posters and stickers with the name "THE CAWZ" were stuck all over the city. Poles, signs signal boxes were all plastered with stickers and pasted signs. Citizen Angie Buel from M.A.G.I.C. reported taking down signs and having them reappear the next day. The signs appeared to be from a music group, however, they did not advertise locations or dates, just their name.

"The "CAWZ" was on the Internet ([www.thecawz.com](http://www.thecawz.com)) I continued with the follow up. Members of this band were some of the same subjects I had arrested in 1997 for graffiti vandalism. Carlos Lopez held the website under his name. Danny foster appeared to be the manager. After analyzing this problem I felt that advising Lopez of the illegal postings would cause the hanging to cease. We sent a letter and bill to where the website was registered. This was the same month that the business there closed. Lopez and foster claimed that they did not receive the letter. The posters continued to be posted. May 2002 was a heavy month.

I found a flier advertising a "CAWZ" event with the auburn "boys and girls dub". Guitar City was a sponsor. As a response, I sent guitar city information about the illegal posting by the band that they were sponsoring. Shortly after that the new postings seem to stop.

I sent Lopez and Foster the bill for clean up. I checked "THE CAWZ" website. On the front page there was a plea to fans, not to hang up any more signs and stickers. Lopez called to report he was out of town for the last few months but wanted to resolve the issue with mediation services from the "lawyers for the arts". I agreed to meet with them and discuss the issues.

Public Works, Bill Conner, and I met with Ellen Taylor, "Lawyers For The Arts", the groups songwriter, Carlos Lopez and manager, Danny Foster. Foster and Lopez wanted to "make good" with the city. We mediated an agreement for Lopez and foster to pay a total of \$3300 to the city of Sacramento. Mr. Lopez and Mr. Foster have started making payments. (See Table#1)

### "CODE OF THE WEST

My first dealings with the Oregon based Smiths were in 2000. They held an event at Elk's Lodge The rental manager gave me the Smiths' name and Oregon phone number. I gave the Smiths a warning via telephone. At that time I continued to see signs when their gun show came near Sacramento.<sup>1</sup> I located their website. <http://www.codeofthewestprod.com/> The website advertises Northern CA shows and solicits vendors.

April 5th we sent a bill for \$540 to the Oregon address. I also sent the same information to their e-mail address. I sent a copy of this to Cal-Expo, and Roseville fairgrounds. I added in additional clean up costs for more locations and sent an additional bill of \$720. Public Works Bill Conner, attempted to file a small claims case. He was denied due to their out of state status. It took several months to research the "out of state" problem. Ultimately, I obtained their Sacramento address. We negotiated the small claims case for \$990 to be paid in 6, monthly, payments. \$165 was paid in full, by the end of 2002. (See table #1)

### "SCRATCH ft\* / "720 RECORDS"

The only big investigation that was pursued stemmed from "scratch 8" in old Sacramento. The promoters from "720 Records" were constantly posting their events held at scratch 8. At times every pole along 12<sup>th</sup> and 16<sup>th</sup> St. were covered with fliers. The majority of the violations occurred in 2001, however, when more fliers for the "new years" performances showed, up we decided to track down the promoter. 720 Records was doing scratch 8's promoting.

We sent an e-mail notice to 720 Records owner/manager Eric Rushing, and office manager Cheri Hensley identifying illegal activity. 720 record's website actually promoted flier hanging and had an employee responsible for promoting this type of "street" advertisement. The promoter for 720 Records, Eric rushing, was discovered to be on formal probation. Rushing's probation officer was unaware of his whereabouts. We located Rushing then had probation issue two felony no bail warrants. Officers and C.S.U. team members tracked rushing until he was arrested. Rushing had one additional misdemeanor no bail, and two other F.T.A. warrants. Officers made sure that rushing understood what prompted his police contact. (Hanging of fliers) I have not received any more fliers specific to a 720 Records advertised event.

<sup>1</sup> AUBURN, PLACERVILLE ,ROSEVILLE

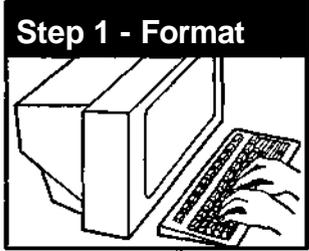
## **RESOURCES**

*Printing your inserts is easy!*

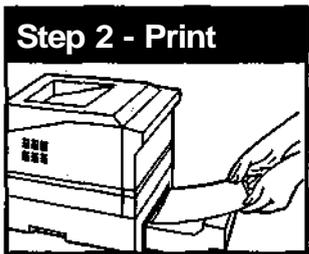


Feed this end into **printer**  
Avery BIG TAB Inserts for Dividers - 5Tab

**BIG TABS are better!**



Key in your insert titles using the preset layouts in your existing word processing software.



Use **your** laser or ink jet printer to print titles onto insert sheets.

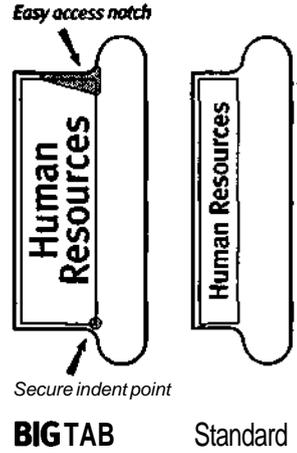


Fold inserts in half and slide into **BIG TAB**. Side-by-side printing allows tab to be read from both sides.

Turn over for complete formatting instructions

Large area with horizontal dashed lines for writing or printing content.

- Use larger size fonts or print more lines of text on big inserts.
- Keep inserts from falling out of tab with secure indent point.
- Slide in or remove inserts easily with easy-access notch.



### Technical Support

Avery Dennison offers **FREE** technical support **bulletins** to assist you in formatting and printing Avery Tab Inserts. Call our Technical Support, and we will send a bulletin to you.

**Avery Dennison**  
Technical Support:  
972-389-3699

**We're here to help**  
To find out more about our complete line of products and software solutions, contact our Consumer Service Center:

1-800-GO-AVERY  
(1-800-462-8379)  
[www.avery.com](http://www.avery.com)

Feed this end into **printer**  
Avery **BIGTAB** Inserts for Dividers - 5 Tab



# Microsoft® Word

for Windows  
Versions 6.0, 7.0 and Word97

Follow **step-by-step**:

1. Click on **Tools** menu, then click on **Envelopes and Labels**.
2. Click on **Labels** tab, then click on **Options** button
3. Under **Product number** List:
  - Click on **WorkSaver 5-Tabs**
  - **Set** tray to **Manual Feed** if available
  - **For Word97** - Click **New Label**  
For Word **6.0/7.0** - Click the **Details** button
4. **Make** the following changes:
 

Top margin	1.0"
Side margin	2.25"
Vertical pitch	0.5"
Horizontal pitch	2.0"
Label height	<b>0.5"</b>
Label width	2.0"
Number across	2
Number down	18
Page size (Word97)	Letter

  - **For Word97** - Enter **Label** name: Type **"Big Tabs5"** and click OK.
  - **For Word 6.0/7.0** - Click **OK** to the custom label message.
  - **For all versions** - Click **OK** (again) then click **New Document**
5. To **Center** and **Enter** Text:
  - **Hold down Ctrl + A** keys to highlight
  - **Hold down Ctrl + E** keys to center
  - Click in **top** left insert to **type** text
  - Press the **Tab** key to **move** to the next insert

**IMPORTANT: Type the same text side-by-side** to create Insert that can be read from both sides of the tab

- Press the **Tab** key to repeat and complete the insert titles

SEE PRINTING INSTRUCTIONS



Feed this end into printer  
Avery BIG TAB Inserts for Dividers - 5 Tab

# WordPerfect®

for Windows  
Version 6.0, 6.1, 7.0, or 8.0

Follow step-by-step:

1. For WordPerfect **6.1/7.0/8.0** - Click on **Format** menu. For WordPerfect 6.0 - Click on **Layout** menu.
2. Choose **Labels**.
  - **Select label file:** wp\_wp\_us.lab
  - For WordPerfect **6.0/6.1** - Click on **W1-213-5 WorkSaver (Front)**
  - For Word Perfect **7.0/8.0** - Click on **Avery WorkSaver 5-Tab**
  - Click **Create**.
3. In the **Label Description** box,
  - Type **"Avery Big Tabs 5"**
  - In the **Label Type** box, select **Laser**.
4. **Make** the following changes:
 

<b>Label Size:</b>	Height	0.5"
<b>Labels Per Page:</b>	Rows	18
<b>Top Left Label:</b>	Top Edge	1.0"
	Left Edge	2.25"

**Distance**

<b>Between Labels:</b>	Columns	0.0
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  - Click **OK**, then click **Select** button in the Labels dialog box
5. To **Center** and **Enter** Text:
  - Click on the **Format** menu. Select **Justification**, then **Center**
  - Click on the **Format** Menu. Select **Page**, then **Center**
  - Select **Current** and **subsequent pages**, then click **OK**
  - Begin typing **text** in the first insert
  - Press **Ctrl + Enter** keys to move to the next insert

**IMPORTANT: Type the same text side-by-side** to create Insert that can be read from both sides of the tab

- Press **Ctrl + Enter** keys to repeat and complete insert titles

SEE PRINTING INSTRUCTIONS

## All other word processors

Follow these general formatting instructions. Adjust as needed:

1. **Set the Page Margins** as follows
 

Left:	225"	Top:	1.0"
Right:	225"	Bottom:	1.0"
2. **Set two center-aligned tabs.**
  - If software offsets **tabs** from left margin (e.g. Microsoft Works®).  
**Tab 1: 1.0" Tab 2: 3.0"**
  - If software offsets **tabs** from left edge of paper (e.g. Lotus Amipro®):  
**Tab 1: 3.25" Tab 2: 5.25"**
3. **Set line spacing or line height** to 0.5".  
*Note: Select inches (in.) or include inch marks if necessary*
4. To **Enter** Text:
  - Press **Tab** key to move to first insert and **type** text
  - Press **Tab** key to move to next Insert
  - **IMPORTANT: type same text side-by-side** to create Inserts that can be read from both sides of the tab
  - Press the **Return** key to move to next line. Press **Tab** key to repeat and complete the insert titles

SEE PRINTING INSTRUCTIONS

Feed this end into printer  
Avery BIG TAB Inserts for Dividers - 5 Tab



## Printing instructions



Follow step-by-step:

1. Insert a sheet of plain paper in **Manual Feed** Tray.
2. Set **printer** to "Manual **Feed**" if necessary. **Print a test sheet.**
3. Hold printed test sheet against insert sheet to **check alignment**
4. **Load** the insert sheet and **print** using your **printer's** manual feed **tray**.

PRINT A HALF-SHEET. Save the **rest** for later:

**NOTE: Only for printers capable of feeding 8 1/2" x 5 1/2" paper sizes.**

1. Split insert sheet in **half - horizontally**



2. **Feed into printer on non-perforated side** (see arrows on top and bottom of insert sheet)

Need assistance? **Check your** printer manual or contact Avery Dennison Technical Support  
**TURN OVER FOR CONTACT INFORMATION**

RM 1001

# PUBLIC WORKS P.O.P. TEAM: REFERENCES

## MAGAZINES AND NEWSPAPERS<sup>1</sup>

Guerrilla Magazine  
Scrap Magazine

Published by  
Anthony Padilla  
1994

Can Control  
Fast Break  
On The Go Graffiti Media  
Scribble  
Spray Can Art  
Scratch  
Undercover  
Forbidden Art  
Iron Burners

## BOOKS

Subway Art

by Martha Cooper  
Published by Henry Holt  
& Company **Inc**  
New York New York  
1984 Copyright  
Reprint 1990

Spray Can Art

by Henry Chalfant  
Published by **Tahanmes**  
and Hudson Inc  
1987 copyright  
Reprint 1994

Getting Up

by Craig **Castleman**  
MIT Press  
Cambridge Mass.  
Copyright 1982  
Sixth printing 1992

## VIDEO

Graffiti Verite

LA Graffiti  
Graffiti Culture  
24 Writers  
Interviewed

20/20

Graffiti  
Interviews  
1994

Style Wars-

by Tony Silver &  
Henry Chalfant  
New York  
Graffiti Culture

<sup>1</sup> THIS IS A SMALL SAMPUNG OF PREVIOUS RESOURCES.