



Memorandum

TO: CITY COUNCIL

FROM: Councilmember Sylvia Arenas
Councilmember Raul Peralez

SUBJECT: Anti-Graffiti and Anti-Litter Programs **DATE:** November 2, 2018
Annual Report

Approved

Date

11-2-18

RECOMMENDATION

1. Accept staff's report.
2. Recommend that City Manager, as part of their proposed 2019/2020 budget, include a pilot project that would contract with local artists and/or youth groups to create one or more murals in key graffiti hotspots and measure the success this has as a form of graffiti prevention.
3. Request that the Office of Cultural Affairs coordinate with Parks, Recreation and Neighborhood Services to both lend their expertise to the proposed pilot program and look for opportunities to match public art mural project funding with graffiti hotspots in the future.

BACKGROUND

The Parks, Recreation and Neighborhood Services' Anti-Graffiti Program has worked tirelessly to keep San José free of blight, gang-related vandalism, and hateful messages across our neighborhoods. In the last fiscal year, there has been increased abatement efforts by partnering with communities that have traditionally been heavily impacted by graffiti.

The City of San José has had a long history of respected artists contributing to the culture, history, and beauty of our city. Earlier this year, a beloved mural in East San José depicting Chicano culture was painted over to the outrage of many residents. The mural had stood for decades without being defaced by new graffiti and served as a point of pride to the neighborhood. We aim to replicate the use of murals by local artists and youth groups to serve as a tool to combat repeated graffiti in heavily affected areas.

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As the Department continues to improve outreach, education, and operational efficiency, these recommendations leverage existing City resources to produce a pilot program that brings together our community and local artists, such as Juan Carlos Araujo from Empire Seven Studios, Erin Salazar from Exhibition District and Lila Gemellos, will not only provide anti-graffiti solutions, but help beautify our City across our graffiti hotspots.

We ask that staff explore our recommendations during the budget process and that the Department, along with the City Manager's Office, consider bringing the pilot project to council as part of their proposed budget.
