

# PEP (Public Education Program) For Graffiti



The Public Education Program for graffiti was developed by the City of Riverside in partnership with Keep Riverside Clean and Beautiful. The purpose is to bring together concerned citizens, local business, law enforcement, government agencies, and school districts to inform them of the economic impact of graffiti and involve them in positive action. The goal is to instill a sense of respect for public and private property among our youth and educate them about the negative impact of graffiti.



## Join PEP Networking Meetings

### 2017 PEP Meeting Schedule

Wednesday, February 8th

Wednesday, April 12th

Wednesday, June 14th

Wednesday, October 11th

Wednesday, December 13th

#### Where:

Greater Riverside Chambers of Commerce  
3985 University Ave,  
Riverside, CA 92501  
Bourns Board Room

#### Time:

10:00 AM – 11:00 AM

Please contact KRCB at  
(951) 683-7100 ext. #212 or  
arendon@riverside-chamber.com

## WHAT IS GRAFFITI VANDALISM?

The difference between graffiti and art is permission. Graffiti vandals use paint, markers, or chemicals to scratch monikers or elaborate designs into property such as fences, walls, buildings, train cars, bridges, desks, etc., without the owner's permission.

## WHY DOES IT APPEAR?

The majority of graffiti is done by vandals known as taggers. Taggers are motivated by the need to be recognized. They believe that the more they vandalize public areas, the more respect they'll receive from other graffiti vandals. Many taggers also think participating in other illegal activities such as shoplifting materials and trespassing adds to their status. Once graffiti is present in an area, it invites other vandals to do likewise in the same area or nearby. Thus, graffiti can begin a downward spiral if not removed immediately.

## HOW IT HURTS OUR COMMUNITY

Graffiti that is not promptly removed sends a message that nobody cares, attracting other forms of crime to the neighborhood. Graffiti drains tax dollars. Funds that otherwise could be used for school programs, recreational facilities, and other community improvements are used for graffiti removal programs in an effort to maintain the city and reduce crime. Residents feel less safe and secure in an area where graffiti is present. Neighborhoods with graffiti experience a decline in property values, loss of business, reduction in tourism, and reduced riders on public transit systems.

## WHAT HELPS PREVENT GRAFFITI?

**Education:** Develop an educational component and incorporate graffiti education and prevention in schools, businesses, and community groups.

**Eradication:** The most effective way to prevent future graffiti is prompt removal. While this may be challenging, studies show that removal within 24-48 hours results in a nearly zero rate of reoccurrence.

**Enforcement:** Consistent enforcement of local ordinances with strict penalties for graffiti vandalism is effective.

Report graffiti by dialing 3-1-1 from a Riverside residence or (951) 826-5311 from a cell phone.  
You may also use the Riverside 311 app on a smartphone.



City of Arts & Innovation  
PUBLIC WORKS

Keep Riverside Clean & Beautiful is a community program

Sponsored by the City of Riverside Public Works Department and the Greater Riverside Chambers of Commerce

Our Mission... To instill a sense of community pride by creating partnerships that work toward the beautification of the City

