



# Memorandum

**TO:** MAYOR LICCARDO  
**SUBJECT:** BUDGET DOCUMENT

**FROM:** Vice Mayor Rose Herrera  
**DATE:** May 25, 2016

Approved

*Rose Herrera* <sup>PO</sup>

Date

*5/25/16*

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: Graffiti Eradication

Amount of City Funding Required: \$142,000 One-Time, \$144,000 Ongoing

Fund Type (i.e. General Fund, C&C funds, etc.): General Fund

This change is:

One-time       Ongoing

Proposal Description, including anticipated outcomes (describe how change would affect services for San José residents, businesses, community groups, etc.):

The amount of graffiti in the city and the amount of graffiti eradicated continues to increase each year, with an average of 2,000,000 square feet per year. With increased funding, the program can offset the costs of an increased rate to eradicate per square footage (currently at \$0.44 per square footage from \$0.42 in 2015-2016) and the costs of larger tags appearing in more locations and more often. Substantial increased funding will also provide staff with more time and opportunities to work proactively with volunteers and business owners and provide further training and education on the importance of graffiti reporting and abatement to our communities.

Funding would include 1.0 Community Activity Worker position to allow staff to proactively work with volunteers and business owners to provide training and education on the importance of graffiti reporting and abatement.

**Funding Source**

Essential Services Reserve (\$2 million): \$142,000 One-Time, \$144,000 Ongoing

Other (Program/Project/Fund):

Department or Organization: Parks, Recreation and Neighborhood Services

Department or Organization Contact (list contact information for the individual that certified cost estimates contained within your recommendation):

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