

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)

To: ["Direct to Mayor and Council - DL"](#)

Date: 9/22/2021 1:14:21 PM

Subject: [Memo - Mitigating and Managing Nuisance Graffiti in Vancouver \(Member's Motion B.6\) - RTS 14561](#)

Attachments: [Memo - Mitigating and Managing Nuisance Graffiti in Vancouver \(Member's Motion B.6\).pdf](#)

Dear Mayor and Council,

Please see the attached memo from Lon LaClaire. A short summary of the memo is as follows:

- Staff developed communications programming to encourage residents and businesses to access the Free Paint Program for graffiti abatement. It was promoted this summer on Facebook, LinkedIn, Twitter and Instagram
- Even though there was no increase in requests for paint it was a good opportunity to raise awareness about the program
- Staff propose to resume the social media campaign next spring when graffiti typically increases, and expand to include more direct forms of communication, for example direct email outreach to businesses and property owners

If you have any questions, please feel free to contact Lon LaClaire at 604-873-7336 or lon.laclaire@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

MEMORANDUM

September 21, 2021

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Maria Pontikis, Director, Civic Engagement and Communications
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office

FROM: Lon LaClaire
General Manager, Engineering Services

SUBJECT: Mitigating and Managing Nuisance Graffiti in Vancouver (Member's Motion B.6)

RTS#: 14561

This memo outlines a communications path to promote the Free Paint Program to raise awareness amongst residents and businesses for managing nuisance graffiti. The program webpage is here: <https://vancouver.ca/home-property-development/free-paint-program.aspx>. Included also are additional options for disseminating the program.

Background

The City of Vancouver supports a Free Paint Program in partnership with Dulux Paints. Vancouver property owners and tenants can receive up to two gallons of exterior paint in a calendar year for graffiti removal. The City received requests for 175 gallons of free paint in 2019 and 240 gallons in 2020, an increase of 37 per cent over the previous year. The increase is thought to be largely due to the increase in nuisance graffiti during COVID-19.

Social Media Platforms

As directed by Council in the May 27th Motion, staff developed a social media campaign to promote the Free Paint Program. The social media platforms used include: Facebook, LinkedIn, Twitter, and Instagram: [Free Paint Program - Instagram](#)

The campaign ran during the summer, and while staff have not seen an increase in requests for the program, we do consider any opportunity to raise awareness to city programs as a positive.

Next Steps

There is typically a drop in graffiti in late summer and early autumn which makes it a challenging time to assess the potential impact of the Free Paint Program. In addition to resuming the social media campaign after the off-season, beginning in spring, staff may consider the following additional actions:

- Direct email outreach to business licence holders and property owners;
- Provide partner groups such as BIA's with the link to COV webpage for the Free Paint Program to share through their networks;
- Develop an ad to run in newspapers (either online or print); and
- Print physical informational pamphlets for Property Use Inspectors to include with graffiti bylaw notices in the mail. These can also be made available at the Development Services Center where they reach residents engaged in property improvements.

If you have any questions please do not hesitate to contact me directly.

A handwritten signature in blue ink, appearing to read 'Lon LaClaire', with a stylized flourish at the end.

Lon LaClaire, M.Eng., P.Eng.
General Manager, Engineering Services

604.873.7336 | lon.laclaire@vancouver.ca