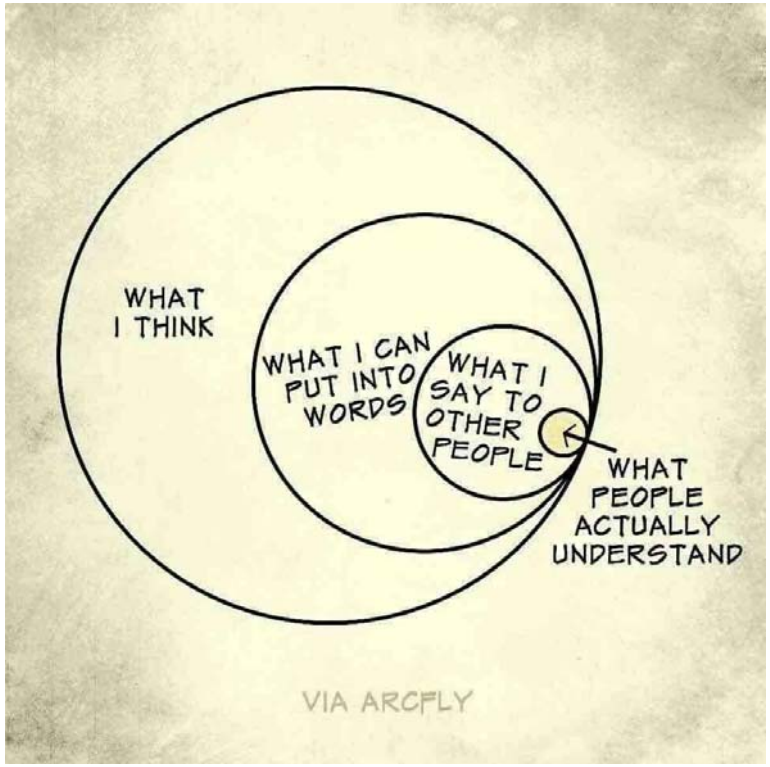
Clear Horizon
Meeting impossible expectations
Angela Carr

# Overview

- The Task
- The Challenges
- The Response
- The Results



## The Task

Evaluate the impact of a Graffiti Prevention Strategy that aimed to:

- Decrease the number of graffiti vandalism offenders
- Keep neighbourhoods free from graffiti vandalism
- Ensure all graffiti vandalism is reported

# *Actions*

Juvenile clean-up program

School based education program

Intelligence led policing

Legislation & Penalties

Rewards program

Graffiti Management Act

Responsible Media Coverage of Graffiti Vandalism Guidelines

Grant Funding

Rapid Removal

Industry Managed Training

Strengthening Partnerships

Graffiti Removal Agreements

Designing Out Graffiti

Graffiti Hotline and Website

Community Awareness and Engagement

Graffiti Database

## The Challenges

- To evaluate the outcomes of the strategy as a whole opposed to the actions
- Lack of sufficient data to validly measure the specified outcomes
- Insufficient data to tie outcomes to strategy

## The Response

Development of an evaluation model that was:

- Strongly grounded in criminological theory
- Drew on a broad range of primary and secondary, qualitative and quantitative data from internal and external sources
- Included time series analysis
- Included strategic comparison across jurisdictions
- Wxplicitly tested for alternative explanations of outcomes and theoretical indicators that the strategy had failed

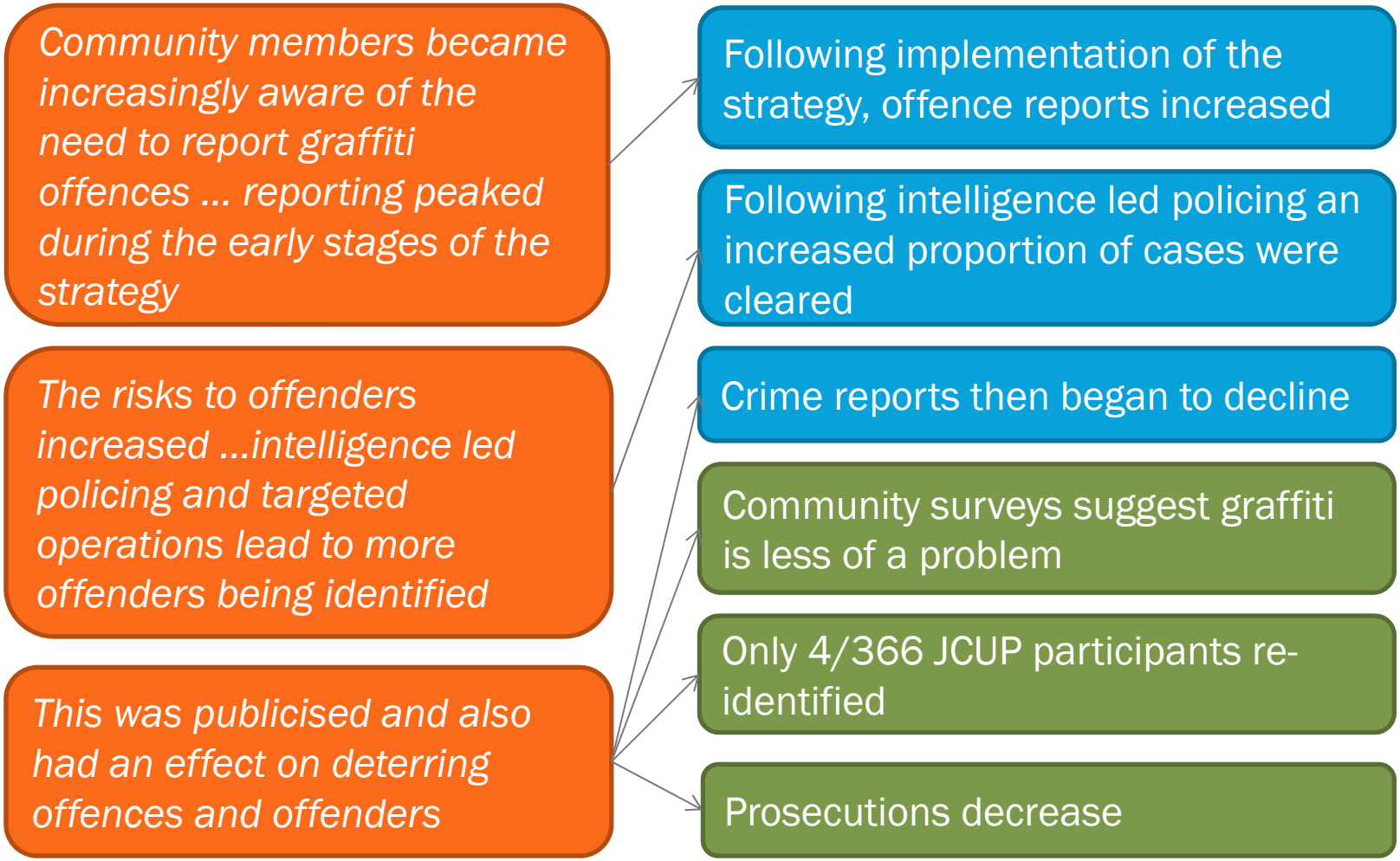
# Evaluating the strategy as opposed to the actions

| Crime prevention approach | Action |
|---|---|
| Social (Primary-motivation) | • School based education program<br>• Responsible Media Coverage of Graffiti Vandalism Guidelines<br>• *Strengthening Partnerships*<br>• *Grant Funding* |
| Environmental (Secondary – deterrence : increasing risks and reducing rewards) | • Intelligence led policing<br>• Targeted police operations<br>• Legislation & Penalties<br>• Graffiti Management Act<br>• Rewards program<br>• Industry Managed Training<br>• Rapid Removal<br>• Graffiti Removal Agreements<br>• Graffiti Hotline and Website<br>• *Community Awareness and Engagement*<br>• Graffiti Database<br>• Strengthening Partnerships<br>• Grant Funding<br>• Designing Out Graffiti |
| Criminal justice (Tertiary-rehabilitation) | • Juvenile clean-up program |

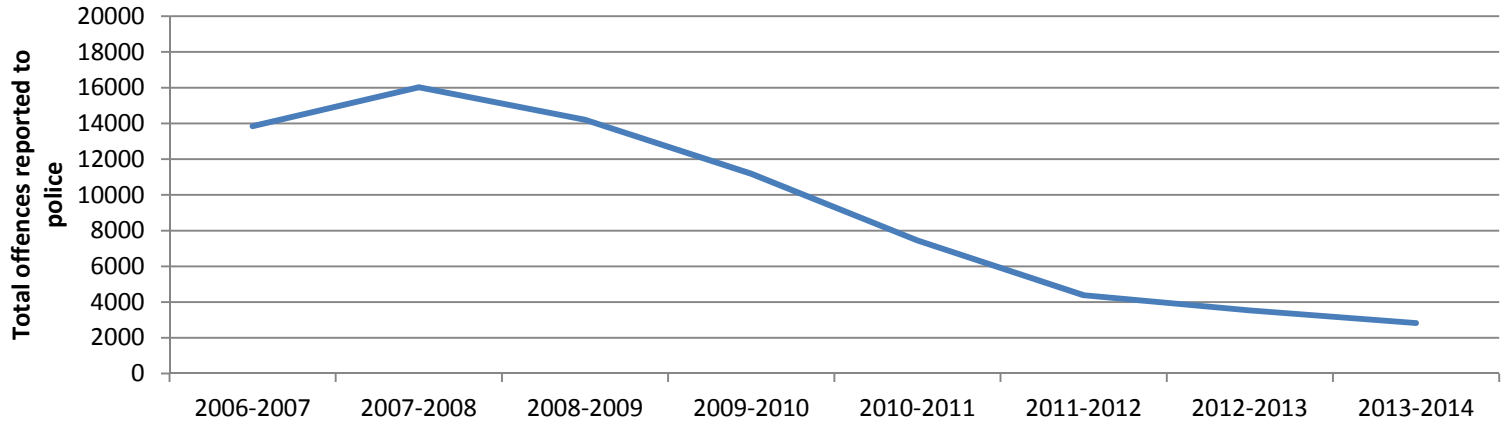
## Addressing the relative lack of data

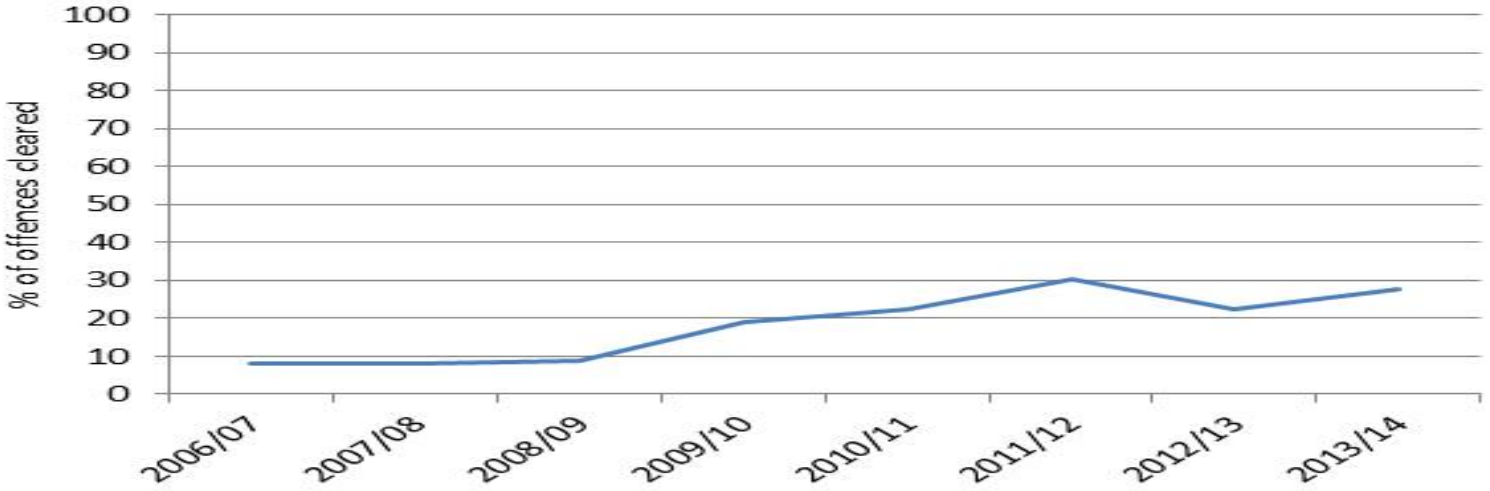
*Yes, the strategy was effective. Police leadership of the taskforce showed that the government was serious and supported the development of strong stakeholder partnerships and state-wide coordination of a core set of actions. In turn, community members became increasingly aware of the need to report graffiti offences and the risks to offenders increased. Reporting peaked during the early stages of the strategy, and use of those reports in intelligence led policing and targeted operations lead to more offenders being identified. This was publicised and also had an effect on deterring crime, as did juvenile offender involvement in the juvenile clean-up program.*

## *Weighing the evidence against stakeholder conclusions*

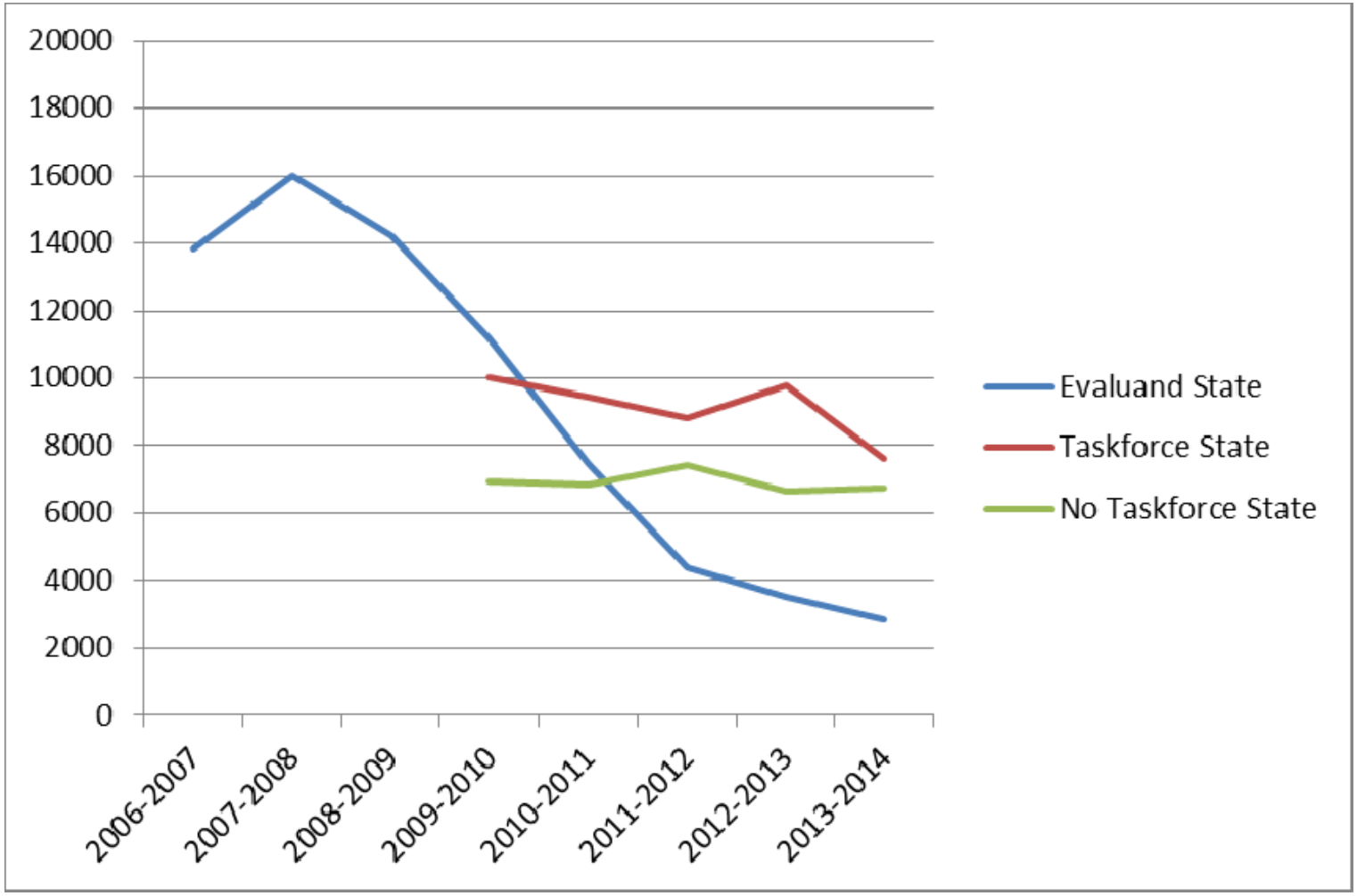


# Tying the outcomes to the strategy

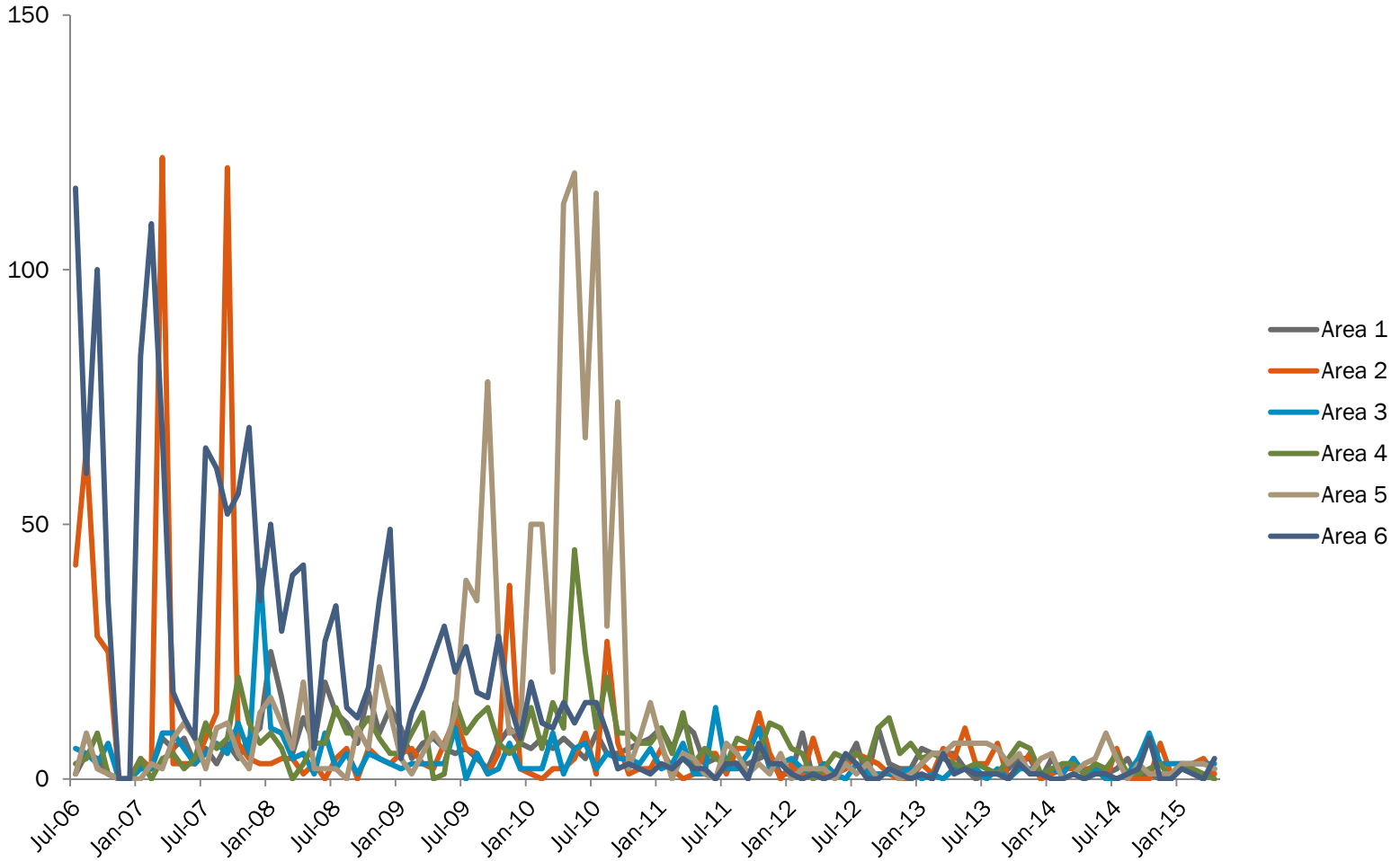


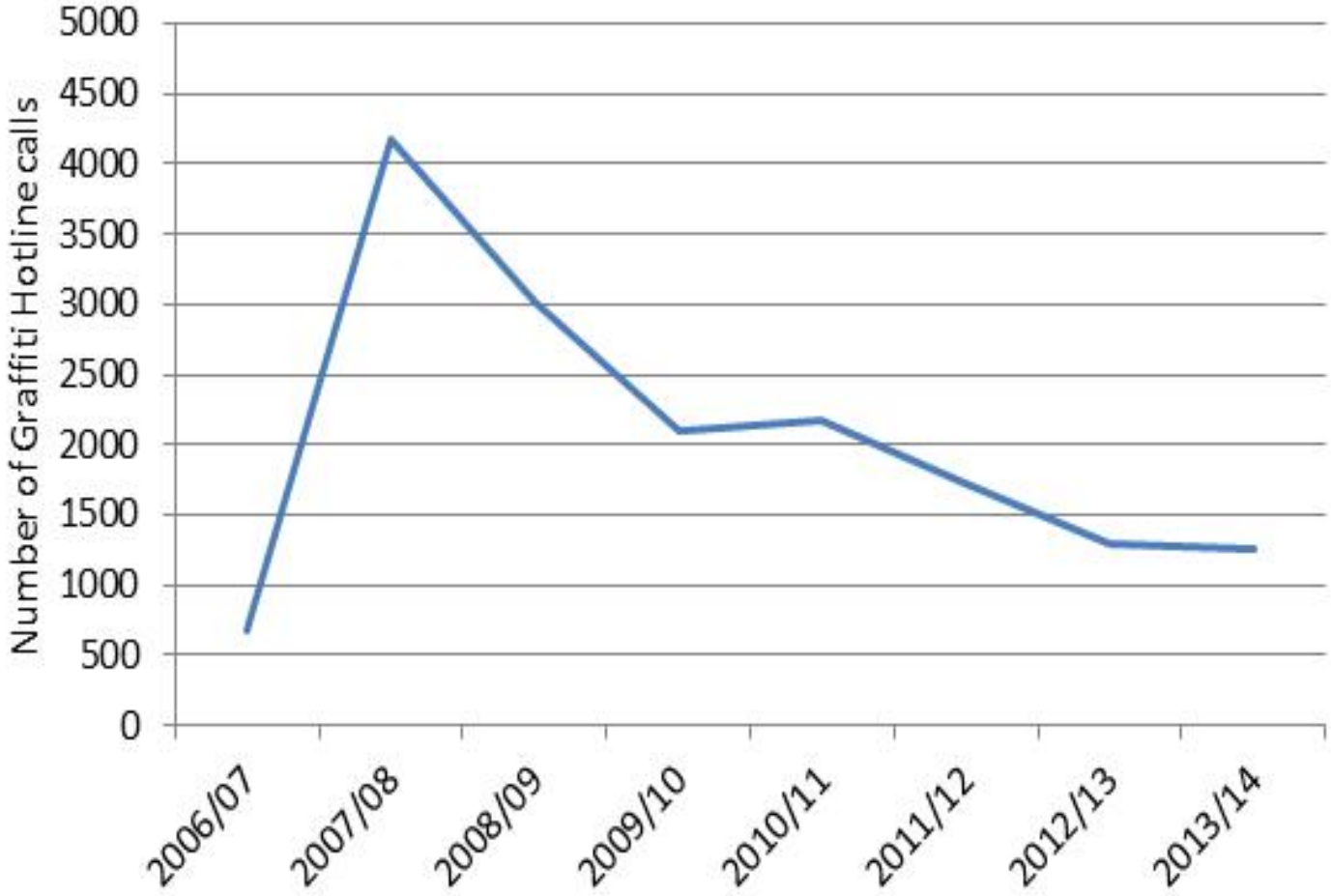



# *Strategic comparison across jurisdictions*



# Testing alternative explanations and perverse effects




Number of Graffiti Hotline calls
5000
4500
4000
3500
3000
2500
2000
1500
1000
500
0
2006/07
2007/08
2008/09
2009/10
2010/11
2011/12
2012/13
2013/14

# Learnings

*‘Without the Taskforce and Strategy, things would go backwards fairly quickly. If it got out of control, it would be difficult or impossible to return to where things are now’*

# Summary: Navigating the Landscape

# Thank You