



Escondido, CA

Eliminated Graffiti with Innovative Technology

36,424

tags removed

10,438

work orders completed
in 2019

< 24 hours

the average response
time for new graffiti tags

OVERVIEW

The city of Escondido, CA faced a staggering surge in graffiti between 2018 and 2019. To reclaim the city against its battle with graffiti, the city implemented a customizable mobile app where residents could report tags. The results led to dramatic graffiti eradication, increased community pride and economic development, which led to numerous prestigious awards for community service.

SITUATION | REMOVING GRAFFITI TO RECLAIM THE CITY

Graffiti is costly, destructive, and negatively impacts the appearance of the community – often indicating criminal street gang activity in the area. The city of Escondido faced a similar issue with city crews eradicating over 72,000 tags between 2018 and 2019. The city turned to technology to take back its community and preserve civic pride.

SOLUTION | USING TECHNOLOGY TO COMBAT GRAFFITI

The city established the Graffiti Eradication Program using a brandable mobile app with service request management capabilities. The free and intuitive app allows residents and businesses to report graffiti to the city with precise locations and images. Work orders are then automated within the public works departments' software, Cityworks, which was integrated with Granicus software, allowing crew members to receive work orders on their mobile devices.

RESULTS | AN AWARD-WINNING PROGRAM

Using technology to support the community-centric program, the city has lowered response times to cover graffiti tags from days to hours, if not minutes. Escondido's graffiti eradication effort has shown tremendous success and directly inspired community pride and economic development while also garnering the city a series of prestigious awards, including the ESRI SAG Award, the Helen Putnam Award for Excellence, and the Cityworks Excellence in Enterprise Practice Award.

MUST HAVE SOLUTION

govService OneView

“Two years ago, a public works employee averaged 10 work orders a day. Today, we average 25-30 work orders a day. Having the entire graffiti eradication program go paperless has created incredible efficiencies, as now we don't have to use outdated, manual processes for assigning work orders.”

Joseph Goulart

Public Works Director, City of
Escondido, CA