



MTA Marketing, Transit Operations and Public Affairs team with LAPD and Sheriff's Department for graffiti abatement campaign.

New Anti-Vandalism Campaign Aimed at Taggers, Parents, Public

(April 10) The young man's paint-smeared arms are bound at the wrists by handcuffs. "Tag? You're it!" reads the legend on hundreds of new ads posted on Metro Buses.

The hard-hitting message is aimed at taggers, their parents and the public. It will be publicized during a three-month campaign that features 300 exterior king ads and 2,500 interior car cards. Putting muscle behind the effort will be undercover officers from the LAPD's GHOST anti-graffiti team and the Sheriff's Transit Services Bureau.

Buses assigned to Division 3, Division 18 and Arthur Winston Division 5 are carrying the ads on 16 target lines stretching from the San Fernando Valley through downtown to the South Bay and from East LA to LAX. The ads also have been distributed to other divisions for use throughout the system.

The campaign is a cooperative effort by MTA Transit Operations and Marketing, the law enforcement agencies and the MTA's Division Advisory Committees (DAC) and the Division 3 Public Advisory Committee (PAC). A second phase of the on-going effort is now in the planning stage.

Working with law enforcement

"This is an effort to get the message out to taggers that we're working closely with law enforcement to stop vandalism on our buses," says Helen Ortiz, Transit Operations senior communications officer and DAC coordinator.

MTA Public Affairs also is working with the Los Angeles Unified School District administrators and high school student body presidents to spread the anti-vandalism message.

"Some of the student body presidents we talked to didn't realize graffiti vandalism is a crime," says Ortiz. She noted that juveniles arrested for vandalism against public property can have their driver's licenses postponed for up to a year. Their parents can be required to pay restitution for damages.

Under new laws, persons with prior arrests who commit vandalism amounting to \$400 or more can be charged with a felony, not a misdemeanor.

[Back to MTA Report](#)