



County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420

SUSAN A. MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

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Contact: Jason Hoppin
Communications Manager
831-454-3401

COUNTY TAKES STEPS TO IMPROVE GRAFFITI ABATEMENT

As part of ongoing efforts to improve the quality of services for residents, the Santa Cruz County Board of Supervisors recently approved a new graffiti removal provider to help maintain neighborhood vitality in unincorporated Santa Cruz County.

Graffiti Protective Coatings, Inc. will assume primary responsibility for graffiti removal services. The company has demonstrated an ability to respond rapidly to graffiti reports in an effective and environmentally friendly manner, and will provide the County with real-time, GPS-based data on services rendered and graffiti hotspots.

“We’re very excited about this new partnership,” Assistant Public Works Director Colt Esenwein said. “Graffiti is one of the leading quality-of-life concerns of neighbors throughout the County, and we expect this to lead to a more effective graffiti abatement program on behalf of all our residents.”

While Graffiti Protective Coatings will provide 24-hour abatement services, the County is maintaining its relationship with the Volunteer Center of Santa Cruz County. The Volunteer Center will continue organizing community “paint out” events and cleanups.

“Our partnership with the Volunteer Center has been productive over the last decade, and will continue to be going forward into the future,” Esenwein said.

Graffiti may be reported through the Citizen Connect app or by calling (800) 526-1185. Citizen Connect may be downloaded for iTunes or Google Play at <https://sccappstore.co.santa-cruz.ca.us>.



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