
EAST OAKLAND BEAUTIFICATION COUNCIL PRESENTATION

THREE FACTORS AFFECTING ILLEGAL GRAFFITI CONDITIONS IN OAKLAND

“Running”

“Graffiti Tourism”

“Crews / Transformation”

Opening and Closing by
Ken Houston

Presented by Darlene V. Willis Ph. D
and Jeff Simpson

ILLEGAL STUDIES AND ANALYSES

Over the past two years the East Oakland Beautification Council (EOBC) has

- Held meetings
- Conducted field studies
- Reviewed Academic Literature
- Attended Conferences
- Data Collection and Abatement of Illegal Graffiti
- Followed the movement of graffiti vandalism throughout Oakland and other cities and states

THREE MAJOR FACTORS

The EOBC identified three of the top factors that have contributed to the current condition of illegal graffiti in Oakland:

- ***“Running”***
- ***“Graffiti Tourism”***
- ***“Crews/Transformation”***

DEFINITION OF “RUNNING”



7th & Campbell St

“Running” is a term that refers to how long a vandal’s graffiti tag (moniker or avatar) can be visible before it is removed.

GRAFFITI VANDALS' MONIKERS/TAGS



Mac Arthur Blvd. & 35th Ave.

A graffiti tagger's moniker (or avatar) is the vandal's identification marker or signature.

TYPES OF “RUNNING”

There are various types of “running” tags by graffiti vandals:

- “Rooftop Running”
- “Path-of-Travel Running”
- “Railcar Running”
- “Vehicular Running”
- “Land Grab Running”
- “Social Media Running”

All are premised on the vandals’ desire to have their tags seen for long periods of time.

“ROOFTOP RUNNING “



“Rooftop Running” is found on multi-story buildings, freeway overpasses, bridges, and rooftops. This type of “running” holds a high status in graffiti subculture because it is difficult to remove.

“PATH-OF-TRAVEL RUNNING”



“Path-of-Travel Running” is often found on daily-use corridors so that vandals’ tags can be seen by drivers of vehicles, BART, passengers, bicyclists, or other modes of transportation.

“RAILCAR RUNNING”



“Railcar running” is illegal graffiti on railcars, both idle and traveling. These tags are considered to be “running” because they are normally not abated. There are two types:

- Idle “railcar running”
- Traveling “railcar running”

“VEHICULAR RUNNING”



“Vehicular Running” is often found on service trucks used for pickups and deliveries. These trucks are “running” because drivers of these vehicles often allow the graffiti to remain because of constant re-tagging by vandals.

“LAND GRAB RUNNING”



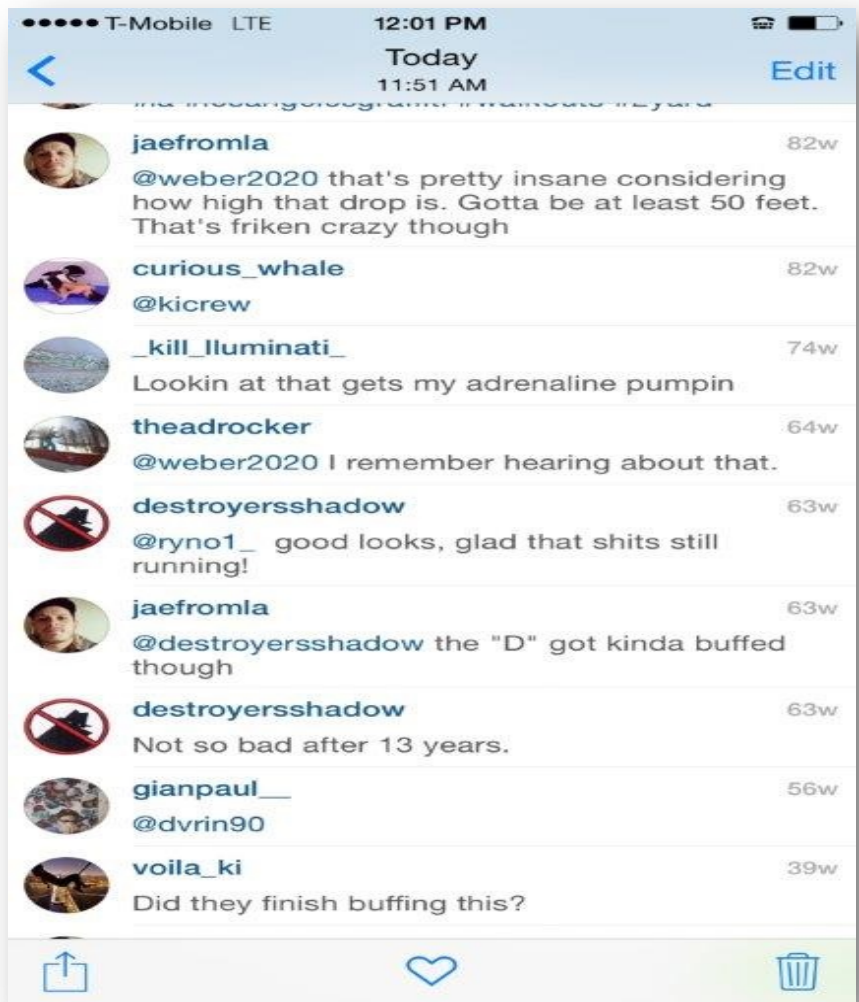
“Land Grab Running” refers to an area that vandals have claimed as their own. Despite frequent attempts to abate “land grab running,” vandals will return immediately to “their claim” and re-tag.

“SOCIAL MEDIA RUNNING”



“Social Media Running” is when graffiti vandals post their tags on Instagram, Twitter and Facebook. These platforms provide another way for vandals to be recognized by their peers. Posting on social media how long their tag has been “up” is a form of “running.”

SOCIAL MEDIA RUNNING



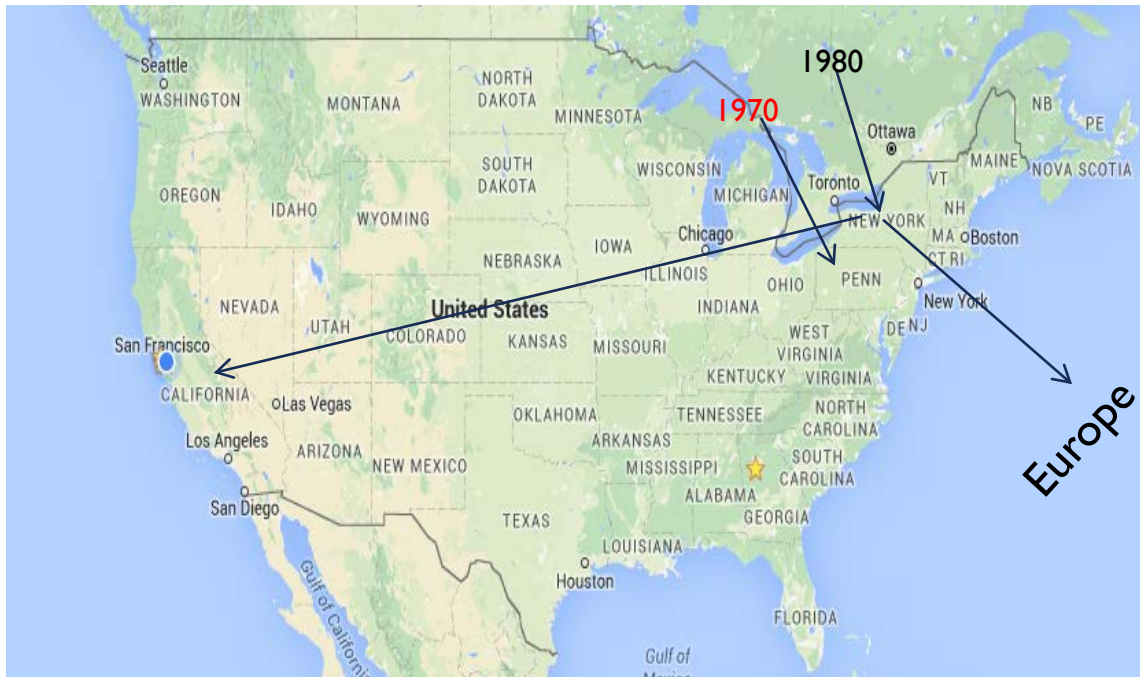
“Social Media Running” exacerbates the problem of illegal graffiti because it informs other taggers where they can tag without fear of quick removal. “Social Media Running” also attracts “Graffiti Tourism.”

“GRAFFITI TOURISM”



“Graffiti Tourism” is a lifestyle for graffiti vandals who travel, either alone or in crews, to “get up” and tag in cities that are “running” to gain notoriety.

HISTORY OF “GRAFFITI TOURISM”



“Graffiti Tourism” began in Philadelphia in the 1970s, where taggers would tag different neighborhoods. The movement then picked up in New York in the 1980s and spread to Europe and the Pacific Coast.

PACIFIC COAST “GRAFFITI TOURISM”



A popular “Graffiti Tourism” route runs along the Pacific Coast, beginning in Vancouver and extending south through Washington, Oregon, and California,

Common destinations are Portland, Oakland, San Francisco, San Jose, Salinas, Los Angeles and San Diego.

“RUNNING” LEADS TO “GRAFFITI TOURISM”

Cities that are “running” are better destinations for Graffiti Tourists because their tags stay up longer. Oakland is known as a city to “tour and tag.” Because of its “running” condition, Oakland is a prime destination for “Graffiti Tourism.”



GRAFFITI TOURISM

There and Back Again

Written by Detective Colin SAYSSELL

In the early stages of a graffiti writer's career, the principle motivation is not 'style' but the act of 'getting up'. Put simply 'getting up' involves writing, painting or otherwise producing one's graffiti tag name in as many places as possible

However, travelling around and discovering new places to 'get up' in is not a new concept. Indeed, the idea of venturing far and wide in order to explore places where one's public identity may be performed in or on appropriated spaces is arguably CORNBREAD'

“CREWS / TRANSFORMATION”

Oakland has more crews than San Jose and San Francisco because of “running” and “graffiti tourism.” Oakland has over 80 crews.

Here are some of them:

OVER 80 CREWS IN OAKLAND

KTM = Krush Til Morning
KCO = Keep Crushin Oakland
KOD = Krushing Oakland Daily
640 = Largest Oakland crew
reclassifying itself along with others.

FOREIGN TEAM AMCK TSG ASR CHE BTM
QFK WKT AFM 640 GFC KOD KCO
ESCO FSK BSK UCL DCB KYG JTS AMC
MHC RLK TOONS CKT HBC TBS UND
CHC WBF CIK KYG ISB CHN TWT BMS
K23W FTK 357 TCR WBF UCL TBT DMF
FTS SWI DSR VCR FST DKO VRS VOA
EMT TCK OFN SOK TWT KTM TFC BOK MBT
YMO YKO 730 ABYS KINK HERU ABN AGM
OSL FKG QFK UND MORE.....

CREWS



CREWS



CREWS



CREWS



CREWS



CREWS



CREWS



CREWS



CREW / TRANSFORMATION



CREWS



PROPOSAL

We will be submitting a specialized service proposal to close the small void and assist the City of Oakland in the anti-graffiti efforts.

Thank You