



MEMO / NOTE DE SERVICE

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TO: Transportation Committee

DESTINATAIRE : Comité du transport

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13 février 2023

FILE NUMBER: ACS2023-PWD-BTS-0001

SUBJECT: **PAINT IT UP! 2022 PROGRAM RESULTS**

OBJET : **RÉSULTATS DE 2022 DU PROGRAMME À VOS PINCEAUX!**

PURPOSE

This memorandum is to provide an overview of the successful mural projects undertaken through the Paint It Up! program in 2022, as well as information on this year's program delivery.

BACKGROUND

The [Paint it Up! Program](#), approved by Council on September 9, 2009 (ACS2009-COS-PWS-0013) and launched in 2010, is a partnership between the Public Works Department (PWD) and Crime Prevention Ottawa. The program engages youth in creating outdoor murals as a deterrent to graffiti vandalism, providing positive skill-building experiences while also enhancing the public realm and promoting local art and culture.

Paint it Up! is administered by Crime Prevention Ottawa with funding and associated support from PWD. Crime Prevention Ottawa promotes the program through its networks; works with community groups and other interested parties to submit applications; hosts information sessions to guide potential program participants; assists in establishing partnerships to deliver mural projects; issues funding to successful applicants; and ensures complete project reporting to the City. PWD provides program funding to Crime Prevention Ottawa to be issued as grants toward approved mural project applicants and helps triage program-related inquiries. By-law and Regulatory Services ensures that proposed mural projects meet all City by-laws, regulations, and acts, and circulates proposed artistic designs among City stakeholders.

Program guidelines, terms and conditions are set out in detail by Crime Prevention Ottawa, and all applications are reviewed and evaluated against established criteria, including applicant eligibility; mural location; graffiti prevention; youth engagement and skills-development; community engagement; project budget and timeline. Decision-making is the responsibility of Crime Prevention Ottawa's Allocations Review Committee consisting of representatives from:

- Crime Prevention Ottawa
- The Arts community
- The Neighbourhood (e.g., community association)
- City of Ottawa

- Public Outreach and Communications (PWD)
 - By-Law and Regulatory Services (Emergency and Protective Services)
 - Cultural and Heritage Programs and Spaces Branch (Recreation, Cultural and Facility Services)
- Ottawa Police Service

DISCUSSION

Paint It Up! received nine applications in 2022, requesting a total of \$73,341. Of these, seven applications met the established program criteria, and the annual program allotment of \$50,000 was fully expended in support of these successful proposals. Unfortunately, due to circumstances well outside of their control, one organization was unable to deliver their project and funding in the amount of \$4,800 was returned to the City.

Table 1, below, provides an overview of the projects approved for funding, with descriptions as provided by the grant recipients in their final reports.

Table 1 - 2022 Paint it Up! Funding Recipients

Project Lead	Project title, mural location, and description	Number of youth involved	Funding
Britannia Winter Trail Association	<p>“Britannia Winter Trail Shipping Container”</p> <p>120 Greenview Avenue, Ottawa, ON</p> <p>Mural painting on one side of a 40x8 foot shipping container that is used to store a snowmobile and winter ski trail grooming equipment. We wanted to turn a boring yellow/brown container into a piece of art.</p>	7	\$8,800

Kinburn Community Association	<p>“KCA '22 Youth Mural”</p> <p>3045 Kinburn Side Road, Kinburn, ON</p> <p>Kinburn Community Association serves as an important gathering space where people of all ages enjoy a variety of year-round events. Engaging Kinburn's youth in this beautification and community-building project has fostered a deep sense of pride in their rural community. This project has given them more of a sense of ownership and inclusion in the Kinburn Community Association and the local Village, inspiring them to stay involved for years to come and to continue caring for such important neighborhood assets. Our rural youth rarely have an opportunity to take part in such a uniquely public form of creative expression.</p>	7	\$7,975
Lifecentre Food Bank	<p>“Lifecentre Food Bank Mural”</p> <p>2675 Innes Road, Ottawa, ON</p> <p>The overall project was a great experience for the community.</p> <p>For the creation of the mural, we asked the following question: What does it mean to you to “Make a Difference” in the world you live? The youth described actions they could do, and the artist truly captured their ideas well.</p>	11	\$4,700

Operation Come Home	<p>“We All Deserve a Beautiful Home: Renewing 379 Gilmour Street”</p> <p>379 Gilmour Street, Ottawa, ON</p> <p>During August of 2022, a youth team from five youth from Operation Come Home, assisted by artist and instructor Dan Martelock, completed a new mural to cover tagging on the west-facing wall of 379 Gilmour Avenue.</p>	6	\$9,365
Orléans-Cumberland Community Resource Centre (OCCRC)	<p>“No Judgment”</p> <p>2401 Cléroux Crescent, Gloucester, ON</p> <p>A student led initiative at Norman Johnston (NJ) created the No Judgement motto. Students felt that their school community should be an inclusive place for all, no matter diverse aspects of their identity and lived experiences. The motto has been a pillar for students, a way of existing within school walls and in the community. Students come from a variety of backgrounds, each with a story of strengths and challenges. They all end up feeling welcome and comfortable expressing their true selves at NJ. The mural is representative of the school’s climate, student community and larger community values.</p>	40	\$6,180
Ottawa Community Housing	<p>“Community and Neighbours Blossoming Voices”</p>	20	\$8,180

	1500 Caldwell Avenue, Ottawa, ON The goal of the project is to engage youth in the community and their families through a series of artist led sessions. The goal is to have youth and their parents work on a common goal and voice that will bridge the communities' voice. The murals will focus on diversity, inclusion, BLM some of the themes that the community identified as important.		
Total		77	\$45,200

CONCLUSION

Since 2010, Paint It Up! has involved more than 2,831 youth in 96 murals across the city. In the last several years, grants have typically been between \$5,000 and \$10,000. Last year, positive testimonials from participating youth included the following:

- “The things I liked best about this mural project was meeting new people, connecting with my community, learning new skills, and leaving my mark in the community. I really enjoyed the whole experience, and it makes me want to participate in more murals in the future”.
- “It was fun, and it was great to get back into painting. I enjoyed being surrounded by colour and embracing my creative side”.
- “I liked how well everyone worked together and how we were able to add our input”.
- “The things I liked best about this mural project were helping to paint, giving ideas, and the diversity of each mural”.

Paint It Up! 2023 will be launched on February 20, with applications available [online](#) through Crime Prevention Ottawa’s website or by calling 3-1-1. Virtual information sessions will be held on March 8, and the deadline for application submission will be April 3.

Funding for Paint It Up! has been \$50,000 since the program's implementation. On March 2, 2022, a member of Transportation Committee inquired as to why the level of funding had not increased with inflation, and staff subsequently committed to work with Finance to seek a program funding increase of \$20,000 in the 2023 Draft Budget. Pending Council adoption of the 2023 Budget, the funding will thus increase to \$70,000 for the 2023 program year.

Should you have questions, please do not hesitate to contact me or Ahmad Luqman, Manager of Crime Prevention Ottawa, at 613-580-2424, ext. 24232.

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Att: Document 1 - Paint It Up! 2022 Program Results

CC: Senior Leadership Team
Public Works Departmental Leadership Team
Director, By-law and Regulatory Services
Director, Public Information and Media Relations
Manager, Crime Prevention Ottawa
Paint It Up! Allocation Review Committee
Coordinator, Transportation Committee

Document 1 - Paint It Up! 2022 Program Results

Britannia Winter Trail Association

“Britannia Winter Trail Shipping Container”
120 Greenview Avenue



Kinburn Community Association

"KCA '22 Youth Mural"

3045 Kinburn Side Road



Lifecentre Food Bank

"Lifecentre Food Bank Mural"

2675 Innes Road



Operation Come Home

"We All Deserve a Beautiful Home: Renewing 379 Gilmour Street"

379 Gilmour Street



Orléans-Cumberland Community Resource Centre (OCCRC)

“No Judgment”

2401 Cléroux Crescent



Ottawa Community Housing

“Community and Neighbours Blossoming Voices”

1500 Caldwell Avenue

