



**MEMO / NOTE DE SERVICE**

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**TO: Transportation Committee**

**DESTINATAIRE : Comité du transport**

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**DATE: January 25, 2024**

**25 janvier 2024**

**FILE NUMBER: ACS# ACS-BTS-0001**

**SUBJECT: PAINT IT UP! 2023 PROGRAM RESULTS**

**OBJET : RÉSULTATS DE 2023 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 2023, as well as to provide information and updates 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, has been a partnership between the Public Works Department (PW) and Crime Prevention Ottawa. On July 12, 2023, Council approved the merger of Crime Prevention Ottawa with Community Safety, Well-Being, Policy, and Analytics within the Community and Social Services Department (CSSD) for a more cohesive, integrated approach by the City to crime prevention, community collaborations, research, funding, policy, and program interventions that reduce harm. In 2024, CSSD and PW will work together to deliver the Paint it Up! Program, with mural permit support from By-Law and Regulatory Services. The Paint it Up! program engages youth in creating outdoor murals providing positive skill-building experiences while also enhancing the public realm and promoting local art and culture. It was originally created as part of the City's strategy to counter graffiti vandalism.

## **DISCUSSION**

In 2023, Paint it Up! was administered by Crime Prevention Ottawa with funding and associated support from PW. Crime Prevention Ottawa promoted the program through its networks; worked with community groups and other interested parties to submit applications; hosted information sessions to guide potential program participants; assisted in establishing partnerships to deliver mural projects; issued funding to successful applicants; and ensured complete project reporting to the City. PW provided program funding to Crime Prevention Ottawa to be issued as grants toward approved mural project applicants and helped triage program-related inquiries. By-law and Regulatory Services ensured that proposed mural projects met all City by-laws, regulations, and Acts, and circulated proposed artistic designs among City stakeholders.

Program guidelines, terms and conditions were set out in detail by Crime Prevention Ottawa, and all applications were reviewed and evaluated against established criteria, including applicant eligibility; mural location; vandalism prevention; youth engagement and skills-development; community engagement; project budget and timeline. In 2023,

decision-making was the responsibility of Crime Prevention Ottawa’s Selection Committee, consisting of representatives from:

- Crime Prevention Ottawa
- The Arts community
- The Neighbourhood (e.g., community association)
- City of Ottawa
  - Public Outreach and Communications (Public Works)
  - By-Law and Regulatory Services (Emergency and Protective Services)
  - Cultural and Heritage Programs and Spaces Branch (Recreation, Cultural and Facility Services)
- Ottawa Police Service

On an annual basis, PW reviews the budget, program demand and project successes. In response to a Councillor’s Direction at Transportation Committee on March 2, 2022, staff worked with Finance to identify a funding increase reflective of inflation. Council approved a funding increase of \$20,000 as part of the 2023 budget, which increased program funding from \$50,000 to \$70,000.

Paint it Up! received 10 applications in 2023, requesting a total of \$72,763.86. Of these, seven applications met the established program criteria and were approved by the Paint it Up! Selection Committee. After further discussion with Crime Prevention Ottawa, several of the seven approved applicants adjusted their funding requests to more accurately reflect a known increase in the cost of mural supplies. In total, \$67,438.86 was disbursed in support of these successful proposals.

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

Document 1, attached, includes photographs of the murals described in Table 1.

**Table 1 - 2023 Paint it Up! Funding Recipients**

Project Lead	Project title, mural location, and description	Number of youth involved	Funding
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<p>Blackburn Community Association</p>	<p><b>“Circle of Life in Blackburn Hamlet”</b></p> <p>200 Glen Park Drive, Ottawa, ON</p> <p>The purpose of this mural project was to engage local youth in a creative outdoor activity that would help discourage tagging in the community, beautify the neighbourhood and teach youth some useful skills, such as good communication, teamwork and problem solving. It comprised a community feedback survey, a design consultation event and a day long installation event.</p>	<p>18</p>	<p>\$5,855</p>
<p>BGC Ottawa (formerly the Boys and Girls Club of Ottawa)</p>	<p><b>“Carling Avenue Mural Project Phase 2”</b></p> <p>2880 Carling Ave, Ottawa, ON</p> <p>The Carling Avenue Mural Project Part II continued the beautification of a prominent wall along Carling Avenue in the Britannia Woods and Michele Heights Community area. The mural continued to reflect the hope and aspirations of the community. Art brought life to this wall, and it became a welcome sign of sorts to a community filled with culture, hope, and strength. The mural encouraged outdoor youth and community engagement throughout all seasons and help promote positive usage of public spaces.</p>	<p>17</p>	<p>\$13,000</p>

<p>City View Community Association</p>	<p><b>“Artistic Voices: A Collaborative Community Project”</b></p> <p>16 Rowley Ave, Nepean, ON</p> <p>In June 2023, a selected group of our community’s youth, joined together for 1 week to paint the most beautiful mural on a wall at the Nepean Museum. These kids were amazing and together used their many talents to create this masterpiece. This colourful artwork was put together with the ideas of our 12 artists who were coached by an amazing muralist/artist Emily Read. The mural is facing our children's park and as well can be seen from a residential neighbourhood street. It brings smiles and a feeling of comfort and wellbeing to all that are lucky enough to see it.</p>	<p>12</p>	<p>\$9,380</p>
<p>Centre de ressources communautaires de la Basse-Ville – Lowertown Community Resource Centre</p>	<p><b>“L’Art dans la Basse-Ville”</b></p> <p>145 Beausoleil Drive, Ottawa, ON</p> <p>Our youth coordinator reached out to youth in our community to recruit them to paint a container used for storage located in the backyard of a community house. An artist was hired to facilitate the project and have youth participate in the elaboration and painting of the container. A total of 11 youth participated in the project.</p>	<p>11</p>	<p>\$8,203.86</p>

<p>First Unitarian Church of Ottawa</p>	<p><b>“Ajashki Garden Mural”</b></p> <p>30 Cleary Avenue, Ottawa, ON</p> <p>Ajashki is an Indigenous-led food security program that provides hands-on gardening experience to disadvantaged and marginalized youth, helping them connect with the land and develop skills for future employment. They learn about gardening practices, food preparation, and climate change while developing skills and resilience.</p> <p>The mural project was part of the ongoing effort to encourage youth to consider constructive ways to express concerns about social issues that affect them directly, providing a forum for critical and creative thinking. As nearby housing intensifies, the mural and garden will be a place where people can gather and gain a sense of belonging.</p>	<p>11</p>	<p>\$10,000</p>
<p>Manor Park Community Council</p>	<p><b>“Colourful Community”</b></p> <p>1805 Gaspé Avenue, Ottawa, ON</p> <p>The MPCC was thrilled to partner with local artist Emilie Darlington to create a nature and Rideau River inspired mural, with a nod to natural ecosystems of the area. The mural features insects, plants and animals native to the area.</p> <p>The project included a community consultation process, where the community voted on which image they wanted painted. They had a choice of 2 options, compiled by Emilie with input and sketches from the youth</p>	<p>8</p>	<p>\$8,000</p>

	<p>participants.</p> <p>The youth signed up after learning of the opportunity through postings on social media, newsletters, and local email lists. The youth came from various high schools in Ottawa.</p> <p>Emilie and the youth artists painted the mural during the last week of August, 2023. The outcome is a beautiful, colourful nature themed mural. The mural brightens the area and we hope will help deter graffiti and tagging in this area of the neighbourhood.</p>		
Operation Come Home	<p><b>“Providing Youth Employment and Arts Education on Gloucester”</b></p> <p>150 Gloucester Street, Ottawa, ON</p> <p>Over the course of summer and early fall 2023, Operation Come Home engaged youth in our programs to consult with community members around a new mural for Gloucester Street. With community feedback secured, our youth then designed, painted and hung our new mural on the east-facing wall at 150 Gloucester, leading to improved views at 150 Gloucester and preventing future incidents of vandalism.</p>	17	\$13,000
<b>Total</b>		<b>94</b>	<b>\$67,438.86</b>

## CONCLUSION

Since 2010, Paint it Up! has involved more than 2,925 youth in 103 murals across the city. In the last couple years, grants have typically been between \$5,000 and \$13,000.

For 2024, the Paint it Up! program will be administered by Community Safety and Well-Being, Policy, and Analytics within CSSD. PW will continue to work with CSSD to provide and report on appropriate funding for murals and will continue to lend the support required to ensure continued success of the Paint it Up! program.

Staff also intend to review and evaluate Paint It Up! against Council's objectives and key success measures. Any recommendations to adjust or enhance the program's objectives and/or delivery will be brought to this term of Council for consideration. Key internal and external stakeholders will be engaged in this review, and consideration will be given to complementary City supports for murals (eg: grant programs through Economic Development, funding to BIAs to address beautification and vandalism, etc.).

Paint it Up! 2024 will be launched on January 25 with application information and guidelines available online at [Paint it Up! | City of Ottawa](#) or by calling 3-1-1.

The virtual information sessions will be held on February 1, and the deadline for application submission will be April 4.

Before applying for funding through Paint it Up!, applicants must secure [property authorization](#) and apply for preliminary location approval for their mural project through the [Mural Application Form](#) on [ottawa.ca/mural](#). Applicants are encouraged to apply for location approval as soon as possible between February 2 and March 2.

Should you have questions, please do not hesitate to contact me or Ahmad Luqman, Business Consultant, Community Safety & Well-Being, at 613-580-2424, ext. 24232.

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Att: Document 1 - Paint It Up! 2023 Program Results

CC: Senior Leadership Team  
Public Works Departmental Leadership Team  
Manager, Corporate Communications  
Director, Community Safety, Well-Being, Policy, and Analytics  
Program Manager, Social Development  
Business Consultant, Community Safety & Well-Being



Director, By-law and Regulatory Services

Program Manager, Licensing Administration & Enforcement Branch

Paint It Up! Selection Committee

Manager, Council and Committee Services

**Document 1 - Paint It Up! 2023 Program Results**

**Blackburn Community Association**

“Circle of Life in Blackburn Hamlet”  
200 Glen Park Drive



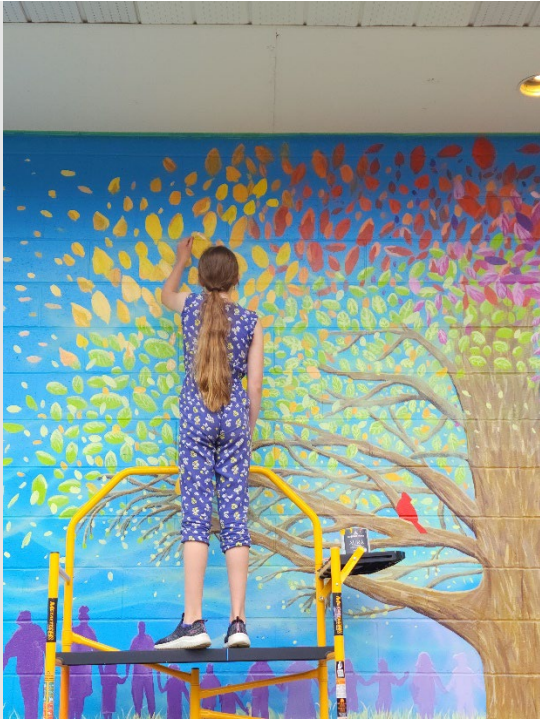
**BGC Ottawa**

“Carling Avenue Mural Project Phase 2”  
2880 Carling Avenue



**City View Community Association**

“Artistic Voices: A Collaborative Community Project”  
16 Rowley Avenue



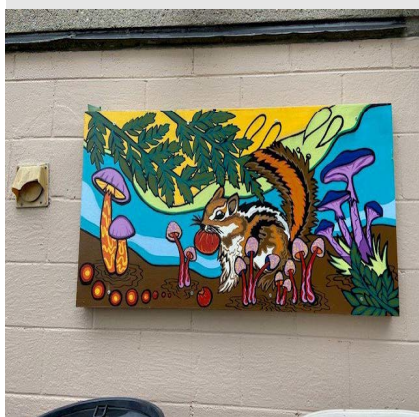
**Centre de ressources communautaires de la Basse-Ville - Lowertown Community  
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**Manor Park Community Council**

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1805 Gaspé Avenue



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