



**MEMO / NOTE DE SERVICE**

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**TO: Public Works and Infrastructure Committee**

**DESTINATAIRE : Comité de l'infrastructure et des travaux publics**

**FROM: Rebecca Coates, Manager  
Business and Technical Support  
Services  
Public Works Department 613-580-2424  
ext. 16217  
Rebecca.Coates@ottawa.ca**

**Contact: Jenn Carreira  
Public Outreach and Communications  
Public Works Department  
613-580-2424 ext. 27860  
Jennifer.Carreira@ottawa.ca**

**EXPÉDITEUR : Rebecca Coates  
Gestionnaire, Services de soutien  
technique et aux activités Département  
des travaux publics  
613-580-2424 ext. 16217  
Rebecca.Coates@ottawa.ca**

**Personne ressource : Jenn Carreira  
Unité des communications et de la  
sensibilisation du public/ Direction  
générale des travaux publics  
613-580-2424 poste 27860  
Jennifer.Carreira@ottawa.ca**

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**FILE NUMBER: ACS-2026-PWD-BTS-001**

**SUBJECT: PAINT IT UP! 2025 PROGRAM RESULTS**

**OBJET : RÉSULTATS DE 2025 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 2025, 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, was a partnership between Public Works and Crime Prevention Ottawa from 2010-2023. In 2024, following the dissolution of Crime Prevention Ottawa, Public Works proceeded to work with the Community Safety and Well-Being Office (Community and Social Services Department) 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 launched as part of the City's strategy to counter graffiti vandalism.

## **DISCUSSION**

In 2025, Paint It Up! was administered by the Community and Social Services Department (CSSD) with funding and associated support from the Public Works Department. Community and Social Services hosted information sessions with other city partners to guide potential program participants; worked with community groups and other interested parties to submit applications; chaired the Selection Committee; issued funding to successful applicants; and ensured complete project reporting to the City. Public Works provided program funding to Community and Social Services to be issued as grants toward approved mural project applicants, updated program guidelines, refreshed terms and conditions on Ottawa.ca, developed and implemented public communications 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 through the City's mural review panel.

Program guidelines, terms and conditions were set out in detail on Ottawa.ca, 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 2025, decision-making was the

responsibility of the Selection Committee, consisting of representatives from the City of Ottawa (CSSD, PW, BLRS, RCFS) and two volunteers from the arts community.

On an annual basis, Public Works reviews the budget, which was \$70,000 in 2025, program demand and project successes. Paint It Up! received nine applications in 2025, requesting a total of \$93,400. Of these, seven applications met the established program criteria and were approved by the Paint It Up! Selection Committee. In total, \$72,550 was disbursed in support of successful proposals from the following applicants:

- Cartier Square Housing Co-operative Inc., \$10,953
- Wellington West Business Improvement Area, \$9,000
- Centretown Citizens Ottawa Corporation, \$13,000
- Ottawa Community Housing Foundation for Healthy Communities (OCH Foundation), \$11,410
- Kichì Sibì Winter Trail, \$12,975
- Just Food, \$8,712
- Greely Community Association (GCA), \$6,500

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 - 2025 Paint It Up! Funding Recipients**

Project Lead	Project Title, Mural Locations and Description	Number of Youth Involved	2025 Funding
Cartier Square Housing Co-operative Inc.	<p><b>Let's celebrate! 30 years of Cartier Square Housing Co-op</b> 456 Cooper Street</p> <p>Cartier Square Housing Co-op partnered with Operation Come Home to co-create a mural on the west wall of their co-op. The mural was in celebration of the co-op's 30th anniversary and has served to beautify an alley that was prone to tagging and graffiti vandalism. The co-op worked with Daniel Martelock, a local artist, to plan the mural featuring beautiful images of nature, birds and flowers.</p>	8	\$10,953

<p>Wellington West Business Improvement Area</p>	<p><b>Paint It Up</b> 1195 Wellington Street West</p> <p>The Peacock, symbolizing pride, confidence and self-expression, inspired this mural. Developed in collaboration with youth from Jaku Konbit's Mentorship Program, the design reflects neighborhood pride, cultural diversity, and joy. Lead artist, Kalkidan Assefa, worked with the youth participants on this vibrant, eye-catching piece blending realism with geometric patterns.</p>	<p>5</p>	<p>\$9,000</p>
<p>Centretown Citizens Ottawa Corporation</p>	<p><b>Community Buzz</b> 415 Gilmour Street</p> <p>Youth artists aged 15 to 18 were involved in painting the Community Buzz. The youth artists painted the majority of the mural themselves, with the lead artist, Daniel Martelock, providing direction and painting some of the more detailed elements of the design. The mural highlights some of the existing buildings in the organization's portfolio alongside natural elements like bees.</p>	<p>5</p>	<p>\$13,000</p>

<p>Ottawa Community Housing Foundation for Healthy Communities (OCH Foundation)</p>	<p><b>“Youthful Expressions” Project   Mural Name: Self-Built</b>  1065 Ramsey Crescent</p> <p>The Foster Farm Mural Project, led by BGC Ottawa in partnership with the City of Ottawa, Ottawa Community Housing, and the OCH Foundation, empowers local youth (ages 15–18) from low-income, racialized, and newcomer backgrounds to design and create a mural reflecting their community’s values, diversity, and aspirations. Through this creative process, youth gained a platform to share their stories, foster pride and belonging, and contribute to a lasting community asset that celebrates inclusion and unity while transforming public space into a vibrant symbol of empowerment and connection in the Foster Farm neighbourhood.</p>	<p>7</p>	<p>\$11,410</p>
<p>Kìchì Sìbì Winter Trail</p>	<p><b>Flowing Connections</b>  Selby Plain, near Westboro Beach. There is no municipal address.</p> <p>Students began by creating a small-scale “maquette” with acrylic paint on plywood. This image was then digitized, scaled up and printed on 8’ by 4’ aluminum panels which were then installed on the large shipping containers. Two versions of the mural now adorn the Kìchì Sìbì Winter Trail storage containers on Selby Plain. These vibrant 40-ft murals honour nature, the river, community, and connection.</p>	<p>35</p>	<p>\$12,975</p>

Just Food	<p><b>Buzzing with Abundance</b> 2391 Pepin Ct</p> <p>This project featured two youth-led, food-focused mural designs. The first, on the education honey hut shipping container, depicts honeycomb, honey bees, and native pollinators and plants found at the Community Farm. The second container displays produce grown on site by diverse community farmers. Each mural covers two outward-facing sides of two shipping containers, ensuring visibility from both directions. Artist Kina Forney worked with youth to use complementary colours and imagery.</p>	10	\$8,712
Greely Community Association (GCA)	<p><b>Greely Paint It Up Mural Mosaic</b> 1448 Meadow Drive</p> <p>The Paint It Up mural mosaic in Greely welcomed over 20 enthusiastic participants who stayed engaged and followed instructions throughout the session. The age range was 12 to 18, with most participants between 12 and 16 years old. The mural consists of over 350 individual tiles, each designed as a unique work of art by the participating youth. Artists were asked to maintain the designated color theme for their tiles and many youth chose to paint landscapes, flowers, and thematic characters.</p>	20	\$6,500
<b>Total</b>			<b>\$72,550</b>

## CONCLUSION

Since 2010, Paint It Up! has involved more than 3,077 youth in 116 murals across the city. In the last couple years, grants have typically been between \$6,000 and \$13,000.

For the past 15 years, Public Works has maintained a strong partnership with Community and Social Services, delivering comprehensive support across multiple areas.

Starting in 2026, Community and Social Services Department (CSSD) will assume full responsibility for the Paint It Up! Program, under the Council approved Community Funding Framework. The Paint It Up! Program budget will be permanently transferred from Public Works to CSSD. CSSD will take on all functions previously managed by Public Works - including promotion, administration and funding disbursement. This change aligns the Paint It Up! youth empowerment and youth employment goals with CSSD's core mandates, in particular the Community Safety and Well-Being Plan. Future reporting on the Paint It Up! Program will fall under the Community Funding Framework mandate. Reporting on youth engagement will be done through the Community Service Committee and the Community Safety and Well-Being Advisory Committee.

Paint It Up! 2026 will be launched on January 7 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 3 and February 5, and the deadline for application submission will be April 3.

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](http://ottawa.ca/mural). Applicants are encouraged to apply for location approval as soon as possible between February 6 and March 3.

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.

Jenn Carreira  
Program Manager, Public Outreach and Communications  
*Public Works Department*  
613-580-2424 ext. 27860  
[Jennifer.Carreira@ottawa.ca](mailto:Jennifer.Carreira@ottawa.ca)

Att: Document 1 - Paint It Up! 2025 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 and Funding  
Business Consultant, Community Safety & Well-Being  
Director, By-law and Regulatory Services  
Program Manager, Operational Support and Regulatory Services  
Paint It Up! Selection Committee  
Manager, Council and Committee Services

**Document 1 - Paint It Up! 2025 Program Results**

**Cartier Square Housing Co-operative Inc.**

“Let’s celebrate! 30 years of Cartier Square Housing Co-op”  
456 Cooper Street



**Wellington West Business Improvement Area**

“Paint It Up”  
1195 Wellington Street West



**Centretown Citizens Ottawa Corporation**  
"Community Buzz"  
415 Gilmour Street



**Ottawa Community Housing Foundation for Healthy Communities (OCH Foundation)**  
"Youthful Expressions" Project | Mural Name: Self-Built  
1065 Ramsey Crescent



**Kichì Sibi Winter Trail**  
“Flowing Connections”  
Selby Plain, near Westboro Beach



**Just Food**  
“Buzzing with Abundance”  
2391 Pepin Ct



**Greely Community Association (GCA)**  
**"Greely Paint It Up Mural Mosaic"**  
1448 Meadow Drive

