

1. PAINT IT UP! 2016 PROGRAM RESULTS
RÉSULTATS DE 2016 DU PROGRAMME À VOS PINCEAUX!

COMMITTEE RECOMMENDATION

That Council receive the 2016 Paint it Up! Program results, and approve the continuation of the Program as described within this report.

RECOMMANDATION DU COMITÉ

Que le Conseil prenne connaissance des résultats de 2016 du programme à vos pinceaux! et qu'il approuve la poursuite du programme comme décrit dans le présent rapport.

DOCUMENTATION / DOCUMENTATION

1. General Manager, Public Works and Environmental Services
 Department's report, dated 25 January 2017 (ACS2017-PWE-GEN-0001)

 Rapport du Directeur générale, Services environnementaux et des travaux
 publics, daté le 25 janvier 2017 (ACS2017-PWE-GEN-0001)

Report to
Rapport au:

Transportation Committee
Comité des transports
1 February 2017 / 1 février 2017

and Council
et au Conseil
8 February 2017 / 8 février 2017

Submitted on January 25, 2017
Soumis le 25 janvier 2017

Submitted by
Soumis par:

Kevin Wylie, General Manager, Public Works and Environmental Services
Department / Directeur générale, Services environnementaux et des travaux
publics

Contact Person
Personne ressource:

Leslie Vanclief, Section Manager, Stakeholder Relations, Public Works and
Environmental Services Department / Gestionnaire de programme, Relations avec
les intervenants, Services environnementaux et des travaux publics
613-580-2400 extension / poste 27945; leslie.vanclief@ottawa.ca

Ward: CITY WIDE / À L'ÉCHELLE DE LA File Number: ACS2017-PWE-GEN-0001
VILLE

SUBJECT: PAINT IT UP! 2016 PROGRAM RESULTS

OBJET: RÉSULTATS DE 2016 DU PROGRAMME À VOS PINCEAUX!

REPORT RECOMMENDATIONS

That the Transportation Committee recommend Council receive the 2016 Paint it Up! Program results, and approve the continuation of the Program as described within this report.

RECOMMANDATIONS DU RAPPORT

Que le Comité des transports recommande au Conseil de prendre connaissance des résultats de 2016 du programme à vos pinceaux! et qu'il approuve la poursuite du programme comme décrit dans le présent rapport.

BACKGROUND

This report provides an overview of the successful recipients for the 2016 Paint It Up! Program. In addition, as required by the City of Ottawa Grants and Contributions Policy, programs must be reaffirmed once per term of Council.

The [Paint it Up! Program](#), approved by Council on September 9, 2009 (ACS2009-COS-PWS-0013), is a partnership with the Public Works and Environmental Services Department and Crime Prevention Ottawa to support youth and community groups in the implementation of outdoor murals in neighbourhoods experiencing high graffiti vandalism. Outdoor murals help manage graffiti vandalism, enhance beautification, support local arts and culture, contribute to economic development and engage at-risk youth. It is one component of the [Graffiti Management Strategy](#).

Application Process

The Crime Prevention Ottawa role: Crime Prevention Ottawa's role is to publicize the program through their networks; work with community service agencies on their applications; host two information sessions to promote the program; assist in creating partnerships; issue contracts for successful funding recipients and ensure reporting is completed.

The City of Ottawa role: The City's role is to consult with agencies on proposed mural locations and artistic sketches, coordinate the appropriate City departments' approvals, and provide program funding.

Allocations Process and Decision Making

Crime Prevention Ottawa convenes an Allocations Committee consisting of representatives from:

- Crime Prevention Ottawa
- The arts community
- Neighbourhood associations (e.g., community association)
- City of Ottawa's Public Works Department, Graffiti Management Program
- City of Ottawa's By-law and Regulatory Services Branch
- City of Ottawa's Building Codes Services Branch
- City of Ottawa's Recreation and Community Services Branch, Cultural Services Division
- Ottawa Police Service

All applications are reviewed and scored according to five key factors:

- Youth engagement;
- Crime and graffiti prevention;
- Community arts and beautification;
- Community engagement; and,
- Budget and lead agency.

Over the past five years, the Paint It Up! Program has continued to receive funding requests in excess of the funding cap. Below, Table 1 provides a breakdown of the application and funding requests received, and the amount of funding approved for each year.

Table 1- Paint It Up! Program Results (Application Information)

Year	# of Applications received	Total funding requested	# of Applications approved	Total funding approved	# of youth engaged
2012	15	\$106,994	7	\$50,000	89
2013	12	\$71,304	8	\$50,000	247
2014	13	\$77,725	9	\$50,000	132
2015	14	\$106,768	7	\$50,000	614
2016	17	\$109,383	9	\$50,000	150

The number of youth involved with this program fluctuates annually according to various factors such as the type of lead agency, mural location, time of year, and youth ages.

DISCUSSION

Document 1 provides the 2016 Paint It Up! recipient list, including the agencies, title and description of the murals developed as part of the 2016 Paint It Up! mural program. A map and photographs of the final murals for each agency are available by visiting the Crime Prevention Ottawa web site: [English](#) or [French](#).

Through feedback received from funding recipients and community agencies, the grant program consistently demonstrates a positive impact on the community; including beautification, engagement of at-risk youth, and graffiti prevention. For this reason, it is recommended to continue with the program with no changes to its procedures or mandate. The application process opens February 9, 2017 and the deadline to submit is April 4, 2017.

RURAL IMPLICATIONS

The Paint it Up! program is a city wide initiative.

CONSULTATION

Funding recipients provide project reports at the completion of each project including an agency report, financial and participant reports. These reports provide a great deal of insightful feedback on the Paint it Up! program which is considered annually by staff to ensure the program continues to meet the needs of the community and the objectives of

the program. In addition, most projects host well attended unveiling events which allow the community to engage.

Community groups, property owners, artists and individuals are advised of the funding program through information posted online at ottawa.ca and social media, as well as on the Crime Prevention Ottawa website and email newsletters.

COMMENTS BY THE WARD COUNCILLOR(S)

The Paint it Up! Program is a city-wide initiative.

LEGAL IMPLICATIONS

There are no legal impediments to implementing the recommendations as outlined in the report.

RISK MANAGEMENT IMPLICATIONS

Agreements between Crime Prevention Ottawa and the grant recipients are reviewed regularly to reduce as much as possible the risk exposure to the City. Grant recipients are required to demonstrate insurance coverage of \$2 million.

FINANCIAL IMPLICATIONS

This report has no financial implications. Grant funding of \$50,000 is included in the Public Works and Environmental Services Department's 2017 approved operating budget.

ACCESSIBILITY IMPACTS

There are no direct accessibility impacts related to this report.

TERM OF COUNCIL PRIORITIES

The Paint it Up! Program supports Term of Council Strategic Objectives "C1 - Contribute to the improvement of my quality of life", and "HC4 – Support Arts, Heritage and Culture," by reducing graffiti vandalism, enhancing beautification, supporting local arts and culture, contributing to economic development and engaging at-risk youth.

SUPPORTING DOCUMENTATION

Document 1: 2016 Paint It Up! Program Recipient List

DISPOSITION

The Public Works and Environmental Services Department and Crime Prevention Ottawa will administer the Paint It Up! Program as per the process provided in this report, and in accordance with the City of Ottawa Grants and Contributions Policy.

Document 1: 2016 Paint It Up! Program Recipient List

Below is a list of the Paint It Up! program recipients for 2016. The descriptions are as stated by the grant recipients in their final reports.

Agency	Project Title and Description	# Youth Engaged	Funding Amount
Carlington Community Health Centre	<p>“Coloring our Community”</p> <p>Behind the Bellevue Community Centre, there was a large greenspace that was unused; it was neither inviting nor welcoming for children and families to use as a gathering space. The area had also been identified as unsafe through a Community Design Funding community needs assessment and safety audit. The funding was used to paint a large mural on the community centre. The mural is a direct platform to display the community and youth’s ideas, while building a sense of togetherness and inclusion.</p> <p>The mural brings colour and new energy to the area and signifies unity between all cultures and individuals.</p>	6	\$3,700
Communauté congolaise du Canada Ottawa-Gatineau	<p>« Le Peintre me parle, 1e édition »</p> <p>The projects goal was to aid in the collaboration between youth and local seniors with the aim of uniting communities and ages through art. The project mandate was to fight against graffiti and provide positive Vanier art. The outcome is a beautiful colourful mural that was designed and painted by youth reflective of the community.</p>	12	\$6,500
Heartwood	<p>“ Heartwood: Our Community Mural”</p>	20	\$6,800

House	<p>The mural is a collaboration of three neighbourhood groups -- The Boys and Girls Club, Heartwood House, and the Unitarian Fellowship of Ottawa – and one well-known local community muralist, Nicole Bélanger. This project was launched in response to several graffiti attacks on our immediate neighbourhood over the past 3 years. Heartwood House and the Unitarian Fellowship are the co-owners of the property where the mural is mounted, and the Boys and Girls Club provided a team of young artists to work with Ms. Bélanger on the design and production of the mural. The kids worked under the guidance of the artist to produce the art work on tabletop maquettes; this content was digitized using high-resolution photography, and transferred to six 4' by 8' aluminum Dibond panels, which are meant for exterior signage, using the best inks available.</p> <p>Each panel was then covered with a weather-resistant clear film to ensure longevity. Digital murals produced in this way last for many years with no peeling or fading.</p>		
House of Paint Festival of Urban Arts and Culture	<p>“HOP & YOCISO Community Mural”</p> <p>House of PainT Festival of Urban Arts and Culture with support from Ottawa Community Immigrant Services Organization’s Youth program (YOCISO), delivered a project in the heart of Centertown. The Project focused on engaging at-risk newcomer and first generation or racailized youth in self-expression through street art and murals. The project involved community engagement, employment training and bridged youth into being active members in</p>	12	\$6,000

	<p>their communities. The youth gained valuable experience as participants, they learned about mural art, how to prepare for a job search, resume writing and applying transferable skills.</p>		
<p>Mechanicsville Community Association</p>	<p>“Mechanicsville’s Working Class History Mural”</p> <p>The Mechanicsville Mural was undertaken on the Laroche Park Community Center from August 11th to 28th 2016. The mural celebrates the sports activities that occur at Laroche Park. The Laroche Community Center is a small, non-descript, one story building that was continually “tagged”. The north and south walls have a mural of bright colors and silhouette sports action figures and both murals are tied in with a design that connects on the east and west walls. The murals also references both “Mechanicsville” and “Laroche Park”. Residents and former Residents now have photos taken with the mural to celebrate the pride of where they live and lived. This project has brought the community together.</p>	<p>23</p>	<p>\$5,000</p>
<p>OCH Foundation for Healthy Communities-RecLINK</p>	<p>“recLINK-Dalhousie Decorated”</p> <p>Dalhousie Decorated is a collaboration for and by the people of the Dalhousie ward. Each of the partners involved -recLINK, Jackpine and St. Luke’s Church- are all located within one block of each other. The youth muralists are all residents of this neighbourhood and engaged the members of this community in the design of the mural. The final mural concept was designed by youth in consultation with the artist and represents their experience, both positive and</p>	<p>8</p>	<p>\$7,000</p>

	negative, of living in the downtown core neighbourhood of Dalhousie. The mural project is a conduit for bringing together diverse populations and increasing the positive perceptions of youth and community pride.		
Rideau High School-OCDSB	<p>Joie de Vivre</p> <p>The mural is 40 feet long and mounted on the west side of St. Laurent Blvd facing Rideau High School. Designed, painted, and sealed by students at RHS, and by women from Minwaashin Lodge, it is meant to discourage tagging and graffiti, and, to promote community pride through beautification: it celebrates life and inspires joy. Before school ended in June, students (mainly an Art 11/12 split class) designed and painted the mural in the studio; women from Minwaashin Lodge sealed it. It was mounted mid-September by students from RHS's wood-shop classes. Many other students helped reseal and caulk the final piece. As a class project, it gives youth an opportunity to share their voice and vision in a positive way. By experiencing the success of their hard work, the students hope to not only discourage tagging and other graffiti, but also to promote a sense of pride in the community through its beautification.</p>	18	\$5,000
Rideau-Rockliffe Community Resource Centre	<p>"Hands in hands for our community"</p> <p>This mural engaged youth from the local neighbourhoods in an artistic process that will develop their potential, help prevent graffiti, and contribute to welcoming residents to the Hardini</p>	21	\$5,000

	Centre. This mural has improved the appearance of the Hardini Centre, taught youth about alternative ways to prevent crime and addressed community security concerns around graffiti in the community.		
Westboro Beach Community Association	<p>“Gateway to Westboro Beach”</p> <p>This project provided an opportunity for youth to collaborate, learn and work together to create a mural on the Sir John A Macdonald (SJAM) underpass at Westboro Beach that will serve as inviting gateway to the beach, fosters a feeling of well-being to beach users that come from all parts of the City and for visitors to our nation’s capital, and has made it unlikely for tags and objectionable graffiti to reappear. The result is a beautiful colourful mural that many residents enjoy.</p>	30	\$5,000
Total		150	\$50,000