

4. PAINT IT UP! PROGRAM RESULTS

RÉSULTATS DE 2021 DU PROGRAMME À VOS PINCEAUX!)

COMMITTEE RECOMMENDATIONS

That Council:

- 1. Receive the 2021 Paint it Up! program results for information.**
- 2. Reaffirm that the Public Works Department and Crime Prevention Ottawa fund and administer the Paint It Up! Program as outlined in this report, subject to annual budget allocations**

RECOMMANDATIONS DU COMITÉ

Que le Conseil :

- 1. Prenne connaissance des résultats du programme de murales À vos pinceaux! de 2021;**
- 2. Confirme que ce sont la Direction générale des travaux publics et Prévention du crime Ottawa qui financent et administrent ce programme, comme l'indique le présent rapport, sous réserve des fonds prévus dans le budget annuel**

DOCUMENTATION / DOCUMENTATION

- 1. General Manager's report, Public Works Department, dated 18 February 2022 (ACS2022-PWD-BTS-0001).**

Rapport du Directeur générale, Direction générale des travaux publics, daté le 18 février 2022 (ACS2022-PWD-BTS-0001).

- 2. Extract of draft Minutes, Transportation Committee, 2 March 2022.**

Extrait de l'ébauche du procès-verbal, Comité des transports, le 2 mars 2022.

Subject: PAINT IT UP! PROGRAM RESULTS

File Number: ACS2022-PWD-BTS-0001

Report to Transportation Committee on 2 March 2022

and Council 9 March 2022

**Submitted on February 18, 2022 by Alain Gonthier, General Manager, Public
Works Department**

**Contact Person: Jenn Carreira, Program Manager, Public Outreach and
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Ward: Citywide

Objet : RÉSULTATS DE 2021 DU PROGRAMME À VOS PINCEAUX!

Dossier : ACS2022-PWD-BTS-0001

Rapport au Comité des transports

le 2 mars 2022

et au Conseil le 9 mars 2022

**Soumis le 18 février 2022 par Alain Gonthier, Directeur générale, Direction
générale des travaux publics**

**Personne ressource : Jenn Carreira, Unité des communications et de la
sensibilisation du public, Direction générale des travaux publics**

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Quartier : À l'échelle de la ville

REPORT RECOMMENDATION(S)

That Transportation Committee recommend that Council:

- 1. Receive the 2021 Paint it Up! program results for information.**
- 2. Reaffirm that the Public Works Department and Crime Prevention Ottawa fund and administer the Paint It Up! Program as outlined in this report, subject to annual budget allocations.**

RECOMMANDATION(S) DU RAPPORT

Que le Comité des transports recommande au Conseil :

- 1. de prendre connaissance des résultats du programme de murales À vos pincesaux! de 2021;**
- 2. de confirmer que ce sont la Direction générale des travaux publics et Prévention du crime Ottawa qui financent et administrent ce programme, comme l'indique le présent rapport, sous réserve des fonds prévus dans le budget annuel**

BACKGROUND

In addition to providing an overview of the 2021 Paint It Up! program, this report is to fulfil the requirement of the City of Ottawa Grants and Contributions Policy, which requires that programs be reaffirmed once per term of Council. As detailed in this report, the program consistently demonstrates a positive impact on the community, and staff recommend its continuation into the next term of Council without modifications at this time.

The [Paint it Up! program](#), approved by Council on September 9, 2009 (ACS2009-COS- PWS-0013), is a partnership between the Public Works Department (PWD) and Crime Prevention Ottawa (CPO). The program engages youth in developing outdoor murals as a deterrent to graffiti vandalism while providing positive skill-building experiences, enhancing the public realm and promoting local art and culture. Paint It Up! is a component of the City's [Graffiti Management Strategy](#).

Paint it Up! is administered by Crime Prevention Ottawa with the funding and support from PWD. Crime Prevention Ottawa promotes the program through its networks,

work with community groups and other interested parties to submit applications, hosts information sessions in collaboration with PWD's mural coordinator 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 annual program funding to Crime Prevention Ottawa, works with Public Information and Media Relations to promote the program through social media, consults with its City partners on proposed mural locations and artistic designs, coordinates the appropriate City approvals and helps triage program-related inquiries. PWD staff work with Legal Services to put in place the annual contribution agreement between the City and Crime Prevention Ottawa that requires the City's financial contribution to be used by CPO to provide the administrative and organization resources to coordinate and deliver the program, that CPO ensure that community groups who receive program funding meet the program objectives described in the ACS2009-COS-PWS-0013 report approved by City Council on September 9, 2009, and that CPO fulfill the reporting requirements under the agreement.

Program guidelines 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 vandalism prevention; youth engagement and skills-development; community engagement; project budget and timeline. Decision-making is the responsibility of an Allocations Committee consisting of representatives from:

- Crime Prevention Ottawa
- The arts community
- The neighbourhood
- City of Ottawa
- Public Outreach and Communications Branch (Public Works Department)
- By-Law and Regulatory Services (Emergency and Protective Services)
- Cultural and Heritage Programs (Recreation, Cultural and Facilities Services)
- Ottawa Police Service

Over the past five years, Paint It Up! has continued to receive funding requests in excess of the funding cap, with the exception of the 2020 program, which was impacted by public health and safety restrictions associated with the COVID-19 pandemic. 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 Over Five Years (Application Information)

Year	# of Applications received	Total funding requested	# of Applications approved	Total funding approved	# of youth engaged
2017	18	\$100,537.15	8	\$50,000	320
2018	12	\$85,361	7	\$50,000	189
2019	21	\$115,811	8	\$50,000	594
2020*	6	\$38,746	3	\$21,360	27
2021*	10	\$91,017.40	5	\$50,000	54

*indicates years the program was impacted by the COVID-19 pandemic.

DISCUSSION

At the onset of the COVID-19 pandemic in 2020, there was an understandable decrease in Paint It Up! proposals submitted. In 2021, the number of applications received normalized and program participation is trending toward pre-pandemic levels. With the guidance of public health partners and commitment of Crime Prevention Ottawa, PWD staff continued to emphasize participant diligence in respecting necessary public health and safety measures throughout the 2021 program year.

There were 10 applications received in 2021, requesting a total of \$91,017. Of these, five applications met the established program criteria, and the annual program allotment of \$50,000 was fully expended in support of these successful proposals.

Document 1 provides an overview of the projects approved for funding in 2021, with descriptions as provided by the grant recipients in their final reports. A map and photographs of the final murals for each agency are available by visiting the [Crime Prevention Ottawa website](#). Document 2 includes images of the final murals, as submitted by each project lead.

Since 2010, Paint It Up! program involved 2,754 youth in 90 murals across the city. Last year, positive testimonials included the following:

- “Volunteering some of my time to paint the mural is an act of kindness to the community!”
- “The things I liked best about this mural project was the friendly and fun environment. Everyone was nice and I had a good experience.”
- “I loved that I was part of a mural that will be up in my community for years.”
- “My friends are here. It was very fun. I made new friends. I love all of this.”

This year, PWD and Crime Prevention Ottawa will continue to emphasize health and safety for both project leads and participants in Paint It Up! and are committed to communicating any new information that may impact program delivery. Similar to last year’s campaign, applications highlight necessary public health and safety measures, including specific questions about personal protective equipment (e.g.: masks/visors, etc.) and related measures to reduce risk (e.g.: self-screening, distancing, hand-washing, gathering limits, etc.).

Through feedback received from Crime Prevention Ottawa, funding recipients and participating youth, the grant program consistently demonstrates a positive impact on the community, including beautification and graffiti vandalism prevention. Staff recommend the continuation of the program into the next term of Council.

Paint It Up! 2022 was launched on February 16, with virtual information sessions held on March 3. Applications remain available online through [Crime Prevention Ottawa’s website](#), or by calling 3-1-1, and the deadline for submission is April 4.

FINANCIAL IMPLICATIONS

This report has no financial implications. Grant funding of \$50,000 is included in the Public Works Department’s 2022 approved operating budget.

LEGAL IMPLICATIONS

There are no legal impediments to the implementation of the report recommendations. Legal Services is engaged annually to finalize the necessary partnership agreement between the City and Crime Prevention Ottawa.

COMMENTS BY THE WARD COUNCILLOR(S)

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 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.

ACCESSIBILITY IMPACTS

There are no direct accessibility impacts related to this report.

ASSET MANAGEMENT IMPLICATIONS

There are no direct asset management implications related to this report. However, PWD consults with its City partners on proposed mural locations – including those on City assets – to ensure appropriate approvals.

CLIMATE IMPLICATIONS

There are no direct climate implications related to this report

ECONOMIC IMPLICATIONS

There are no direct economic implications related to this report. However, one objective of Paint It Up! is to support community-based organizations that provide training, support, recreation and employment for youth up to age 25 to work in partnership with the arts community and local property owners to develop murals.

ENVIRONMENTAL IMPLICATIONS

There are no direct environmental implications related to this report.

INDIGENOUS GENDER AND EQUITY IMPLICATIONS

Through Paint It Up! the City engages and supports youth and artists from a wide variety of communities and experiences, including racialized and indigenous communities. Notably, the program provides participating youth with positive skill-building experiences guided by a diverse group of artists.

The City strives to consistently and coherently apply an equity and inclusion lens to its initiatives, programs and communications. To ensure these reflect the implications that language may carry for art, graffiti and vandalism, PWD is reviewing the current graffiti- management content, including Paint It Up!. In this, staff are engaging the City's Gender and Race Equity, Indigenous Relations, Diversity and Inclusion Branch, among others.

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

RURAL IMPLICATIONS

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

TECHNOLOGY IMPLICATIONS

There are no direct technology implications related to this report

TERM OF COUNCIL PRIORITIES

The Paint it Up! program supports the following 2019-2022 Term of Council Strategic Priorities: *Thriving Communities*, and *Economic Growth and Diversification*.

SUPPORTING DOCUMENTATION

Document 1: 2021 Paint It Up! Program Recipient List

Document 2: 2021 Paint It Up! Program Murals

DISPOSITION

The Public Works Department and Crime Prevention Ottawa will fund and 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 and associated agreements.

Document 1

Below is a list of the projects approved for funding in 2021, with descriptions as provided by the grant recipients in their final reports.

Project lead	Project title, mural location and description	Number of youth engaged	Funding
Blackburn Hamlet Community Association	<p>“Blackburn is Beautiful”</p> <p>190 Glen Park Drive, Gloucester, ON</p> <p>Eleven local children participated in the painting of an outdoor mural on August 16, 2021. The artist held a brainstorming session on the design of the mural via Zoom with the students on August 9, 2021.</p>	11	\$5,043
Boys and Girls Club of Ottawa	<p>“Carling Avenue Mural Project”</p> <p>2880 Carling Avenue, Ottawa, ON</p> <p>The Carling Avenue Mural Project is made up of a series of mural panels installed on a prominent wall along Carling Avenue in the Britannia Woods and Michele Heights Community area. The Art will bring life to this wall, and it will become a welcome sign of sorts to a community filled with culture, hope and strength.</p> <p>As this community continues to work through issues of crime, loss and unease, the gathering of youth to help contribute to this mural and brought a sense of optimism and pride for their community. The mural focused on youth, community, diversity and outdoor activities.</p>	13	\$22,283

House of Paint	<p>“Fieldhouse Frank Ryan Park”</p> <p>950 Alpine Avenue, Ottawa, ON</p> <p>A youth-led, professional artist facilitated mural project in Frank Ryan Park, created to represent the community spirit and prevent vandalism in this beautiful park where neighbours can be proud to come together.</p>	6	\$5,918
Nepean Rideau Osgoode CRC	<p>“Tanglewood Hillside Youth Mural Project”</p> <p>30 Woodfield Drive, Nepean, ON</p> <p>The Tanglewood Hillsdale mural project brought together community residents and organizations to help grow and build a stronger community neighborhood. Tanglewood Hillsdale Community Association has identified the concrete bunker room. This room is visible to many resident groups as it is beside the Tanglewood Hillsdale community garden, City Park, and visible from the sidewalks. Youth have worked closely with the artist to develop the design and the ideas. The project was a collaborative process between the youth's drawings and ideas, the artist's expertise, and other residents and key stakeholders in the community. The final mural was painted by both the youth and the artist. The mural served as an example of the legitimate creative opportunities available to many youth and discouraging future tagging.</p>	18	\$6,350

Osgoode Township Museum	“BEE-autification Mural” 7814 Lawrence Street, Vernon, ON	6	\$10,406
	<p>The Osgoode Township Museum partnered with the Osgoode Youth Association and mural artist Emilie Darlington to create a beautiful and eye-catching pollinator and nature inspired mural. The project included a community consultation process where they voted on two mural designs created by the youth with guidance from the mural artist. The participating youth worked with the local and online communities to share their project and encouraged the public to share their thoughts on the design, as a reflection of the community. The mural project provided six rural youth with employment opportunities in a rural environment.</p>		
Total		54	\$50,000

Document 2

Nepean Community Support Services “Tanglewood Hillside Youth Mural Project”

1547 Merivale Road



Boys and Girls Club of Ottawa “Carling Avenue Mural Project” 2825 Du Maurier Avenue



Blackburn Community Association "Blackburn is Beautiful"

P.O. Box 4702, Ottawa, ON



Osgoode Township Museum “BEE-AUTIFICATION MURAL”

7814 Lawrence Street



House of Paint

"Paint it up HoP x QTN" 450 Churchill Avenue North

