

MEMO / NOTE DE SERVICE

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TO :	Transportation Committee Community and Protective Services Committee	
DESTINATAIRE :	Comité des transports Comité des services communautaires et de protection	
FROM :	Larry O'Keefe, General Manager Public Works Department	Contact : Leslie Vanclief Section Manager, Stakeholder Relations Public Works Department 613-580-2400 extension 27945 leslie.vanclief@ottawa.ca
EXPÉDITEUR :	Larry O'Keefe, Directeur général Services des travaux publics	Personne ressource : Leslie Vanclief GSCT, Relations avec intervenants Services des travaux publics 613-580-2400 poste 27945 leslie.vanclief@ottawa.ca
DATE :	January 29, 2013 29 janvier 2013	
REF N ^o :	ACS2013-COS-PWS-0001	
SUBJECT :	Paint It Up Program 2012 Annual Program Results – Information Report	
OBJET :	Programme à Vos Pinceaux Résultats du Programme de 2012 Rapport d'information	

PURPOSE

The purpose of this memo is to provide an annual update to Council on the 2012 results of the Paint It Up Program as directed by Council on September 9, 2009 through the following motion:

“That a Youth Engagement Mural Program be established in partnership with Crime Prevention Ottawa (CPO) to support youth and community groups to implement murals in neighbourhoods experiencing high incidence of graffiti vandalism, at an annual cost of \$50,000, subject to approval of funding in the 2010 Operating Budget.”

EXECUTIVE SUMMARY

The Paint It Up Program was launched on March 1, 2010 in partnership with Crime Prevention Ottawa to support youth and community groups in the implementation of outdoor murals in neighbourhoods experiencing high graffiti vandalism. Since its inception, the program has been well received by the community.

BACKGROUND

The goal of the Paint It Up Program is to support youth, business owners, property owners and community groups who want to implement murals in neighbourhoods experiencing a high

incidence of 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

Crime Prevention Ottawa’s role is to work with community service agencies on their applications, host two information sessions to promote the program, help create partnerships and contract with successful funding recipients and ensure reporting.

The City’s role is to consult with agencies with regards to mural location and proposed sketches, coordinate the appropriate City departments’ approvals, and to also help create partnerships.

Allocations Process and Decision Making

Crime Prevention Ottawa created an Allocations Committee consisting of representatives from the arts community, neighbourhood associations, the Graffiti Management Program (Ottawa Police Services, By-law and Regulatory Services and the Public Works Department), Building Code Services, Parks, Recreation and Community Services’ Cultural Services Division and Crime Prevention Ottawa. All applications were 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 three years, the Paint It Up Program has continued to receive funding requests in excess of the funding cap. 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
2010	17	\$99,860.40	10	\$50,000	214
2011	13	\$80,747.00	9	\$50,000	126
2012	15	\$106,993.72	7	\$50,000	89

DISCUSSION

The chart below identifies the agencies, title and description of the murals developed as part of the 2012 Paint It Up Mural Program. Photos of the final murals for each agency are available by visiting the Crime Prevention Ottawa web site: [English](#) or [French](#).

Table 2 - 2012 Paint It Up Program

Agency	Project Title and Description	# of Youth	Amount
Christie Lake Kids – Social Recr Connect Project	<p><i>“The Paint It Up Coalition”, 305 Bank Street</i> The Social Rec Connect (SRC) project, Ottawa Urban Arts and For Pivot’s Sake will work together on this initiative to empower youth, increase awareness about community arts and recreation, and promote the development of both hard and soft skills that will allow young people to become valuable assets to their community and examples for others to follow. Through experiential and creative learning, paired with the creation of a mural, the youth will have the opportunity to engage in an activity rooted in their lives, experiences and spaces.</p>	<p>8</p>	<p>\$7,700</p>
Elizabeth Wyn Wood Alternate Program	<p><i>“Fresh Paint”, 107 Chesterton Drive</i> This project is a partnership between Elizabeth Wyn Wood Alternate Program, Ottawa Urban Arts, and General Burns Community Association. Many of the students at Elizabeth Wyn Wood have expressed a desire to work with urban art mediums, including spray paint and stencilling, and are interested in graffiti art. Teachers will work with Ottawa Urban Arts using their detailed model, teaching the youth techniques using spray paint, stencilling, paint markers, and letter styles to positively express their ideas. Projects will be in the form of a small mural to be painted in-class and hung on the side of the school, as well as a larger mural to be painted directly on the wall at General Burns Park and Community Centre. Time spent on the program will count as community service or co-op hours for the students.</p>	<p>15</p>	<p>\$7,200</p>
Ottawa Inncity Ministries	<p><i>“Faith in Our Community”, 348 Elgin Street</i> In 2009, Ottawa Inncity Ministries launched the Passion 4 Youth Fine Arts Program. The objective of the project is to give the youth (all of whom either experience or are at risk of homelessness) an opportunity to learn skills from professional artists and create a beautiful mural that both represents youth culture and inspires on-looking community members, residents, and visitors. The aim is to train the youth in the skill of mural design and painting with the partnership of Ottawa Inncity Ministries and the Ottawa Urban Arts; a team of professional mural artists.</p>	<p>14</p>	<p>\$6,800</p>
Overbrook-Forbes Community Resource	<p><i>“Overbrook Belongs to You”, 33 Quill Street</i> The community has identified that graffiti/tags is a priority issue. Through this collaboration between the Overbrook Community Centre Association, Overbrook</p>	<p>16</p>	<p>\$6,500</p>

Agency	Project Title and Description	# of Youth	Amount
Centre	Community Centre and Overbrook Forbes Community Resource Centre, we will create a mural on the Overbrook Community Centre in a location where graffiti is most prevalent. The main objective is to engage the youth of our community in positive community building project. In addition this initiative will improve the appearance of the Centre and showcase to the community that this location is a fun and safe place to use. The participants will also learn about alternative ways to prevent crime as they bring their artistic abilities to the community.		
Pinecrest-Queensway Community Health Centre	<i>“A New View – Re-Visioning Regina Lane!”</i>, 1355 Richmond Road Regina Lane has a very large heavily graffitied cement retaining wall which is the main backyard view for many Regina Lane OCH residents. The project goal is to create a large, beautiful piece of public art on this retaining wall, thus providing Regina Lane community members with an uplifting and inspiring “new view.” The project brings together the House of Paint Festival of Urban Arts and Culture, Paradigm Property Management, Winthrop Court/Regina Lane Tenant Association, Winthrop Court Community House and Pinecrest Queensway CHC. The project will engage youth from three OCH communities: Regina Lane, Winthrop Court and Eva Taylor Court.	14	\$8,000
Sandy Hill Community Resource Centre	<i>“Mann on the Hill”</i>, 99-119 Mann Avenue Our proposed mural will be on the north facing wall of the plaza across from the OCH neighbourhood of Strathcona Heights at the highly trafficked intersection of Mann Avenue and Chapel Crescent. The target area experiences continual attacks of graffiti vandalism which has been costly to the property owner over the past few years. The mural will be created by youth living in Strathcona Heights who will be empowered to take ownership of the mural helping to increase a sense of pride and responsibility in their community. The project will invite residents and businesses to share their ideas of what they would like the mural to represent. The artistic vision will be guided, with instruction, by Ottawa Urban Arts. A new mural at this location will not only deter future vandalism because it will add colour and creativity to a desolate wall, but it will also contribute to the larger process of community engagement.	11	\$6,000
Western Ottawa Community Resource	<i>“Painting the Passageway to Success”</i>, March Road Underpass Kanata access to NCC trails for pedestrians, cyclists	11	\$7,800

Agency	Project Title and Description	# of Youth	Amount
Centre	and community members is via a tunnel under March Road off Petrie Lane in the Slater Square Community. The tunnel has become a chronic target for graffiti and a hub of illegal activity after dark. The graffiti is unsightly, has included written threats of violence, and creates a negative impression of the neighbourhood for residents and visitors. WOCRC in collaboration with the Kanata Civic Art Gallery, The Kanata Beaverbrook Community Association, the local Municipal Counsellor, Marianne Wilkinson, and other community groups and volunteers will install a mural at both entrances to the tunnel in the summer of 2012. If the initial phase is successful, the interior of the tunnel will be addressed in the summer of 2013. The community will be engaged through; public meetings; media coverage; school presentations; a community picnic during the installation; and, a final "ribbon cutting" event once the mural is complete. The mural project will engage youth, reduce graffiti, become a focal point of beauty in the community and deliver a more positive message about the community and its youth		
	Total	89	\$50,000

2013 Paint It Up Guidelines Update

- Preference will be given to agencies who did not receive funding in 2012.
- In order to promote a variety of artistic expression, a list with local artists who have been involved in applications for the PIU funding will be distributed to all community agencies.
- Any wording presented in the mural sketch must be meaningful to the community at large.

CONCLUSION

The Public Works Department and Crime Prevention Ottawa will administer the 2013 Paint It Up Program. Applications will be available February 21, 2013 and the deadline to submit is April 5, 2013.

Should you have questions or comments, please do not hesitate to contact Leslie Vanclief, Program Manager, Stakeholder Relations at 613 580-2424, ext 27945 or Nancy Worsfold, Executive Director, Crime Prevention Ottawa at 613 580-2424, ext 28518.

Original signed by

Larry O'Keefe, P.Eng

CC: Deputy City Manager, City Operations
Public Works Departmental Management Team