

SUBJECT: Report on Paint it Up! Youth Engagement Mural Program 2011

OBJET: Rapport sur le programme À vos pinceaux! Programme de participation des jeunes aux murales 2011

REPORT RECOMMENDATION

That the CPO Board of Directors receive this report for information.

RECOMMENDATION

Que le conseil d'administration PCO prenne connaissance du présent rapport.

Background

In early 2009 Crime Prevention Ottawa was approached by the City's Grafitti Management program, a partnership managed by Public Works, with the request that we work with them to deliver an anti-grafitti mural program. We accepted this challenge and worked with staff to deliver a \$50,000 investment in mural projects to engage youth in positive outlets for creative energy. Following a successful initial year and report back to Council, the program and funding was approved to be delivered again in the 2011 budget. The money has again been transferred to Crime Prevention Ottawa to manage under revised guidelines which were developed after a debrief process following year one of the program.

Applications Process

Crime Prevention Ottawa and the City circulated a notice of the program starting March 2, 2011 and held two information meetings. Crime Prevention Ottawa's role was to work with agencies on their applications, host the information sessions and help create partnerships. The City's role was to consult with agencies with regards to mural location, to review all proposed mural locations and designs through a standard review process, and to help create partnerships. We received a total of 17 applications (4 more than 2010) for a total amount requested of \$99,860.49.

Allocations Process and Decision Making

Crime Prevention Ottawa created an Allocations Committee made up of representatives of: the arts community, neighbourhood associations, the Graffiti Management Program, By-law and Regulatory Services Branch, Building Codes Services Branch, Recreation and Community Services Branch, Cultural Services Division, the Ottawa Police Service and Crime Prevention Ottawa. The committee reviewed all the applications, scored them and then made decisions about funding allocations. There were five key factors in the committee's discussions and decision-making:

1. Youth engagement
2. Crime and graffiti prevention
3. Community arts and beautification
4. Community engagement
5. Budget and lead agency

The Allocations Committee recommended ten proposals for a total of \$50,000. This represents approximately 50% of the total amount requested. The successful proposals are all clustered inside the greenbelt. Only 1 proposal was submitted from outside the greenbelt and it was deemed to not be suitable based on the 5 factors listed above. All of the projects seek to engage youth in learning about art and in the design of the proposed mural. The community will also be consulted about the content and style of the mural. The projects are intended to be summer activities, completed by the end of September. A final report for each project will be submitted by October 15, 2011.

An analysis of the 2 years of the project shows that 5 agencies were successful candidates in both 2010 and 2011. One agency that did not receive funding in 2010 submitted again and was successful in 2011. One agency who was successful in 2010, applied again but did not receive funding for 2011.

Crime Prevention Ottawa staff and City of Ottawa staff will continue to work closely with all of the projects to assist and to finalize approvals for the locations of the mural.

For the full list of the successful applicants please see the attached table.

2011 Paint it Up Program

Agency	Project title and description	Amount
Centretown Community Health Center 420 Cooper Street Ottawa, ON K2P 2N6	“Beautiful Bank Street” Centretown Community Health Centre will partner with Operation Come Home, Ottawa Urban Arts, and local businesses to beautify and reduce graffiti on a wall on Bank street near Somerset Street. The artists, from Ottawa Urban Arts, will work with a group of youth mentors to develop images that reflect the diversity of our community, including cultural diversity. They will incorporate pre-mural arts programming, so that the youth participants have additional opportunities to develop painting skills, and so that they can learn more skills of working together as a group.	\$5,000
Lowertown Community Resource Centre 40 Coburg Street Ottawa, On K1N 8Z6	“Our Story-Our Space-Lowertown Youth” The mural will be designed collaboratively by youth participants and professional artists from Ottawa Urban Arts, in consultation with community members and painted on the outside walls of the entrance to the Youth Centre at 201 Friel. It will serve to revitalize a crucial public space for youth in Lowertown. Centrally located in the community (adjacent to an elementary school yard), the youth centre entrance has frequent problems with vandalism and drug use.	\$4,800
Eastern Ottawa Resource Centre 2339 Ogilvie Road Ottawa, ON K1J 8M6	“Our Stories - Our Treasures @ the Library” The mural will be located on the North Gloucester Branch of the Ottawa Public Library wall facing the Earl Armstrong arena. This is adjacent to the parking lot and is visible to not only library patrons but also those who use the facilities at the arena and at the Splash wave pool. This area is one where the windows had been etched and where teens congregate. Libraries are all about stories and some can be portrayed through murals. The project will engage young artists, who presently display their work in inappropriate areas, to instead tell the stories of this community by painting a mural that can be seen by those who come to the Library.	\$5,200
Operation Come Home P.O. Box 53157 Ottawa, ON K1N 1C5	“Our Creative Hands” This project would provide 10 homeless and at risk youth an opportunity to paint a graffiti wall in Ottawa and to showcase their talents in a more positive method. The youth that gain access to OCH are those that do not have the ability to use their creative talents as they cannot afford art supplies, do not have a place to illustrate their talents, don't have adequate space to do art projects and do not have the knowledge and mentoring. Many of the OCH youth “tag” areas of Ottawa such as local businesses’ and are often being confronted by law enforcement officers. The potential mural site is 150 Gloucester St. This site has frequent vandalism issues, forcing the owner to spend on average \$200.00 per month on removal.	\$6,000

<p>Pinecrest-Quensway CHC 1365 Richmond Road Ottawa, ON K2B 6R7</p>	<p>“Creative Community, Creating Change!” This project will bring together youth from low-income communities in the west-end who are engaged with the Pathways to Education program, professional artists from Ottawa Urban Arts, and staff from the United Neighbours initiative to produce a beautiful and inspiring piece of public art. Youth will be engaged around issues of crime prevention, trust-building among neighbours, breaking down barriers of stereotypes and prejudices, and taking responsibility for one’s neighbourhood. Ultimately, they will participate in producing a public mural in their community, at the Carefor site on Carling Ave. The senior clients of Carefor will be participating in the youth-led community assessment, and building relationships with the youth throughout the program.</p>	<p>\$5,000</p>
<p>Ottawa West End Community Chaplaincy 1061 Pinecrest Road Ottawa, ON K2B 6B7</p>	<p>“Moment of Truth” This project will provide a leadership development opportunity for at risk youth in the Morrison Gardens neighbourhood. By pairing an artist mentor from the Ottawa School of Art with a Community Youth Worker, the project will encourage youth to develop ideas concerning community safety in addition to activities and exercises that inspire a sense of neighbourhood pride. The project will take place in and on a portable that has been targeted for tagging, graffiti, and other vandalism. It will take place over 6 weeks and allow young people to express a vision for their community that will be articulated through a mural. Guest speakers and employment resources provided through the Community House will also aid in the aspect of youth leadership development.</p>	<p>\$4,000</p>
<p>Richard Pfaff Alternate Program (OCDSB) 160 Percy Street Ottawa, ON K1R 6E5</p>	<p>“Richard Pfaff Alternate Program Mural project” The RPAP mural project is an initiative to involve students in the creation of a public mural at 463 Cambridge Street South with the aim of deterring current acts of vandalism and engaging students and community members in a meaningful discussion around personal and social responsibility with a particular focus on graffiti. Participant students will partner with artists from Ottawa Urban Arts to consult, design, create and celebrate a mural which reflects their vision as well as addresses any community concerns. The project will be run with student volunteers who will be credited with volunteer hours and/or receive partial school credit for their participation. The project will be supervised by teacher volunteers.</p>	<p>\$5,000</p>
<p>Riverside Park Community Recreation Association c/o Hunt Club Riverside Community Centre 3320 Paul Anka Drive Ottawa, ON K1V 0J9</p>	<p>“RPC-Utility Box Project” A collaboration between the Riverside Park Community Recreation Association, Christie Lake Kids, and Utility Box owners such as Bell Canada to bring public art to Riverside Park, and discourage graffiti on utility boxes in the neighbourhood. Inspired by a theme chosen by members of the community, youth will propose designs for mounting on the utility boxes. The project representatives will select the final designs and the selected designs will be printed on polymer and mounted on utility boxes (up to five) in the Riverside Park area. In addition, the youth leads will be encouraged to document the project on a photo blog and share their experiences.</p>	<p>\$5,000</p>

<p>Vanier Community Service Centre 290 Dupuis Street Ottawa, ON K1L 1A2</p>	<p>“Vanier Mural” To address graffiti vandalism in Vanier, a collective of community partners lead by the Vanier Community Services Centre (VCSC) in collaboration with Louis’ Pizza restaurant will be implementing an outdoor mural in the community at Louis’ Pizza where graffiti/tags are often found. The youth participants, some from the Wabano Centre for Aboriginal Health, will learn about alternative ways to prevent crime and encourage their engagement and artistic contribution to the community.</p>	<p>\$5,000</p>
<p>Youth Services Bureau of Ottawa 147 Besserer Street Ottawa, ON K1N 6A7</p>	<p>“Loud and Proud Street Art” A group of high-risk YSB youth will be creating a mural in the heart of the downtown core within a city block that is frequently travelled by tourists and everyday citizens of Ottawa. The Youth Services Bureau recently completed extensive building renovations at the proposed mural site to its existing structure that serves some of the most high risk youth living within the City of Ottawa. This mural project would support us to complete a plan to update and create not only a more welcoming environment for our clients but serve to enhance the beautification of the downtown core. This project will bring together existing young graffiti artists that are often engaged in creating unwanted tagging both around the city as well as to our building structure. Partnering with the Ottawa Urban Arts will support us to bring education to the young graffiti artists on the impacts of their tagging and in turn provide them with a planned location to create some art that they can feel a sense of pride in.</p>	<p>\$5,000</p>
	<p>Total</p>	<p>\$50,000</p>