

Paint it Up!

Youth Engagement Mural Program 2021 Guidelines

Crime Prevention Ottawa, in partnership with Public Works and Environmental Services (PWES) City of Ottawa, is launching the 2021 Paint It Up! program. The program began in 2010 and engages youth, beautifies our communities and prevents graffiti. This year, the call for proposals will go out on March 9, 2021 with a deadline for applications of **April 23, 2021**. Please note that we are releasing the call for proposals with a timeline to ensure the completion of the projects over the summer period.

Focus on Youth at Risk of Becoming Taggers and Pandemic Safety

Last year, we honed the Paint it Up! guidelines to re-establish its focus on youth who are at risk of or are already tagging. Youth who tag typically begin at the age of 12, so the guidelines and application scoring system now highlight this age group (12 and up). The guidelines also bring a sharper focus on pre-employment and employment skills for youth.

This year, the application highlights necessary [public health and safety](#) measures, including specific questions about personal protective equipment (e.g.: masks/visors, etc.) and related measures to reduce risk (eg: self-screening, distancing, hand-washing, gathering limits, etc.). Please note that all project participants are expected to adhere to public health guidelines with respect to pandemic health and safety. We are seeking a balance between ensuring pro-social activities for youth and pandemic safety. We have also produced an information sheet with resources to assist you in developing COVID-safe programming.

Background: Ottawa's Graffiti Management Strategy

The Graffiti Management Strategy is a partnership between PWES and the Ottawa Police Service to reduce graffiti in Ottawa. It is a collaborative, multi-faceted approach to managing graffiti, based on the widely recognized "4E" model of Eradication, Empowerment, Education and Enforcement.

The impacts of graffiti on the community are numerous. Graffiti can reduce the community's pride and appeal, have a negative economic impact and negatively affect the community's perception of safety and security. If left unchecked, graffiti spreads rapidly, and leads to the 'broken window' syndrome where people think that nobody cares, and nobody is in control.

Transforming graffiti-covered walls into brightly-coloured works of art can completely change the feelings and the outlook for residents and business owners, as well as tourists. Murals are large-scale artworks done on permanent structures, with permission of the property owner, either directly on the wall or attached to it. Graffiti vandals usually respect art, so they generally don't tag it. Outdoor murals have proven to be effective in managing graffiti vandalism, enhancing beautification, supporting arts and culture, contributing to economic development, and providing youth engagement opportunities.

Additional information can be found at ottawa.ca/graffiti and ottawa.ca/mural.

Paint It Up! Program Objectives

The Paint It Up! Program supports graffiti prevention, community safety and the beautification of Ottawa neighbourhoods through youth empowerment and community arts.

Paint It Up! contributes to a clean, safe and beautiful city by funding projects that engage neighbourhoods and youth in a constructive learning process to create murals to prevent or deter graffiti.

The program does this through a strategy of working with community-based organizations that provide recreation, employment, pre-employment and/or soft-skills training for marginalized youth from ages of ~12 to 25 to work in partnership with the arts community and local property owners to develop murals.

This program is funded by the Public Works and Environmental Services Department of the City of Ottawa and administered by Crime Prevention Ottawa. Up to \$50,000 in annual funding is available through Crime Prevention Ottawa for local organizations wanting to hire youth to create murals in neighbourhoods experiencing a high rate of graffiti vandalism. An average year we may see between 5-8 projects funded.

Project Activities

Each project will involve a partnership, which must include:

- a non-profit organization with expertise in working with youth;
- an artist or arts organization with expertise in creating murals; and
- a representative of the proposed location of the mural.

Please note: All proposals for City buildings must receive location approval (email mural@ottawa.ca) by the City of Ottawa prior to an application being considered.

The project must include a strong element of youth engagement and of community development. The project must be implemented by youth (roughly between the ages of 12 – 25 years old) who are prone to tagging and/or are marginalized, under the guidance of an adult mentor knowledgeable in mural art techniques. The project must seek to increase the skills and/or the employability of the youth engaged in the project. The project leaders must commit to working with the community, the youth and the property owner on the design of the mural. Youth must be involved in all aspects of the project: community consultation, design and painting the mural itself.

The representative of the proposed mural location could be a property owner, a Business Improvement Association or a community association in a neighbourhood that has been particularly affected by graffiti. The applicant organization can also represent the proposed mural location. Property owners could include, but are not limited to: schools, private businesses, churches, bunkers, etc. Locations could also include City of Ottawa assets such as community centres or field houses, so long as these are approved in advance by the City of Ottawa. It is important to remember that a funding recipient remains responsible for future maintenance of the mural artwork.

Preference will be given to communities identified through the Community Development Framework or neighbourhoods identified by the City of Ottawa or Ottawa Police Service as frequent targets of graffiti. Preference will also be given to projects that demonstrate outreach to youth in at-risk environments or who are at-risk of involvement in illegal activity, especially graffiti vandalism (eg: 12-25 year-olds who are engaged in tagging).

As an organization interested in beautifying the community by introducing art-work and mitigating graffiti, you must reach out and engage the community in the process. Community members may have valuable visions and opinions on the location and design of mural artworks in our city. Community consultation is an important part of the process and local Councillor's support is required.

Eligible Partners

The **lead partner**, or applicant, who receives the grant from CPO is responsible for expenditures and reporting and must be incorporated and carry liability insurance. The lead partner must sign the application. If the lead partner is a school, then the school principal must sign the application. Other partners do not need to be “incorporated”. The lead

applicant may not be a City body although City property can be considered for the actual mural. Please note that a single organization may constitute two parts of this partnership – for example, the organization may also be the property owner. Please note that preference will be given to organizations which did not receive funding in 2020. Furthermore, BIAs may not combine Paint It Up! funding with BIA Mural and Architectural Design Feature funding for the same project.

Eligible Program Expenses

Eligible program expenses include artist fees, honorarium or salary for the youth at risk, incentives for the youth (such as pizza), necessary equipment rental such as scaffolding, hall rentals, and actual mural supplies such as paint, brushes, tarps, rollers or boards. Major equipment purchases will not be considered. Please note that some surfaces and all heritage buildings will require that a mural be painted on boards and then mounted on the building. Please also note that we will not fund administrative expenses (e.g. staff time for accounting / project management...).

Identifying Suitable Locations for Murals

This funding is intended to create long lasting outdoor, public murals, which will prevent graffiti and enhance the community. The location should also be easily accessible and visible to the public. Paint it Up will not consider temporary surfaces such as construction hoarding. The Lead Partner is responsible to complete all research, consultations and negotiations required to design and implement the mural. All projects will be subject to the Mural Review Process to ensure that the proposed mural location and design meet the requirements of relevant City by-laws as well as federal and provincial regulations. For example, murals are not allowed in areas zoned 'residential' or on the same wall as the main entrance to the building.

** Please note that your application MUST include a location which has been pre-approved by the Paint it Up Mural Coordinator. When preparing your application, you must contact mural@ottawa.ca before **April 9, 2021** for assistance on approving the location of the mural. For any other information on mural process or development you may contact the mural coordinator for assistance at mural@ottawa.ca.

Please note: you may also want to check in with the property owner about any likely changes to the structure in the near future.

Mural Maintenance

Funding is to establish new murals; it is not for maintenance of existing murals. Ongoing maintenance of murals is the responsibility of the grant recipient and the property owner. A maintenance agreement with the mural coordinator must be signed prior to starting the mural. The expected life cycle of an outdoor mural is 5 years. Murals which are tagged, or peeling must either be touched up or covered over to maintain the objective of neighbourhood beautification. Applicants must meet mural maintenance requirements for their existing projects to be eligible for funding for new projects. It is the Lead Partner's responsibility to negotiate with the artist costs associated with any touch ups if the mural gets tagged and installation fees for the mural

Restrictions on Mural Content

Tags, acronyms, registered trademarks, commercial advertising, or public information are not permitted as part of the artwork. For example, although graffiti style writing is permitted, it must form words which are meaningful to the community at large. Furthermore, a business name or logo is not allowed as part of the artwork unless that company is the mural's sponsor. In this case, up to 10% of the mural may be utilized as an acknowledgement recognizing the sponsor provided it does not exceed an area of 1 square metre and is located at a bottom corner of the mural. The signature of the artist, or any other mark which references the artist, must also be placed in this acknowledgement area and may not form part of the overall design.

Identifying Partners in the Arts

To assist you to locate a local artist, please consult the Mural Routes artist registry at: MuralRoutes.com/memberdirectory or the CPO website for a list of local artists who have expressed interested in the program. If you are an artist interested in being added to this list, please contact us at cpo@ottawa.ca.

Application Process

A call for proposals will be released on March 9, 2021, which will include an application form and requirements for supporting documentation. Complete applications (including supporting documents listed at the bottom of the Application Form) must be emailed by **Friday, April 23, 2021** to be considered.

Please **send** the application and supporting document to Crime Prevention Ottawa at cpo@ottawa.ca

The following supporting documentation must accompany each application. If submitted electronically, applicants must submit scanned images of the supporting documents before the application deadline.

1. Proof of incorporation and years in existence of primary applicant*
2. Latest financial statement of primary applicant (unaudited statements will be accepted). * For schools, we accept the Board's consolidated financial statement.
3. Proof of insurance for the primary applicant*
4. Letter(s) confirming the participation of your partners
5. Proof of a problem with graffiti vandalism
6. Budget.
7. Proof of approval of mural location.

* Not required for organizations currently in receipt of City of Ottawa Renewable funding.

A review committee will include one representative from each of the following groups:

- Crime Prevention Ottawa
- The arts community
- Neighbourhood associations e.g. community association
- Ottawa Police Service
- City of Ottawa:
 - Public Works and Environmental Services Department, Public Outreach and Communications
 - By-law and Regulatory Services Branch
 - Recreation, Cultural and Facilities Services Branch, Cultural Services Division

Decisions by the review committee will be final and all project applicants will be notified in writing.

Evaluation Criteria

Applications will be reviewed based on the following criteria:

- Is the organization eligible (i.e. insured, incorporated)? (Yes or No)
- Does the organization have the capacity to fulfill the project requirements (Yes or No)?
- Is the location of the mural in place that is easily accessible/visible to the public? Is it geographically dispersed in relation to other existing projects? (10 possible points)

- Does the project address a graffiti problem? Does the project contribute to community safety? (10 possible points)
- Are the youth marginalized and/or prone to tagging (~12 y/o and older)? Is there evidence to support this? (10 possible points)
- Does the project provide recreation, employment, pre-employment and/or soft-skills training? (10 possible points)
- Does the proposal demonstrate community engagement/consultation using a community development approach? (5 possible points)
- Is the budget and timeline of the project realistic? What is the value for the money on this project (\$ / sq-ft)? (10 possible points)

If the organization had a Paint It Up grant in 2020, while it will not be excluded, preference will be given to organizations who did not. This means that organizations which received funding in 2020 will be scored zero on the last point, that is, no points for the organization capacity.

Reporting and Recognition of the Funding

All organizations that receive funds under Paint It Up! are required to submit a final summary report, by **November 4 2021**. The report will include participant surveys, a project evaluation, a financial report and photographs. The projects are intended to be summer projects and must be completed before **September 30, 2021**.

All successful participants must agree to organize a recognition event and will invite both CPO and the City's Mural program representatives. All murals must include acknowledgement of the funds received in a space not to exceed 10% of the mural, up to 1 square metre in one of the lower corners of the mural. Please note, no advertisement is permitted.

For more information:

Francine Demers
Crime Prevention Ottawa
 613-580-2424, ext. 22454
cpo@ottawa.ca
www.CrimePreventionOttawa.ca

Mural Program Coordinator
City of Ottawa
 613- 580-2424, ext. 13350
mural@ottawa.ca
ottawa.ca/mural