

2008 Graffiti Transformation Investment Program

Date:	April 25, 2008
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	All
Reference Number:	

SUMMARY

The Graffiti Transformation Investment Program (GT) is an annual funding program within the Community Partnership and Investment Program (CPIP) budget. The program addresses youth unemployment and neighbourhood beautification by enabling local organizations to hire youth to remove graffiti and resurface walls with attractive murals. This report provides an overview of the GT Program and makes recommendations for 2008 allocations.

RECOMMENDATIONS

The Executive Director, Social Development, Finance and Administration recommends that:

1. Graffiti Transformation Investment Program funding totalling \$340,230.00 be allocated to 20 community organizations as outlined in Appendix "A" of this report;
2. the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There is no financial impact beyond what has been approved in the 2008 Approved Operating Budget.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

Organizations apply each year for support under the Graffiti Transformation Investment Program. Staff review applications for eligibility and assess program performance. Recommendations for allocations are provided to Community Development and Recreation Committee based on the approved 2008 Community Partnership and Investment Program budget.

ISSUE BACKGROUND

The problem of unwanted graffiti is evident in many neighbourhoods across the city. The nature of graffiti varies with the neighbourhood's built form, accessibility of inviting surfaces, visibility to the public, and the intentions of the taggers and graffiti artists. In many jurisdictions, transforming public space through murals has harnessed some of the creative energy of taggers, as well as discouraging tagging from areas where murals have been intentionally painted.

COMMENTS

Since 1996, the city has supported communities through the Graffiti Transformation program to hire young people to put up murals in graffiti prone areas, with the intention of encouraging public pride, creating safer spaces through more community use of public areas and reducing opportunities for graffiti.

The mural and clean-up activities create public spaces that attract participation, creating safer spaces and an opportunity for community building. The program activities serve to inform the youth participants and the community about graffiti's adverse effects on retail and residential neighbourhoods, and projects are able to divert some young people to producing public art that is welcomed and protected. In the process of removing unwanted graffiti and negotiating for community space and murals, youth participants learn valuable skills in remediation methods, commercial art, team work, business practice and community relations.

The activities undertaken through GT funding support the city's Community Safety Plan, with its emphasis on youth employment, as well as graffiti eradication and neighbourhood beautification initiatives coordinated through the Clean and Beautiful Secretariat. The program provides a resource for local businesses as well, enabling them to involve youth in graffiti removal and mural painting for problem sites. Each year, GT staff refer potential sites to GT programs resulting from public inquiries or referrals from Toronto Police Services.

Program Results

During 2007, funded projects provided about 150 youth with paid employment, painted or repaired 70 murals and removed 3,000 tags. Since the program's inception in 1996, almost 18,000 individual tags have been removed, over 300 sites have been cleaned and 600 murals have been created. An estimated 1,775 youth have received paying work as well as business skills and training in the technical aspects of graffiti removal and outdoor art installations.

Beyond the remediation of graffiti, GT's objective is to create opportunities in this field for the youth employed under the program, and the ingenuity of the participating organizations in pursuing and developing opportunities is notable. The program is targeted at at-risk youth who face multiple barriers to employment. For many of the participants, this is their first paid work experience, and the supports provided by the programs for life skills and effective work habits are effective in creating a successful experience for the youth and the program.

Youth participants also receive attention and recognition for their community contribution through a variety of expressions of community interest: donations and sales, kind words from neighbours, assistance from unexpected sources, public applause, and peer recognition. For many youth, participation offers not only skills and artistic opportunities but the experience of being drawn into the fabric of the community in a way many may not have previously known.

2008 Application and Assessment Process:

In past years, the GT program has operated as a closed program with a flat line budget, providing funding to a group of 19 organizations with the demonstrated experience and capacity to implement an effective project in their local neighbourhood. In 2008, the program was operated as an open program to draw in additional applicants from across the city. Outreach was undertaken to youth serving organizations in the city, and an information session was held and attended by 7 organizations. Staff were available to answer questions by phone and by email. A total of 30 applications was received, including 12 from new applicants and 18 from returning applicants.

In order to be considered eligible, applicant organizations must be able to demonstrate the required skill and capacity to deliver an effective program employing at-risk youth. In addition, applicants are assessed on their knowledge of the process requirements for securing site approvals, providing health and safety training and involving the community in the process of transforming a site with a mural. Successful transformation of local problem sites through murals is grounded in neighbourhood involvement—of youth, of community members, of businesses and other local organizations. In developing recommendations, priority has been given to applicants with strong partnerships within the community and the skill/experience to implement a successful program. Staff of other Divisions were also consulted in the development of the recommendations.

2008 Budget and Allocation recommendations

The 2008 Approved Budget for the Community Partnership and Investment Program includes \$340,230.00 for the Graffiti Transformation Investment Program.

This report recommends funding of \$340,230.00 for 20 groups. Appendix “A” provides the list of all the applicants and recommendations. An overview of the applicants and their service areas is provided in Appendix “B”.

In making these recommendations, staff assessed the proposals based upon the following factors:

- experience working with youth;
- training to be provided to youth;
- number of youth to be employed;
- nature of the graffiti issues in the area;
- anticipated impacts on neighbourhood enhancement;
- program impact across the city.

The recommended funding amount for each group is based on factors such as:

- experience and ability to raise funds from other sources;
- age of/and disadvantages faced by the youth to be employed (this can result in higher supervision requirements); and
- overall funding requirements to permit the individual projects to operate efficiently.

Of the 30 applications received, 20 have been recommended for funding. These 20 projects include 18 returning and 2 new organizations, and will provide activities in 19 Wards across the city, involving about 200 youth during the summer months. Projects will focus on cleaning and putting up murals in public outdoor locations. The funded projects were identified as high priority because of the ongoing local graffiti issues and the ability of the applicants to deliver a quality program.

Of the 12 new requests for funding, 9 applicants identified projects working with youth in priority neighbourhoods. The 3 other new projects planned to work in the downtown west or downtown core. Recommendations have been made for two new projects located in Kingston/Galloway and Parma Court (Victoria Village). Many new applicants were not recommended for funding because they did not demonstrate the required financial or program management skills, including lack of audited financial statements, lack of focus on graffiti problems and insufficient experience with site selection and site confirmation issues.

Small increases have been recommended to 4 returning programs serving Rexdale, Jane/Finch, Flemingdon, and Scarborough. This funding will increase the capacity of

these projects to more adequately involve local youth and address graffiti issues. These are also neighbourhoods where there were new requests that were not able to be supported due to eligibility problems or lack of funds.

In addition to the projects recommended for funding, additional new and returning projects were assessed as suitable for funding. An additional amount of \$75,000.00 would have been required to fund these requests. Because of the small size of the budget for this program and the timing of projects in the summer time, no appeals fund has been held back. Applicants that were not recommended will be provided with information to help them strengthen their applications in the future.

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ATTACHMENTS

Appendix "A" - 2008 Recommended Allocations
Appendix "B" – Summary of Applicants and project area

Appendix A
Graffiti Transformation Investment
2008 Funding Recommendation

<u>Organization Name</u>	<u>2007</u> <u>Approved</u> <u>Allocation</u>	<u>2008</u> <u>Amount</u> <u>Requested</u>	<u>2008</u> <u>Recommended</u> <u>Allocation</u>
1 Agincourt Community Services Association	\$0.00	\$22,155.00	\$0.00
2 Art Starts Neighbourhood Cultural Centre	\$13,700.00	\$15,500.00	\$13,500.00
3 Arts for Children of Toronto	\$0.00	\$20,820.00	\$0.00
4 Boys' and Girls' Club of East Scarborough	\$0.00	\$15,989.00	\$14,000.00
5 Canadian Cambodian Association of Ontario	\$0.00	\$20,000.00	\$0.00
6 Canadian Human Rights International Support Team	\$0.00	\$20,000.00	\$0.00
7 Cecil Community Centre	\$20,640.00	\$25,502.00	\$20,640.00
8 Christie Ossington Neighbourhood Centre	\$20,640.00	\$27,177.00	\$20,640.00
9 Communities Advancing Valued Environments (CAVE)	\$0.00	\$5,000.00	\$0.00
10 Community Centre 55	\$20,640.00	\$22,640.00	\$20,640.00
11 Davenport - Perth Neighbourhood Centre	\$20,640.00	\$23,570.00	\$20,640.00
12 Dixon Hall	\$17,000.00	\$21,352.00	\$17,000.00
13 Eastview Neighbourhood Community Centre	\$20,640.00	\$26,517.00	\$20,640.00
14 Flemingdon Neighbourhood Services	\$12,500.00	\$15,400.00	\$14,000.00
15 Horn Of Africa Community Development	\$0.00	\$20,000.00	\$0.00
16 Jane/Finch Community & Family Centre	\$13,500.00	\$18,982.00	\$17,000.00
17 Lakeshore Area Multi-Service Project (LAMP)	\$36,590.00*	\$21,140.00	\$21,140.00
18 Mural Routes	\$24,090.00*	\$10,000.00	\$9,515.00
19 Native Child and Family Services of Toronto	\$20,000.00	\$30,000.00	\$20,000.00
20 Ralph Thornton Centre	\$13,835.00	\$13,835.00	\$13,500.00
21 Rexdale Community Health Centre	\$11,440.00	\$16,106.00	\$15,000.00
22 Roma Community & Advocacy Centre	\$0.00	\$15,850.00	\$0.00
23 Scadding Court Community Centre	\$12,000.00	\$25,000.00	\$12,000.00
24 St. Christopher House	\$13,235.00	\$14,086.00	\$13,235.00
25 Thistletown Community Services Unit	\$0.00	\$35,936.00	\$0.00
26 Toronto Community & Culture Centre	\$0.00	\$15,000.00	\$0.00
27 UrbanArts Community Arts Council	\$22,500.00	\$23,500.00	\$22,500.00
28 West Scarborough Neighbourhood Community Centre	\$20,640.00	\$20,640.00	\$20,640.00
29 Working Women Community Centre	\$0.00	\$20,000.00	\$14,000.00
30 Youthlink	\$0.00	\$19,638.00	\$0.00
Grand Total:		\$601,335.00	\$340,230.00

* The organization received one-time special project funding of \$15,450.00 in 2007.

Appendix B
Graffiti Transformation Investment Program
Overview of Applicants and GT programs

Groups engaged in the Graffiti Transformation Investment Program address youth unemployment and training as well as neighbourhood improvement and beautification issues. Youth are employed by local groups in activities related to graffiti removal and mural creation.

Part I. Projects recommended for funding in 2008.

Art Starts Neighbourhood Cultural Centre

1746 Eglinton Ave. W.

Toronto

Ward 15

Organization Type: Community Arts Organization

2008 project area: Steeles L'Amoreaux and Eglinton Ave. West between Dufferin St. and Marlee Ave.

Boys' and Girls' Club of East Scarborough

100 Galloway Road

Toronto

Ward 43

Organization Type: Community Centre

2008 project area: Kingston Galloway

Cecil Community Centre

58 Cecil Street

Toronto

Ward 20

Organization Type: Community Centre

2008 project area: Chinatown, Kensington, the Garment District, Queen's Quay, University of Toronto

Christie Ossington Neighbourhood Centre

854 Bloor St. W.

Toronto

Ward 19

Organization Type: Community Centre

2008 project area: Bathurst to Lansdowne, Dupont to College including Dovercourt-Wallace-Emerson Junction

Community Centre 55

97 Main St.

Toronto

Ward 32

Organization Type: Community Centre
2008 project area: Danforth Ave. to the lake, Victoria Park to Coxwell

Davenport Perth Neighbourhood Centre
1900 Davenport Rd.

Toronto
Ward 17-18

Organization Type: Community Centre
2008 project area: St. Clair/Rogers, Bloor St., Ossington/Alberta Ave's. Keele/Old
Weston Rd.

Dixon Hall
58 Sumach St.

Toronto
Ward 28

Organization Type: Community Centre
2008 project area: Regent Park

Eastview Neighbourhood Community Centre
86 Blake Street

Toronto
Ward 30

Organization Type: Community Centre
2008 project area: South Riverdale and Blake/Jones

Flemingdon Neighbourhood Services
10 Gateway Blvd. Suite 104

Toronto
Ward 26

Organization Type: Neighbourhood Service Centre
2008 project area: Don Mills Road and Overlea Blvd., Valley Park Middle School

Jane/Finch Community and Family Centre
1400 Jane Street, Suite 108,

North York
Ward: 7, 8, 9

Organization Type: Community Centre
2008 project area: Jane/Finch

Lakeshore Area Multi-Service Project (LAMP)
185 5th St.

Etobicoke
Ward 6

Organization Type: Community Health Centre
2008 project area: Central Etobicoke, East Mall, West Mall, Capri

Mural Routes
1859 Kingston Rd.
Toronto
Ward 36
Organization Type: Community Arts Organization
2008 project area: Kennedy Park/Eglinton East, Scarborough Village, and Malvern

Native Child and Family Services of Toronto
295 College St.
Toronto
Ward 27
Organization Type: Child Welfare Agency
2008 project area: Downtown core

Ralph Thornton Centre
765 Queen St. E.
Toronto
Ward 30
Organization Type: Community Centre
2008 project area: Don Valley parkway, Coxwell Ave., Danforth Ave., Eastern Ave.

Rexdale Community Health Centre with Elmbank Community Centre
8 Taber Rd.,
Etobicoke
Ward 2
Organization Type: Community Health Centre
2008 project area: Rexdale, North Etobicoke

Scadding Court Community Centre
707 Dundas St. W.
Toronto
Ward 20
Organization Type: Community Centre
2008 project area: Downtown West: Alexandra Park, Chinatown, and Dundas West

St. Christopher House
588 Queen St. West
Toronto
Ward 19
Organization Type: Multi-Service Social Service Provider
2008 project area: Bathurst, Roncesvalles, Bloor St., Lake Ontario

Urban Arts Community Arts Council
19 John St.
Toronto
Ward 11

Organization Type: Community Arts Council
2008 project area: Central West Toronto

West Scarborough Neighbourhood Community Centre
313 Pharmacy Ave.
Scarborough
Ward 35-36
Organization Type: Community Centre
2008 project area: South West Scarborough, (Danforth Ave.)

Working Women Community Centre
1738A Victoria Park Ave
Toronto
Ward 34
Organization Type: Multi-Service Social Service Provider
2008 project area: Parma Court, TCHC community in Victoria Village

Part II. Projects not recommended for funding in 2008

Agincourt Community Services Association
4155 Sheppard Avenue East
Scarborough
Ward 41
Organization Type: Community Centre
2008 project area: Steeles L'Amoreaux, focus on Chester Le, Glendower, and Bay Mills

Arts for Children of Toronto
401 Richmond St. West
Toronto
Ward 20
Organization Type: Community Arts Organization
2008 project area: Eglinton Ave. East/Kennedy Park: sites on Gilder, Gordonridge and Kennedy Rd.

Canadian Cambodian Association of Ontario
1111 Finch Ave West
North York
Ward 8
Organization Type: Community Centre
2008 project area: Jane/Finch

Canadian Human Rights International Support Team
279 MapleHurst Ave.
Toronto
Ward 23
Organization Type: Service Organization

2008 project area: Bloor St. between Bathurst and Spadina

Communities Advancing Valued Environments (CAVE)

2336 Bloor Street West

Toronto

Ward 13

Organization Type: Community Arts Centre

2008 project area: Wallace Emerson BMX Park, Dufferin/Dupont

Horn Of Africa Community Development

70B John Garland Blvd.

Etobicoke

Ward 1

Organization Type: Service Organization

2008 project area: Thistle town 1 & 2: Jamestown, Martin grove, John Garland Blvd., and Orpington Cres.

Roma Community & Advocacy Centre

160 Springhurst Ave.

Toronto

Ward 14

Organization Type: Service Organization

2008 project area: Jane/Finch, Flemmingdon Park Scarborough, Parkdale, Long Branch

Thistletown Community Services Unit

246 Jamestown Crescent

Etobicoke

Ward 1

Organization Type: Service Organization

2008 project area: Thistle town 1 & 2: Jamestown, Martin grove, John Garland Blvd., and Orpington Cres, Pitsborough

Toronto Community & Culture Centre

246 Jamestown Crescent

Etobicoke

Ward 1

Organization Type: Community Centre

2008 project area: College St., King St., Dufferin St., Pape Ave.

Youthlink

747 Warden Ave.

Scarborough

Ward 35

Organization Type: Youth Service Organization

2008 project area: Kennedy Park/Eglinton East, Danforth Rd./Eglinton East