



**STAFF REPORT  
ACTION REQUIRED**

**2009 Graffiti Transformation Investment Program**

<b>Date:</b>	April 22, 2009
<b>To:</b>	Community Development and Recreation Committee
<b>From:</b>	Executive Director, Social Development, Finance and Administration
<b>Wards:</b>	2, 7, 8, 9, 11, 15, 17, 18, 19, 20, 26, 27, 28, 30, 32, 34, 35, 36, 43
<b>Reference Number:</b>	

**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 2009 allocations. The report also recommends that GT be reclassified as a Partnership program within CPIP to reflect the ongoing nature of funding provided to community organizations and the need for ongoing program development by the participating organizations.

**RECOMMENDATIONS**

---

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

1. Graffiti Transformation Investment Program funding totalling \$347,000.00 be allocated to 20 community organizations as outlined in Appendix “A” and “B” of this report;
2. the Graffiti Transformation Investment Program be reclassified as a Partnership program within CPIP to reflect the ongoing nature of the funding recommended to community-based organizations;
3. 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 2009 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 program. Applications are reviewed for eligibility and program performance. Recommendations for allocations are provided to the Community Development and Recreation Committee based on the approved 2009 CPIP budget.

## **ISSUE BACKGROUND**

The issue of unwanted graffiti affects many neighbourhoods across the city. The nature and impact 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.

Since 1996, the Graffiti Transformation program has funded community organizations 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.

## **COMMENTS**

### **Program Results**

During 2008, funded projects provided employment for 112 youth. An additional 141 young people participated as volunteers, for a total of 253 participants. Many projects were able to provide honoraria to the volunteers at the end of the project, as well as ensuring they received training and skill development supports. The funded groups created 53 murals and removed 3,367 tags. Since the program's initial projects in 1996, over 21,000 individual tags have been removed, over 300 sites have been cleaned and 650 murals have been created. An estimated 2,028 youth have received paying work as well as business skills and training in the technical aspects of graffiti removal and outdoor art installations. In addition to the GT funding, projects raised additional cash and in-kind donations to expand their project budgets by approximately one third.

Beyond the remediation of graffiti, the Graffiti Transformation program'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 marginalised youth who face multiple barriers to employment. Skills in team work, safety training, customer service and mural production are key components of the experience for the youth participants. For many youth, a GT project is their first paid work experience, and the supports provided by the programs for life skills and strong 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.

During 2008, the GT staff and funded projects have been able to provide information for other jurisdictions in Canada and abroad, and exchange information on issues and best practices. These connections have included consultations on program development, links to enforcement and beautification approaches, site visits to mural sites and connections to experienced community-based staff for technical and community development experience.

Referrals of possible mural sites are received from a variety of sources, including Toronto Police Services, Municipal Licensing, Councillor's offices and the general public. Each year GT is able to assist in the "match-making" process with funded projects looking for suitable sites. Funded organizations also work directly with Councillor's offices during the community consultation process for choosing mural sites.

### **2009 Application and Assessment Process:**

For 2009 Graffiti Transformation operated as a closed program, and applications were requested from the 20 organizations funded in 2008. A total of 19 applications were received through this process.

Each year during the review of applications, staff consults other Divisions to develop recommendations that demonstrate cooperation and effective use of available resources. During the 2009 assessment process, four mural projects that had been submitted to the Economic Development Mural Program were transferred to Graffiti Transformation for review and recommendation. These projects were determined to be a good fit with the goals and criteria of the GT program, and the transferred applications include three organizations with existing requests in the GT program.

Community organizations continue to show a high level of interest in offering Graffiti Transformation type programs for youth in many city neighbourhoods. Formal

applications were not solicited from additional groups in 2009 due to lack of budget resources. An estimated seven additional organizations could have been ready to implement activities in 2009 if additional funding were available. At the average grant size of about \$17,000.00, an additional \$119,000.00 would be required to meet the expressed need for additional programs.

### **2009 Budget and Allocation Recommendations:**

The 2009 Approved Budget for the Community Partnership and Investment Program includes \$347, 000.00 for the Graffiti Transformation Investment Program.

This report recommends funding of \$347,000.00 for 20 groups. Appendix “A” provides the list of all the applicants and recommendations. An overview of the applicants, their service areas and key activities is provided in Appendix “B”.

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

- the applicant’s 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 includes a 2% increase over their last year recommendation. Because one group from the previous year did not re-apply, funds were available to respond to the requests transferred from Economic Development, and to adjust the below average funding levels of some groups. Due to short timelines for approvals and the lack of additional budget resources, no appeal fund has been set aside for the 2009 GT. Overall funding recommendations are based on the following factors:

- 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 and safely.

### **Program Administration:**

Graffiti Transformation works to address graffiti issues and employ at-risk youth, both of which benefit from a high degree of organizational memory and skills, and year round development of resources and opportunities. Although the funding is focused on support for the youth activities in the summer, organizations must plan and develop their activities during the course of the whole year.

In order to manage an effective program, organizations are required to demonstrate significant levels of skills and experience working with youth, success in negotiating and securing mural sites and tag cleaning agreements and the ability to raise funds from other sources through fundraising, private sector donors and businesses. The program planning must be initiated well before funding is approved, and includes preparing for hiring marginalized youth, seeking sites and approvals, developing opportunities for effective community consultation and maintaining current skills within the organization for artistic, technical and safety related best practices. For its 12 years of operation, GT has funded a relatively stable group of organizations so that organizations are able to operate safe and efficient programs.

In order to reflect the requirements and actual practice of the GT program, it is recommended that it be reclassified within CPIP as a Partnership program (the CPIP model used for ongoing program funding approaches) instead of an Investment program (the CPIP model used for funding short term projects). As well, the Council approved CPIP direction for streamlining, which includes delegated authority for approval of flat line recommendations for funding within Partnership programs, would result in shorter timelines for applicants, earlier information on funding levels and approvals and better opportunities to plan and implement effective summer activities for marginalized youth. When funds become available for new and increased requests, GT will offer opportunities for new community organizations partners and report on these to Council for approval.

## **CONTACT**

Sue Kaiser, Manager, Community Funding Unit  
Social Development, Finance and Administration  
Phone: 416-397-7302 Fax: 416-392-8492  
[skaiser@toronto.ca](mailto:skaiser@toronto.ca)

## **SIGNATURE**

---

Chris Brillinger, Acting Executive Director  
Social Development, Finance and Administration

## **ATTACHMENTS**

Appendix "A" – 2009 Graffiti Transformation Recommended Allocations  
Appendix "B" – 2009 Graffiti Transformation Overview of Projects

**Appendix A  
Graffiti Transformation  
2009 Recommended Allocations**

<u>Organization Name</u>	<u>2008 Approved Allocation</u>	<u>2009 Amount Requested</u>	<u>2009 Recommended Allocation</u>
1 Art Starts Neighbourhood Cultural Centre*	\$13,500.00	\$20,500.00	\$18,770.00
2 Black Creek Community Health Centre*	\$0.00	\$5,000.00	\$5,000.00
3 Boys' and Girls' Club of East Scarborough	\$14,000.00	\$17,689.00	\$14,870.00
4 Christie Ossington Neighbourhood Centre	\$20,640.00	\$23,620.00	\$21,060.00
5 Community Centre 55	\$20,640.00	\$28,955.00	\$21,060.00
6 Davenport - Perth Neighbourhood Centre	\$20,640.00	\$23,814.00	\$21,060.00
7 Dixon Hall	\$17,000.00	\$23,727.00	\$17,340.00
8 Eastview Neighbourhood Community Centre	\$20,640.00	\$21,260.00	\$21,060.00
9 Flemingdon Neighbourhood Services	\$14,000.00	\$18,000.00	\$14,280.00
10 Harbourfront Community Centre (with Cecil Comm. Ctr)	\$20,640.00	\$25,630.00	\$21,060.00
11 Jane/Finch Community & Family Centre	\$17,000.00	\$19,942.00	\$17,340.00
12 Mural Routes*	\$9,515.00	\$15,000.00	\$15,000.00
13 Native Child and Family Services of Toronto	\$20,000.00	\$30,000.00	\$20,400.00
14 Ralph Thornton Centre*	\$13,500.00	\$18,500.00	\$18,770.00
15 Rexdale Community Health Centre	\$15,000.00	\$32,246.00	\$15,300.00
16 Scadding Court Community Centre	\$12,000.00	\$25,000.00	\$12,840.00
17 St. Christopher House	\$13,235.00	\$14,468.00	\$13,500.00
18 UrbanArts Community Arts Council	\$22,500.00	\$27,185.00	\$22,950.00
19 West Scarborough Neighbourhood Community Centre	\$20,640.00	\$20,640.00	\$21,060.00
20 Working Women Community Centre	\$14,000.00	\$18,989.00	\$14,280.00
<b>Total **</b>	<b>\$340,230.00</b>	<b>\$430,165.00</b>	<b>\$347,000.00</b>

Notes:

\*requested funding includes \$5,000 each for projects transferred from Economic Development Mural Program.

\*\*2008 total includes \$21,140 to Lakeshore Area Multi-Service Project (LAMP). The organization did not apply in 2009.

**Appendix B**  
**Graffiti Transformation Investment Program**  
**Overview of Projects Recommended for Funding in 2009**

Organization partners in the Graffiti Transformation Investment Program address youth unemployment and training as well as neighbourhood improvement and beautification issues. Youth are employed by local organizations in skill development and activities related to graffiti removal and mural creation.

- 1. Art Starts Neighbourhood Cultural Centre**  
1746 Eglinton Ave. W.  
Ward 15

Organization Type: Community Arts Organization  
2009 project area: Railway underpass in the South Junction Triangle.  
Project summary: A group of six at-risk youth will remove tags on the site and paint a mural with a bicycle culture theme.

- 2. Black Creek Community Health Centre**  
2202 Jane St.  
Ward 7

Organization Type: Community Health Centre  
2009 project area: Jane and Finch intersection.  
Project summary: A group of eight local youth from Jane/Finch neighbourhood will work in partnership with local businesses to create a mural in the San Romanoway neighbourhood.

- 3. Boys' and Girls' Club of East Scarborough**  
100 Galloway Road  
Ward 43

Organization Type: Community Centre  
2009 project area: Kingston/Galloway  
Project summary: The project will employ eight youth to remove graffiti from 4301 Kingston Rd. ( a TCHC building) and paint murals.

- 4. Harbourfront Community Centre (with Cecil Community Centre)**  
627 Queen's Quay West  
Ward 20

Organization Type: Community Centre  
2009 project area: railway land at Bathurst St., north of Front St.  
Project summary: A group of seven at-risk youth will create two new murals on public wall space tagged with graffiti around the Bathurst Bridge and north of Front Street.

- 5. Christie Ossington Neighbourhood Centre**  
854 Bloor St. W.  
Ward 19

Organization Type: Community Centre

2009 project area: Bathurst to Lansdowne, Dupont to College including Dovercourt-Wallace-Emerson Junction

Project summary: The group plans to employ four local youth to remove 120 tags and to paint eight new murals around Christie Pits.

- 6. Community Centre 55**  
97 Main St.  
Ward 32

Organization Type: Community Centre

2009 project area: Danforth Ave. to Lake Ontario, Victoria Park to Coxwell

Project summary: The agency plans to hire 5 youth to work with other youth referred by Youth Court to complete community service hours by removing graffiti in the area.

- 7. Davenport Perth Neighbourhood Centre**  
1900 Davenport Rd.  
Ward 17 and 18

Organization Type: Community Centre

2009 project area: St. Clair/Rogers, Bloor St., Ossington/Alberta Ave's. Keele/Old Weston Rd.

Project summary: A team of youth will be trained to create four murals on tagged sites and do repairs and maintenance on other three other murals created in past years.

- 8. Dixon Hall**  
58 Sumach St.  
Ward 28

Organization Type: Community Centre

2009 project area: Regent Park

Project summary: Two youth leaders will be hired to lead two teams of at-risk youth 15-21 years old to remove graffiti from buildings in Regent Park and create murals.

- 9. Eastview Neighbourhood Community Centre**  
86 Blake Street  
Ward 30

Organization Type: Community Centre

2009 project area: north Riverdale, Westlake and Lumsden Streets, and Jones and Boulton.



Project summary: A group of youth from 14 to 18 years with multiple barriers stemming from abuse, poverty, racism, and stigmatization will create murals on public spaces that have been heavily tagged with graffiti.

- 10. Flemingdon Neighbourhood Services**  
10 Gateway Blvd. Suite 104  
Ward 26

Organization Type: Neighbourhood Service Centre  
2009 project area: Flemingdon Park south of Eglinton Ave. East and Don Mills Rd.  
Project summary: The agency plans to employ six youth and involve another three to five volunteers to complete a mural project at a local school.

- 11. Jane/Finch Community and Family Centre**  
1400 Jane Street, Suite 108,  
Ward: 7, 8, 9

Organization Type: Community Centre  
2009 project area: Jane/Finch  
Project summary: 15 youth will be recruited to join the project and complete mural projects with local community, resident and business input on the theme and locations.

- 12. Mural Routes**  
1859 Kingston Rd.  
Ward 36

Organization Type: Community Arts Organization  
2008 project area: McGregor Park Community Centre, Midland Park Community Association at Ellesmere and Birkdale, Dorset Park.  
Project summary: Ten to twelve youth will be hired for summer employment and training in mural arts, and to create two murals.

- 13. Native Child and Family Services of Toronto**  
295 College St.  
Ward 27

Organization Type: Child Welfare Agency  
2009 project area: Downtown  
Project summary: A core of seven youth and ten to fifteen volunteers from the Aboriginal youth community will develop and paint murals.

- 14. Ralph Thornton Centre**  
765 Queen St. E.  
Ward 30

Organization Type: Community Centre

2009 project area: Riverdale/Leslieville/East Chinatown.

Project summary: The project will employ seven youth to design and paint murals to replace graffiti in partnership with local BIAs.

- 15. Rexdale Community Health Centre with Elmbank Community Centre**  
8 Taber Rd.  
Ward 2

Organization Type: Community Health Centre

2009 project area: Rexdale, North Etobicoke

Project summary: Marginalized youth, ages 13-24 years will participate in training workshops and artistic work experience. The group plans to remove tags and to paint nine murals in Rexdale.

- 16. Scadding Court Community Centre**  
707 Dundas St. W.  
Ward 20

Organization Type: Community Centre

2009 project area: Downtown West: Alexandra Park, Chinatown, and Dundas West

Project summary: This youth-run graffiti enterprise project will provide hands-on training and summer employment for five local youth to create a mural with local community involvement and consultation.

- 17. St. Christopher House**  
588 Queen St. West  
Ward 19

Organization Type: Multi-Service Social Service Provider

2009 project area: Bathurst, Roncesvalles, Bloor St., Lake Ontario

Project summary: This eight week summer program will recruit 15 youth with multiple barriers to create anti-violence murals in partnership with the local community and the Dundas West BIA.

- 18. Urban Arts Community Arts Council**  
19 John St.  
Ward 11

Organization Type: Community Arts Council

2009 project area: Weston Mount Dennis / Central West Toronto

Project summary: The project will hire 11 underserved youth for graffiti removal and mural creation in partnership with several BIAs and other community agencies in Weston-Mount Dennis neighbourhood.

- 19. West Scarborough Neighbourhood Community Centre**

313 Pharmacy Ave.  
Ward 35-36

Organization Type: Community Centre

2009 project area: South West Scarborough, (Danforth Ave.)

Project summary: 25 youth participants will remove graffiti and beautify the neighbourhood in partnership with a number of community agencies, BIAs, local schools and youth justice services.

**20. Working Women Community Centre**

1738A Victoria Park Ave  
Ward 34

Organization Type: Multi-Service Social Service Provider

2009 project area: Victoria Village

Project summary: The proposed project will engage high-risk youth of African and African-Caribbean background to participate in workshops and mural creation in Parma Court area.