



STAFF REPORT ACTION REQUIRED

2010 Graffiti Transformation Partnership Program -- Allocation Recommendations

Date:	June 8, 2010
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	11, 20, 26, 28
Reference Number:	

SUMMARY

Graffiti Transformation activities involve youth in summer activities that address graffiti prone areas through community murals. This report provides general information on the program activities. In keeping with the City of Toronto Streamlining Policy for Grants requirement to seek Council approval for organizations applying to partnership programs for an increase in their annual allocations, this report also presents allocation recommendations for four applicants that requested additional funds for their 2010 activities. Due to the lack of budget resources through attrition or additional funds approved in the 2010 operating budget, these four applicants have been recommended for allocations at the 2009 level, adjusted for a 2% economic factor increase.

Also consistent with the Streamlining Policy, the Executive Director, Social Development, Finance and Administration approved the sixteen (16) returning organizations requesting flat-line allocations in the 2010 Graffiti Transformation Partnership Program. For 2010, a total of 20 organizations are recommended for Graffiti Transformation allocations at the 2009 level, adjusted for a 2% economic factors increase.

RECOMMENDATIONS

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

1. City Council approve Graffiti Transformation Partnership Program funding totalling \$77,145.00 for four community organizations as outlined in Appendices “A” and “B” of this report;
2. the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

The Community Partnership and Investment Program 2010 Approved Operating Budget includes funding of \$353,940.00 for the Graffiti Transformation Partnership Program. This report recommends \$77,145.00 for four organizations that requested an increased amount for 2010. The Executive Director, Social Development, Finance and Administration has approved 16 organizations that requested flat line grants, for allocations of \$276,795.00.

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 ongoing eligibility and effective program performance. Under the City of Toronto Streamlining policy, organizations applying to partnership programs for an increase in their annual allocation must be approved by City Council. Partnership program organizations requesting flat-line allocations are approved by the head of the responsible delivery Division.

Options to Streamline and Improve Funding Administration:

<http://www.toronto.ca/legdocs/mmis/2008/cc/decisions/2008-06-23-cc22-dd.pdf>

2010 Graffiti Transformation Partnership program--organizations approved for flat-line allocations totalling: www.toronto.ca/grants

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 2009, funded projects provided employment for 100 youth. An additional 145 young people participated as volunteers, for a total of 245 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 69 murals and removed 4,619 tags. Since the program's initial projects in 1996, over 25,000 individual tags have been removed, over 350 sites have been cleaned and about 720 murals have been created. An estimated 2,128 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. Training in mural safety issues, including materials handling and safe working practices was made available to the participating organizations in 2009 through the leadership of Mural Routes and the support of the City of Toronto Clean and Beautiful program. This group training opportunity is planned again for the 2010 season.

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 they may not have previously known.

Referrals for possible mural sites are received from a variety of sources, including Toronto Police Services, 311Toronto, 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.

2010 Application and Assessment Process:

For the 2010 funding cycle, Graffiti Transformation applications were received from 20 returning organizations. Four (4) of these organizations requested an increased level of funding, and these increased requests are presented in this report for approval. As in previous years, funding recommendations were coordinated with related funding programs, in particular the Economic Development Division's Mural program, which focuses on mural enhancements in Business Improvement Areas.

In making recommendations for ongoing funding, 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
- 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.

2010 Budget and Allocation Recommendations:

The 2010 Approved Budget for the Community Partnership and Investment Program includes \$353,940.00 for the Graffiti Transformation Investment Program. The program budget was approved with a 2% increase to reflect the increased program costs for delivery organizations, and the funding levels recommended have been adjusted upwards by 2% for each allocation recommendation.

The four organizations listed in this report submitted increased requests totalling \$95,579.00, an increase of \$19,949.00 (26%) over their 2009 funding level. These increased requests reflect the organizations' understanding of the costs of running a program of the size and duration that is most advantageous to the youth participants and the mural implementation timeline. All these requests are assessed as eligible and high priority. No additional funds are available for increased recommendations.

No additional funds are available in the budget (through attrition in the applicants list or through operating budget increases), and no funding increases are recommended for the four applicants that requested additional funds. Due to the lack of budget resources for the program, no appeal fund has been set aside.

Appendix "A" provides the list of the four applicants submitting requests for increased funding, and the 2010 allocation recommendations totalling \$77,145.00. The funding level for these organizations has been adjusted to include the 2% cost of living

adjustment (COLA) approved for the Graffiti Transformation program. An overview of these applicants, their service areas and key activities is provided in Appendix “B”.

Organizations requesting flat-line allocations have been approved by the Executive Director, Social Development, Finance and Administration. An overview of these applicants, their service areas and key activities is available on the City of Toronto web site at www.toronto.ca/grants.

Community-based organizations outside of the GT program 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 2010 due to lack of budget resources. An estimated seven additional organizations could have been ready to implement activities in 2010 if additional funding were available. At the average grant size of \$17,700.00, an additional \$124,000.00 would be required to meet the expressed need for additional programs.

CONTACT

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SIGNATURE

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ATTACHMENTS

Appendix “A” – 2010 Applications for Increased funding for Graffiti Transformation – Allocation Recommendations

Appendix “B” – 2010 Applications for Increased funding for Graffiti Transformation-- Overview of Projects

**Appendix A
Graffiti Transformation
2010 Recommended Allocations**

<u>Organization Name</u>	<u>2009 Approved Allocation</u>	<u>2010 Amount Requested</u>	<u>2010 Recommended Allocation*</u>
1 Cecil/Harbourfront Community Centre	\$21,060.00	\$23,744.00	\$21,480.00
2 Dixon Hall	\$17,340.00	\$24,886.00	\$17,690.00
3 Flemingdon Neighbourhood Services	\$14,280.00	\$18,000.00	\$14,565.00
4 UrbanArts Community Arts Council	\$22,950.00	\$28,949.00	\$23,410.00
 Total:	 \$75,630.00	 \$95,579.00	 \$77,145.00

*Note: Recommended Allocations include a 2% funding level adjustment over 2009 levels

Appendix B
2010 Graffiti Transformation Partnerships
Project Overview for Organizations making increased requests for funding

Information on other 2010 Graffiti Transformation projects can be found at www.toronto.ca/grants

IN-1 Cecil Community Centre (with Harbourfront Community Centre)

627 Queen's Quay West

Ward 20

Organization Type: Community Centre

2010 project area: Downtown core.

Project summary: A group of seven at-risk youth will create two to five new murals on public walls in the highly graffiti affected neighbourhood.

IN-2 Dixon Hall

58 Sumach St.

Ward 28

Organization Type: Community Centre

2010 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.

IN-3 Flemington Neighbourhood Services

10 Gateway Blvd. Suite 104

Ward 26

Organization Type: Neighbourhood Service Centre

2010 project area: 416 Moore Street.

Project summary: The agency plans to employ six youth and involve another three to five volunteers to complete the mural project.

IN-4 Urban Arts Community Arts Council

19 John St.

Ward 11

Organization Type: Community Arts Council

2010 project area: Central West Toronto

Project summary: The project will hire 13 underserved youth for graffiti removal and creation of two murals in partnership with TCHC, several BIAs and other community agencies in the Jane and Trethewey corridor.