



**STAFF REPORT
ACTION REQUIRED**

2014 Operating Budget – Authority to Enter into Agreement with Metrolinx for Street Art Projects

Date:	January 7, 2014
To:	Budget Committee
From:	General Manager, Transportation Services
Wards:	All
Reference Number:	p:\2014\ClusterB\tra\pr\pw14002pr

SUMMARY

Metrolinx has identified many sections of their infrastructure recently built or currently being constructed that could be subject to graffiti and would, therefore, benefit from the resulting beautification and proactive installation of street art. Given the success of the City's StreetARToronto (StART) program in facilitating and coordinating street art installations, Metrolinx approached StART staff about administering and implementing street art projects on its behalf. Apart from administering a grants program, StART's mandate as established in the Graffiti Management Plan (July 2011), has been to enter into partnerships with the public and private sectors for purposes of creating street art and averting graffiti vandalism.

Due to the scale of Metrolinx's request and the revenue to be received by the City for this purpose, this report seeks Council authority to enter into an agreement with Metrolinx. The report also seeks authority for staff to enter any other large scale implementation project of this type in the future, subject to the identified agency or partner providing complete cost recovery.

RECOMMENDATION

The General Manager, Transportation Services, in consultation with the City Solicitor recommends that:

1. City Council approve an adjustment to the 2014 Operating Budget for Transportation Services' Road and Sidewalk Management Service Budget of \$0.800 million gross and \$0 net, fully funded from Metrolinx contributions for the StART (StreetARToronto) program to commission street art on behalf of Metrolinx.
2. City Council authorize the General Manager, Transportation Services to enter into agreement with Metrolinx to receive funding and use the funding to select, administer, manage and oversee the placement, installation and maintenance of graffiti art or art murals on various properties of Metrolinx subject to complete project cost recovery.
3. City Council authorize the General Manager, Transportation Services to enter into agreements with other levels of government, property owners, or other entities to receive funding and use the funding to select, administer, manage and oversee the placement, installation and maintenance of graffiti art or art murals subject to complete project cost recovery and adjustments to budgeted expenditures and revenues.
4. City Council authorize the General Manager, Transportation Services, to collect, receive and use funds received under agreements made through the StART program to select, place, install and maintain the graffiti art or art murals.

Financial Impact

The recommended adjustment to the Transportation Services' 2014 Road and Sidewalk Management Service Operating Budget of \$0.800 million gross and \$0 net, fully funded from Metrolinx contributions will allow Transportation Services through the StreetARToronto (StART) program to facilitate and coordinate street art installations for 13 projects over a two-year period.

Metrolinx has identified six priority projects for 2014 completion, including one already commissioned by a StART grant, with seven additional potential projects to be completed by summer of 2015.

Over a two-year period, this program will have an overall budget of close to \$1 million (\$0.8 million in 2014 and \$0.2 million in 2015). Accommodated within this amount, StreetARToronto would charge a 10 percent administration fee to cover costs incurred by the City and reserve a portion of the project budget for a five-year maintenance plan.

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

DECISION HISTORY

City Council at its meeting of July 12, 13, and 14, 2011, adopted a new Graffiti Management Plan that directs the General Manager of Transportation Services to establish "...an enhanced Community and Graffiti Transformation Program, leveraging funds in the existing Graffiti Transformation Program and engage the private sector in an art-based program to create and manage graffiti art and other street art across the city," and to establish "...a new centralized graffiti function to be responsible for coordinating, benchmarking and reporting on all graffiti-related activities, including opportunities for citywide improvements and efficiencies and to work with ABCCs and other stakeholders on programs to reduce graffiti vandalism."

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.LS5.1>

ISSUE BACKGROUND

Metrolinx has identified many sections of their infrastructure recently built or currently being constructed that could be subject to graffiti and would, therefore, benefit from the beautification and proactive installation of street art. This includes sound barrier walls, retaining walls and underpasses primarily along the Georgetown South Corridor. Given the success of StreetARToronto (StART) program in facilitating and coordinating street art installations, Metrolinx approached staff in StART about administering and implementing street art projects on its behalf.

Metrolinx has identified six priority projects for 2014 completion, including one already commissioned by a StART grant. In total, there are 13 potential projects to be completed by summer of 2015 with an overall budget of close to \$1 million. StreetARToronto would charge a 10 percent administration fee to cover costs incurred by the City and reserve a portion of the project budget for a five-year maintenance plan.

While StART has been partnering and facilitating the development of high-quality street art in Toronto over the last two years, the program has not entered into a contract of this magnitude. This report requests both the necessary adjustments to Transportation Services Operating Budget for 2014 and the 2015 Outlook, as well as authority to enter into an agreement with Metrolinx and any other agency, for purposes of creating street art. This authority would be based on StART achieving complete cost recovery for purposes of delivering these projects.

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SIGNATURE

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