

NO: **F001**

COUNCIL DATE: **January 9, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **January 4, 2012**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **1850-01**
General Manager, Finance & Technology
General Manager, Engineering
General Manager, Planning & Development

SUBJECT: **Community Enhancement Partnership (CEP) Program – SAME Group Grant Application – Mural Art and Beautification Project**

RECOMMENDATION

The Parks, Recreation & Culture Department, Finance & Technology Department, Engineering Department and Planning & Development Department recommend that the Finance Committee recommend that Council approve a grant under the CEP Program in the amount of \$3,000 to the Surrey Appreciates ME (SAME) Group to support a community mural art and beautification project, as generally described in this report.

BACKGROUND

In January 2010 Council adopted the Community Enhancement Partnership (CEP) Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood beautification. Under the CEP Program, residents and community groups may apply to the City for a grant under either of two separate categories; these being:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood; or
- **Partnership Grants** - to support projects that build community relationships through celebration and activity.

The CEP Program Guidelines are attached as **Appendix 1**. The CEP Program has an annual budget of \$25,000.

A Grant Selections Committee has been established with representatives from various Departments and is responsible for assessing grant applications on an ongoing basis. Twenty three (23) CEP Program grants have been approved to date by City Council.

DISCUSSION

An application has been received for a Small Project Grant under the CEP Program. A description and an evaluation of the application in relation to the CEP Program Guidelines are contained in the following section of this report.

Surrey Appreciates Me (SAME) Group – Community mural art and beautification project

The Surrey Appreciates ME (SAME) Group is a partnership between Surrey Schools, graduate students from SFU and UBC, and the American Educational Research Association Graduate Student Council (AERA GSC). SAME has applied for a CEP Program Small Projects Grant to support the development of a community mural art project in the northerly part of City Centre. The mural will be located on the retaining wall along the Peterson Hill section of Surrey Parkway, on the westerly side of King George Boulevard at the 132nd Street diversion, as illustrated on Appendix 2.

The goal of the project is to create a community mural that engages youth and addresses diversity in a positive way. The project involves the implementation of a professionally-mentored and artist-led community art piece in collaboration with members of the community and local students. This will be achieved through a series of skill and capacity building workshops with selected secondary students in Surrey Schools, facilitated by graduate students from SFU and UBC, Naomi Steinberg, director of the Vancouver Society of Storytelling and professional mural artist Michelle Loughery. The workshops will serve as a lead-in to the creation of the community mural art by providing students with relevant arts-based skills. The deliberate selection and inclusion of professional artists will ensure the art work will be contemporary and of high quality.

The art will be painted or printed onto aluminum paneling which will be secured onto the surface of the retaining wall. A clear anti-graffiti coating will be applied to the art work. The art work will be movable to another location if necessary in the future or for maintenance or site works. City staff will work closely with the applicant to ensure that the art work takes into account the context of the surrounding neighbourhood. The City will reserve the right to move or remove the art work as needed. The art work will beautify the Peterson Hill area and reduce instances of graffiti along Surrey Parkway. An overview of the process and details of the stakeholders involved with the project are documented in Appendix 3. Given the prominence of the proposed location for the mural, the applicant has agreed to work with the Public Art Advisory Committee and City public art staff to refine the project prior to its implementation.

SAME has requested a grant of \$3,000 from the City to support this project. These funds will be used to purchase paints and other supplies. SAME has advised that the project will involve community and professional contributions of over 1000 hours of volunteer time to plan, coordinate, develop and implement the art work. The American Educational Research Association Graduate Student Council has already committed to providing \$1,000 towards the project. SAME also intends to contact local businesses and sponsors to seek further financial support to implement the project. The overall value of the community and other contributions is estimated at \$20,000.

The project will act to enhance the Surrey Parkway by establishing a vibrant and engaging community art installation and by reducing graffiti. Based on a review of the proposed project against the CEP Program Guidelines, a grant of \$3,000 is recommended subject to a commitment by the applicant, Surrey Appreciates ME (SAME) Group, to:

- coordinate and refine the project with the Public Art Advisory Committee and Surrey public art staff and Surrey engineering operations staff prior to and during its implementation; and
- to submit to the City photographs that act to document the progress and outcomes of the project.

Funding

Appendix 4 provides information on the status of funding related to the Community Enhancement Partnership Program on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The CEP Program supports the goals of the City's Sustainability Charter by encouraging social connections, volunteerism, community ownership and citizen engagement, in accordance with the Socio-Cultural Action items SC6, SC7, SC8 and SC13 of the City's Sustainability Charter.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a grant under the CEP Program in the amount of \$3,000 to the Surrey Appreciates ME (SAME) Group to support a community mural art and beautification project, as generally described in this report.

Vivienne Wilke, CGA
General Manager
Finance & Technology

Laurie Cavan
General Manager
Parks, Recreation & Culture

Vincent Lalonde, P. Eng.
General Manager
Engineering

Jean Lamontagne
General Manager
Planning and Development

Appendix 1: 2011 CEPP Program Overview and Guidelines
Appendix 2: Proposed project location – current conditions
Appendix 3: SAME Mural Project Overview
Appendix 4: Status of Community Enhancement Partnership Program funding



Community Enhancement Partnership Program (CEPP) 2011 Program Overview and Guidelines

The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces.

Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Program is a partnership in which the applicant and the City contribute equally towards the applicants proposed project.

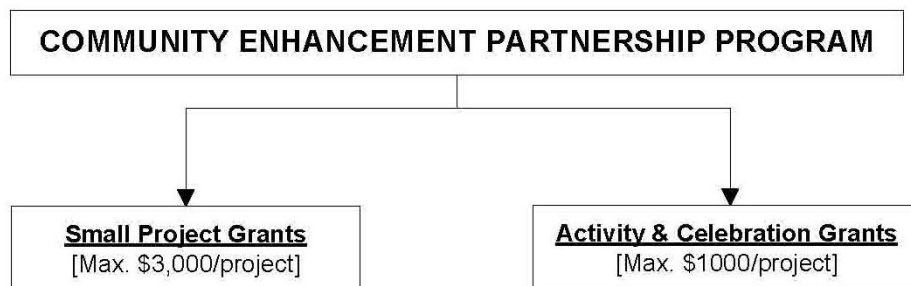
FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for street or landscaping beautification projects. All applications must encourage neighbourhood participation without discrimination. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- Focus on “beautifying and/or celebrating Surrey”;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support; and
- fall within one of the Project Grant Types listed below.

PROJECT GRANT TYPES

The Program has two separate grant categories as illustrated below.



i) Small Project Grants

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category. Creativity is encouraged.

Projects in this category must be completed within twelve (12) months of a grant being awarded.

ii) Activity & Celebration Grants

Activity and celebration grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. Projects should engage, educate and celebrate community members. As examples, a neighbourhood festival or block party, a street clean-up day, a property owner awards program or a neighbourhood improvement campaign would fall under this category.

Projects that create opportunities to develop neighbourhood organization and promote community leadership, such as citizen engagement workshops or anti-graffiti training seminars, are also encouraged.

Projects in this category must be completed within six (6) months of a grant being awarded.

PROJECT MANAGEMENT & RECOGNITION

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers. All projects under the Program will be eligible for Civic Beautification Awards and/or plaque or site markers.

PLEASE NOTE:

- Awarded projects may be subject to inspection by City staff during project work and upon completion.
- Applicants that have failed to undertake projects, as outlined on submitted applications, may be eliminated from consideration for future grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

Evaluation Criteria

Overall Community Enhancement Program Objective (up to 25 points)

- Project corresponds with the objective to “beautify and/or celebrate Surrey”. (25)

Project Proposal & Feasibility (up to 25 points)

- Provides a clear description of what the project is and why it is proposed. (10)
- Provides a clear public benefit. (5)
- Is well planned with a realistic timeline and a clear beginning and end. (5)
- Has a reasonable budget. (5)

Community Building (up to 30 points)

- Community contribution is documented, demonstrating broad community participation and support for the project. (10)
- Encourages inclusive community participation and provides opportunity to bring people together. (10)
- Encourages interaction between different groups, such as different ethnic groups, tenants, seniors and business owners. (5)
- Encourages collaboration between all age groups, particularly youth and adults. (5)

Outcomes (20)

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented. (10)
- Project is designed for low maintenance and the applicant and stakeholders commit to the project’s on-going maintenance. (10)

Grants will **NOT** be awarded to:

- Individuals, for the purpose of private gain.
- Religious organizations, government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out a project for which a grant was previously awarded.

Grants must **NOT** be used to:

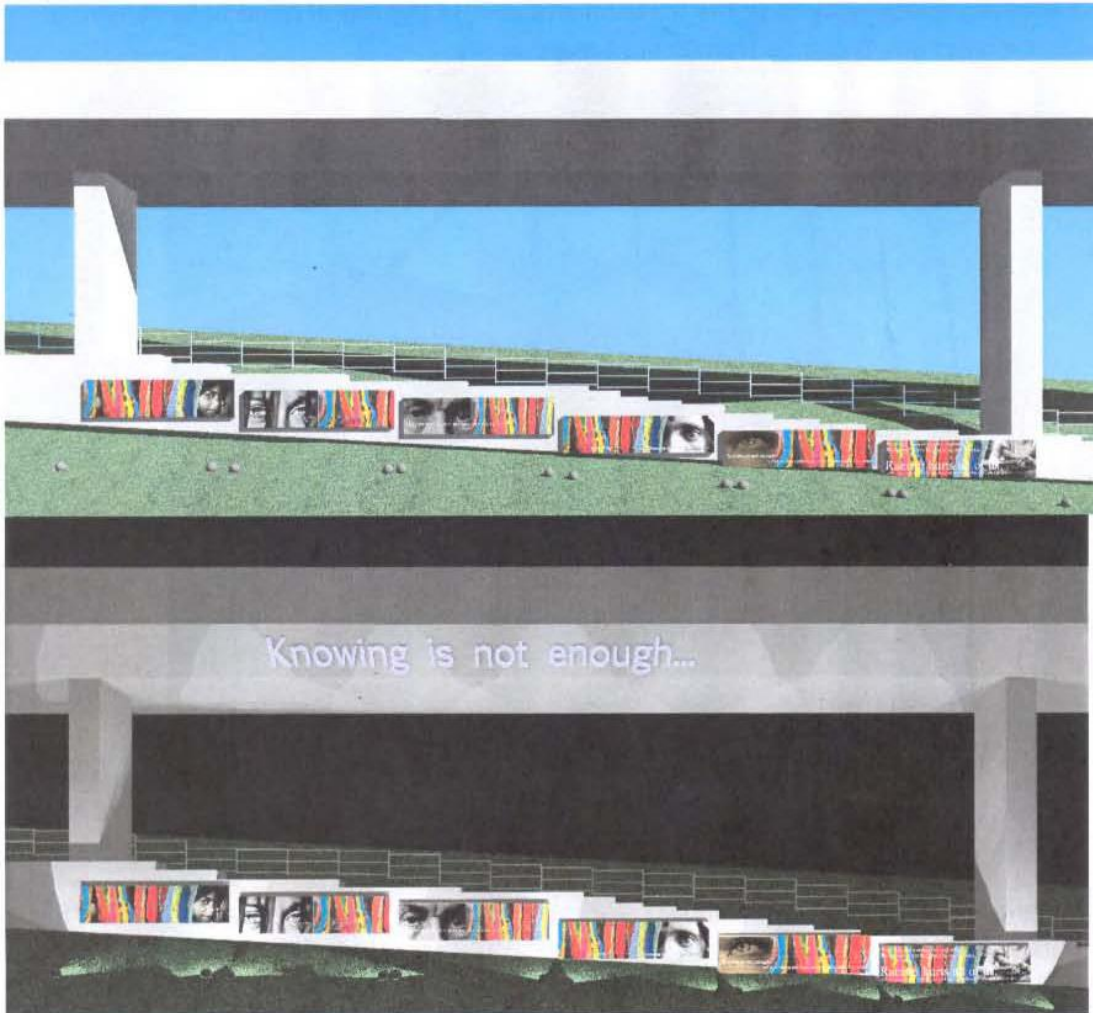
- Duplicate an existing public or private program.
 - Support ongoing programs or services.
 - Replace funding lost from other sources or provide gap funding.
 - Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
 - Purchase land or buildings.
 - Pay for out of City travel expenses.
 - Pay for expenditures or financial commitments made *before* the organization’s grant application was submitted.
-

PROPOSED SITE – CURRENT CONDITIONS

Proposed location of mural



**S.A.M.E MURAL PROJECT/Mlougherymurals / Surrey, BC
Initial Concept developed by muralist Michelle Loughery.**



“Take It to the Wall” Mural Concept

Design

Final images will be designed with the Surrey students, the attached images are an initial concept. The mural will have an anti-racism/pro-diversity theme and will incorporate the concept “To know is not enough” (theme of AERA annual meeting). This project is designed to be a joint partnership of the City of Surrey, the Surrey School District, education graduate students from Simon Fraser University and the University of British Columbia, and members of the American Educational Research Association Graduate Student Council (AERA GSC).

The images will be contemporary. Images will be painted and/or printed onto panels of aluminum Komalu, a 'green' and extremely durable product. The surface will be coated with a graffiti-proof car coating spray. Panels need to be installed by a sign painting company or with specifications by city workers. The concept being completed on panels provides more flexibility as to the location and should the mural need to be moved to various events etc, it can be transported more easily.

Example using komalu:



Komalu is a registered trade name for aluminum composite panels that can be ordered from most distributors of sign products. The panels are made up of two thin sheets of aluminum that sandwich a plastic core. Front and back are finished in a hard and shiny coating of paint. The panels can be ordered in a variety of colors. We generally purchase 4' x 8' or 5' x 10' panels in 3mm thickness.

Painting on portable surfaces has obvious advantages. You can paint indoors year-round and if the installed mural is not site specific, the panels can be removed and relocated if necessary. Aluminum panels are ideal for murals because, unlike wood they're not affected by moisture. They don't buckle, swell or delaminate. They are lighter in weight and can form curves.

Partnering with the city demonstrates to our youth that the community does care about the youth voice. Youth want to be heard. They want to enter our communities. They want to be noticed, and will do what it takes to be noticed. If they are not provided with positive outlets, then they may turn to more extreme and negative efforts to be seen. Michelle has discovered during her twenty-five years of community art development

that collaborative youth projects help to reduce vandalism and crime and attract sponsors and government funding. The positive impact of messages from youth and community collaborations are stronger when partnered with many arms of the city they live in.

Mural projects create spaces, bridge cultures and generations, and engage communities. Youth today are impressed by old traditions such as growing gardens and learning trade skills. Big screens and shiny large public art pieces are often beyond their grasp or outside of their interest. The “hands-on” act of painting within one’s community heals and helps youth to feel part of the bigger community vision of which they are a part. A small brush stroke can create a huge social change.

Conversations need to be held regarding installation and maintenance and who responsible for it. A frame built with fish hook fixings is attached to the mural. The frame is mounted to the wall and the panels pushed on to it. Once fixed or pushed on, the panels will not come off unless removed by the City.



City Campaign

A possible second phase of this project could be the City of Surrey continuing the art wall by adding more images every year for the next three years. This would be a positive youth reward, especially for street artists. This process would decrease vandalism on the site plus give the city an emerging youth artist piece of public art.

Take It To The Wall: QR Code art/ QART-Component

Q-art tiles (or QR codes) on the mural wall will take viewers to an online site where they will have an interactive experience with the youth and the student inspirational phrases around anti-racism.

The QR component of the project is important, as a social media voice and tool. QR code tiles will be placed on the mural images with positive sayings and phrases linked to the “TAKE IT TO THE WALL” closed website. The viewer, the youth, general public and other participants, can add their thoughts and opinions on the site or learn about Surrey’s anti-racism and human rights views. The site will be monitored before views are posted.

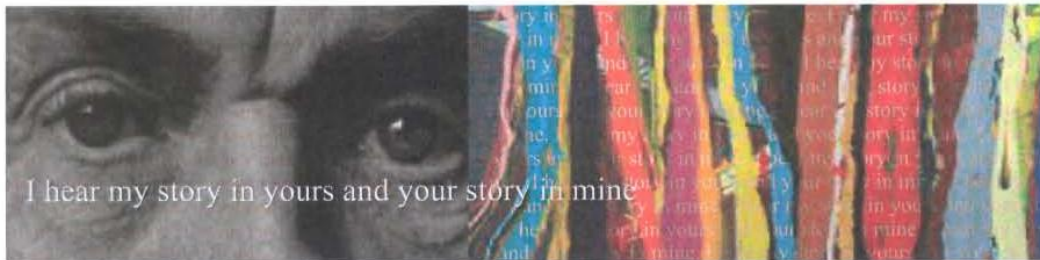
This gives community buy-in and entices major sponsors to help support the concept and perhaps expand the vision.

The tiles can be made and placed in other areas, directing the viewers to the "Take it to the Wall" website and to the physical mural site. On the website, people can have their say and be part of the Surrey movement of change.

Example of a wall with QR tiles:

<http://www.youtube.com/watch?v=L3aNegiKZul>

Glow in the dark words



Vancouver Artist Ella Morton will take the youth through a workshop to teach the power that words hold for both positive and negative impacts. Approved words and phrases will be painted in 'glow in the dark' paint and placed in unexpected places around the mural.

Invisible by day, the nighttime traffic and nearby light art installation will give the words life at night.

Example:

<http://www.youtube.com/watch?v=COUFR-AXFAY> glow in the dark phrases event



Journaling and other forms of reflection and evaluation

The students will be encouraged to journal their city experience through videos, photographs, and in writing. They will blog, hold conversations and engage the rest of the community in developing their vision of what social change and the future of Surrey.

They will also create a documentary of the process, supported by professional television producers. This resource material will be invaluable to our educators and to our city's social change agents.

All aspects and component of the mural project will be assessed and evaluated by a team of Simon Fraser University professionals...we will learn much about the process and the connections of youth in action for positive change.

AERA GSC Community Service Project and Surrey Community Partnerships

AERA GSC (Grad Student Council) Community Service Project and Surrey Community Partnerships

Each year the American Educational Research Association (AERA), the world's most prominent international professional association concerned with improving the educational process by encouraging scholarly inquiry related to education and evaluation and by promoting the dissemination and practical application of research results, hosts an annual meeting for its 25,000+members and other educational scholars and policymakers from around the world. In April 2012, the AERA annual meeting will be held in Vancouver, B.C. As part of the annual meeting programming, the AERA Graduate Student Council seeks to provide delegates the opportunity to participate in a community service project that spotlights needs in the meeting's host city so that delegates can become involved locally, enrich their experience at the annual meeting, and leave something positive behind while gaining new understandings to inform their scholarly work and personal lives.

In Spring 2011, three graduate students--Ms. Julia Lane, Simon Fraser University, Ms. Christine Klerian, University of British Columbia, and Ms. Robyn Carlson, AERA GSC Program Chair and Doctoral Candidate from Michigan State University--met in Vancouver to brainstorm potential ideas for this year's community service project. Through this collaboration the idea of working with youth in the Surrey area to create a community mural was born.

After investigating potential partners representing programs for youth in the Surrey area, AERA GSC, SFU, and UBC entered into a partnership with the S.A.M.E. program in SD36 (Surrey). The theme of this year's AERA annual meeting, *Non Satis Scire: To Know Is Not Enough*, pairs nicely with the mission of the SAME program--to engage youth as

mentor-leaders in community contexts while emphasizing anti-racism, belonging, diversity and inclusion. In addition, this partnership will allow secondary school students from the Surrey school district an opportunity to contribute and take significant pride in their community while working alongside AERA participants to provide a lasting legacy to the City of Surrey. AERA participants will have significant opportunities to have informal conversations with secondary school students from the Vancouver area's largest school district. Such conversations may provide AERA participants deeper insight into the Surrey and Vancouver contexts resulting in greater international awareness and support.

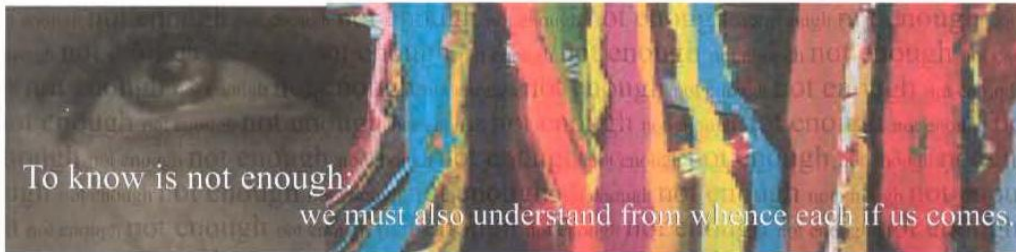
As the mural project has continued to be developed, two distinct aspects of the have project emerged:

1) *Skill/capacity building workshops* for selected secondary school students in the Surrey school district facilitated by SFU and UBC graduate students; Naomi Steinberg, director of the Vancouver Society of Storytelling; and mural artist Michelle Loughery. These workshops will serve as a lead-in to the creation of the community mural by providing students with relevant arts-based skills; providing a form through which themes for the mural can be creatively developed by the participants; and by establishing connections with community partners. The SAME Project Team will work in collaboration with SFU and UBC graduate students on these workshops initiatives as part of the SAME programming, and

2) Mural Painting Day in collaboration with AERA GSC delegates on April 12, 2012 the final touches will be added to the mural. This could also be a grand celebration day in the City of Surrey or plan a future celebration of the mural.

Long-term effects

The City, although already extremely contemporary in its thinking and vision, will be looked at as a creative, youth friendly city. Encouraging participation from youth who may never before been able to participate in a project like this, provides them with a voice and demonstrates to them their capacity to evokes social change. This is art with social change, skills building and a storying education component added. Youth help to tell the stories and live the stories that are evoked by such projects. We are all a part of the future story in the City of Surrey where the 'future lives'.



Marketing

There are many added components that could be incorporated into this project. Art cards and/or vinyl wraps of the images can be made. These can be used in other areas in the local schools and community to help promote the mural and anti-racism or on the school district and/or city's websites.

At a later stage, the project could grow and partner with local crime prevention groups and graffiti task forces.

QR bracelets could be sold as anti-graffiti for the city campaign. Donations could be designated to a fund to encourage street level youth art in a positive community collaborative way.

Overseas, there is an Asian mural community that is developing major 'youth at risk' mural projects to encourage art trades and youth interaction with communities of the future. Surrey could link with this project and create a connection.

There are many other opportunities to highlight this project by including other muralists such as Belfast Muralist... Dee Craig... who is willing to come as an artist exchange. He is a young muralist doing political protest murals in Belfast, Ireland. Belfast has contacted Michelle during the last five years as an international exchange of information on community re-imagining and youth/social change project consulting.



Michelle Loughery Murals Video

For more information about Michelle Loughery and her foundations go to:
<http://michelleloughery.org/video-2/>

Estimated Cost

A mural of this magnitude and quality would be in the cost range of \$80- 100,00 K. However, with the support and volunteer hours being dedicated to this project by talented and qualified professionals, the costs are centering around the supplies , materials and installation. Much of the costs will be defrayed through sponsorships and fundraising as soon as approval and the final decision for the location of this mural has been made. With the 'in-kind' support from the school district and the City, as well as the professional muralists, only reasonable costs from the preparation and painting of the mural panels to the installation will be incurred (approx. \$20k) through fund raising.



Steering Committee Phrases for the Wall

"I have had the experience of being empowered by painting a community mural, and that is a feeling that I want to share with others."

Julia Lane -Grad Student, SFU

"Students work side by side to better their community's understanding of each other."

Christine Klerian -Grad Student, UBC

"We need to listen to the voice of our youth...they are the voice of our future."

Lynn Robertson,
SAME Project Coordinator, SD36

"I hear my story in yours and your story in mine"

Naomi Steinberg , Executive Director
Vancouver Society of Storytelling

"Respect for difference, while honoring our shared humanity"

Nadia Gill -Assistant Professor, SFU

"To know is not enough: we must also understand from whence each of us comes and take action on what we learn."

Robyn A Carlson -AERA GSC Program
Chair, and Doctoral Candidate,
Michigan State University



2011 FINANCIAL PLAN
COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to Date	Remaining
2009 Budget Allocation	\$ 25,000.00		
2010 Budget Allocation	\$ 25,000.00		
2011 Budget Allocation	\$ 25,000.00		
2012 Budget Allocation	<u>\$ 25,000.00</u>		<u>\$ 100,000.00</u>
Grants awarded in 2010			
1. Rotary Club of Surrey (May 17, 2010)	\$ 3,000.00	\$ 3,000.00	
2. Halls Prairie Elementary School Parent Advisory Committee	\$ 1,000.00	\$ 4,000.00	
3. Lexington Townhouse Development	\$ 3,000.00	\$ 7,000.00	
4. Lakebridge Townhouse Complex	\$ 1,500.00	\$ 8,500.00	
5. Riverdale Junior Leadership Group	\$ 1,037.42	\$ 9,537.42	
6. East Panarama Ridge Community Association - Partnership	\$ 600.00	\$ 10,137.42	
7. East Panarama Ridge Community Association - Small Projects	\$ 1,200.00	\$ 11,337.42	
8. Surrey Crime Prevention Society	\$ 3,000.00	\$ 14,337.42	
9. AHP Matthew Elementary School PAC	\$ 2,000.00	\$ 16,337.42	
Grants awarded in 2011			
10. 112 Ave Neighbourhood Association	\$ 3,000.00	\$ 19,337.42	
11. Anniveille - Royal Heights Advocates	\$ 200.00	\$ 19,537.42	
12. Bolivar Heights Community Association	\$ 3,000.00	\$ 22,537.42	
13. Fleetwood Community Association	\$ 3,000.00	\$ 25,537.42	
14. Chimney Hill Ratepayers	\$ 900.00	\$ 26,437.42	
15. West Panorama Ratepayers Association	\$ 3,000.00	\$ 29,437.42	
16. 130B Street Group	\$ 500.00	\$ 29,937.42	
17. Anne Van Rhyn	\$ 450.00	\$ 30,387.42	
18. Residents of 13101-51 108 Avenue	\$ 200.00	\$ 30,587.42	
19. Surrey Urban Farmers Market	\$ 1,450.00	\$ 32,037.42	
20. Khalsa School	\$ 1,000.00	\$ 33,037.42	
21. Blockwatch 5-281	\$ 750.00	\$ 33,787.42	
22. Creekside Grove Residents Group	\$ 1,250.00	\$ 35,037.42	
23. South Fraser Community Services Society	\$ 3,000.00	\$ 38,037.42	
Grants awarded in 2012 (to date)			
24. Surrey Appreciates ME (SAME) Group	\$ 3,000.00	\$ 41,037.42	
Total allocations to date:		<u>\$ 41,037.42</u>	<u>\$ 58,962.58</u>