

BUDGET COMMITTEE - JANUARY 12, 2009

COMMUNITY INITIATIVES: BEAUTIFY YOUR NEIGHBOURHOOD PROGRAM

Recommendation

Councillor Alan Shefman recommends:

1. That an amount of \$17,000 be allotted to the 2009 Operating Budget of the City of Vaughan to support a new program called **Community Initiatives: Beautify Your Neighbourhood Program**.
2. That this program provides a maximum of \$3000 per ward to community based groups or individuals who submit proposals for projects to enhance and renew public spaces in Vaughan's neighbourhoods and streets. The maximum support for any one project will be \$3000.
3. That applications for projects be reviewed by a Committee composed of the Ward Councillor, a Regional Councillor and a member of staff appointed by the City Manager.
4. That the additional \$2000 allotted in the 2009 budget be utilized to print materials and to provide associated communications.

Economic Impact

A total of \$17,000 will be added to the City's Operational Budget for 2009 and in subsequent years. If funds are not allotted in a year, those funds will be made available in subsequent years.

Communication Plan

1. A media release will be issued upon approval of the funding and the project
2. A brochure will be prepared and made available both in print and online forms
3. An application form will be prepared.

Background – Analysis and Options

The City of Toronto established a program called *Clean and Beautiful City* in the mid 1990's as a means to stimulate community based neighbourhood beautification and cleanup projects. Over the years this program has resulted in a wide variety of small-scale community projects to improve the quality of the urban environment while involving a wide-range of groups and individuals who care about their city. Some examples of successful projects include urban murals, public garden plantings and cleanups of areas where litter accumulates.

This Recommendation reflects the experience of the City of Toronto. It is hoped that the small amount of money involved in the project will have a disproportionate impact on generating community based initiatives and on neighbourhood beautification.

Purpose

1. To involve community-based groups in enhancing the quality of the urban environment in Vaughan
2. To stimulate and support community initiatives

Relationship to Vaughan Vision

This report is consistent with the priorities previously set by Council specifically to lead and promote environmental sustainability.

Regional Implications

None

Conclusion

Through the allotment of a small amount of money, the City will be able to stimulate the development of community-based beautification projects and get more residents involved in taking care of their City.

Attachments

1. Description of the **Community Initiatives: Beautify Your Neighbourhood Program**.
2. City of Toronto Neighbourhood Beautification Program Community Projects Initiatives and application form.

Report prepared by:

Debi Traub, Council Executive Assistant

Respectfully submitted,

Councillor Alan Shefman

The Community Initiatives: Beautify Your Neighbourhood Program

The Community Initiatives: Beautify Your Neighbourhood Program is designed to bring together residents' vision, community volunteers, contributions from organizations and businesses and City expertise to enhance and renew public spaces in Vaughan's neighbourhoods and streets. Based upon initiatives coming from the community, the program will provide limited financial support to for proposals on a Ward by Ward basis to a maximum of \$3000 per project. Community-based projects should be visible, accessible, simple in design and execution, and easy to maintain. The types of projects that may be supported include:

- Improvements to a public space
- Cleanups including establishing ways to improve a location to prevent further littering
- Community art

As a project is approved the City will provide the required funding as well, if necessary, assist in identifying partners and others resources for volunteers whose projects are selected. Applications are welcome from individuals, non-profit and community based groups and businesses. All applications must be submitted on the form provided.

- › All approved projects must be completed, including submission of all documentation, by December 20 of the year of the grant
 - › A description of the project, including commentary on its success and photographs are required as part of the final submission
 - › Documentation required will include all invoices for expenditures directly related to the project
 - › No project funds may be used for meals or alcoholic beverages
 - › Members of the project team are to work in a voluntary capacity with no funds being expending for salaries, honoraria or any other form of stipend.
 - › Projects must take place within the boundaries of the Ward that the project funding was awarded to
 - › A report on the completed projects will be submitted to Council by March 1 of the following year
1. Deadline for applications (received by): March 31 (2009) and in subsequent years, March 1
 2. Approval of Grants: April 30 (2009) and in subsequent years April 1
 3. Community Initiatives Grant Approval Committee: The Ward Councillor, One Regional Councillor and a member of City Staff at the Director level or above (or designate). All approved grants must be presented to Council in a report by June 1.

**2008 NEIGHBOURHOOD BEAUTIFICATION PROGRAM
COMMUNITY PROJECTS INITIATIVE
APPLICATION FORM**

Since 2004, residents have participated in making Toronto a Clean and Beautiful City by undertaking neighbourhood clean-ups, plantings and community art projects. In 2008 grants up to **\$4000** will be awarded per ward based on the criteria below. The funds may be divided between different projects per ward although a maximum of two is recommended to permit more substantial projects to be undertaken.

Please review the following to ensure your project meets the criteria:

- (1) Maximum visibility & impact to the neighbourhood.
- (2) Simple in design and workload.
- (3) Organized group of volunteers to help execute and maintain the project over time.
- (4) Located on city-owned land or a publicly accessible area on private property. (A privately owned exterior wall for a mural or trellis for example.) Written authorization from the property owner is required.
- (5) Safe access.
- (6) At least one in-kind donation (meaning contributions of volunteer services, materials, products, etc.), and one local partner or project steward or lead must be committed to the ongoing maintenance of the project.
- (7) Project should be completed within a one-year time frame.
- (8) Groups that have received funding for project(s) in a given ward in the previous two consecutive years are not eligible for funding in 2008.

Required information to qualify:

- A detailed description of the project location.
- Four to six photos of site to include:
 - (1) Photos of project context (general location);
 - (2) Actual project site; "before" photo(s), prior to beginning the project;

**Note - Photographs should be submitted by email as 'jpeg' files or on CD-ROM with a minimum resolution of 300 dpi. Printed colour photographs submitted by mail will also be accepted.*

- A written description of the project and how the project will improve the area and benefit the neighbourhood;
- A sketch, drawing or plan showing the design and details of the proposed project;
- Information about your volunteer or community group/organization (i.e. mandate, role in the community, membership, other projects undertaken, etc.);
- An estimated budget breakdown indicating how additional funding will be achieved with any identified partnerships;
- Groups will be asked to retain and forward copies of all receipts for materials and/or services purchased in connection with the project;
- Groups will be asked to submit four "after" photos of the project site showing project impact.

Applications will be reviewed by staff of the Clean & Beautiful City Secretariat and local City Councillor. Applications should be submitted as soon as possible so they can be considered for funding in 2008.

Target date for all applications: May 16, 2008.

Please forward completed applications to:

Clean & Beautiful City Secretariat
City Hall, 12th Floor, East
100 Queen Street West
Toronto, ON M5H 2N2

For South and West Districts (Etobicoke, York, Toronto and East York)

Attn: Robert Mays, Project Officer, Clean & Beautiful City Secretariat, rmays@toronto.ca
Phone 416-397-5458.

For North and East Districts (North York and Scarborough)

Attn: Rob Watson, Project Officer, Clean & Beautiful City Secretariat, rwatson@toronto.ca
Phone 416-397-4123.

Group Contact Information:

Ward Number: _____
Group Name _____
Group Contact _____
Phone Number _____
Email _____
Mailing Address _____

Fax _____

Information about Group (i.e. mandate, role in community, membership, other projects, etc.)

Project Information:

Project Name _____
Project Location _____

Project Description (what is proposed and how will it improve the selected site & neighbourhood)

In-kind donation(s) _____

Local partner(s) / project steward

Please attach a copy of the sketch of proposed project and photographs.