

# ArtWorksTO

## Youth Communications Project Request for Proposals (RFP)

**Deadline: March 6, 2017 at 11:59pm**

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Completed proposals should be submitted by email to: [ines@torontoarts.org](mailto:ines@torontoarts.org)

  @TorontoTYES



   @NeighbourhoodArtsTO



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## 1.0 - Background

### Toronto Youth Equity Strategy (TYES):

The Toronto Youth Equity Strategy (TYES) seeks to support youth (aged 13-29) who are most vulnerable to involvement in serious violence and crime (MVP), by **building supportive systems**; taking steps to better coordinate youth service delivery in Toronto, and **building youth resiliency**; by identifying specific service enhancements directed at those youth.

The Toronto Youth Equity Strategy (TYES) was unanimously adopted by City Council on February 19, 2014<sup>1</sup>. The Strategy identifies 28 key issues and corresponding 110 recommended actions.

#### *TYES Action 1D:*

"The City of Toronto will invest in youth artists and arts groups to develop youth sensitive and appropriate communication materials (posters, videos, songs, stories, etc.) that will promote key city programs that serve youth needs (at all levels of vulnerability) and also promote best practices in youth-led collaboration initiatives."

## 2.0 – Neighbourhood Arts Network

Neighbourhood Arts Network is a strategic initiative of Toronto Arts Foundation. With over 1,700 members to date, it fosters excellence in community-engaged art-making by offering platforms through which artists and arts organizations can exchange critical ideas, resources and expertise. To learn more visit [www.neighbourhoodartsnetwork.org](http://www.neighbourhoodartsnetwork.org).

## 3.0 – Project Summary

The Toronto Youth Equity Strategy is working with Neighbourhood Arts Network, an initiative of the Toronto Arts Foundation, to issue a Request for Proposals to complete communications projects for multiple City of Toronto Divisions.

The Toronto Youth Equity Strategy was developed with creative contributions by youth artists in the form of photos, stories, poems, songs and short videos. The creative content provided an opportunity for youth voices to be front and centre in the report, and to provide an authentic context to the issues addressed in the report.

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<sup>1</sup> <http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2014.CD26.2>



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The City of Toronto, through the Toronto Youth Equity Strategy, has recognized the value of communications materials created by and for youth – to better communicate City services to youth, especially MVP youth (youth most vulnerable to involvement in serious violence and crime).

***Eligible applicants:***

- Individual youth artists (16-29)
- Groups of youth artists (16-29)
- Youth arts groups
- Youth social enterprises & businesses

***Key qualifications:***

- Professional experience in the relevant art-form, as described in the project (i.e. photography, videography, etc.)
- Lived experience or understanding of issues impacting MVP youth (youth most vulnerable to involvement in serious violence and crime)

***Timelines:***

- January 23, RFP Opens
- February 1 (6pm), Info Session @ York Woods Library, 1785 Finch Ave. W.
- February 8 (6pm), Info Session @ The Citadel, 304 Parliament St.
- February 15 (6pm), 'Writing an Effective RFP' Workshop @ Gardiner Museum, 111 Queens Park
- March 6 (11:59PM), RFP deadline
- Week of March 27, Notification to successful applicants
- Week of April 3, Initial client/vendor meetings
- June - September, 2016, Completion of all projects (see individual projects for deadlines)

#### **4.0 – Project Goals**

The **goals** of this project are as follows:

- Increase awareness of City services available to MVP (Most Vulnerable People) youth
- Increase creative engagement of youth and youth workers through communications materials developed by young arts entrepreneurs
- Improve City of Toronto connections to MVP youth
- Improve communications materials promoting City programs and services relevant to all youth
- Increase skills and capacity of young arts entrepreneurs to successfully complete RFPs (Requests for Proposals) and be awarded contracts
- Increase professional development and work experience of youth arts entrepreneurs



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## 5.0 – Selection Criteria

Neighbourhood Arts Network will work with the Toronto Youth Equity Strategy (TYES) to convene a review panel made up of youth artists, TYES Community Panel representatives and City of Toronto staff and communications professionals.

The following assessment criteria will be used for selecting recipients:

- The effectiveness and potential impact of the project proposed
- The ability of the artist(s) to carry out the project
- Demonstration of key qualifications as per section 3.0 of this RFP
- Cost feasibility
- Understanding of project goals

## 6.0 – Proposal Requirements

A completed proposal should not exceed 5 pages and include the following documentation. Only complete proposals will be considered.

Proposal requirements (checklist):

1. Project name and number.

*Note: some projects contain multiple parts/mediums; these are numbered a, b, c, etc. Artists may apply for one, several or all parts of a numbered project. Additionally, artist groups are encouraged to apply to multi-part projects.*

2. Contact information of project lead (name, address, phone number and email)
3. Biography (individual, group, or organization)
4. Detailed proposal (max. 500 words)
5. Detailed budget - the budgets attached to the projects are maximum budget amounts
6. Detailed work plan or timeline

*Note: all successful applicants will sign a contract detailing the deliverables, client meetings, draft and final submissions, and payment schedule*

7. Related work samples (3-5)
8. Professional references (2)



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### 7.0 – Budget & Project Descriptions

Below is a table of projects youth artists and arts groups are invited to submit proposals for. **Applicants may apply for more than one project, but must submit a separate proposal for each project they are applying for.** Please identify the "Project Number" found in the first column on your proposal.

*Note: some projects contain multiple parts listed a, b, c, etc. You do not need to submit multiple proposals if applying to a multi-part project. Artist groups are also encouraged to apply to multi-part projects.*

Project Number & City Division	Project Description	Products	Budget
<b>CCO1</b> City Clerk's Office – Elections Services	<p><b>Elections Youth Engagement Strategy:</b></p> <p>The Election Services Public Engagement Strategy outlines the City's plan to meet and exceed its legislated mandate to provide information that enables eligible electors to exercise their right to vote.</p> <p>Within this strategy, youth and students were identified as one of the key target markets in need of a derived strategy, where engagement initiatives and communications are tailored to meet the unique needs of students, youth and varying youth sub-groups.</p> <p>The City Clerk's Office is looking to work with youth artists to develop materials to inform youth of what they need to know leading up to the 2018 election. This includes: how, when and where to vote; identification requirements; accessibility services; and getting on the voter's list.</p> <p><a href="http://toronto.ca/elections">toronto.ca/elections</a></p> <p><b>Deadline for Completion:</b> September 31, 2017</p>	1 video  1 poster	\$1,750  + 10% coordination 5% admin.  <b>TOTAL:            \$2,012.50</b>

Project Number & City Division	Project Description	Products	Budget
<p><b>CCO2</b> City Clerk's Office</p>	<p><b>My Local Government:</b> The City Clerk's Office is designing a program to build capacity among community outreach workers and educate residents about ways they can participate in decision-making and engage with their local government. More specifically, the program aims to explain the decision making process, remove some of the intimidation associated with engaging in local government and encourage residents to share their opinions. It will also highlight all of the ways that local government impacts our daily lives and how residents can get involved through the services provided by the City Clerk's Office.</p> <p>The City Clerk's Office is looking to work with youth artists to develop a video and poster that can be used during community presentations and youth outreach efforts.</p> <p><a href="#">My Local Government Booklet</a> <a href="#">My Local Government Webpage</a></p> <p><b>Deadline for Completion:</b> June 15, 2017</p>	<p>1 video 1 poster</p>	<p>\$1750 + 10% coordination 5% admin.</p> <p><b>TOTAL: \$2,012.50</b></p>
<p><b>CP1</b> City Planning</p>	<p><b>Oakwood-Vaughan Revitalization Study:</b> The Oakwood-Vaughan Community Action Plan will provide comprehensive strategies to help reinvigorate the neighbourhood's public spaces. The forthcoming <i>Oakwood Arts District Designation</i> will provide a framework to encourage a cluster of uses related to arts productions, displays, and sales fostering economic growth and new opportunities to build youth resiliency in the area. The Official Plan recognizes that arts and culture play a supporting role in Toronto's intensification, while strengthening local economies, which significantly benefits youth in the industry. The Action Plan will recommend a series of public realm enhancements and interventions to help invigorate the neighbourhood, while setting the stage</p> <p><i>(continues on next page)</i></p>	<p>3-5 renderings 1 window art installation</p>	<p>\$2,500 + 10% coordination 5% admin.</p> <p><b>TOTAL: \$2,875</b></p>

Project Number & City Division	Project Description	Products	Budget
	<p>to promote the upcoming <i>Arts District Designation</i>. City Planning is seeking youth artists familiar with the Oakwood-Vaughan community to develop proposals and renderings that demonstrate how art interventions can transform empty storefronts at the Oakwood-Vaughan intersection. Youth will create 3-5 proposals/renderings after meeting with City staff. 1 will be chosen to be carried through into a store-front installation created by the youth.</p> <p>Materials may also be used to assist in meetings and communications with area stakeholders and provide concrete ideas for the overall visioning of the project.</p> <p><b>Deadline for Completion:</b> June 31, 2017</p>		
<p><b>CP2</b> City Planning</p>	<p><b>Laird in Focus Study:</b> The Laird in Focus Study is to develop a planning framework to guide future development for the Laird Focus Area that also includes the <i>Mixed Use Areas</i> along the west side of Laird Drive. The intent of the study is to refine and build upon the existing and recent planning initiatives undertaken in the area and develop a vision and planning framework for a complete community which supports both the <i>Mixed Use Areas</i> and <i>Employment Areas</i> designations within the study area. The planning framework, in conjunction with a public realm and open space framework, and built form plan, will be integrated with a multi-modal transportation system, a servicing strategy, and policies and/or strategic initiatives to serve the area.</p> <p><b>Mapping and Graphics Support</b> The study would result in a planning framework document; Mapping and Graphics support would greatly assist the visual delivery of the overall vision and transportation solutions. Rendering can range from future street cross</p> <p><i>(continues on next page)</i></p>	<p>3 conceptual plans for local streets</p> <p>3 renderings for future transportation cross sections</p>	<p>\$3000 + 10% coordination 5% admin.</p> <p><b>TOTAL: \$3,450</b></p>

Project Number & City Division	Project Description	Products	Budget
	<p>sections, conceptual plans, and rendering. For base map rendering, skills in ArcGIS and AutoCAD would be a great resource.</p> <p><a href="http://www.toronto.ca/lairdinfocus">www.toronto.ca/lairdinfocus</a></p> <p><b>Deadline for Completion:</b> September 31, 2017</p>		
<p><b>CP3</b> City Planning</p>	<p><b>2016 Annual Report:</b> City Planning is currently in the process of compiling its fourth Annual Report, a document which outlines the successes of the previous year and also charts a path for the upcoming year. This document is typically printed and placed online as a PDF. Consistent with the direction from our Strategic Plan, City Planning would like to create an interactive online version of the <a href="#">Annual Report</a>. The youth artist would use the graphics and layout of the document currently under production to create an e-book that is more interactive and interesting for youth to peruse.</p> <p><b>Notes:</b> Document will be approx. 50 pages. An example of the format can be found at: <a href="http://ottawa.maps.arcgis.com/apps/MapJournal/index.html?appid=ab1843fcddb14f60879d79943cffd477">http://ottawa.maps.arcgis.com/apps/MapJournal/index.html?appid=ab1843fcddb14f60879d79943cffd477</a></p> <p><b>Deadline for Completion:</b> June 31, 2017</p>	<p>1 interactive document</p>	<p>\$3000 + 10% coordination 5% admin.</p> <p><b>TOTAL: \$3450</b></p>
<p><b>CP4</b> City Planning</p>	<p><b>Planners in Public Spaces – PiPS Podcasts:</b> Planners in Public Spaces (PiPS) is a public engagement initiative started by City Planning in 2013 in order to advance actionable items of its Strategic Plan, under the Strategic Direction for Clear, Consistent and Compelling Communication. The basic purpose of Planners in Public Spaces is to bring planners to the people and provide opportunities for the public to engage with City Planners, one-on-one, on issues and specific concerns they may have about development and</p> <p><i>(continues on next page)</i></p>	<p>4 podcasts  4 twitter teasers</p>	<p>\$6,500  + 10% coordination 5% admin.</p> <p><b>TOTAL: \$7,475</b></p>



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	<p>policy in the City. PiPS's mission is to engage with the people of Toronto by going to where people are in order to: increase residents' access to planners, reach people who don't attend our traditional public consultations, and increase future citizen participation in the planning process. The 2017 season of PiPS will include a strong outreach to youth through City Planning's new Instagram account, website and podcasts.  <a href="http://www.toronto.ca/planning/pips">www.toronto.ca/planning/pips</a></p> <p>PiPS is excited to venture into the world of podcasts and is looking for a team of artists with experience in production, podcasts, audio recording/engineering and storytelling. The intent is for this medium to be a way for members of the public to learn about city planning through discussion, debate and storytelling from city planners and guests. City planner host(s) will engage with guests from various communities on current city planning issues and broader city building issues. Guests will include youth. The objective is to allow for these youth voices to be heard and be included the discourse around city planning in Toronto. It is likely that at least one episode will be dedicated to youth guests who are residents of Toronto.</p> <p><b>Project Outcomes</b>            Number of episodes: 4 x 10-20 mins each            Number of twitter teasers: 4 x 15-30 seconds each</p> <p><b>Planning and production work includes:</b>            Working with City Planning staff to determine:            -Each episode theme/topic            -Episode format (incl. music/other audio components, pre-recorded intros, etc.)            -Script and/or storyline            -Scheduling of guests or any on-site recording</p> <p><b>Recording:</b>            -Selected City Planning staff will act as host(s)</p> <p><i>(continues on next page)</i></p>		

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	<p><b>Post-production work includes:</b></p> <ul style="list-style-type: none"> <li>- Editing &amp; mixing</li> <li>- Uploading to host site</li> <li>- Indexing</li> <li>- Assistance &amp; guidance with distribution</li> <li>- Debrief with City Planning staff &amp; discuss next episode</li> </ul> <p><b>Other work including:</b></p> <ul style="list-style-type: none"> <li>-General guidance and provision of subject expertise</li> </ul> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>-City staff will provide podcast theme, episode format, outline, script, and guest list</li> <li>-Each episode will require at least one 'out of studio' or 'in the field' recording. Appropriate equipment is required (i.e. handheld mic or boom, etc.)</li> <li>-Podcasts will incorporate a variety of styles for different segments within each episode</li> <li>-Access to a studio &amp; professional equipment is preferred including mics, mixers, pop filters, headphones &amp; related software</li> <li>-Final versions of audio files will be provided in an easy to use format to City staff</li> </ul> <p><b>Deadline for Completion:</b> May 31, June 30, July 31, and August 31, 2017</p>		
<p>CP5 City Planning</p>	<p><b>Planners in Public Spaces - PiPS Website:</b></p> <p>City Planning is looking to expand its online presence in a way that is more appeal to youth and more user-friendly to all residents of Toronto. In order to better engage with a range of individuals, it is necessary for the project to have a redesigned, user-friendly, external website. While it will be accessible from the City's website, this new website will provide a platform where PiPS content can be quickly and easily uploaded and other City Planning info is easily found. The new website should be interactive, educational/</p> <p><i>(continues on next page)</i></p>	<p>1 website</p>	<p>\$3,500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$4,025</b></p>

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	<p>informational, provide content for the public, and act as a central location for all information related to PiPS. The new website will prominently feature the new PiPS podcast and teasers. The website can also be linked to other City Planning initiatives, projects, and studies.</p> <p><b>Project outcomes</b></p> <ul style="list-style-type: none"> <li>-New external website with interactive features</li> <li>-Training for staff to update site</li> </ul> <p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>-City staff will determine internal website administrator to be used (experience with sites like Square Space an asset)</li> <li>-Content will be uploaded to site</li> <li>-Training to be provided to City Planning staff (1-4ppl) for future for hand-over of website</li> </ul> <p><b>Deadline for Completion:</b> July 31, 2017</p>		
<p><b>MLS1</b> Municipal Licencing and Standards (with Shelter, Support and Housing)</p> <p><b>MLS1a</b></p> <p><b>MLS1b</b></p>	<p><b>Budget Friendly Pet Care Tips for Youth:</b> Toronto Animal Services has developed a tip sheet called Budget Friendly Tips for Pet Owners with tips on everything from preventative care that pet owners can do themselves to community resources like Pet Food Banks. Many youth who are homeless or street involved have pets with them but might not be aware of the low-cost pet care practices and options available to them. This project will develop creative communication materials targeted at youth to share relevant information from the TAS tip sheet as follows:</p> <p>a) Illustrated postcard or flyer with key care tips and resources x1 + Poster (8.5x11) for distribution to shelters/drop-ins x1 + Infographic for social media x3</p> <p>b)Photos x10 for project and SSHA/TAS materials</p> <p><b>Deadline for Completion:</b> September 15, 2017 <i>(continues on next page)</i></p>	<p>a) 1 poster 1 postcard 3 infographics</p> <p>b) 10 photos</p>	<p>a) 1,250</p> <p>b) \$250</p> <p>+ 10%</p>

Project Number & City Division	Project Description	Products	Budget
			coordination 5% admin.  <b>TOTAL: \$1,725</b>
<b>PFR1</b> Parks, Forestry and Recreation	<b>Canada150 - Ceiling Banners:</b> Parks, Forestry and Recreation (PFR) Community Development is working to strengthen diversity in community spaces by creating art pieces reflective of the community. This project aims to brighten the facade of the community facilities while celebrating youth art throughout the City of Toronto.  To celebrate Canada150, PFR is looking to create a series of ceiling banners that will help promote diversity within facilities. Banners will be hung throughout City facilities. Themes and logos will be provided. Drafts due May, 2017.  <i><b>Deadline for Completion:</b> July 31, 2017</i>	5 posters (banners)	\$1,250  + 10% coordination 5% admin.  <b>TOTAL: \$1,437.50</b>
<b>PFR2</b> Parks, Forestry and Recreation	<b>Community - Puzzle Pieces Posters:</b> PFR is looking to develop a series of posters that will mimic a puzzle to help promote community within facilities. The pieces can be standalone or fit together to create a larger art piece. Themes, sizes, and logos will be provided. Drafts due May, 2017.  <i><b>Deadline for Completion:</b> July 31, 2017</i>	6 posters	\$1,500  + 10% coordination 5% admin.  <b>TOTAL: \$1,725</b>
<b>PFR3</b> Parks, Forestry and Recreation	<b>Diversity - Sign Posts Makeover:</b> To reflect diversity in the community, PFR is looking to enhance the look of outdoor signage at specific locations by creating original painted sign posts. Ideally posts will be <i>(continues on next page)</i>	10 paintings	\$2,500  + 10% coordination

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	<p>Painted directly; however, original paintings may be transformed into post wraps.</p> <p><b>Notes:</b> Locations and details will be provided. Drafts due May, 2017.</p> <p><b>Deadline for Completion:</b> September 1<sup>st</sup>, 2017</p>		<p>5% admin.</p> <p><b>TOTAL:</b> <b>\$2,875</b></p>
<p><b>SSHA1</b> Shelter, Support and Housing Admin.</p> <p><b>SSHA1a</b></p> <p><b>SSHA1b</b></p> <p><b>SSHA1c</b></p> <p><b>SSHA1d</b></p>	<p><b>Youth Homelessness Strategy:</b> SSHA is working with community partners through the A Way Home Toronto coalition to develop a strategy to prevent and end youth homelessness in Toronto. Youth will be involved in a variety of ways in developing the strategy. This project will contribute to ensuring that both the process and products are driven by and speak to young people who have experienced homelessness.</p> <p>The project will include:</p> <p>a) Poems and/or stories that speak to youth experiences with and understanding of home, homelessness and hopes for inclusion in strategy document or related material</p> <p>b) Production of 4 illustrations (8.5 x 11 or smaller) for inclusion in the strategy document and/or related materials</p> <p>c) Production of 10 photos for inclusion in the strategy document and/or related materials</p> <p>d) Graphic facilitation/recording services for two youth-focused consultation sessions. Graphic facilitation is the practice of using words and images to create a conceptual map of a conversation. In these ½ day consultations, there will be a traditional verbal facilitator, and the graphic facilitator will work alongside them to draw a large scale image at the front of the room in real-time to capture the</p> <p><i>(continues on next page)</i></p>	<p>a) 4 poems/stories</p> <p>b) 4 illustrations</p> <p>c) 10 photos</p> <p>d) 2 graphic facilitations</p>	<p>a) \$600</p> <p>b) \$1,000</p> <p>c) \$250</p> <p>d) \$500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL:</b> <b>\$2,702.5</b></p>

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	<p>ideas from the consultation.</p> <p><b>Notes:</b> Drafts for a, b and c are due in June.</p> <p><b>Deadline for Completion:</b> September 15, 2017</p>		
<p><b>SSHA2</b> Shelter, Support and Housing Admin.</p> <p><b>SSHA2a</b></p>	<p><b>Youth Tenant Education: Information on Rights, Responsibilities and Resources to Help Prevent Eviction</b></p> <p>SSHA is developing a comprehensive eviction prevention strategy to help vulnerable tenants maintain their housing and avoid homelessness due to eviction. The development of tenant education is a key action identified in the Eviction Prevention Framework. Tenant education is a concrete demonstration of a shift to preventative approaches to keeping people housed, which reflects the vision of the Housing Stability Service Plan.</p> <p>In 2016, SSHA developed a <a href="#">guide for tenants</a> in Toronto about services that can help you stay healthy and housed. The guide includes an <a href="#">overview of tenant rights and responsibilities</a>. Based on the content in this guide, this project will develop communications materials to educate youth about their rights and responsibilities as tenants and where to find information or get help if they need it.</p> <p>This project will include the following:</p> <ul style="list-style-type: none"> <li>a) -The production of a booklet or pamphlet that provides youth-friendly information on tenant rights and responsibilities and where to find information or get help (to include art, drawings, comics or photos)</li> <li>-Small poster or postcard that highlights rights, responsibilities and resource information for youth tenants and can be handed out or distributed via social media</li> <li>- Infographic that shows the process of seeking help and resources available to youth facing eviction (e.g. format such</li> </ul> <p><i>(continues on next page)</i></p>	<p>a) 1 poster 1 pamphlet 1 infographic</p>	<p>a) \$1,150</p>

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SSHA2b	<p>as: <a href="http://visual.ly/financial-aid-process">http://visual.ly/financial-aid-process</a>)</p> <p>b) Photos for inclusion in booklet as well as SSHA strategy document or related material</p> <p><b>Deadline for Completion:</b> September 15, 2017</p>	b) 20 photos	<p>b) \$500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$1,897.50</b></p>
<p><b>SSHA3</b> Shelter, Support and Housing Admin.</p>	<p><b>Toronto Shelter Standards and Access for Vulnerable Clients:</b> The City operates and funds emergency shelters that include youth-specific shelters, as well as shelters for families, couples, men and women that youth also access. This project has two parts:</p> <p>1. Toronto Shelter Standards for LGBTQ2S Clients: In 2015, the City introduced updated Shelter Standards that include many important provisions on inclusive service for LGBTQ2S clients. LGBTQ2S are particularly over-represented amongst youth experiencing homelessness. Develop posters and a brochure to communicate to shelter clients, especially youth, about LGBTQ2S specific shelter standards.</p> <p>2. Access to shelters regardless of immigration status: The City of Toronto provides services to residents regardless of immigration status. The Toronto Shelter Standards also specifically outlines that immigration status is not used as a basis to deny access to shelter services. Shelter providers may, however, request information on immigration status to assist clients to access other programs, such as social assistance. Develop posters to communicate to youth about access to shelter regardless of immigration status.</p> <p><i>(continues on next page)</i></p>	4 posters	<p>\$1,000</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$1,150</b></p>

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	<p><a href="http://www.toronto.ca/legdocs/mmis/2015/cd/bgrd/backgroundfile-83315.pdf">http://www.toronto.ca/legdocs/mmis/2015/cd/bgrd/backgroundfile-83315.pdf</a></p> <p><b>Deadline for Completion:</b> September 15, 2017</p>		
<p><b>SDFA1</b> Social Development, Finance and Admin.</p>	<p><b>Furthering Our Community by Uniting Services (FOCUS):</b> FOCUS is an innovative Community Safety and well-being Initiative led by the City of Toronto, United Way Toronto and Toronto Police Service that aims to reduce crime, victimization and improve community resiliency and well-being.</p> <p>SDFA is looking for the creation of an animated PowerPoint with voiceover or video that explains how FOCUS works. The video will be used for training purposes and awareness. Content/information on FOCUS will be provided.</p> <p><b>Deadline for Completion:</b> May 31, 2017</p>	<p>1 video</p>	<p>\$1,500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$1,725</b></p>
<p><b>SDFA2</b> Social Development, Finance and Admin.</p> <p><b>SDFA2a</b></p>	<p><b>The Community Crisis Response Program (CCRP):</b> CCRP works across Toronto providing support and resources to communities impacted by violent and traumatic incidents. By providing immediate supports, the CCRP mobilizes local resources to address individual/group needs, coordinates community debriefings and facilitates information sharing. Long-term supports offered by the program include establishing training and education sessions; facilitating community safety audits; and fostering the development of innovative, community safety projects.</p> <p><a href="http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=c44b001378c31410VgnVCM10000071d60f89RCRD">http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=c44b001378c31410VgnVCM10000071d60f89RCRD</a></p> <p>This Project includes the following: a) CCRP Video – Social Development, Finance and Administration would like to update the current Community</p> <p><i>(continues on next page)</i></p>	<p>a) illustrated presentation/ PowerPoint</p>	<p>a) \$500</p>



Project Number & City Division	Project Description	Products	Budget
SDFA2b	<p>Crisis Response Program (CCRP) video. The video will be posted on the website and used to create awareness about the program.</p> <p>b) CCRP Brochure - CCRP needs an updated brochure that explains the program and where to contact staff.</p> <p><b>Notes:</b> Drafts due May 30, 2017</p> <p><b>Deadline for Completion:</b> June 31, 2017</p>	b) 1 brochure	<p>b) \$500</p> <p>+ 10% coordination</p> <p>5% admin.</p> <p><b>TOTAL:</b> <b>\$1,150</b></p>
<p><b>SDFA3</b> Social Development, Finance and Admin.</p> <p><b>SDFA3a</b></p> <p><b>SDFA3b</b></p>	<p><b>New Carding Regulations:</b> SDFA's Community Crisis Response Program is seeking educational materials to assist youth in understanding their rights and responsibilities when it comes to the new carding regulations of Toronto Police Service. <a href="https://www.ontario.ca/laws/regulation/160058">https://www.ontario.ca/laws/regulation/160058</a></p> <p>This project includes the creation of:</p> <p>b) a 2-3 minute video discussing and summarizing best practices of engaging with police under the new carding regulations</p> <p>b) a pamphlet</p> <p><b>Deadline for Completion:</b> May 31, 2017</p>	<p>a) video</p> <p>b) pamphlet</p>	<p>a) \$1500</p> <p>b) \$500</p> <p>+ 10% coordination</p> <p>5% admin.</p> <p><b>TOTAL:</b> <b>\$2,300</b></p>

Project Number & City Division	Project Description	Products	Budget
<p><b>SDFA4</b> Social Development, Finance and Admin.</p> <p><b>SDFA4a</b></p> <p><b>SDFA4b</b></p>	<p><b>Toronto Strong Neighbourhoods Strategy 2020:</b> The Toronto Strong Neighbourhoods Strategy (TSNS 2020) supports healthy communities across Toronto by partnering with residents, businesses and agencies to invest in people, services, programs and facilities in specific neighbourhoods. This will strengthen the social, economic and physical conditions and deliver local impact for city-wide change. <a href="http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=42653745ba9a9410VgnVCM10000071d60f89RCRD">http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=42653745ba9a9410VgnVCM10000071d60f89RCRD</a></p> <p>This project includes the following:</p> <p>a) Create four animations of short stories about TSNS 2020 highlighting the Partnership Opportunities Legacy Fund 2, Neighbourhood Planning Table, Resident Advisory Committee and the Local Champions Pilot. Drafts due May 15, 2017.</p> <p>b) TSNS2020 is looking to develop a logo for the program. Drafts due May 15, 2017.</p> <p><b>Deadline for Completion:</b> June 15, 2017</p>	<p>a) 4 animations (Whiteboard animation, animated doodling, or similar style)</p> <p>b) 1 logo</p>	<p>a) \$6,000</p> <p>b) \$200</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$7,130</b></p>
<p><b>SDFA5</b> Social Development, Finance and Admin.</p>	<p><b>1652 Keele St. Community Hub:</b> The hub is located in a Neighbourhood Improvement Area and is a City Below Market Rent (BMR) facility with five tenants including Community Action Resource Centre, For Youth Initiative, Social Planning Toronto, Woman Abuse Council of Toronto and York Hispanic Centre. The Community Hub recently came under the management of</p> <p><i>(continues on next page)</i></p>		

Project Number & City Division	Project Description	Products	Budget
<p><b>SDF5a</b></p> <p><b>SDF5b</b></p> <p><b>SDF5c</b></p>	<p>the Social Development, Finance and Administration Division (SDFA) and is the first to be managed by the Division. SDFA is responsible for ensuring the facility is operated in a safe manner and that programs and services are coordinated to serve residents. Drafts due May 15, 2017.</p> <p>This project includes the following:</p> <p>a) Short video (2-3 minutes)</p> <p>b) Photos (10)</p> <p>c) A story about the Keele Street Hub. Story content to be determined by SDFA.</p> <p><b>Deadline for Completion:</b> June 15, 2017</p>	<p>a) 1 video</p> <p>b) 10 photos</p> <p>c) 1 story</p>	<p>a) \$1,500</p> <p>b) \$250</p> <p>c) \$150</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$2,185</b></p>
<p><b>SDF6</b> Social Development, Finance and Admin.</p>	<p><b>Toronto Youth Equity Strategy (TYES):</b> The Toronto Youth Equity Strategy (TYES) seeks to support youth (aged 13-29) who are most vulnerable to involvement in serious violence and crime (MVP), by <i>building supportive systems</i>; taking steps to better coordinate youth service delivery in Toronto, and <i>building youth resiliency</i>; by identifying specific service enhancements directed at those youth who are most vulnerable to involvement in serious violence and crime.</p> <p>TYES is seeking to develop a short video (approx. 2 minutes in length) related to pre-charge diversion. TYES envisions an inspirational/aspirational, artistically shot video featuring the narrative of a youth(s) who has experience with the justice</p> <p><i>(continues on next page)</i></p>	<p>1 video</p>	<p>\$1,500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$1,725</b></p>

Project Number & City Division	Project Description	Products	Budget
	<p>system through unofficial pre-charge diversion programs/ extra judicial measures (EJM) and extrajudicial sanctions (EJS) and/or an introspection into the life of a youth who will be diverted. Video may include text or voice overs. The intent is to highlight the benefits of EJM, creating positive 'sparks' and building youth resiliency through addressing the root causes of youth violence and crime. Possible uses for video include trainings for City staff or community agencies, info sessions with youth and youth groups, YouTube and social media.</p> <p><a href="#">Toronto Youth Equity Strategy</a>  <a href="#">Review of pre-charge diversion programs (PDF)</a></p> <p><b>Deadline for Completion:</b> July 31, 2017</p>		
<p><b>TCH1</b> Toronto Community Housing</p>	<p><b>YouthWorx:</b> YouthWorx was first implemented by the Resident and Community Services division of Toronto Community Housing in 2013. This was in keeping with the Division’s mandate of “improving the quality of life for residents by using local solutions that strengthen communities.” The program is geared towards improving outcomes for youth by engaging them in economic activities and skills development. The program targets youth between the ages of 14-19 as team participants (field workers) and youth 18-29 as site leads (Building and Community Facilitators).</p> <p>The YouthWorx program is a comprehensive employment program designed to reduce barriers to employment for youth, many of whom are affected by multiple barriers (no work experience, previous involvement with the criminal justice system, illiteracy, English as a Second language, postal code discrimination, etc.). The program aims to build life skills through work-based learning opportunities by offering summer employment opportunities. It also seeks to support</p> <p><i>(continues on next page)</i></p>	<p>1 video</p>	<p>\$1,500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$1,725</b></p>

Project Number & City Division	Project Description	Products	Budget
	<p>community beautification and development throughout TCH communities across the city, through various activities including local community events.</p> <p>YouthWorx focuses on employing young people in the months of July and August in various small scale labour jobs, including community clean ups, light repair jobs, community gardening and beautification (weed pulling, basic shrub pruning), cleaning signs and painting. Teams of 8-10 are led by a Building and Community Facilitator that will liaise with local staff and undergo the work.</p> <p>TCH is seeking the development of a short 3-4 minute video will be an overview of the 2017 team and highlight some of the benefits of the program. A similar video was created in 2014:  <a href="https://www.youtube.com/watch?v=o2rKdnAjaZw">https://www.youtube.com/watch?v=o2rKdnAjaZw</a></p> <p><b>Notes:</b> Video can be shot in the month of August</p> <p><b>Deadline for Completion:</b> September 15, 2017</p>		
<p><b>TCH2</b> Toronto Community Housing</p>	<p><b>Swansea Mews Community Action Plan:</b>            ReSet is a new approach to renewing buildings and transforming communities by combining physical repairs with expanded programs and services that ensure community needs are met. ReSet includes upgrades to units, common indoor spaces (such as stairwells and lobbies) and exterior areas including greenspaces, walkways and outdoor parking. ReSet is unique in that decisions about the upgrades and community programs are made by residents and all repair work will be done at the same time to minimize disruption. Community members, both adult and youth have been very active in voicing community needs.</p> <p><i>(continues on next page)</i></p>		

Project Number & City Division	Project Description	Products	Budget
<p>TCH2a</p> <p>TCH2b</p> <p>TCH2c</p>	<p>While upgrades to units are being considered, significant work is being undertaken to transform Swansea Mews from a social development perspective by working with residents to identify service gaps, safety concerns and community programming needs. Through the desire for a strong, safe and active community, ReSet staff will be working closely with residents at Swansea Mews to create a Community Action Plan that has 4 key focus areas: Youth, Safety, Employment and Community Collaboration.</p> <p>The youth segment would support the argument for necessary youth programming in the community that is currently lacking and would provide the opportunity for community partners to commit to ensuring that youth between the ages 4 - 30 are provided with support and engaging programming.</p> <p>This project will include the following:</p> <p>a) TCH is seeking the creation of a 5-10 minute video documenting youth participation in creating the 'youth' portion of the strategy along with their involvement in contributing to the Community Action Plan as a whole.</p> <p>b) TCH is also seeking photos to be used in the creation and publication of the physical Community Action Plan.</p> <p>c) A poster shall also be created in order to promote consultations.</p> <p><b>Notes:</b> Youth engagement around the Action Plan will begin July-August, 2017. Video and posters to be initiated in the Spring.</p> <p><b>Deadline for Completion:</b> September 31 2017</p>	<p>a) 1 video</p> <p>b) 20 photos</p> <p>c) 1 poster</p>	<p>a) \$1,500</p> <p>b) \$500</p> <p>c) \$250</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$2,587.50</b></p>

Project Number & City Division	Project Description	Products	Budget
<p><b>TFS1</b> Toronto Fire Services</p>	<p><b>TAPP-C: The Arson Prevention Program for Children:</b> The Toronto Arson Prevention Program for Children (TAPP-C) is a collaborative intervention program for juvenile fire setters, delivered in partnership with the Centre for Addiction and Mental Health (CAMH) and Toronto Fire Services. The program is confidential, voluntary, free of charge and targets children and young adults from 2 to 17 years. Public Education staff will be visiting high schools in Toronto to talk about fire safety and TAPP-C. TFS is looking to develop a new poster for the program, for display in schools. <a href="http://www.tapp-c.com/">http://www.tapp-c.com/</a> <a href="http://www.tapp-c.com/brochure/">http://www.tapp-c.com/brochure/</a></p> <p><b>Notes:</b> TFS has photo stock and an in-house photographer that can help with photos if needed.</p> <p><b>Deadline for Completion:</b> August 31, 2017</p>	<p>1 poster</p>	<p>\$250 + 10% coordination 5% admin.</p> <p><b>TOTAL: \$287.50</b></p>
<p><b>TFS2</b> Toronto Fire Services</p>	<p><b>Recruitment:</b> Toronto Fire Services engages in outreach for young people to learn more about how to pursue a future career as a firefighter, inspector or public educator in Toronto. Ages 8-12 is when students start to think about careers they would like to pursue. If firefighting is something they are interested in, TFS will provide them with the information and education required to plan for a career in the fire service. TFS will be visiting high schools to talk to students about what it is like to be a firefighter, inspector and public educator. TFS also attends several career fairs throughout the year and City of Toronto Strong Neighbourhood Strategy 2020 Summit events to promote employment and career opportunities. TFS is seeking to develop posters/flyers to provide basic information about entry level careers as firefighters, inspectors, and public educators.</p> <p><i>(continues on next page)</i></p>	<p>1 poster  1 flyer</p>	<p>\$500  + 10% coordination 5% admin.</p> <p><b>TOTAL: \$575</b></p>

Project Number & City Division	Project Description	Products	Budget
	<p><a href="http://www.calgary.ca/CSPS/Fire/Pages/Recruitment/Firefig-ter-recruitment.aspx">http://www.calgary.ca/CSPS/Fire/Pages/Recruitment/Firefig-ter-recruitment.aspx</a>  <a href="http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=39103840456e1410VgnVCM10000071d60f89RCRD">http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=39103840456e1410VgnVCM10000071d60f89RCRD</a>  <a href="http://www.joinfdny.com/">http://www.joinfdny.com/</a></p> <p><b>Notes:</b> TFS has photo stock and an in-house photographer that can help with photos if needed.</p> <p><b>Deadline for Completion:</b> August 31, 2017</p>		
<p><b>TPS1</b> Toronto Police Service</p> <p><b>TPS1a</b></p> <p><b>TPS1b</b></p> <p><b>TPS1c</b></p>	<p><b>Caribbean Carnival Kick-off:</b> The Toronto Police Service will be hosting their annual Toronto Police Caribbean Carnival kick off. The Service, in partnership with community members and different organizations, has been participating in this event since 1991. This participation includes a float in the Caribbean Carnival Toronto Parade. Celebrations will also take place at local divisions, as well as a kick-off event at headquarters. The costumes, float and kick-off event are a key part of TPS's community and youth engagement and by working with youth to create these items, TPS communicates more effectively with youth and MVP youth.  <a href="https://www.facebook.com/TPSDPS/posts/1309946555700801?story=5%3A_I392577630771036%3A1309946555700801">https://www.facebook.com/TPSDPS/posts/1309946555700801?story=5%3A_I392577630771036%3A1309946555700801</a></p> <p>Toronto Police Service is seeking creative youths to:</p> <p>a) Design and create the costumes. The costumes will be used in years to come for the celebration.</p> <p>b) Design the flyer and agenda for the event</p> <p>c) Document the entire process including costume design</p> <p><i>(continues on next page)</i></p>	<p>a) 2 costumes</p> <p>b) 1 flyer and 1 agenda</p> <p>c) 40 photos</p>	<p>a) \$6,000</p> <p>b) \$500</p> <p>c) \$1000</p>



Project Number & City Division	Project Description	Products	Budget
<p><b>TPS1d</b></p>	<p>and creation, the float, the kick-off event and police participation in the parade. This would be done through a photo series to be used in social media. Photos may be used in a booklet or print media.</p> <p>d) Document the entire process including costume design and creation, the float, the kick-off event and police participation in the parade. This would be done through a video to be used in social media.</p> <p><b>Notes:</b> Youth will receive credit for creation of the communications materials and will be highlighted at the Kick-off Event.</p> <p><b>Deadline for Completion:</b> July 15, 2017</p>	<p>d) 1 video</p>	<p>d) \$1,500</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$10,350</b></p>
<p><b>TPH1</b> Toronto Public Health</p>	<p><b>activeTO:</b> Toronto Public Health is seeking the development of photographs to be used in the future promotion of a physical activity services and in resource materials for activeTO and InTO Kids Health initiative. TPH requires 80 photos capturing diverse youth engaging in physical activity and safe behaviours (fall/winter) across the City. <a href="http://www.activeto.ca/">http://www.activeto.ca/</a></p> <p><b>Deadline for Completion:</b> Flexible, weather dependant</p>	<p>80 photos</p>	<p>\$2,000</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$2,300</b></p>
<p><b>TPH2</b> Toronto Public Health</p>	<p><b>Youth Physical Activity:</b> Toronto Public Health is seeking the development of innovative promotional/marketing materials for youth physical activity messaging. The division is looking for child/youth friendly ways to promote messaging and health information around increasing physical activity levels. Artwork will be used for postcards, website, banner etc.</p> <p><b>Deadline for Completion:</b> August 15, 2017</p>	<p>2 illustrations</p> <p>1 infographic</p>	<p>\$800</p> <p>+ 10% coordination 5% admin.</p> <p><b>TOTAL: \$920</b></p>

Project Number & City Division	Project Description	Products	Budget
<p><b>TPH3</b> Toronto Public Health</p> <p><b>THP3a</b></p> <p><b>THP3b</b></p>	<p><b>Youth Engaged in Leadership and Learning (YELL):</b> Toronto Public Health is seeking the development of marketing materials to promote new Youth Leadership Program.</p> <p>This project includes the following: a) development of flyer promoting the new program</p> <p>b) development of a short video promoting the new program</p> <p><b>Deadline for Completion:</b> June 31, 2017</p>	<p>a) 1 flyer</p> <p>b) 1 video</p>	<p>a) \$250</p> <p>b) \$1,500 + 10% coordination 5% admin.</p> <p><b>TOTAL: \$2,012.50</b></p>
<p><b>TPH4</b> Toronto Public Health</p> <p><b>TPH4a</b></p> <p><b>TPH4b</b></p>	<p><b>Youth Health Action Network (YHAN):</b> Toronto Public Health is seeking communications materials for the YHAN Program. Through YHAN, youth are involved in health education, advocating for healthy public policy and mobilizing community members regarding a health issue that they select annually.</p> <p><a href="https://www1.toronto.ca/wps/portal/contentonly?vgnextoid=c383db74da3bf410VgnVCM10000071d60f89RCRD">https://www1.toronto.ca/wps/portal/contentonly?vgnextoid=c383db74da3bf410VgnVCM10000071d60f89RCRD</a></p> <p>This project includes the following: a) 1 Short Video (for YHAN recruitment profiling experiences of current members)</p> <p>b) 2 infographic postcards (for print and electronic use) and 2 sets of logos/branding for 2 separate campaigns (for print and electronic use)</p> <p><i>(continues on next page)</i></p>	<p>a) 1 video</p> <p>b) 2 logos and 2 postcards</p>	<p>a) \$1,500</p> <p>b) \$800 + 10% coordination 5% admin.</p>

Project Number & City Division	Project Description	Products	Budget
	<i>Deadline for Completion:</i> June 31, 2017		<b>TOTAL:</b> <b>\$2,300</b>
<b>TPH5</b> Toronto Public Health	<b>Investment in Youth Engagement (IYE):</b> Each year through the Investment in Youth Engagement initiative, youth groups are engaged in taking action on health issues with a focus on tobacco and other correlated topics including physical activity, sport and recreation; healthy eating; mental health promotion; substance and alcohol misuse; and injury prevention.		
<b>TPH5a</b>	Toronto Public Health is seeking development of: a) A promotional video	a) 1 video	a) \$200
<b>TPH5b</b>	b) A graphic logo to support communication of the IYE initiative.  <i>Deadline for Completion:</i> June 31, 2017	b) 1 logo	b) \$1,500  + 10% coordination 5% admin.  <b>TOTAL:</b> <b>\$1,955</b>
<b>TPL1</b> Toronto Public Library	<b>Youth Services:</b> Toronto Public Library is seeking a video featuring TPL's <a href="#">Youth Advisory Group</a> members and <a href="#">Youth Hub</a> users, highlighting the impact engaging with the library (e.g. library staff, services, volunteer mentors, and workshop leaders) is having on their lives. This will be useful for both staff training and youth services promotion. <b>Notes:</b> Draft is due in June 2017  <i>Deadline for Completion:</i> July 15, 2017	1 video	\$1500  + 10% coordination 5% admin.  <b>TOTAL:</b> <b>\$1,725</b>