SECTION 1: EXECUTIVE SUMMARY
The purpose of this report is to introduce the idea of graffiti prevention through community art instillations on Utility Cabinets. The Planning Department, Bylaw, Municipal Services and the Coordinator for the Central Cariboo Arts and Culture Society have been working on developing a pilot project for a Cabinet Wrap Initiative to not only beautify our City but to also address one of many “blank canvases” for graffiti in our community. Through this initiative staff is recommending a partnership between the City of Williams Lake and the Central Cariboo Arts and Culture Society with the hope of expanding this initiative and partnership to private utility companies and the Ministry of Transportation in the coming years.

In this report staff will outline the Initiative by detailing the purpose, infrastructure to be affected by the initiative, partnership opportunities and community involvement in beautifying the City, and opportunities for coming years to continue the initiative.

SECTION 2: BACKGROUND (if applicable)
Purpose:
The Planning Department, Bylaw, Municipal Services and the Coordinator for the Central Cariboo Arts and Culture Society have been working on developing a Cabinet Wrap Initiative to not only beautify our City but to also address one of many “blank canvases” for graffiti in our community. Many of the utility cabinets are “tagged” or defaced with some form of graffiti.

The City of Williams Lake is involved in the education and information for our residents to report graffiti on public or private property by recognizing, reporting and removing graffiti as quickly as possible. The City Bylaw Department began our graffiti program by implementing the allocated budget for the removal or covering of graffiti on private buildings and public buildings. This program was adopted by Council in 2010 and now staff is looking to initiatives that work on prevention rather than enforcement and mitigation. Significant efforts have been made towards an education approach, however we find that a lot of utility cabinets, pad mounted transformers and electrical boxes continually have graffiti on their clear canvases.
A Cabinet Wrap Initiative has been developed based on best practice initiatives around North America. Upon doing research, we have found that painting or vinyl wrapping these types of utility cabinets has become a huge success for both the decline in graffiti on such surfaces and promoting community beautification through public art.

**Infrastructure:**
Currently, the City of Williams Lake owns nine utility cabinets located at our City operated intersections and four utility boxes in our City Parks. Six of these utility cabinets are located in our downtown core. The size and location of these Utility Cabinets is outlined in the chart and map below:

<table>
<thead>
<tr>
<th>Priority</th>
<th>Location</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oliver and 2nd Ave (NE corner of intersection)x2</td>
<td>46D X 56H X 45W 18W X18D X37H</td>
</tr>
<tr>
<td>2</td>
<td>Oliver and 3rd Ave (NW corner of intersection)x2</td>
<td>46D X 56H X 45W 18W X18D X37H</td>
</tr>
<tr>
<td>3</td>
<td>Oliver and 7th Ave (NW corner of intersection)</td>
<td>20D X 58H X 31W</td>
</tr>
<tr>
<td>4</td>
<td>Oliver and 8th Ave (NE corner of intersection)</td>
<td>29D X 56H X 45W</td>
</tr>
<tr>
<td>5</td>
<td>Boitanio Park Theatre x2</td>
<td>12D X 36H X 25W 16W X12D X 56H</td>
</tr>
<tr>
<td>6</td>
<td>Boitanio Park (off the corner of Borland and 8th)</td>
<td>43D X 48H X 49W</td>
</tr>
<tr>
<td>7</td>
<td>Kiwanis Park</td>
<td>22.5W X 18D X 38H</td>
</tr>
<tr>
<td>8</td>
<td>MacKenzie Ave N and Frizzi Rd (SE corner of intersection)</td>
<td>20D X 50H X 31W</td>
</tr>
<tr>
<td>9</td>
<td>South Lakeside Dr and Hodgson Rd (SE corner of intersection) x 2</td>
<td>48D X 45H X 56W 18W X18D X37H</td>
</tr>
</tbody>
</table>

The overview map to the left has small red dots showing the general location of the City owned Utility Cabinets. Council will note that many of these boxes are in the City’s Downtown and will have a positive effect on downtown beautification when covered in this vinyl wrapping.

As mentioned above many communities in British Columbia and around North America have similarly covered Utility boxes with vinyl covers or original community art work. The City of Surrey Cabinet Wrap Initiative is an excellent example.

The City’s Manager of Transportation and Buildings has been working with local printers on determining suitable materials, requirements for images and quotes for cost of printing and installation. It should be noted that the life expectancy for the vinyl coverings, according to local printers, is guaranteed for 5 years but expected to last for 10 years.
**Partnership Opportunities**

Staff have developed a draft community art contest (Attachment A), in consultation with the Coordinator of the Central Cariboo Arts and Culture Society, to ask for submissions of photos and photos of art work that relate to the communities' 10 priority areas as outlined in the City Official Community Plan. The winning submissions will be printed on vinyl and wrapped around the 13 City owned utility cabinets with credits to the artist and City logo.

This is a unique opportunity for partnership as the CCACS mandate is to provide strategic advice on arts and culture to local governments and other organizations. The CCACS Coordinator has been instrumental in encouraging staff and providing best practices, submission guidelines and advice to staff. The partnership will also assist the City in targeting the Arts Community in this call out for submissions and provide an opportunity for the organizations to work on a positive “Good News Story” while beautifying the City infrastructure and area with unique photos from photographers and local artists. It is staff’s hope that three members each from both the City Council and the Central Cariboo Arts and Culture Society can form an adjudication committee to determine the winning submissions for print on the Utility Cabinets.

**Contest Details**

**Advertising:**

The Contest would be advertised for the month of April and May, with a submission deadline of May 22nd at 4:30pm. The Central Cariboo Arts and Culture Society will use their contacts through the Arts community to assist the City of Williams Lake in obtaining submissions. In addition, the City could advertise in the City Page, through social media and through the City’s Web Site.

**Technical Guidelines:**

To ensure appropriateness of imagery, and to assist in the selection committee process, the following criteria should be followed when considering submission:

- Images must relate to one of the categories set as the ten priority areas as found in the **City of Williams Lake Official Community Plan**:
  - Social Well Being
  - Lively Downtown
  - Active & Convenient Transportation
  - World Class Recreation
  - Affordable Housing & Liveable Neighbourhoods
  - Cherished Local Ecosystems
  - Arts, Culture and Heritage
  - Partnering with First Nations
  - Resilient Economy
  - Local Food & Agriculture

- Photographs of people should be silhouettes or a format to ensure they are not recognizable;
- Content deemed sensitive is not permitted (i.e. tobacco, liquor, violent imagery);
- Images should be complex, with minimal blank space (to prevent Graffiti tagging) and work effectively when reproduced in various sizes. Entries may be cropped to fit the dimensions;
- If selected, artists will be required to submit a high resolution TIFF or EPS vector file of their artwork (by whatever dimensions needed by printer (minimum 500 dpi, larger preferred at a 4”x6” dimension);
- Images will be enlarged to approximately 56” high x 45” wide x 46” deep or 37” high x 18” wide x 18” deep;
Submission Guidelines

- Entries must be submitted as JPG images on a CD or DVD;
- Identification including name, address, email and phone number must be placed on all CDs or DVDs and shall include a short bio/artist statement to a max of 250 words;
- Each digital file must be identified by name and title of artwork (i.e. John SmithbikingWL.jpeg);
- Complete, Sign, Mail or deliver submissions along with application to:
  
  Cabinet Wrap Initiative—Williams Lake City Hall
  450 Mart St. Williams Lake, BC, V2G 1N3

Adjudication:
The Contest submissions will be adjudicated in a single meeting hosted by the CCACS Coordinator and City Planner and adjudicated by three appointed members each from City Council and the CCACS Board. In 2012, up to 13 submissions, budget dependant, will be selected to be installed on City Infrastructure. The Submissions will be adjudicated accordingly:

- Minimum of one selection for each Community Priority Area, given that each category has submissions;
- Relative to the community priority area category submitted under;
- Artistic merit and innovation;
- Relevance/Significance of the proposed art project to the specific site, surrounding neighborhood and community;
- Content appropriateness in regards to OCP Priority areas;
- Technical feasibility and quality of production; and
- Maximum of two submissions from one artist will be accepted.

Winners:
If selected, Copyright of images will remain with the artist but the City will claim the right to use selected entries without payment of fees, in publicity, promotion or advertisement in support of the cabinet wrap initiative.

Winners will be contacted to attend the installation—vinyl wrapping of the utility boxes, information and Bio posted on the City website under the Cabinet Wrap initiative and recognized by City Council for their contributions to the City of Williams Lake. Applicants will be notified of their status via email by June 19th, 2012.

It is staff’s hope that the covering of City owned Utility cabinets, and the approval of the Cabinet Wrap Initiative will work to leverage collaboration and support from the Ministry of Transportation on their four Utility Boxes on our main highway intersections, as well as the private utility companies who own infrastructure around the City. Staff is proposing to approach BC Hydro, Telus, Shaw Cable and Fortis BC, with the letter in Attachment B, for support and participation in the Cabinet Wrap Initiative in 2013.

SECTION 3: DETAILED ANALYSIS

a. Financial Considerations – Cost and Resource Allocations:

Council will take note that there is a $6,000 line item in the Operations Budget identified for covering the City Owned Utility Cabinets. This report is coming before Council only as a proposal prior to the final budgets being approved in April of 2012. The $6,000 for 2012 will cover approximately seven utility boxes around town. Staff is recommending that the budget be allocated to the boxes in the order of priority indicated in Table 1 of this report.
The City’s Manager of Transportation and Buildings has been working with local printers on determining suitable materials, requirements for images and quotes for cost of printing and installation. One cost estimate was quoted at $31.25 plus HST per square foot and the other quoted $595 (Frizzi, 7th and 8th) and $895 (2nd, 3rd and South Lakeside) plus $250 - $500 for setup charges for printing.

It should be noted that the life expectancy for the vinyl coverings, according to local printers, is warranted for 5 years but expected to be 10 years.

b. Legislative Considerations (Applicable Policies and/or Bylaws):

c. This project most closely supports the following ICSP Priority Areas:

- Distinctive Arts, Culture and Heritage
- Lively Downtown
- Affordable Housing and Liveable Neighborhoods

SECTION 4: RECOMMENDATION(S)

That Council approves in principal the Cabinet Wrap Initiative and advises staff to seek formal partnership with the Central Cariboo Arts and Culture Society Board for this initiative. In addition, that Council commits to appointing three Council members to an adjudication committee for the selection of submissions to be wrapped around City owned Utility Cabinets in July of 2012.

Respectfully submitted,

Brian Carruthers
Chief Administrative Officer

This report has been prepared in consultation with the following:

<table>
<thead>
<tr>
<th>This report has been prepared in consultation with the following:</th>
<th>Initials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director of Financial Services</td>
<td></td>
</tr>
<tr>
<td>General Manager of Planning &amp; Operations</td>
<td>GG</td>
</tr>
<tr>
<td>Manager of Economic Development</td>
<td></td>
</tr>
<tr>
<td>Manager of Legislative Services</td>
<td></td>
</tr>
<tr>
<td>Manager of Social Development</td>
<td>AB</td>
</tr>
<tr>
<td>Planner</td>
<td>LD</td>
</tr>
<tr>
<td>Director of Municipal Services</td>
<td>KG</td>
</tr>
</tbody>
</table>

ATTACHMENT(S):

Attachment A – Draft Cabinet Wrap Initiative Submission Guidelines and Application Form
Attachment B – Letter to Utility Companies leverage collaboration and support
Wrapping Cabinets with Art/Photography

The City of Williams Lake and the Central Cariboo Arts and Culture Society have been working to develop a Cabinet Wrap Initiative to not only beautify our City but to also address one of many “blank canvas’s” for graffiti in our community. We are looking for your participation and asking for submissions of photos and photos of art work that relate to the communities 10 priority areas as outlined in the City Official Community Plan:

- Social Well Being
- Lively Downtown
- Active & Convenient Transportation
- Affordable Housing & Liveable Neighbourhoods
- World Class Recreation
- Cherished Local Ecosystems
- Arts, Culture and Heritage
- Partnering with First Nations
- Resilient Economy
- Local Food & Agriculture

The winning submissions will be printed on vinyl and wrapped around the 13 City owned utility cabinets with credits to the artist on both the installed art and on the City’s Website.

Art/Photography Technical Guidelines

To ensure appropriateness of imagery, and to assist in the selection committees process, the following criteria should be followed when considering submission:

- Images must relate to one of the ten priority areas as found in the City of Williams Lake Official Community Plan;
- Photographs of people should be silhouettes or a format to ensure they are not recognizable;
- Content deemed sensitive is not permitted (i.e. tobacco, liquor, violent imagery);
- Images should be complex, with minimal blank space (to prevent Graffiti tagging) and work effectively when reproduced in various sizes. Entries may be cropped to fit the dimensions.
- If selected, artists will be required to submit a high resolution TIFF or EPS vector file of their artwork (by whatever dimensions needed by printer (minimum 500 dpi, larger preferred at a 4”x6” dimension);
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Submission Guidelines

- Entries must be submitted as JPG images on a CD or DVD;
- Identification including name, address, email and phone number must be placed on all CDs or DVDs and shall include a short bio/artist statement to a max of 250 words;
- Each digital file must be identified by name and title of artwork (i.e. John SmithbikingWL.jpeg);
- Complete, Sign, Mail or deliver submissions along with application to: Cabinet Wrap Initiative—Williams Lake City Hall
  450 Mart St. Williams Lake, BC, V2G 1N3

The deadline for submissions is May 22nd, 2012. All submissions will be adjudicated by a committee.
Cabinet Wrap Initiative

Art/Photography Submission Application

Please complete all of the contact information below as you would like it to be referred to in printed material and return to The City of Williams Lake at ldragowska@williamslake.ca on or before May 22nd, 2012 by 4:30pm.

Artist’s Name: ______________________________________________________
Email Address:_____________________________________________________
Website/Blog:_______________________________________________________
Address: ___________________________________________________________
City:__________________ Postal Code:_____________ Phone:_______________

Please attached a short Bio/Artist statement to a max of 250 words.

Submission Categories as found in the City’s OCP:
  □ Social Well Being  □ Lively Downtown
  □ Active & Convenient Transportation  □ Affordable Housing & Liveable Neighbourhoods
  □ World Class Recreation  □ Cherished Local Ecosystems  □ Arts, Culture and Heritage
  □ Partnering with First Nations  □ Resilient Economy  □ Local Food & Agriculture

Submission 1 Title: _______________________ Medium: ___________________
Category (choose one):  ____________
Submission 2 Title: _______________________ Medium: ___________________
Category (choose one):  ____________

If selected, Copyright of images will remain with the photographer but the City will claim the right to use selected entries without payment of fees, in publicity, promotion or advertisement in support of the cabinet wrap initiative.

Winners will be contacted to attend the installation—vinyl wrapping of the utility boxes, information and Bio posted on the City website under the Cabinet Wrap initiative and recognized by City Council for their contributions to the City of Williams Lake. Applicants will be notified of their status via email by June 19th, 2012.

On behalf of the City of Williams Lake and the Central Cariboo Arts and Culture Society, we thank you in advance for your support!

I _____________ grantee that the images/ artwork submitted to the City is of my original work and maybe used by the City of Williams Lake for the purpose of the Cabinet Wrap Initiative.

Signed: _____________________ Print: ___________________ Date: ___________
April , 2012

[ BC Hydro, Fortis BC, SHAW, TELUS, TRAN]

TO WHOM THIS MAY CONCERN,

RE: CITY OF WILLIAMS LAKE CABINET WRAP INITIATIVE –GRAFFITI PREVENTION

The City of Williams Lake is in the initial stages of developing a Cabinet Wrap Initiative to beautify our City and to address one of many “blank canvas’s” for graffiti in our community. Many of the utility cabinets are “tagged” or defaced with some form of Graffiti. The majority of utility cabinets are not owned by the City of Williams Lake, and we would like to request your collaboration and participation in this developing Initiative.

The City of Williams Lake is involved in the education and information for our residents to report graffiti on public or private property by recognizing, reporting and removing graffiti as quickly as possible. The City began our graffiti program by committing a budget for the removal or covering of graffiti on private buildings and public buildings. This program was adopted by Council in 2010 and now staff is looking to initiatives that work on prevention rather than enforcement and mitigation. Significant efforts have been made towards an education approach, however we find that a lot of our utility cabinets, pad mounted transformers and electrical boxes continually have graffiti on their clear canvases.

The City of Williams Lake is developing a Cabinet Wrap Initiative based on best practices initiative around North America. Upon doing research, we have found that painting or vinyl wrapping these types of utility cabinets has become a huge success for both the decline in graffiti on such surfaces and promoting community beautification through public art.

Currently, the City of Williams Lake owns nine utility cabinets located at our City operated intersections, six of these cabinets are located in our downtown. This year, staff is developing a community art contest, in partnership with the Central Cariboo Arts and Culture Society, to ask for submissions of photos and photos of art work that relate to the communities 10 priority areas as outlined in the City Official Community Plan. The winning submissions will be printed on vinyl and wrapped around the 9 City owned utility cabinets. The City, is looking for your companies participation in this project and will be sending this request not only to you, but also to [BC Hydro, Fortis BC, Telus, Shaw and Ministry of Transportation and Infrastructure] seeking support and collaboration for this initiative this year and in years to come.

It is a priority for the City of Williams Lake and our residents to take proactive measures to manage graffiti in our community. Programs such as the Cabinet Wrap Initiative for City owned infrastructure is a great start, but we need to work in collaboration with the private sector and other levels of government to implement successful results. I will be following up with a phone call to you regarding your collaboration in this effort to prevent graffiti in our community. I can be contacted at (250)392-1762 or my email at ldрагowska@williamslake.ca.

Regards,
Liliana Dragowska
Planner