

1.0 - BACKGROUND

Toronto Youth Equity Strategy (TYES):

[The Toronto Youth Equity Strategy \(TYES\)](#) supports youth (aged 13-29) who are most vulnerable to involvement in serious violence and crime ("MVP youth"), by increasing **access to supportive systems**; taking steps to better coordinate youth service delivery in Toronto, and **building youth resiliency**; by identifying specific service enhancements.

The Toronto Youth Equity Strategy (TYES) was unanimously adopted by City Council on February 19, 2014. The Strategy identifies 28 key issues and corresponding 110 recommended actions. The TYES ArtWorksTO Project is part of **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."

Neighbourhood Arts Network (NAN):

Neighbourhood Arts Network is a strategic initiative of the 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.

2.0 – 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. 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).

SECTION 3.0 – ELIGIBILITY, QUALIFICATIONS & TIMELINES

Eligible applicants:

- City of Toronto residents
- Individual youth artists (18-29)
- Groups of youth artists (18-29)
- 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:

Thursday June 28

Wednesday July 11,* 5:30 to 8:00 pm

Thursday July 16,* 2:00 to 4:30 pm

Thursday August 2* (11:59PM)

Friday August 17

Wednesday, August 22*, 2:30 to 5:00 pm

Mid September 2018 -June 2019

**Dates and locations subject to change*

RFP opens

Info Session & How to Write a Proposal for a RFP Workshop 1, at East End Arts, 450 Broadview Ave

Info Session & How to Write a Proposal for a RFP Workshop 2 Art Starts, 3401 Dufferin St,

Yorkdale Mall Lower

RFP deadline

Notification to successful applicants

Professional Development & City Protocol Workshop for ArtWorksTO contractors - City Hall Committee Rm. 4

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 youth (youth most vulnerable to involvement in serious violence and crime)
- 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

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, youth, 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 (professional & lived experience)
- Cost feasibility
- Understanding of project goals

6.0 – PROPOSAL REQUIREMENTS

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

Proposal requirements (checklist):

- ✓ Project name and number (*if you are submitting proposals for more than one project, a separate proposal must be submitted for each project*).
- ✓ Contact information of project lead (name, address, phone number and email)
- ✓ Biography (individual, group, or organization, including professional and lived experience as described in Section 3.0)
- ✓ Detailed proposal – what is treatment idea for the project? How will you complete the project? (*max. 500 words*)
- ✓ Detailed budget (*the budgets attached to the projects are maximum budget amounts*)
- ✓ 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*
- ✓ Related work samples (3-5)
- ✓ Professional references (2)

7.0 – PROPOSAL SUBMISSION

Please submit your complete proposals by email no later than 11:59 pm on Thursday August 2, 2018 to ines@torontoarts.org

For more information:

Inés Aguilera

Neighbourhood Arts Network

p: 416.392.6800 x221 e: ines@torontoarts.org

Laura Metcalfe

Toronto Youth Equity Strategy (TYES)

p. 416-397-4496 e: Laura.Metcalfe@toronto.ca

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.

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>CC1 City Clerk's Office</p>	<p>Info Videos about Municipal Government</p> <p><i>'My Local Government, it's for me'</i> is an initiative that aims to provide residents with user-friendly information about getting involved in municipal government, including how decisions are made and different ways to stay informed, have your voice heard, and serve your city.</p> <p>The City Clerk's Office is looking to work with one artist or arts group to develop all three short informational videos about selected content from the My Local Government information booklet to encourage youth to participate and get involved.</p> <p>The end use for the videos may include social media, the website, and being played during My Local Government workshops. Website:</p> <p>Deadline for Completion: end of September, 2018</p>	<p>3 short videos</p>	<p>\$1,500 x 3 videos</p> <p>+ 10% admin</p> <p>+ 5% coordination</p> <p>TOTAL: \$5,175.00</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>CC2 City Clerk's Office</p>	<p>Youth Social Media Campaign for the 2018 Municipal Election</p> <p>Election Services is looking to work with youth artists to develop a social media campaign and its creative content (photos, icons, stories, etc.) for @TorontoVotes, to support youth engagement in the municipal election taking place on October 22, 2018.</p> <p>Deadline for Completion: end of September, 2018</p>	<p>Social Media Campaign</p> <p>(4 short stories, 5 icon, 1 short video, 20 photos)</p>	<p>\$2,850 + 10% coordination 5% admin.</p> <p>TOTAL: \$3,277.50</p>
<p>CM1 City Manager's Office</p>	<p>This project will support the Resilient Stories initiative of the Resilience Office, the youth artist would convene conversations in neighbourhoods and public spaces in which people would share their stories of resilience with one another. These interactions will be recorded and turned into a short film.</p> <p>The goals of the project are to:</p> <ul style="list-style-type: none"> • Promote an understanding of the concept of resilience; • promote conversations between strangers about resilience and contribute to a healthy civic dialogue generally; • contribute to the Resilience Strategy engagement process; • promote the Strategy. <p>The target audience is Torontonians of all ages. Key messages are:</p> <ul style="list-style-type: none"> • Toronto is a growing city that is changing rapidly and this impacts our day-to-day lives in a myriad of ways. We want diverse residents of the city to share their stories of resilience in the face of these challenges, and build relationships around them. <p>The final product will be used both as an input into the strategy and as a communications tool.</p> <p>Deadline for Completion: end September 2018</p>	<p>a) Set up and facilitate 5 "conversation booths" in neighbourhoods across Toronto</p> <p>b) Film the conversations and deliver a 3-5 minute video</p>	<p>\$2,500</p> <p>10% coordination 5% admin.</p> <p>TOTAL: \$2,878.00</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>CP1 City Planning</p>	<p>Active Transportation and Shared Mobility Implementation Strategies – The City is currently implementing new mobility strategies to destabilize the current auto-oriented transportation environment and gradually moving towards active and shared forms of mobility.</p> <p>The goal of this project is to provide visual support to implement new mobility strategies, focusing on active transportation and shared mobility. The target audience is transportation practitioners, policy makers, and general residents. The project's key messages are about car-free living - what car-free environment would look like. The visual would illustrate the benefits of active transportation and shared mobility to people's living environment and mobility practice.</p> <p>The graphic renderings' end use can range from future share mobility designs, street cross sections, street rendering, and active transportation infrastructure. The GIF/Short videos would provide visual animation of the new mobility strategies and the associated opportunities to street designs and creation of public space. The items will be use in transportation reports, staff reports, public presentations, social media posts, and other publication by City Planning.</p> <p>Deadline for Completion: September to Late 2018/Early 2019 (Flexible)</p>	<p>a) 5 x graphic renderings</p> <p>b) 2 x GIFs or Super Short Videos</p>	<p>+ \$250 (graphics) X 5</p> <p>\$1500 (videos) X 2</p> <p>+ 10% coordination</p> <p>5% admin.</p> <p>TOTAL: \$4,887.50</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>CP2 City Planning</p>	<p>Yorkdale Mall Transportation Challenge – The City is planning to undertake a transportation master plan for Yorkdale. A plan such as this is an opportunity to highlight key priorities for the area, and identify improvements to pedestrian and biking connections, road networks, transit, and safety.</p> <p>Using a video or animated infographic, key transportation challenges and opportunities in Yorkdale Mall would be identified. The youth arts entrepreneurs would be encouraged to undertake this work from the perspective of youths. The video/animation would provide viewers with a stronger understanding of the area, setting context for the City's master plan. 2 additional infographics would be requested to complement the video/animation.</p> <p>The target audience for the project is transportation practitioners, city planners, and the public. The key messages for the project are: The study area is a growing and highly dynamic area, but faces mobility challenges. As it evolves, the area should support a transportation network catering less to single occupancy vehicles, but prioritizing sustainable transportation and shared mobility.</p> <p>The end use for the video/animated infographic and infographics will be for use in presentations, reports, social media, and public consultation initiatives by City Planning.</p> <p>Deadline for Completion: September to late 2018</p>	<p>a)1x Video/ Animated infographic</p> <p>b)2x Infographics</p>	<p>\$1500 (video)</p> <p>\$250 x 2 (infographics)</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$2,300</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>SDFA1 Social Development, Finance and Admin</p>	<p>Youth Week Toronto (May 1-7, 2019) is a week of events celebrating youth contributions to City life in civic engagement, the arts, sport and economy. This project involves the creation of a highlight and promotional video documenting the multiple events across the city. The request is for a 1 minute video to be used for promotions and one 20-30 second promotional video for social media promotions.</p> <p>The video will be used to create interest, awareness, and inform youth about Youth Week Toronto. The video will highlight events in recreation, civic engagement, employment, and art. The audience is for youth (13-29) and corporate sponsors.</p> <p>The projects key messages are:</p> <ul style="list-style-type: none"> • Youth Week Toronto highlights the achievements and accomplishments of youth in Toronto • Events are free and accessible to youth • Events are held in different communities across Toronto • Youth week is fun <p>The 1 minute video will be used in internal and external presentations. The 20-30 second video will be used for promotions on social media.</p> <p>Deadline for Completion: June 2019</p>	<p>One 1-minute video and One 20-30 second (trailer/sizzle reel) video</p>	<p>\$1500 + \$1000 + 10% coordination 5% admin. TOTAL: \$2,875.00</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>SDFA2 Social Development, Finance and Admin</p>	<p>Protégée is a mentorship program that pairs young women with Toronto City Councillors to increase women's participation in municipal politics. The project involves creating a promotional video to showcase interview clips, mentorship experiences, and project work of Protégées and their mentors.</p> <p>The video will be used to help promote the program to young women interested in municipal politics. The target audience is women aged 19-24.</p> <p>The goal of Protégée is to increase women's participation in municipal politics and governance. Key messages for the promotional video are:</p> <ul style="list-style-type: none"> • young women can be leaders in politics and governance • reflect the diversity of Torontonians <p>The end use of the video will be to promote the Protégée Program to young women, City Councillors, and City Staff through social media, presentations and the website.</p> <p>The content will be taken between January and June 2019.</p> <p>Deadline for Completion: August 2019</p>	<p>1 promotional video</p>	<p>\$1500 + 10% coordination 5% admin. TOTAL: \$1,725</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>SDF A3 Social Development, Finance and Admin</p>	<p>The Toronto Youth Cabinet (TYC) is looking to create a video documenting the history of the TYC through interviews of past and present TYC members. A promotional image will be created to promote the video online.</p> <p>By presenting an oral history of the TYC, this presents not only an opportunity to document a history of youth advocacy at the municipal-level, but also serves as a promotional tool to encourage young people to be involved with the TYC.</p> <p>The key target audience will be youth ages 13-24 who live, work, or learn in Toronto. Other audiences we are considering include community and grassroots stakeholders that are youth-led or service young people, City Staff, and politicians who interact with the TYC.</p> <p>The key message that this video will communicate is what the TYC is– that is, the official youth advisory body to the City of Toronto—as well as showcase how young people, through the TYC, can not only advocate on youth-centered and youth-led issues, but also share youth voices in institutions like City Hall.</p> <p>The video and art work will be used in presentations and online promotions of the TYC.</p> <p>Deadline for completion: December 2018</p>	<p>1 video</p>	<p>\$1500</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$1,725</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>SDFA4 Social Development, Finance & Admin</p>	<p>The Toronto Youth Equity Strategy (TYES) is seeking a library of photos that can be used in our Frontline Workers' Workshop Series toolkits, as well as presentations and promotional materials.</p> <p>TYES aims to build resilience and access to supportive systems for youth most vulnerable to involvement in serious violence and crime (or "MVP youth"). Our work focuses on many areas including:</p> <ul style="list-style-type: none"> • criminalization of youth • youth justice • youth mental health and trauma-informed care • employment & entrepreneurship • mentorship <p>TYES is seeking a photo library of 100 edited photos that involve youth of diverse backgrounds (race, age, gender, ability, etc.), related to the above themes.</p> <p>The key messages are:</p> <ul style="list-style-type: none"> • MVP youth are resilient and engaged positively in their communities • MVP youth are diverse • MVP youth experience challenges to their resiliency and systemic barriers <p>The target audience is youth, youth frontline workers and City staff.</p> <p>Deadline for completion: December, 2018</p>	<p>100 photos</p>	<p>\$2,500</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$2,875</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>TPS1 Toronto Police Service</p>	<p>Toronto Police is working with community partners and Black Youth to plan a Black Youth Leadership Conference in the Fall. Youth will be involved in leading the conference in partnership with the TPA (Toronto Police Association).</p> <p>The goal is to:</p> <ul style="list-style-type: none"> • Explore the lived experiences of Black youth residing in the G.T.A. with the TPS; • Promote leadership-oriented skills through discourses endorsed by a variety of motivational and/or keynote speakers, as well as discuss the importance of education, avoiding gang activity and having the courage to make the right decisions; • Bridge the gap between youth-police relations through discussions about prevalent distrust of youth toward police services in order to foster enhanced youth and police partnerships by way of creating an environment of increased trust, cooperation and collaboration between the community and police; <p>Toronto Police Service is looking for a youth artist to create a powerful video/message and poster that will promote the context of the conference, the diversity of Black youth and police officers.</p> <p>Deadline for Completion: October 15, 2018</p>	<p>a)1 video</p> <p>b)1 poster</p>	<p>\$1500</p> <p>\$250</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$2,012.50</p>

Project Number	Project Description	Products/ Deliverables	Budget (Max)
<p>TPH1 Toronto Public Health</p>	<p>This project involves creation of a promotional video for the Investment in Youth Engagement grant program</p> <p>The purpose of the video is to further support promotional activities when Round 11 is launched in July 2019 and garner interest from new and diverse youth groups throughout Toronto. The target audience for the video is youth and young adults, ages 14-24 years old.</p> <p>Key messages include IYE-specific information, like "The Investment in Youth Engagement (IYE) Initiative was established by Toronto Public Health (TPH) to support youth engagement work in Toronto communities and provide funding to support community health promotion projects. It is intended to motivate and create opportunities for youth to develop their leadership skills and engage in and act on health issues within Toronto. This initiative is youth driven, which means that youth are involved in all aspects of the application process, project planning, and implementation."</p> <p>The promotional video will be used on social media, posted to YouTube, and anywhere else deemed appropriate for program promotion.</p> <p>Deadline for Completion: July 2019</p>	<p>1 video</p>	<p>\$1500</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$1,725</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>TPH2 Toronto Public Health</p>	<p>The Youth Health Action Network (YHAN) brings together young people from across Toronto for the common goal of exploring and taking action on current and emerging health and tobacco prevention issues. Their activities span from raising awareness to advocating for healthy public policy.</p> <p>YHAN would like to spread awareness about the harmful effects of second-hand smoke in multi-unit housing (apartment buildings, condominiums, etc.), and the options that Toronto residents and home-owners have in taking action and promoting smoke-free policies for homes.</p> <p>The project's target audience is residents and homeowners of Toronto</p> <p>Key messages are:</p> <ul style="list-style-type: none"> Exposure to second-hand smoke increases the risk of cancers, lung disease and many childhood illnesses. In apartments and condos, drifting second-hand smoke can enter living space through shared walls, ventilation systems and from balconies and windows. It's up to the landlords or owners to make their building smoke free. It's legal and enforceable. It's a win-win for everyone. It works to protect the health of tenants while protecting landlords' investments in their property. <p>The video will be promoted through social media and the TPH website in Toronto, and at the Provincial level on our partners' websites.</p> <p>Deadline for Completion: negotiable</p>	<p>1 video</p>	<p>\$1500</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$1,725</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
<p>TPH3 Toronto Public Health</p>	<p>The Youth Health Action Network (YHAN) would like to spread awareness about the harmful effects of second-hand smoke on campuses and the options that students have in taking action and promoting smoke-free policies on campus.</p> <p>This project involves creation of a public education video aimed to reach students of universities and colleges in Toronto.</p> <p>Key messages are:</p> <ul style="list-style-type: none"> Although Canada has had much success in decreasing smoking rates, smoking among young adults still remains higher than any other age group at 22.8%. Post-secondary campuses offer a unique opportunity to support large numbers of young adults to not start – or quit – smoking, and to protect them, as well as staff, from exposure to second-hand smoke through a tobacco-free campus policy. <p>The video will be promoted through social media and the TPH website in Toronto, and at the Provincial level on our partners' websites</p> <p>Deadline for Completion: negotiable</p>	<p>1 video</p>	<p>\$1500</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$1,725</p>
<p>TPH4 Toronto Public Health</p>	<p>The Youth Health Action Network (YHAN) brings together young people from across Toronto for the common goal of exploring and taking action on current and emerging health and tobacco prevention issues. Their activities span from raising awareness to advocating for healthy public policy</p> <p>With cinematic creativity, YHAN hopes to spread awareness about the issue of on-screen imagery in youth-rated films and advocate for movies to be adult-rated if they have images of smoking. The project involves creating a short video for youth.</p> <p>Continued on page 16...</p>	<p>1 video</p>	<p>\$1500</p> <p>+ 10% coordination 5% admin.</p> <p>TOTAL: \$1,725</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
	<p>The videos key messages are:</p> <ul style="list-style-type: none"> Smoking in movies remains one of the last avenues for tobacco companies to advertise their products to impressionable youth audiences. Research has shown that a higher exposure to tobacco in movies increases the start of smoking in youth. In Ontario, 86% of new movies released with tobacco are youth-rated. <p>The video will be promoted through social media and the TPH website in Toronto, and at the Provincial level on our partners' websites</p> <p>Deadline for Completion: September 2018</p>		
<p>TPH5 Toronto Public Health</p>	<p>The Youth Health Action Network (YHAN) brings together young people from across Toronto for the common goal of exploring and taking action on current and emerging health and tobacco prevention issues. Their activities span from raising awareness to advocating for healthy public policy.</p> <p>YHAN would like a promotional video that highlights who we are and what we do geared towards young people in Toronto.</p> <p>The video's key messages include:</p> <ul style="list-style-type: none"> YHAN's activities span from raising awareness to advocating for healthy public policy. YHAN members work with passionate and engaged youth in a collective effort to make positive change. The youth leaders make a lasting impact on the health of those who call Toronto home. <p>Deadline for Completion: December 2018</p>	<p>1 video</p>	<p>\$1500 + 10% coordination 5% admin. TOTAL: \$1,725</p>

Project Number	Project Description	Products/Deliverables	Budget (Max)
TPL1 Toronto Public Library	<p>The Toronto Public Library (TPL) has several volunteer opportunities for youth. This project involves creating a short video about TPL’s youth volunteer opportunities (e.g., Youth Advisory Groups, Reading Buddies, Cyber Seniors) that demonstrates positive impacts and builds awareness among staff and the public. The target audience is youth.</p> <p>Deadline for Completion: negotiable</p>	1 video	\$1500 + 10% coordination 5% admin. TOTAL: \$1,725