

NO: R209

COUNCIL DATE: December 4, 2023

REGULAR COUNCIL

TO: Mayor & Council **DATE: November 22, 2023**

FROM: General Manager, Parks, Recreation & Culture **FILE: 0550-20**
General Manager, Planning & Development
General Manager, Engineering
General Manager, Community Services

SUBJECT: Civic Distinction Awards 2024

RECOMMENDATION

The Parks, Recreation & Culture Department, Planning & Development Department, Engineering Department and Community Services Department recommend that Council receive this report for information.

INTENT

The purpose of this report is to provide Council with an overview of the Civic Distinction Awards Program (the “Program”) and ceremony planned for 2024.

BACKGROUND

The Civic Distinction Awards Program (formerly known as the City Awards Program) was created in 2019 following a review of existing external-facing awards supported by the City. Following this review, the City Awards Program was renamed the Civic Distinction Awards Program and moved from a three-year cycle to a four-year cycle which launched in 2020 (see Corporate Report No. R197; 2019 attached as Appendix “I”). In fall 2020, an event honouring award recipients was held virtually as a result of impacts from the COVID-19 pandemic. The ceremony being planned for 2024 will be the first in-person event for the Program since 2017 (see Corporate Report No. R132; 2020 attached as Appendix “II”).

DISCUSSION

Surrey is home to many community and business leaders who are making innovative contributions in the fields of arts, heritage, environmental stewardship, design, sport tourism and community service. The Program formally recognizes these leaders and fosters a culture of excellence in Surrey. The next award ceremony is being planned for November 2024.

Nominations for the Program are solicited from the community. Each award category has unique criteria and review processes; award recommendations are reviewed and endorsed by Mayor and Council prior to being finalized.

Award categories are as follows:

- **Arts & Heritage:** recognizing those whose creativity and leadership have made a significant contribution to Surrey’s cultural well-being. Nominations will be reviewed by the Arts and Culture Advisory Committee and Surrey Heritage Advisory Commission.
- **Beautification & Enhancement:** recognizing outstanding contributions in community enhancement initiatives. Nominations will be reviewed by the Parks, Recreation and Sport Tourism Committee.
- **Design:** recognizing excellence in city building through architecture, urban design and public art. Nominations will be reviewed by a panel of experts in these fields.
- **Environmental:** recognizing innovation in environmental programming, education and stewardship. Nominations will be reviewed by the Environment and Climate Change Committee.
- **Heart:** recognizing outstanding contributions of those promoting social equity by supporting special populations and strengthening the community. Nominations will be reviewed by the Livability and Social Equity Committee.
- **Sport Tourism:** recognizing outstanding contributions to the tourism industry in Surrey through the hosting of sporting events. Nominations will be reviewed by the Parks, Recreation and Sport Tourism Committee.
- **Mayor’s Choice Award:** recognizing outstanding contributions to an initiative that is important to the Mayor in the award year. For 2024 the Mayor’s Choice Award will recognize individuals and organizations that have made contributions in the areas of celebrating diversity and building community. Staff will review nominations and recommend recipients to the Mayor for final approval.

Award recipients will be presented with awards of excellence, and recognized by the City through a media release, social media campaign and website acknowledgement.

Next Steps

City staff are forming working groups to advance the Program and develop nomination processes and submission schedules. The Program will launch publicly in early 2024. A ceremony event to honour award winners and finalists is being planned for November 2024.

CONCLUSION

The Civic Distinction Awards Program supports the City’s values of innovation and community by recognizing community and business leaders who have made major contributions in their respective fields.

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Scott Neuman, P.Eng
General Manager,
Engineering

Don Luymes
General Manager,
Planning & Development

Terry Waterhouse
General Manager,
Community Services

Appendix “I”: - Corporate Report R197; 2019

Appendix “II”: Corporate Report R132; 2020

<https://surreybc.sharepoint.com/sites/prcadmistration/corporate-reports-regular/2023/draft-corporate-report-civic-distinction-awards-2024.docx>



CORPORATE REPORT

NO: R197

COUNCIL DATE: October 7, 2019

REGULAR COUNCIL

TO: Mayor & Council DATE: October 4, 2019

FROM: General Manager, Parks, Recreation & Culture FILE: 0350-01
General Manager, Planning & Development
Acting General Manager, Engineering

SUBJECT: Enhancing and Renaming the City Awards Program as the Civic Distinction Awards Program

RECOMMENDATION

The Parks, Recreation & Culture Department, Planning & Development Department, and Engineering Department recommend that Council:

1. Receive this report for information; and
2. Direct staff to initiate planning and implementation of the next Civic Distinction Awards Program ceremony starting in 2020 as generally described in the 'Award Program Update' section in this report.

INTENT

The purpose of this report is to provide Council with information regarding a recent review of the external-facing awards that the City supports (the "City Awards Program") and to receive Council support to initiate planning and implementation of the next iteration of the Civic Distinction Awards Program.

BACKGROUND

The City facilitates several recognition and award programs that celebrate outstanding individuals, groups and organizations who are dedicated to fostering a culture of care, compassion, inclusiveness, innovation and excellence in Surrey. These recognition and award programs encourage citizen involvement, connectedness, and a shared sense of civic pride.

The City has hosted the City Awards Program ceremony every three years, with award ceremonies previously held at City Hall in 2011, 2014 and 2017. In 2017, the City Awards Program categories included:

Award	Celebrating
Beautiful City Award	Contributions to community beautification
Clean Energy City Award	Innovation in energy conservation and efficiency
Green City Award	Leadership in environmental stewardship
Heart in the City Award	Achievements in social planning
Heritage in the City Award	Excellence in heritage stewardship
New City Design Award	Excellence in urban design and architecture
Sport Tourism in the City Award	Excellence in sport hosting

An overview of each award is detailed in Corporate Report R057; 2017 (Appendix “I”) titled “2017 City Awards Program”.

In addition to the awards listed above, the City facilitates a number of other annual awards outside of the City Awards Program which include:

- Good Citizen (Citizen of the Year) Award;
- Surrey Civic Treasure Award;
- SASSY (Service Above Self Surrey Youth) Awards (in partnership with the Semiahmoo Rotary Club); and
- Outdoor Sport Volunteer Appreciation Awards.

DISCUSSION

Prior to commencing the planning and implementation process for the next City Awards Program event, staff involved in the City’s Emerging Leaders Program (“ELP”) conducted a review of the awards program to:

- Identify any duplications or gaps in who the City recognizes through the various awards;
- Support responsible spending and program efficiency;
- Identify opportunities to enhance award prestige and recognition;
- Deepen collaboration opportunities between different City departments and Surrey’s citizens; and,
- Ensure the City’s recognition and award program aligns with current Civic priorities and initiatives.

Currently the awards are championed by different City departments, and in some cases, outside community groups or agencies. Each award has its own nomination, evaluation and selection process, and several have their own recognition event or ceremony. Final approval of award recipients is given by Council prior to the event.

The level of community awareness associated with each award varies, and there is not a consistent, comprehensive branding approach or civic communication to ensure that award recipients receive the appropriate and much deserved recognition for their significant contribution to the City.

During the review, it was identified that:

- There are benefits to having a lead department oversee each award (provide subject matter expertise, have extensive community contacts to promote award and solicit nominations);
- There are benefits to having a formal ceremony to recognize award recipients (though existing ceremonies could be combined to streamline resources);
- The award ceremony frequency should be moved to a four-year cycle;
- There are opportunities to increase marketing and promotion for the next ceremony that can increase the number of high-quality nominations for each of the award categories;
- There is good value in continuing a separate acknowledgment of each of the following awards: Good Citizen (Citizen of the Year) Award, Service Above Self Surrey Youth (“SASSY”) Award, and the Outdoor Sport Volunteer Appreciation Award; and
- There is an opportunity to add an award category to recognize excellence in contributions towards current civic priorities and initiatives as well as clarify intent and criteria for each award to eliminate duplications / overlaps.

Research was conducted on the current civic award programs at five Canadian municipalities to identify best practices. The Cities of Edmonton, Calgary, Saskatoon, Vancouver, and Brampton were identified as these cities offer major award programs under a single brand, with a streamlined nomination process, and a single annual awards ceremony to recognize recipients. Each award program offers a broad range of award categories, recognizing citizen contributions to a wide spectrum of civic life.

Key learnings from the research include:

- Edmonton and Vancouver offer awards that are specifically focused on current civic priorities and initiatives, where the award recipient is selected by the Mayor and Council.
- City websites include the award description, categories, nomination process and previous winners. Some municipalities allowed online submissions, creating a user-friendly and interactive experience for nominations.
- Budgets to host the awards ceremonies ranged from \$18,000-\$75,000 annually. Taking into consideration the historical three to four-year frequency of Surrey’s City Awards Program, the City’s cost associated with hosting this event are modest compared to other municipalities.

Award Program Update

Based on the above review, the following five key actions were identified to better this event;

1. Enhance Award Communication and Branding;
2. Adopt “Civic Distinction Awards” as the New Program Name;
3. Clarify roles of the Award Review Staff Committee and Move to a Four-Year Frequency; and
4. Update and Streamline Existing Award Categories.

A detailed breakdown of each recommended action is outlined in Appendix “III”.

FUNDING

There is a cost of \$75,000 to develop and administer the City Awards Program. Staff will bring forward a recommendation during the annual budget process to request funding for the City Distinction Awards Program ceremony.

SUSTAINABILITY CONSIDERATIONS

The City Awards Program supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Inclusion, Built Environment & Neighbourhoods, Ecosystems and Education & Culture. Specifically, this program supports the following Desired Outcomes ("DO"):

- Diversity & Accessibility - DO1 – Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Community Pride & Engagement - DO20 - Surrey residents are proud of their community.
- Community Pride & Engagement - DO21 - All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life.
- Community Pride & Engagement - DO23 – Numerous active local clubs, groups and agencies contribute to the community's well-being.
- Natural Areas, Biodiversity & Urban Forest - DO4 – Surrey residents support biodiversity conservation and are stewards of natural areas and urban forests on both public and private lands.

CONCLUSION

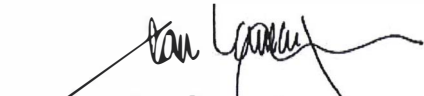
Based on the above discussion, it is recommended that Council direct staff to commence planning and execution of the next iteration of the Civic Distinction Awards Program.



Laurie Cavan
General Manager,
Parks, Recreation & Culture



Scott Neuman, P.Eng.
Acting General Manager,
Engineering



Jean Lamontagne
General Manager,
Planning & Development

Appendix "I" - Corporate Report R057; 2017

Appendix "II" - Community Consultation for Award Awareness Results

Appendix "III" - Detailed Breakdown of Key Recommendations

*** Appendices Available upon request***



CORPORATE REPORT

NO: R132

COUNCIL DATE: Sept. 14, 2020

REGULAR COUNCIL

TO: Mayor & Council DATE: September 10, 2020
FROM: General Manager, Parks, Recreation & Culture FILE: 0290-01
SUBJECT: Proposed Civic Distinction Awards Program Recognition

RECOMMENDATION

The Parks, Recreation & Culture Department recommends that Council:

1. Receive this report for information; and
2. Approve the recognition plan for the Civic Distinction Awards program as generally described in this report.

INTENT

The purpose of this report is to obtain Council's approval for the Civic Distinction Awards program recognition plan for the 2020 Civic Distinction Awards Program.

BACKGROUND

On July 27, 2020, Council approved Corporate Report R119; 2020 titled, "Update on the Civic Distinction Awards Program", (a copy is attached as Appendix "I") and proceeding with a virtual Civic Distinction Awards program in 2020 rather than postponing the program to 2021.

The Civic Distinction Awards includes the following seven award categories:

1. Mayor's Choice Award
2. Design Award
3. Beautification and Enhancement Award
4. Environmental Award
5. Heritage and Arts Award
6. Heart Award
7. Sport Tourism Award

DISCUSSION

Nominations and Selection of Winners

Nominations will open September 15, 2020 and will be received digitally for a one-month period. Nominations can also be received in hardcopy at City Hall, but due to COVID-19 management protocols, this is not being promoted. The promotion of the nominations will occur via a social media campaign, e-newsletters, the networks of committee members and in print advertising. Once nominations are received, they will be reviewed by their respective Committees and award recipients will be recommended to Mayor and Council for their approval.

Award	Description	Review Committee
Beautification and Enhancement	Contributions to community vibrancy, safety and connectedness of Surrey's neighborhood through community enhancement activities.	Neighborhood Team
Environmental	Leadership in environmental stewardship and green energy	Environmental Sustainability Advisory Committee
Heart	Achievements in social planning	Social Equity and Diversity Committee
Arts and Heritage	Excellence in heritage stewardship and the arts	Surrey Heritage Advisory Commission ("SHAC") and past recipients of the Civic Treasures Award
Design	Excellence in urban design, architecture and public art	Independent jury of architects and artists
Sport Tourism	Excellence in sport hosting	Parks, Recreation and Culture Committee ("PRCC")

Mayor's Choice Award

The Mayor's Choice Award is a new award category with criteria that can adapt in order to recognize a campaign or initiative that is important to the Mayor in the award year. This year the Mayor has decided that this year's Mayor's Choice Award celebrate and recognize outstanding projects and groups that participated in the Love Where you Live initiative; an initiative to clean up and beautify the City.

Virtual Recognition and Delivery of Awards

As an alternative to an in-person presentation, award recipients will be acknowledged via a digital online reception that will enable an opportunity for award recipients and Council to connect for a more meaningful recognition. A video recorded message from the Mayor recognizing all of the recipients will be shared virtually as well as awards and certificates will be shipped to the individuals. Award recognition will be promoted via social media, the surrey.ca/awards website, in print ads and feature articles in partnership with local bloggers and other digital communication outlets. Photographs of each award recipient or project will be requested for recognition in the social media campaign.

The recognition of the award recipients will occur early in December, following Mayor and Council's confirmation of the recommended award winners.

SUSTAINABILITY CONSIDERATIONS

The Civic Distinction Awards Program supports the objectives of the City's Sustainability Charter 2.0. In particular, this work relates to Sustainability Charter 2.0 themes of Inclusion, Built Environment & Neighborhoods, and Education & Culture. Specifically, this program supports the following Desired Outcomes ("DO"):

- Diversity & Accessibility - DO1 – Surrey welcomes, includes, embraces and values the diversity of people who live here.
- Diversity & Accessibility - DO9 - Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
- Community Pride & Engagement - DO20 - Surrey residents are proud of their community.
- Community Pride & Engagement - DO21 - All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life.
- Community Pride & Engagement - DO23 – Numerous active local clubs, groups and agencies contribute to the community's well-being.

CONCLUSION

This report provides Council with an outline of a plan to acknowledge and celebrate the Civic Distinction Awards that is in full compliance with COVID-19 health and safety protocols in lieu of an in-person ceremony. The Parks, Recreation & Culture Department recommends that Council support the recommended plan that provides opportunity to appropriately acknowledge the many contributions by Surrey's businesses and community leaders.



Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix "I" – Corporate Report R119; 2020

<https://surreybc.sharepoint.com/sites/prcadmistration/corporate-reports-regular/2020/proposed-civic-distinction-awards-program-recognition-2020.docx>
PK 9/10/20 4:34 PM

Appendix available upon request