

NO: R234

COUNCIL DATE: October 24, 2016

REGULAR COUNCIL

TO: Mayor & Council **DATE: October 18, 2016**

FROM: General Manager, Parks, Recreation and Culture **FILE: 1530-20**
General Manager, Finance and Technology
Director, Public Safety Strategies

**SUBJECT: Partnership with the BC Lions and Surrey for the Be More
Than a Bystander Program**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Council:

1. Approve a 2-year (2017 and 2018) partnership with the BC Lions and its affiliate partner, the Ending Violence Association of BC, in support of a campaign to increase awareness about and help reduce violence against women; and
2. In support of the partnership, approve a funding contribution from the Council Initiatives Fund of \$5,000 in each year of the partnership and in-kind advertising support for the campaign up to a value of \$20,000 in each year of the partnership, utilizing the City's rights to provide public service advertising on digital signs and bus shelters in Surrey.

BACKGROUND

Council has approved this partnership in the past with the BC Lions Football Team and the Ending Violence Association of BC (EVA BC). In addition to the City's partnership, EVA BC also had sponsorship from Status of Women Canada and the Ministry of Children and Family Development. EVA BC has requested that the City continue the partnership for two years (2017 and 2018) guided by an advisory group of experts in the area of violence against women and including involvement of the BC Lions football players as advocates. The focus is to elevate awareness of issues and programs related to violence against women in BC. The related campaign message is: "Be More Than a Bystander". A synopsis of the partnership and related campaign is provided in Appendix "I" attached to this report.

DISCUSSION

The EVA BC and BC Lions awareness program, targeted at ending violence against women, has a youth focus with an emphasis on three key areas:

1. The prevalence of abusive behaviour in relationships between men and women, particularly as it is directed to women and girls;

2. How attitudes and actions of men and women can help prevent this abuse before it begins; and
3. What young men and women can do in their day-to-day interactions to help bring about positive, respectful attitudes and behaviours.

In addition to marketing initiatives, the program includes a series of presentations/workshops within schools (grades 8 to 12) involving BC Lions players as mentors and role models who lead sessions and introduce the concept of gender violence and supporting media materials while advocating for a “risk reduction” approach to abuse. In addition to the school workshops and marketing campaign, the program also includes a legacy public education film and toolkit as well as a devoted training Clinic with Amateur Football to teach their players about mutually respectful relationships, behaviours and attitudes both within and outside of sport.

Staff is recommending that the City extend its partnership with the BC Lions on this program and provide an annual contribution to the program of advertising on digital signs and bus shelters up to a value of \$20,000 and annual direct funding of \$5,000 per year. The combined value of the City’s contributions over the two year period would total \$10,000. Marketing and advertising support from the City of Surrey could include a combination of the following advertising opportunities:

- A series of ad messages running on rotation with other City public service messages on digital signs in Surrey;
- Printing and posting of transit shelter advertisements;
- Advertisements on City Page and in the Community Recreation Guide; and
- Exposure on the City’s website and social media network.

The City’s logo will be included in advertisements and marketing materials and other public service information and key messaging both within the City and at partner locations. As a municipal partner, City branding will be included alongside other sponsors on in-stadium PSA’s, at the Be More Than a Bystander presentations and related communications and collateral material.

Crime Reduction Strategy Considerations

The subject campaign aligns well with the City’s Public Safety Strategy, which recommends that actions be taken to reduce domestic abuse and violence against women.

Funding

Appendix “II” attached to this report provides a summary of the status of the Council Initiative Fund on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The City provides funding to a number of community groups. In this case the funding is focused on elevating awareness of issues and programs related to violence against women in BC. This report relates to the Sustainability Charter theme of Public Safety. Specifically the funding supports the following Desired Outcomes:

- Public Safety DO1: Residents are safe and have a strong sense of security in all neighbourhoods and throughout the city.
- Public Safety DO4: Local residents and businesses are connected and engaged within their neighbourhoods and with the broader community – including police, public safety partners and social services agencies – to enhance safety.

CONCLUSION

Based on the above discussion, it is recommended that Council:

1. Approve a 2-year (2017 and 2018) extension to the partnership with the BC Lions and its affiliate partner, the Ending Violence Association of BC, in support of a campaign to increase awareness about and help reduce violence against women; and
2. In support of the partnership, approve a funding contribution from the Council Initiatives Fund of \$5,000 in each year of the partnership and in-kind advertising support for the campaign up to a value of \$20,000 in each year of the partnership utilizing the City's rights to provide public service advertising on digital signs and bus shelters in Surrey.

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Appendix "I": Synopsis of BC Lions/EVA BC Be More Than a Bystander Program

Appendix "II": Status of the Council Initiatives Fund

Appendix "I"

Synopsis of BC Lions/EVA BC Be More Than a Bystander Program

Key Messaging:

"Be More Than a Bystander"

Program Summary:

The BC Lions and the Ending Violence Association of British Columbia (EVA BC) have formed a partnership to address the problem of domestic violence. EVA BC is a Society and a leader across the Province specializing in creating awareness about this issue, conducting research and analysis, developing resources and training and fostering cross-sectoral coordination and public education to ensure women and children that are affected by domestic violence are provided with help.

The BC Lions/EVA BC program includes, among other things:

- raising public awareness particularly among young people about issues related to harassment, assault, and abuse and how to become involved in addressing and eliminating these behaviours;
- offering information by local experts about how individuals can move from being passive bystanders to being empowered friends, classmates and teammates who can interrupt abusive behaviour and about the assistance that is available to those that are being affected by abusive behaviour or are aware of such behaviour;
- by means of presentations/workshops within schools (grades 8 to 12), leveraging the accomplishments and celebrity of BC Lions players to have them become mentors and role models to youth and to lead sessions and introduce engaging award-winning educational films and supporting media materials so as to build a broader base of understanding about and to address violence and abuse in the region and the province;
- engagement of local experts in educating youth and others about domestic violence and how it can be addressed;
- an extensive marketing campaign that will involve advertisements across a variety of media; and
- a legacy public education film about domestic and other violence and a toolkit that can be used in training sessions by organizations.

Proposed City Contributions:

- a cash contribution of \$5000 per year in each of 2017 and 2018;
- "In kind" contributions of advertising in each of 2017 and 2018 (having a value of no less than \$20,000 per year) by the following means:
 - A series of messages running on rotation with other City public service messages on digital signs in Surrey;
 - Printing and posting of transit shelter advertisements;
 - Advertisements on City Page and in the Community Leisure Guide; and
 - Ongoing exposure on the City's website and social media network.

City Sponsorship Exposure:

As a Municipal partner the City of Surrey will receive the following:

- Recognition in stadium along with other partners on the More Than a Bystander PSA's;
- Recognition as a Municipal partner on bclions.com on the Be More Than a Bystander program page as well recognition on EVA's website;
- Recognition during Be More Than a Bystander presentations (including school and amateur football presentations); and
- Acknowledged at and involvement in media ads related to the campaign.

Appendix "II"



2016 FINANCIAL PLAN
COUNCIL INITIATIVES

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	2,800		
2016 Proposed Budget	<u>256,536</u>		\$ 259,336
My Neighbourhood, My futures Initiative (year 4 of 5)		40,000	
Surrey Poet Laureate (Year 2 of 3)		10,000	
SFU Surrey Campus Open House		15,000	
City of Surrey Busary		10,000	
Seeds Business Awards		4,000	
PICS Diversity City Sponsorship		5,000	
Bridal Week Vancouver		5,000	
100 Year Journey Gala Sponsorship		6,000	
Pride Festival		5,000	
Seniors Volunteer Project		75,000	
Ethar Trip to Cloverdale Rodeo		2,688	
Whalley Little League		2,000	
Refugee Welcome Event		6,850	
Sarah McLachlan School of Music		30,000	
Sarah McLachlan School of Music		-15,000	
Surrey Hospital & Outpatient Centre Foundation - CAPSU		15,000	
West Coast Centre for Learning - Brain Booster Camp		2,000	
Darpan Achievement Awards		5,000	
Phoenix Society Live Well Street Fair		2,500	
10th Annual Red FM Charity Walk		5,000	
Drishti Awards Gala		1,500	
SFU Diwali Gala		2,500	
SFU President's Gala		5,000	
Crescent Beach Concours d'Elegance 2016		2,000	
Mayor's Charity Ball		3,500	
Fraser Region Aboriginal Friendship Centre		1,000	
BC Lions Be More Than a Bystander Program (Proposed)		5,000	
Allocations for 2016		<u>\$ 251,538</u>	<u>\$ 7,800</u>