

NO: **R197**

COUNCIL DATE: **October 7, 2019**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 4, 2019**

FROM: **General Manager, Parks, Recreation & Culture
General Manager, Planning & Development
Acting General Manager, Engineering**

FILE: **0350-01**

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.

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Scott Neuman, P.Eng.
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Jean Lamontagne
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Appendix "I" - Corporate Report R057; 2017

Appendix "II" - Community Consultation for Award Awareness Results

Appendix "III" – Detailed Breakdown of Key Recommendations



CORPORATE REPORT

NO: R057

COUNCIL DATE: March 6, 2017

REGULAR COUNCIL

TO: Mayor & Council DATE: March 1, 2017

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

SUBJECT: 2017 City Awards Program

RECOMMENDATION

The Parks, Recreation and Culture Department, Planning & Development Department, Engineering Department and the City Manager's Department recommend that Council approve the implementation of the 2017 City Awards Program as generally described in this report.

INTENT

The purpose of this report is to obtain approval to proceed with the implementation of the 2017 City Awards Program.

BACKGROUND

The City Awards Program is held every three years and was previously held in 2011 and 2014. Seven award categories have been developed for the 2017 City Awards Program. The Award categories are as follows:

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

The City Awards Program encourages excellence in development on private land and the enhancement of the public realm. The Awards recognize individuals and organizations that are caring, compassionate, inclusive and respectful. They encourage citizen involvement and connectedness, and a shared sense of civic pride in the City.

DISCUSSION

The City Awards Program is held every three years. In this regard, staff are commencing the process of implementing the 2017 City Awards Program so that the awards can be distributed in the fall of 2017.

The 2017 City Awards Ceremony and Reception will be held on October 25th at City Hall. The 2017 City Awards Program will include the new Sport Tourism in the City award. In September 2015 Council approved the recommendation from the Parks, Recreation and Sport Tourism Committee to add the Sport Tourism in the City award to the City Awards Program. See Sport Tourism Award Criteria for inclusion in 2017 City Awards Program report attached as Appendix "I".

An overview of each award is detailed in the following sections:

Beautiful City: Surrey's Civic Beautification Award

The Civic Beautification Award is referred to as the Beautiful City Award, in keeping with the urban theme and branding developed for the overall City Awards Program.

The Beautiful City Award recognizes commendable achievements in landscape redevelopment and community-led beautification efforts. It acknowledges the enhancement and care of the public realm as an important element in the development of a sustainable healthy community, and recognizes community groups and residents that enrich the public realm and improve the liveability and beauty of Surrey.

The Beautiful City Award supports the Built Environments and Inclusion theme as stated in the Sustainability Charter.

The Beautiful City Award will be overseen by the Civic Enhancement Committee (CEC). The award has a general category aimed at recognizing private efforts that result in the creation of high-quality and beautiful shared spaces, with a focus on the improvement of existing landscapes. Within the general category, 1 (one) to 3 (three) recipients will be selected. The intention is for a broad interpretation, with consideration being made to:

- the overall appearance of a property or area;
- the extent of community involvement;
- the overall creativity of the project;
- type of planted materials used (if applicable);
- type of materials used, or the use of special materials (if applicable);
- the use of features designed by artists (if applicable); and
- the provision or enhancement of public open space on private property.

The Beautiful City Award reinforces Surrey's commitment to improving landscaping and public spaces, and supports the City's Civic Beautification Program. It provides an opportunity to support community members that make meaningful contributions to improve the liveability and beauty of Surrey.

Additional details, including submission information and evaluation criteria will be detailed within the Beautiful City Award terms of reference which will be updated in spring 2017 and posted on the City Awards webpage.

Clean Energy City: Surrey's Clean Energy Award

The Clean Energy Award is referred to as the Clean Energy City Award, in keeping with the urban theme and branding developed for the overall City Awards Program.

Addressing climate change by increasing energy efficiency and reducing energy consumption by the City and in the community is a critical outcome identified in the Sustainability Charter. This Award provides the City with an opportunity to recognize the efforts of businesses, groups, academic partners and individuals that reduce, or have the potential to reduce, the City's greenhouse gas emissions through energy conservation and efficiency. It focuses on organizations and individuals that take a leadership position in the City to increase the use of clean energy, reduce energy consumption and establish the City as a leader in the clean energy sector.

The Clean Energy City Award supports the Built Environments and Neighbourhoods theme as stated in the Sustainability Charter.

The Clean Energy City Award has a general category aimed at promoting City of Surrey energy reduction and conservation objectives. Within the general category 1 (one) to 2 (two) recipients will be selected. The intention is for a broad interpretation – nominees could include, but are not limited to:

- Energy conservation in a physical location or building (i.e. smart building concept, smart recycling with regeneration, etc.);
- Enhancing energy efficiency and implementing resource sharing programs (i.e. carpool, public bike system, etc.);
- Education or public awareness programs; and
- New technology or design ideas developed at an educational institution, industry or by entrepreneurs.

The Clean Energy City Award showcases Surrey as a city that adapts to change and innovates in creative ways.

Additional details, including submission information and evaluation criteria will be detailed within the Clean Energy City Award terms of reference which will be updated in spring 2017 and posted on the City Awards webpage.

Green City: Surrey's Environmental Sustainability Award

The Environmental Sustainability Award is referred to as the Green City Award, in keeping with the urban theme and branding developed for the overall City Awards Program.

The Green City award supports and recognizes individuals, groups and businesses that engage, educate, and create awareness in the community as a means to inspire deeper and broader action in the City. Key award themes include environmental programming and education, tree planting, stream stewardship, and other innovative stewardship measures across the City, pollution prevention, and waste reduction and recycling.

The Green City Award supports the Ecosystems theme as stated in the Sustainability Charter.

The Award will be overseen by the Environmental Sustainability Advisory Committee (ESAC). The award has three general categories aimed at recognizing private commitment to Surrey's local environment, including:

- Outstanding individual;
- Community Group (neighbourhood or non-profit); and
- Business.

The Green City Award reinforces Surrey's commitment to the environment and supports complimentary engagement and action from within the community. Within each category 1 (one) to 2 (two) award recipients will be selected.

Additional details, including submission information and evaluation criteria will be detailed within the Green City Award Terms of Reference which will be updated in spring 2017 and posted on the City Awards webpage.

Heart in the City: Surrey's Social Planning Award

The Social Planning Award is referred to as the Heart in the City Award, in keeping with the urban theme and branding developed for the overall City Awards Program.

The Heart in the City Award builds upon the Plan for the Social Well-Being of Surrey Residents and supports the City's commitment to building a socially sustainable community. The Award formally recognizes and celebrates the contributions of community groups, businesses, and citizens in relation to the social sustainability of Surrey.

The Heart in the City Award supports the Inclusion theme as stated in the Sustainability Charter.

The Heart in the City Award is overseen by the Social Planning Advisory Committee (SPAC). The two award categories, detailed below, are consistent with the City of Surrey's priorities related to social issues. Within each category 1 (one) to 6 (six) award recipients will be selected.

- **Reducing Poverty** – One award will be for an individual or organization that is working to reduce poverty in Surrey. This could be through efforts such as addressing homelessness, assisting refugees or other vulnerable population groups, or increasing food security for low-income families.
- **Strengthening Community** - The second award will be for individuals or organizations who are working to strengthen the community. This could be through efforts such as building a sense of belonging in neighbourhoods, promoting the healthy development of children or youth, or supporting the inclusion of diverse groups such as newcomers.

The Award reinforces Surrey's commitment to creating a healthy, vibrant and socially sustainable city, and provides an opportunity for the City to acknowledge the valuable contributions of individuals and community agencies to the social well-being of Surrey.

Additional details, including submission information and evaluation criteria will be detailed within the Heart in the City Award Terms of Reference which will be updated in spring 2017 and posted on the City Awards webpage.

Heritage in the City Award: Surrey's Heritage Award

The Heritage in the City Award formally recognizes and celebrates residents, community groups, organizations and businesses that are making outstanding contributions to the identification, preservation and promotion of Surrey's unique built, natural and cultural heritage. The award recognizes role models as stewards of Surrey's heritage resources. Significant contributions are acknowledged in two broad categories - preservation of heritage, and interpretive or educational heritage initiatives. Within each category 1 (one) to 2 (two) recipients will be selected. The Surrey Heritage Advisory Commission (SHAC) will oversee the nomination process and selection of the award recipients.

The Heritage in the City Award supports the Education and Culture theme as stated in the Sustainability Charter.

The Heritage in the City Award supports these efforts by acknowledging and appreciating the community's invaluable contributions to social sustainability.

The purpose of the Heritage in the City Award is to recognize the outstanding contributions of individuals, groups or organizations for preserving, interpreting or promoting Surrey heritage.

There are two Heritage in the City Award categories:

- **Preservation** - An award for protecting, preserving or restoring a built, natural or cultural asset of the City. This could include initiatives related to habitat preservation, building or site restoration, or the documentation of a unique cultural knowledge or skill.
- **Education and Interpretation** - this award is for the development and delivery of innovative and creative presentations, programs or special events that highlight Surrey's history and heritage resources. This could include programs or events that improve knowledge, increase awareness and encourage appreciation of heritage such as, workshops, conferences or lectures. It could also include efforts that improve the ability of the community to access heritage through signage, brochures, videos, and traditional or electronic publications.

Additional details, including submission information and evaluation criteria will be detailed within the Heritage in the City Award Terms of Reference which will be updated in spring 2017 and posted on the City Awards webpage.

New City: Surrey's Excellence in Architecture and Urban Design Award

The Urban Design Award is referred to as the New City Award, in keeping with the urban theme and branding developed for the overall City Awards Program. This award has multiple categories of projects from single family homes, townhomes, low rise apartments, high rise, commercial and industrial projects. The Award process consists of having an independent jury as per the guidelines of the Architectural Institute of British Columbia (AIBC).

The New City Award recognizes best practices and outstanding achievements in land and building development in Surrey. The award raises the public image of Surrey as a beautiful city by showcasing positive examples of the built environment; raises the quality of urban design in Surrey by setting design as a priority for the development industry and builds civic pride and awareness by showcasing positive examples of urban design.

The New City Award supports the Built Environment and Neighbourhood theme stated in the Sustainability Charter.

The New City Award is juried at arm's length from the City. Under the direction of the City Architect, an Awards Coordinator will oversee nominations, jury selection, evaluation and selection processes. The jury will be made up of a local architect, local urban design professional, and a National/North America urban design professional. The City Architect will act as staff liaison to the jury while the award coordinator may be contracted to assist staff with some phases of the work.

The New City Award categories promote City of Surrey planning and urban design objectives. The award categories are organized by development types and include the following:

- **Compact Residential** - innovative single family and ground-oriented townhouse developments in multiple building developments (i.e. small lot single family development, stacked townhouses and other ground oriented forms of housing).
- **Mid Rise Residential** – residential buildings up to 6 storeys, including stacked townhouses and mid-rise apartments. Mixed use is encouraged.
- **High rise residential** – residential buildings 7 storeys and above; Mixed use is encouraged.
- **Commercial** – industrial, office, retail and related uses of any size or height. May include residential uses, as long as the residential component is less than 50% of floor area.
- **Institutional** – projects constructed by any level of government, public agency, or Crown Corporation (i.e. recreation or community centres, schools, health care etc.)
- **Public Space and Landscape Design** – public or publicly accessible open space, stand-alone or as part of a larger development (i.e. park, plaza, amenity area, courtyard etc.). Landscape design, including both natural (soft) and constructed (hard) elements.

The New City Award provides a positive way to educate the public and the development industry about the City's urban design policies. In a broader sense, serves to advance Surrey's commitment to building its civic brand and attractiveness to new residents and investors.

Sport Tourism in the City Award: Surrey's Sport Hosting Award

The Sport Hosting Award is referred to as the Sport Tourism Award, in keeping with the urban theme and branding developed for the overall City Awards Program.

The Sport Tourism Award provides the opportunity to recognize the outstanding contributions of individuals and groups through the hosting of sporting events in Surrey. Sport Tourism events make a significant contribution to the tourism industry and economy of Surrey. These events also enhance community spirit among residents and Surrey's volunteers.

The Sport Tourism in the City Award supports the Economy and Inclusion themes as stated in the Sustainability Charter.

Nominations for The Sport Tourism in the City Award will be received by the Parks, Recreation, and Culture Department and brought to the Parks Recreation and Sport Tourism Committee (PRSTC) for review, selection and recommendation to Council.

Nominees for the Sport Tourism in the City Award must have hosted their event within the past 3 (three) years and should address the following areas:

- How they increased the profile of Surrey provincially, regionally, nationally, or internationally;
- How they effectively marketed Surrey through the event and developed positive recognition of the City;
- The growth in revenue for the local economy (i.e., restaurants, accommodations, transportation) as a result of their event; and
- How their event enhanced the community and the spirit of Surrey.

The Sport Tourism in the City Award reinforces Surrey's commitment to the Sport Tourism Strategy. The award provides an opportunity to support local organizations hosting sport events that make meaningful contributions the economy and communities within Surrey. Within this category 1 (one) to 3 (three) recipients will be selected.

Additional details, including submission information and evaluation criteria will be detailed within the Sport Tourism in the City Award Terms of Reference which will be updated in spring 2017 and posted on the City Awards webpage.

Awards Reception

A staff working group will be established to plan the City Awards reception. The reception will be planned for October 25 2017, during which time award icons will be presented to the winners of all award categories within the Program.

Financial Implications

There is a cost to develop and administer the City Awards Program. Costs include; coordination of the program, marketing the program, development of the award icons, holding an awards reception etc. A budget of \$75,000 has been allocated to support the program in 2017.

SUSTAINABILITY CONSIDERATIONS

The City Awards Program assists in achieving the objectives of the City's Sustainability Charter. The Program encourages excellence in development on private land and the enhancement of the public realm. It cultivates a community that is caring, compassionate, inclusive and respectful. It encourages citizen involvement and connectedness, and a shared sense of civic pride in the City.

The City Awards Program supports the following Desired Outcomes as stated in the Sustainability Charter:

Inclusion

- DO1 – Surrey welcomes, includes, embraces and values the diversity of people who live here.
- DO2 - Surrey is a caring and compassionate city that supports its residents of all backgrounds, demographics and life experiences.
- DO3 - Residents have opportunities to build social connections with people from different backgrounds.
- DO8 - No individuals or families in Surrey live in poverty.
- DO9 - Supports and services are in place to prevent and help people transition out of poverty.
- DO20 - Surrey residents are proud of their community.
- DO21 - All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life.
- DO22 - There is a high rate of volunteerism among people of all ages and abilities.
- DO23 – Numerous active local clubs, groups and agencies contribute to the community’s well-being.

Built Environment and Neighbourhoods

- DO8 – The built environment enhances quality of life, happiness and well-being.
- DO9 - All aspects of planning, design and construction include climate change impacts, greenhouse gas (GHG) mitigation, adaptation, and resiliency strategies.
- DO11 - Surrey is at the forefront of sustainable and restorative building design and technology.
- DO13 - Buildings are healthy and energy and resource efficient.
 - SD8 - Strengthen and promote community engagement and programming in public spaces
 - SD14 - Better integrate community and corporate green building and infrastructure strategies.

Ecosystems

- DO4 – Surrey residents support biodiversity conservation and are stewards of natural areas and urban forests on both public and private lands.
- DO5 - Surrey takes pride in its rich biodiversity, including fish bearing streams, marine habitat and natural areas such as forests, meadows and wetlands.
 - SD1 – Increase public awareness of biodiversity issues through a comprehensive education program (e.g., wildlife education, native plantings, soil enhancement).

Education and Culture

- DO7 – An enviable and vibrant arts and heritage sector contributes to Surrey’s citizen engagement, enrichment, economy, community livability and civic pride.
- DO9 - Surrey supports and celebrates its diverse artists, cultures and community heritage through inclusive festivals, programming and events.
 - SD12 - Develop community-based arts and heritage space and programming throughout the City.

Economy

- DO12 - The City is a destination for visitors, which generates tourism revenue.

CONCLUSION

Based on the above discussion, it is recommended that Council approve the implementation of the 2017 City Awards Program all as generally described in this report.



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Fraser Smith, P.Eng., MBA
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Appendix "I" Sport Tourism Award Criteria for inclusion in 2017 City Awards Program

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(Appendix available upon request)

Community Consultation for Award Awareness Results

Award Awareness:

Overall, the survey results indicated that 49% of respondents (427) were aware of the City Awards Program, while 51% (445) were not aware.

- Awareness levels were highest for:
 - Good Citizen (Citizen of the Year) Award (88%);
 - Green City Award (53%); and
 - Beautiful City Award (49%).

- Awareness levels were lowest for:
 - Heart in the City Award (31%);
 - New City Design Award (32%); and
 - Sport Tourism in the City Award (41%).

Award Importance:

Overall, the survey results indicated that 57% of respondents (470) felt that it was important to offer Civic Awards and 37% (305) thought it moderately important, while only 6% (50) thought it was not important.

- Importance levels were highest for:
 - Good Citizen (Citizen of the Year) Award (93%);
 - Service Above Self Surrey Youth (SASSY) Award (93%); and
 - Green City Award (92%).

- Importance levels were lowest for:
 - Surrey Civic Treasure Award (77%);
 - New City Design Award (80%); and
 - Heart of the City Award (82%).

Detailed Breakdown of Key Actions Identified

#1: Enhance Award Communication and Branding

Program prestige is a key indicator of success for an awards program. A multi-faceted marketing/communications strategy will accompany the name change to reach target audiences, ensure a high volume of nominations are received and enhance recognition in the community. Part of the communications plan will be to ensure exposure around event time to celebrate and profile the winners during and following the awards period. The communications plan will address key messaging, audiences, stakeholders, and critical paths around key multi-channel deliverables. The new visual design and messaging will refresh the program and general public and media interest in the program.

Tactics and channels used in this updated communication strategy include, but are not limited to:

- Website – E.g. implement new brand, descriptions of each award, lists of past winners, improved intake process for nominations;
- Social media (Facebook, Twitter, Instagram – both paid and earned media);
- Video – E.g. video content of nominees as a relevant way to capture the interest of community members and share information;
- Earned media- E.g. publicity generated by media pitches, story mining and media relations;
- E-mail newsletters – E.g. profile stories of previous recipients, driving to the nomination form, subscribers to the awards program interest group;
- Direct Marketing and on-street - E.g. civic facilities and digital billboards, use of database of stakeholders from previous years, targeted partner membership distribution, newsletter subscribers; and
- Recognition at events: E.g. Recognizing the annual award winners at the three-year ceremony, as well as throughout the year at Major City events like Canada Day and Party for the Planet, will also help keep the brand strong and nominees' stories in the forefront.

Additionally, marketing and communications planning and promotion for other awards offered by the City will be updated, alongside the City Awards program marketing, to help clarify unique offerings and the purpose and timelines of each award.

#2 Adopt “Civic Distinction Awards” as the New Program Name

Based on the feedback received in the CitySpeaks survey, the current title of City Awards Program is not very clear as to the purpose or the audience of the program. To aid in recognition and understanding of the awards, it is recommended that the name of the event be changed to the Civic Distinction Awards, which better identifies the intent of the awards and adds prestige to the program. The individual award names should also be reviewed to ensure a colloquial level of understanding of each award or category. By bringing a fresh name and consistency to the City's awards program it will allow the brand to be seen on a more regular basis and have better recognition in the community.

#3 Clarify Roles of the Award Review Committee and Move to a Four-Year Frequency

In order to keep the City Awards Program fresh and relevant, it is important to have a cross section of staff involved in its development and implementation. By clarifying the roles of the award review committee comprised of staff, the City can ensure the program continues to move forward and is aligned with City priorities. The committee helps create consistency in the nomination process and contributes to the success of the program. The committee also provides an opportunity to establish consistencies in nomination, evaluation and selection processes between awards and enhance the capacity of staff resources. Moving from a three to a four-year frequency starting in 2020 will also ensure enough time to solicit nominations, plan and implement the award program and equitize the funding for each award category between event iterations.

#4 Update and Streamline Existing Award Categories

In order to support the prestige and relevance of the City Awards Program with community members, it is recommended that a new Mayor's Choice Award be added that aligns with current civic priorities. As seen in other municipalities, citizens appreciate this type of award.

To support citizen's understanding of the awards offered by the City, the following changes to award names and/or categories are recommended:

- Remove the Clean Energy Award as it is no longer a viable award category, given the low number of nominations received in previous City Awards.
- Merge the Surrey Civic Treasures and Heritage in the City awards.
- As a pilot, create a new category under the Heritage in the City Award for Historic and Legacy Commercial Business, as was brought forward by the Surrey Heritage Advisory Commission (SHAC) in June 2019.
- Add a new category for public art under the New City Design Award, as there is now a substantial inventory of public art available for assessment.