

NO: R067

COUNCIL DATE: May 15, 2023

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **May 11, 2023**

FROM: **General Manager, Parks, Recreation & Culture
General Manager, Engineering**

FILE: **0350-01**

SUBJECT: **Our City Campaign**

RECOMMENDATION

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

1. Receive this report for information; and
2. Endorse the Our City campaign, as described in Appendix "I".

INTENT

The purpose of this report is to seek Council's endorsement of the inaugural Our City campaign, set to be launched in May of 2023.

BACKGROUND

The Our City campaign is an initiative to inspire and empower residents to take an active role in enhancing their neighbourhoods and engage in activities and projects that improve livability, cleanliness, foster pride and encourage community connections. The campaign focuses on engaging the community to take care of places important to them through placemaking projects, community clean-ups, community volunteerism and beautification projects.

This is a citywide campaign that aims to build broad civic pride in Surrey through encouraging and celebrating the actions of people at the neighbourhood and community level. With over 600,000 residents and rapid growth in Surrey, Our City aims to mobilize this energy and encourage residents to get involved in creating the community life and neighbourhoods they want to experience in Surrey.

DISCUSSION

The City of Surrey offers residents a great variety of tools and resources to get active in their community and make a positive difference. The Our City campaign will promote these resources to residents, provide inspiration, and share a call to action.

The Our City campaign will primarily be focused during mid-May to July with activities continuing into the fall. In the early part of the campaign the objective is to give residents the information they need to organize projects in the following summer months. Early campaign communication objectives include promoting resources such as grants, neighbourhood clean up kits, providing training and workshops, and signing up volunteers. In the latter part of the campaign, objectives will shift emphasis towards supporting the implementation of community projects and celebrating and sharing stories about the positive work of Surrey residents.

Some of the key highlights of the campaign include:

- A communications campaign that will draw attention to key tools and resources and provide inspiration to participants and encourage residents, volunteers, businesses, schools and community groups to show their civic pride and work together to enhance Surrey;
- In-person outreach and engagement at large and small events across the City;
- Workshops to introduce residents to the Neighbourhood Enhancement Grants, provide advice and technical support to be successful in their grant applications and event hosting; and
- A volunteer program that includes opportunities for neighbourhood clean-up events and beautification projects throughout the City.

Appendix “I” provides a full overview of the components and activities of the Our City campaign.

CONCLUSION

The Our City campaign aims to inspire and empower Surrey residents to take care of and improve their neighbourhoods. Surrey is a vibrant and growing City, and Our City aims to provide residents with the tools and resources to make Surrey more vibrant, clean, and exciting.

Laurie Cavan
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Appendix “I”: Our City Campaign Summary

Our City Campaign Summary

Our City is a beautification, placemaking and civic pride campaign. The campaign focus on engaging the community to take care of places important to them through placemaking, community clean-ups, community volunteerism and beautification projects. Programs and activities included in the Our City campaign are outlined below:

PLACEMAKING & COMMUNITY DEVELOPMENT

Placemaking and Grant Workshops

Often people want to get involved, but don't know how or where to begin. Online and in-person workshops will be organized across Surrey to help people identify local projects and learn how to apply for the Neighbourhood Enhancement Grants. These workshops will be facilitated throughout the campaign to encourage people to apply for support.

Resource Promotion

The City of Surrey provides a number of resources and opportunities that residents can take advantage of to make their neighbourhoods vibrant places. Programs that will be promoted at various points in the campaign including:

- Neighbourhood Enhancement Grants
- Neighbourhood Clean-Up Kit
- Neighbourhood Event Kit
- Block Parties and How to Host Events
- Murals and Placemaking
- Façade Grants
- Community Banners
- Community Picnics
- Nature Work Parties
- Block Watch
- Active Places

Placemaking Speaker Series

Experts in placemaking and community projects will be brought in to do training and workshops with groups and individuals interested in making their community a more connected, engaged and vibrant place.

CLEANING UP AND LITTER

Neighbourhood Clean-Up Kit

Community members can register their clean-up event on the campaign webpage. The City will support residents by providing equipment and support for picking up bulky items. In 2023 this service will be expanded to provide support year-round, and also provide a one-stop registration portal for all clean-up activities across departments – making it easier for people to take care of their communities.

Our City Volunteer Program

The Our City Volunteer Program recruits volunteers to take part in community beautification initiatives. This includes City organized neighbourhood clean-ups, a self-directed litter clean-up program, beautification projects, and event outreach opportunities.

Business & Community Partners Engagement

Businesses and Community groups will be engaged in Our City campaign through the Community Enhancement Partnership (“CEP”) Program that offers grants to businesses to beautify their façade and enhance streetscapes. The campaign will work with Community groups to disseminate information and organize local clean-up and placemaking activities.

Block Watch Engagement

The campaign will work with the Block Watch Program to encourage block watch groups to get involved in making safe and vibrant neighbourhoods. A community clean-up contest and targeted campaign will take place in July.

City-wide Clean-Up Mobilization

City staff, along with contractors, will be mobilized to complete litter picking and clean-up of the city moving through each town centre. Focused efforts to begin in Newton town centre.

School Engagement

Outreach will be performed at schools on the availability of support for school-based neighbourhood clean-ups in April, May, September, and October. A special partnership has been formed with the WRAP program to engage their student participants in the Our City campaign.

Disposal Day Event

Residents and businesses will be encouraged to participate at a Disposal Day event to help keep neighborhoods clean and free of dumped items. The event will provide free or discounted tipping fees for the drop-off of unwanted material at both Central Surrey and North Surrey recycling and waste centres. The event will be held from May 12th to May 30th.

Large Item Pickup Program

Residents will be engaged and encouraged to make use of the large item pickup program (“LIPU”). The LIPU service is a convenient and free disposal option for residents to get rid of their unwanted items throughout the year which will help these items off city streets, parks, and other property.

SHARING STORIES AND INSPIRATION

Communications Campaign

A robust communications strategy will both encourage and celebrate individual and group contributions to a more vibrant and cleaner Surrey.

There will be a main landing page on surrey.ca for how to get involved with all of the many neighbourhood enhancement initiatives including beautification and clean-ups. The grants pages will be featured as well as reviewed and enhanced.

The communications campaign will also draw attention to the resources available through telling stories about how residents have used them to improve their community. The campaign will utilize existing digital channels like social media (organic and paid) and ENews to elevate storytelling opportunities and key messaging that will resonate to channel-specific audiences. A detailed approach to tactics will be included in the communications plan.

Project Map

Surrey is full of amazing things that residents have created that make communities unique and special. From block parties and community festivals to small beautification projects. A story map will be created on the City's website to highlight and showcase neighbourhood enhancement projects to help celebrate and inspire others.

Graphics

