



Corporate *NO: R081*

Report *COUNCIL DATE: April 29, 2002*

REGULAR COUNCIL			
TO:	Mayor & Council	DATE:	April 25, 2002
FROM:	General Manager, Engineering	FILE:	1545-20
SUBJECT:	Launch of Clean & Safe City Electronic Media File		

RECOMMENDATION

That Council receive this report as information.

BACKGROUND

Surrey's Clean & Safe City Campaign was initiated by Council over a two-year period in 1997 and 1998. The essence of this campaign was to create community related participation initiatives which are centred around keeping Surrey clean, safe and beautiful. All related (existing and new) corporate programs were consolidated under the Clean & Safe City banner.

In 1999, the Clean & Safe City Committee was struck, the members of which are comprised of a Councillor (who acts as Chair of the committee), internal departmental representatives (Surrey staff) as well as relevant external participants (School Board, Surrey Crime Prevention Society, ICBC, etc.).

DISCUSSION

The Clean City & Safe City Committee has developed a “call to action” campaign geared towards:

- Providing greater impact in promoting public awareness on issues relating to Clean/Safe City which impact our community; and
- Encouraging greater public participation in dealing with these issues via the noted community programs offered.

On this premise, a statement which reflects this call to action has been created and is entitled, "Taking Care of What We Share" which suitably captures the underlining theme ensuring a Clean & Safe City.

In an effort towards creating momentum and clarity to the "Taking Care of What We Share" statement, staff have initiated the production of a two-minute promotional media clip using existing visual materials from Surrey archives edited together along with a Surrey audio (musical) signature piece. The production will be used as a simple marketing tool designed to create awareness and stimulate more interest in Surrey's various Clean/Safe City initiatives.

The platform for the production will be an interactive media file (QuickTime) which will be incorporated into, and viewed from, the City's web page. This media file is comprised of a display window for the video production as well as basic (textual) description of the various clean city/safe city programs, including contact information.

The cost for the production was approximately \$7,000 and will be shared amongst some of the contributing groups to the Clean City/Safe City Committee.

It is suggested that a presentation of this media file, which is about 2 minutes, be reviewed by Council at the Regular Council meeting of April 29, 2002.

Paul Ham, P. Eng.
General Manager, Engineering

g:\wp-docs\2002\support services\041125332rac-ph.doc

KJJ 4/30/02 2:12