



ADMINISTRATIVE REPORT

Report Date: July 8, 2013
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Meeting Date: July 24, 2013

TO: Standing Committee on Planning, Transportation and Environment
FROM: City Clerk and Chief, External Relations and Protocol
SUBJECT: Annual Civic Awards Program

*RECOMMENDATION **

- A. THAT Council approve in principle, a new Annual Civic Awards Program starting in the fall of 2013 with a call for 2014 nominations, which will include a combination of new and existing civic awards in one consolidated and coordinated program as outlined in this report.
- B. THAT Council approve the proposed award categories, criteria, and nomination and selection process as outlined in this report.
- C. THAT Council appoint a peer review committee consisting of members of City staff and potential partner organizations that makes award recipient recommendations to Council.
- D. THAT, subject to approval of recommendation A through C above, Council approves a 2013 budget of up to \$47,500 for staff and communications support to develop the proposed Annual Civic Awards Program. Cost for 2013 will be funded from within the 2013 Operating Budget. Funding for future years, estimated to be \$97,000 in annual funding, will be managed within the context of the annual budget process.

*REPORT SUMMARY **

The purpose of this report is to create a new annual major civic awards program that would celebrate and recognize outstanding achievements and contributions to life in Vancouver. Currently, there are a variety of awards organized by different City departments, occurring intermittently throughout the year. A new major civic awards program would consolidate a number of existing and new awards into a single, regularized nomination and selection process with one event scheduled annually to recognize recipients. The inaugural awards presentation event would take place in

May 2014 and then each year in May after that. The Mayor's Arts Award and Heritage Awards will remain as independent awards with their own events.

This newly created major civic awards program would combine existing and new award categories with the intent to celebrate contributions and achievements in the areas of diversity, accessibility, youth, volunteerism, Healthy City, Greenest City, and Host City. The Freedom of the City and Civic Merit Award would be administered independent of the major civic awards program. All award recipients would be publicly recognized at the annual awards event in May.

*COUNCIL AUTHORITY/PREVIOUS DECISIONS **

A December 1, 2006, report to Council designated the following awards as official City honours with a budget of \$1,500 per award event:

- Cultural Harmony Awards
- Mayor's Environmental Awards
- Vancouver Book Awards
- Vancouver Citizen's Peace Awards
- Vancouver Youth Awards
- Civic Merit Awards
- Freedom of the City Awards
- Accessibility Award.

On October 30, 2012, Council directed staff to review the City's existing awards program and bring forward recommendations for changes including:

- Updating the program based on best practices
- The creation of a consistent, coordinated program with a common brand, as well as a common application and nomination process
- Raising public awareness of awards through promotion and events
- Budget implications for a new program with any opportunity there might be for partnerships and sponsorship.

*CITY MANAGER'S/GENERAL MANAGER'S COMMENTS **

The City Manager recommends approval of the foregoing.

REPORT

*Background/Context **

There are currently multiple awards and award events that are organized throughout the year by different City departments. Each award has its own nomination and selection process as well as a separate recognition event. The profile achieved for the recipients of these awards is variable and there is no coherent branding to ensure that the awardees receive the

appropriate and much deserved recognition of their significant contribution to our city. Furthermore, there are areas of contribution which remain unrecognized by the City.

Current City Awards Program:

Current City Awards	# of Annual Awards	Responsible Department	Timing	Notes
Freedom of the City	Variable	External Relations & Protocol	Variable	Unanimous consent of Council
Civic Merit Award	Variable	External Relations & Protocol	Variable	Unanimous consent of Council
Access & Inclusion	2-4	Equal Employment Opportunity Program	Spring	Individual, Organizational, Honourable Mention in both
Cultural Harmony Award	2-4	Equal Employment Opportunity Program & Social Policy	Fall	Individual, Organizational, Honourable Mention in both
Mayor's Arts Awards	26	Cultural Services	September	Alliance for Arts and Culture does Jury Process + Cultural Services does event
Heritage Awards	Up to 23	Heritage Planning	May; every two years	Consultant hired to run nomination and jury process and organize event
Citizen Peace Award	<i>Inactive since 2006</i>			
Youth Award	<i>Inactive since 2005</i>			
Environmental Awards	<i>Inactive since 2009</i>			

There are benefits and challenges to managing multiple award processes in different departments across the City. The benefit of having a lead department responsible for a specific award process is that the department has the subject matter expertise to facilitate sound decision making in selecting award recipients (e.g. Cultural Harmony and Mayor's Arts Awards.) The lead departments also have the community contacts to effectively promote and communicate the award nomination process, which results in the solicitation of the best candidates for the awards.

However, the challenge of involving multiple departments is that inconsistencies arise. Some departments have well-established awards processes with the necessary resources, while other departments do not. Some departments have discontinued their awards due to a lack of resources, while others have continued. Information communicated to citizens about awards is also inconsistent and the nomination application timelines can be confusing because awards do not follow a regular schedule or cycle. This has resulted in citizens having inadequate access to information about what awards are available, criteria for nominees, and how and when they are able to nominate deserving citizens.

Another issue identified are gaps in the scope of the City's current awards - volunteers or citizens that contribute to making the health of our citizens or to making our city a welcoming and hospitable place for residents and visitors are two good examples.

Finally as mentioned above, there is no consistent or effective branding and profiling of the awardees and their significant contribution to the city.

Following Council's direction, staff from across the city have worked to develop a new comprehensive award program coordinated under a single umbrella which is designed to address the shortcomings of the current program.

Staff looked at a number of municipalities to identify best practices in civic award programs. The Cities of Ottawa and Calgary were identified because both cities offer major award programs under a single brand, with a streamlined nomination process, and a single annual awards ceremony to recognize recipients. Both award programs offer a broad range of award categories, recognizing citizen contributions to a wide spectrum of civic life.

Cities of Calgary and Ottawa Annual Award Programs:

City	Title of Award Program	Number of Awards	Categories	Nomination Process	Produced By	Timing of Event
City of Ottawa	Order of Ottawa	15	Arts and Culture Business Community Service Education Public Service Labour Communications and Media Science Sports and Entertainment	Single webpage with information about all award categories, nomination criteria, form and instruction Single date	Office of Protocol, City Clerk's Office	September
City of Calgary	The Calgary Awards	17	Community Achievement Environmental Achievement Signature Awards Accessibility Awards Book Awards	Single webpage and brochure with information about award categories and nomination criteria, form, and instructions Single date	Recognitions and Protocol City Clerk's Office	May

*Strategic Analysis **

Based on the above best practices analysis and to ensure award categories reflect Council priorities, a consolidated major civic awards program is proposed below. Special consideration has been given to potential partners who may wish to be involved with the City in celebrating the awardees:

Proposed Major Civic Awards Program for the City of Vancouver

Award Program	Annual Number of Awards	Categories	Potential Partners	Nomination Process	Produced By	Timing of Event
Major Civic Awards Program	10-20	Diversity Award – previously Cultural Harmony Award	Vancouver Foundation	Single website with information about award categories and nomination criteria, form, and instructions	External Relations and Protocol and Office of the City Clerk	May
		Accessibility Award – previously Access and Inclusion Award	Community Centre Associations			
		Youth (under 21) Award	Park Board			
		Volunteer Award	Vancouver Public Library			
		Greenest City Award	UBC SFU	Other Post-secondary institutions		
			Environmental NGOs			
		Host City Award	Tourism Vancouver			
		Healthy City Award	Vancouver Coastal Health			
		Mayor’s Achievement Award				
		Freedom of the City Award				
Civic Merit Award						

The proposed new awards configuration as presented above is intended to create a consolidated, stream-lined, clear and simple program that recognizes the broad scope of contributions of citizens in a highly public manner. It would not impact the City's two other major award programs: Mayor's Arts Awards and Heritage Awards. These award programs would continue as they have in the past. Staff are currently discussing the possibility of a fourth program in the area of Green Business Achievements, which would be managed by the Vancouver Economic Commission.

Partners proposed in the above table have strong relationships with the City as well as significant expertise and commitment to achieving excellence in these award areas.

Eligibility Requirements:

Both individuals and organizations are eligible to receive awards under the new proposed program:

1. Individuals nominated for a Vancouver award must meet the following criteria:

- Nominees are to have made a significant contribution to Vancouver
- Nominees must live, work or volunteer within the boundaries of the City of Vancouver
- Nominees must not presently hold political office or be a current City employee
- Nominees must be 18 years or older with the exception of the "youth " category
- Individuals may be nominated for more than one award

2. Organizations, groups, schools and corporations nominated for an award must be based in the City of Vancouver.

Proposed process for selecting Award Recipients and structure of the Selection Committee:

The proposed major civic awards program will be administered and managed by both the Office of External Relations & Protocol and the Office of the City Clerk, working with other City departments and potential external partners. The program will have a consistent nomination deadline, intake, and peer review process. Recommendations made through the peer review process would then be presented, in-camera, to City Council for final decision.

Proposed Timeline for Program Development and Implementation

July 2013	- Report to Council
August 2013	- Branding exercise with Corporate Communications for award names and descriptions
September / October 2013	- Development of nomination form with award information - Design of webpage and system for processing nominations - Marketing to promote program
November 2013	- Launch of program and nominations open
January 2014	- Nominations close
February / March 2014	- Selection process
April 2014	- Council finalizes selection in-camera
May 2014	- Award Ceremony

Council requested that staff report back with a proposed awards program that celebrates Vancouver citizens' achievements and contributions in a broad spectrum of endeavours that enhance civic life. The new program comprises a broad scope and is consistent with major priority areas of Council policy.

An online form will allow for potential award recipients to be nominated by their peers. Nominees will then be reviewed by a peer review committee, consisting of City staff and external partner groups, who will recommend award winners to City Council for a final decision. Members of Council will not be on peer review committees but will make the final decision for the following awards: Diversity, Accessibility, Youth, Volunteer, Greenest City, Host City, and Healthy City. Award recipients will be publicly recognized at an annual awards ceremony held every year in May.

With regards to the Mayor's Award of Achievement, award recipients will be selected by the Mayor's Office and will not be subject to the peer review committees.

The Freedom of the City Award and Civic Merit Award will continue to be a unanimous decision of Council and awarded on an as-granted basis as per the Vancouver Charter and long-standing tradition in the City. The only minor change will be a simple recognition at the time it is awarded, and a larger more public recognition at the major annual award program event in May.

The Mayor's Arts Award and Heritage Awards will remain as independent awards with their own events.

*Implications/Related Issues/Risk (if applicable)**Financial **

The City of Vancouver's major civic awards program will be supported by staff in both the Office of the City Clerk and the External Relations & Protocol Office. If approved, there will be a need for additional resources for administrative support, planning and organization of the annual major civic awards event.

For 2013, the following resources will be required:

<i>2013 One-Time Budget Request for the Proposed Civic Awards Program</i>	
Staff Support - for program development and program implementation	\$17,500
Communication Planning, Branding, Program Promotion and Marketing	\$30,000
Total	\$47,500

For 2014 and all subsequent years, the following resources will be required:

<i>Annual Financial Resources Required for the Proposed Civic Awards Program</i>	
Staff Support - for event organizing, coordinating application process and peer review	\$35,000
Food & Beverage	\$15,000
Audio, visual and staging	\$10,000
Miscellaneous	\$3,500
Entertainment	\$10,000
Program Promotion and Advertising	\$20,000
Awards <i>(includes calligraphy and medals for Civic Merit and Freedom of the City, plus certificates and glass awards for City of Vancouver Award winners)</i>	\$3,500
Total	\$97,000

Note: Staff will explore partnership opportunities to offset event costs.

For 2013, this will be funded from within the existing 2013 Annual Operating Budget up to a proposed maximum total of \$47,500. Funding for future years, estimated at \$97,000 will be managed within the context of the annual budget process.

Conclusion

There are many individuals and organizations who make a significant contribution to the health and wellbeing of our city and its diverse residents. It is important for the City to formally recognize these contributions, the remarkable people and organizations. This proposal will enhance and align our awards program with Council priorities, enable a more effective profiling of the awards and the recipients, and recognize a broader group of individuals across the age span. Engaging our partners both within and outside the City family further enhances the significance of the awards. Finally, in addition to two high profile events which are already in place (the Mayor's Arts Awards and the Heritage Awards), the third major

awards event proposed in the report will allow staff to focus resources and effort on an annual recognition event at an appropriate City venue which will allow friends and family to attend and celebrate the awardees. This builds on best practice and will create a strong sense of pride in our City for the contributions of our citizens.

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Appendix A: City of Vancouver Awards Program: Award Descriptions

Civic Award Name	Description
City of Vancouver Major Civic Awards Program	
Diversity	Awarded to a Vancouver resident who has shown leadership in promoting and encouraging diversity
Accessibility	Awarded to a Vancouver resident who has shown leadership in promoting and encouraging accessibility
Youth (under 21)	Awarded to a Vancouver resident under the age of 21 or group catering to youth in recognition of exemplary community and civic engagement through contributions to their families, schools, organizations, communities and/or city
Volunteerism	Awarded to an outstanding Vancouver resident who has made a significant contribution to a City Board, Advisory Committee or has made a significant contribution to the community as a volunteer through a City department or agency
Greenest City	Awarded to a Vancouver resident who has mobilized or enabled others to take action towards achieving one or more of the Greenest City Action Plan targets. Particular consideration will be given to leadership that effectively enables ongoing community or organization action, that can easily be replicated or scaled, or that engages residents with barriers to participation
Host City	Awarded to a Vancouver resident who has made a significant contribution in making Vancouver a welcoming city
Healthy City	Awarded to a Vancouver resident who has been outstanding in celebrating and encouraging activity and good health amongst citizens
Mayor's Award for Achievement	Awarded to a Vancouver resident who has made significant contributions to the community to improve the quality of life for citizens of Vancouver or whose recent achievements have brought recognition to Vancouver
Freedom of the City	Awarded to a Vancouver individual(s) of the highest merit. The recipient is usually someone who has gained national and international acclaim in the arts, business, or philanthropy, and who has brought recognition to Vancouver through his or her achievements. (Requires unanimous consent of Council)
Civic Merit Award	Awarded to citizens who have brought distinction to themselves and the City by outstanding service in a broad area of endeavor. (Requires unanimous consent of Council)
"Mayor's Arts Awards"	
	Recognizes established and emerging artists in a wide array of disciplines that make up our creative community, from literary to culinary arts, and visual to performing arts – as well as five unique awards for contributions to our community for volunteerism, business support, philanthropy, lifetime achievement and arts board member of the year.
"Heritage Awards"	
	Acknowledge the special accomplishments, projects and efforts which have furthered the goal of heritage conservation in the City.
"VEC Green Business Awards"	
<i>To Be Determined</i>	

Consolidated Nomination, Selection & Recognition Process

As required Nomination & Selection Process; Recognition to take place at annual ceremony in May

Status Quo

Appendix B: Proposed Awards Nomination and Selection Process

