

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

RE: GUIDELINES FOR ANNUAL LOCAL HERO RECOGNITION PROGRAM

RECOMMENDATIONS:

1. **THAT** Council endorse the guidelines for annual recognition of Burnaby Local Heroes, as presented in Appendix 1, *attached*.
2. **THAT** Council authorize the expenditure of up to \$1,000 from the Council Committee and Boards account of the 1999 Annual Operating Budget for publicity of the Local Hero program.

REPORT

The Community Issues and Social Planning Committee, at its meeting held on 1999 January 27, received and adopted the *attached* report proposing guidelines for annual recognition of Burnaby Local Heroes.

Respectfully submitted,

Councillor D. Johnston,  
Chair

Councillor N. Volkow,  
Vice Chair

: COPY - CITY MANAGER - DIRECTOR FINANCE - DIR. PLNG. & BLDG. - DIR. PARKS, REC. & CULT. SERV.
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TO: COMMUNITY ISSUES & SOCIAL PLANNING COMMITTEE 1999 JANUARY 20

FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 17.413

**SUBJECT: GUIDELINES FOR ANNUAL LOCAL HERO RECOGNITION PROGRAM**

PURPOSE: To propose guidelines for annual recognition of Burnaby Local Heroes.

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**RECOMMENDATIONS:**

1. **THAT** the Community Issues & Social Planning Committee recommend that Council endorse the guidelines for annual recognition of Burnaby Local Heroes, as presented in Appendix 1, *attached*.
2. **THAT** Council authorize the expenditure of up to \$1000 from the Council Committee and Boards account of the 1999 Annual Operating Budget for publicity of the Local Hero program.

**R E P O R T**

**1.0 INTRODUCTION**

In 1997 and 1998, Council responded to proposals from the Social Planning and Research Council (SPARC) of BC to nominate Local Heroes: Burnaby residents who had made substantial contributions to community well being over the years. Acting on recommendations from the Community Issues & Social Planning Committee (CISPC), Council recognized seven Local Heroes in 1997 and nine in 1998.

In addition to endorsing the 1998 Local Hero nominees Council, at its meeting of 1998 December 14, resolved to

- a) make the recognition of Local Heroes an annual event each November, and
- b) authorize staff to develop a revised process for future Local Hero recognition events, with the aim of increasing community involvement in identification of nominees.

This report addresses the latter recommendation.

## 2.0 PROPOSED GUIDELINES FOR ANNUAL LOCAL HERO RECOGNITION PROGRAM

The proposed guidelines for future recognition of Local Heroes are contained in Appendix 1, *attached*. The guidelines are relatively simple and self explanatory. Key elements are summarized below:

**Purpose of program:** To recognize people who have made outstanding contributions to community well being in Burnaby over several years.

**Eligibility for recognition:** People living, working, or participating in Burnaby.

**Nominations:** Invited from community groups, agencies, and the general public.

**Publicity:** Provided through a variety of channels (e.g., community newspapers, InfoBurnaby community school newsletters, community and inter-agency meetings, recreation centres and other City facilities).

**Evaluation process and criteria:** Nominations will be reviewed by a subcommittee of the Community Issues & Social Planning Committee(CISPC), on the understanding that

- a *maximum of 20* Local Heroes will be selected per year
- a wide range of activities will be considered worthy of recognition (e.g., volunteering for a local agency or community school, participating in environmental initiatives, or helping recent immigrants integrate into the community)
- the aim will be to identify a group of nominees that is diverse and balanced according to such factors of geography, activity types, age, and gender.

**Recognition of Local Heroes:** Public presentation of certificates at a Council meeting in November; follow up article in InfoBurnaby.

**Time Lines:** Public notification from March to August; CISPC assessment of nominations in September; Council decision in October; presentation at Council meeting in November.

**Budget:** Require up to \$1000 for publicizing the Local Hero process for 1999, with the printing of certificates and other incidental costs being absorbed within existing departmental budgets.

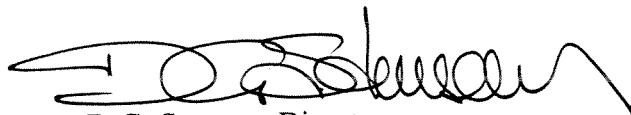
### 3.0 CONCLUSION AND RECOMMENDATIONS

Another term for Local Heroes could be *unsung* heroes: people who selflessly give of their time and energy to improve their communities while not always receiving the recognition they deserve. Introduction of an annual Burnaby Local Hero Recognition Program is believed to provide the City with a relatively simple, yet meaningful way of publicly recognizing and acknowledging these people.

This report has presented guidelines for an annual Burnaby Local Hero Recognition Program. With the help of these guidelines, and the experience gained from participating in the SPARC Local Hero program in 1997 and 1998, Burnaby should be well poised to undertake its own recognition program. As with any program, of course, it will be necessary to monitor and evaluate the guidelines, recommending future adjustments, as required.

Based on the foregoing, it is recommended that

- 1) the Community Issues & Social Planning Committee recommend that Council endorse the guidelines for annual recognition of Burnaby Local Heroes, as presented in Appendix 1, *attached* and
- 2) Council authorize the expenditure of up to \$1000 from the Council Committee and Boards account of the 1999 Annual Operating Budget for publicity of the Local Hero program.



D.G. Stenson, Director  
PLANNING AND BUILDING

JF\sa

Attachment

cc: City Manager  
Director Parks, Recreation & Cultural Services

## GUIDELINES FOR BURNABY LOCAL HERO RECOGNITION

- Purpose:** The chief purpose of identifying Local Heroes is to recognize people who have made outstanding contributions to community well being in Burnaby over a number of years.
- Eligibility:** All people living, working, or participating in Burnaby are eligible for recognition.
- Nominations:** Nominations are invited from community groups, agencies, and the general public.
- Publicity:** Information about the Local Hero recognition efforts will be provided through a variety of channels, including advertisements in Burnaby's community newspapers, articles in InfoBurnaby and community school newsletters, handouts at community or inter-agency meetings (e.g., Burnaby Inter-Agency Council), and postings at recreation centres and other City facilities.

### Evaluation Process and Criteria:

Nominations will be reviewed by a subcommittee of the Community Issues & Social Planning Committee (CISPC) of Burnaby Council. The CISPC will assess the nominations and forward its recommendations to Council for approval.

The key criterion for the Local Hero nominees is that they have made noteworthy contributions to community well being for an extended period in the city. Examples include volunteering for a local agency or community school, participating in environmental initiatives, or helping recent immigrants integrate into the community.

Potentially hundreds, if not thousands, of people could qualify as Local Heroes. To ensure that the annual recognition effort does not become unwieldy, and the recognition is meaningful, a *maximum of 20* Local Heroes will be selected per year.

Acknowledging that not all eligible nominees will be able to be recognized in a given year, efforts will be made to identify a diverse and balance *slate* of Local Heroes. The following factors will be considered in the selecting a balanced slate of Local Heroes:

- geography - i.e., aim to recognize people living in or contributing to various parts of Burnaby
- activity type - i.e., aim to recognize a slate that participates in a range of activities, rather than a select few
- age - i.e., aim to recognize people of various ages
- gender - i.e., aim to recognize a balance of women and men.

**Recognition:** Local Heroes will be presented with certificates and publicly recognized at a City Council meeting in November. An article on the Local Hero recipients will also be published in InfoBurnaby.

**Time Lines:**

March - August:	Public notification process, seeking nominations for Local Heroes
August 31:	Deadline for submission of nominations
September:	Assessment of nominations by evaluation subcommittee, with report to CISPC in late September
October:	Council decision on annual Local Hero recipients, based on recommendations from the CISPC
November:	Presentation to Local Heroes at Council meeting
January:	InfoBurnaby article on recipients.

**Budget:** Expenditures of up to \$1000 per year (subject to review) will be required for publicizing the Local Hero program. Preparation of certificates and other incidental costs can be absorbed within existing departmental budgets.

JF/sa