

COMMUNITY ISSUES AND SOCIAL PLANNING COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

RE: 2000 LOCAL HERO PROGRAM

RECOMMENDATION:

1. **THAT** Council endorse the proposed publicity and nominee selection process for the 2000 Local Hero program, as outlined in the attached report.

REPORT

The Community Issues and Social Planning Committee at its Open meeting held on 2000 March 22 received and adopted the attached report submitting proposals for the publicity and nominee selection process for the Local Hero program for 2000.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor N. Harris
Vice Chair

: COPY - CITY MANAGER - DIR. PLNG. & BLDG. - DIR. PARKS, REC. & CULT. SERV.

TO: CHAIR & MEMBERS
COMMUNITY ISSUES AND SOCIAL
PLANNING COMMITTEE
2000 March 2

FROM: DIRECTOR PLANNING AND BUILDING
Our File: 17.413

SUBJECT: 2000 LOCAL HERO PROGRAM

PURPOSE: To submit proposals for the publicity and nominee selection process for the Local Hero program for 2000.

RECOMMENDATION:

1. **THAT** the Committee endorse the proposed publicity and nominee selection process for the 2000 Local Hero program, as outlined in this report.

REPORT

1.0 INTRODUCTION

Each year since 1997, Burnaby Council has identified and recognized Local Heroes - people who have made significant contributions to the community over a number of years. The idea for recognizing Local Heroes came from the Social Planning & Research Council (SPARC) of BC which, in 1997, began inviting Burnaby and other municipalities from throughout the province to undertake such an initiative.

In 1997 and 1998, Burnaby identified Local Heroes in response to SPARC's requests. Last year, acting on a recommendation from the Community Issues and Social Planning Committee (CISP), City Council initiated the first annual "made in Burnaby" Local Hero recognition event.

The Local Hero program has grown steadily since its inception, with seven people being recognized in 1997, nine in 1998, and fourteen in 1999.

The purpose of this report is to submit proposals for the publicity and nominee selection process for the Local Hero program for 2000.

2.0 PUBLICITY

In 1999, to avoid potential confusion with the Kushiro Cup Citizen of the Year event, which takes place in late April of each year, staff waited until May to call for Local Hero nominations. On reflection, it was concluded that May was too late to begin the publicity: inter-agency networks, community groups, and schools, and other groups were starting to wind up their operations for the summer at that time.

This year, it is proposed that an earlier and more extensive publicity process be used. Indeed, the publicity has already been initiated through the February 2000 issue of the InfoBurnaby newsletter. In conjunction with a profile of the 1999 Local Hero award recipients, the newsletter invited the public to submit nominations for the 2000 awards.

Other vehicles proposed for publicising the 2000 program are as follows:

- advertisements in each of Burnaby's community newspapers - one in March and one in May
- distribution of notices through inter-agency, School District, and community meetings (e.g., Burnaby Inter-Agency Council, District Community School Advisory Committee, District Parent Advisory Committee, Community School Councils)
- notices in newsletters of various groups (e.g., community schools, non-profit societies, Members of Parliament)
- requests to selected agencies and community contacts to "get the word out" about the initiative.

The Call for Nominations and Nomination Form are contained in Appendices 1 and 2, *attached*. Paper copies of these materials will be available through the City Clerk's Office, recreation centres, and libraries. It is also proposed that electronic versions be provided through the City's website: www.burnaby.bc.ca.

3.0 SELECTION PROCESS

As indicated in the Call for Nominations, Local Heroes are people who have made noteworthy contributions to community well being for an extended period in the city. Further, the recipients for a given year are intended to represent a diverse and balanced slate of nominees based on such factors as geography, activity type, and age.

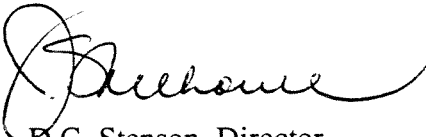
Given the earlier and more extensive approach to publicity being proposed, the Local Hero initiative for 2000 should elicit significantly more nominations than last year. With the maximum number of people who can be recognized being set at twenty, some difficult decisions may have to be made in this year's selection process.

To assist with the effort, it is recommended that the CISPC strike a small (i.e., two or three member) subcommittee to review the nominations. The subcommittee would need to meet in early September in order to formulate recommendations for consideration at the September CISP meeting. The Committee would, in turn, forward its nominations to Council for endorsement in early October.

4.0 CONCLUSION AND RECOMMENDATIONS

2000 marks the fourth year that Burnaby has initiated a Local Hero recognition program. Since the program's inception in 1997, public interest in, and awareness of, the program has grown steadily. Indeed, the Local Hero initiative has proven to be an inexpensive, yet meaningful way of recognizing Burnaby residents who have gone "beyond the call of duty" in contributing to the community.

To facilitate a successful 2000 Local Hero program, it is recommended that the Committee endorse the proposed publicity and nominee selection process for the program, as outlined in this report.


D.G. Stenson, Director
PLANNING AND BUILDING

JF\sa

Attachments(2)

cc: City Manager
Director Parks, Recreation & Cultural Services

CALL FOR NOMINATIONS**BURNABY LOCAL HEROES**

The City of Burnaby is seeking nominations for Local Heroes - people who have made outstanding contributions to community well being in Burnaby over a number of years. 2000 marks the fourth year that Burnaby will be recognizing its Local Heroes.

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.

**Evaluation
Process and
Criteria:**

What distinguishes Local Heroes? They are people who have made noteworthy contributions to community well being for an extended period in the city. Examples of activities include volunteering for a local agency or community school, participating in environmental initiatives, or helping recent immigrants to integrate into the community.

The intent is to recognize volunteers, rather than people who contribute through their paid employment. In exceptional circumstances, however, people who go “above and beyond the call of duty” in their jobs may also be eligible for recognition.

A maximum of 20 Local Heroes will be selected per year. Further, efforts will be made to identify a diverse and balance *slate* of Local Heroes, based on such factors as:

- 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.

The Community Issues & Social Planning Committee will evaluate the submissions and forward its recommendations to Burnaby Council for endorsement.

(Continued on reverse)

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 the City's information newsletter, InfoBurnaby.

Submission

Procedure: People wishing to submit a nomination are requested to return a completed Nomination Form (attached), along with any necessary supporting materials, to:

2000 Local Hero Recognition
Community Issues & Social Planning Committee
c/o City Clerk's Office
4949 Canada Way
Burnaby, BC V5G 1M2
Attention: Gloria McCaskie

Deadline: The deadline for submissions is 2000 August 31.

Time Lines:	August 31:	Deadline for submission of nominations
	September:	Assessment of nominations by Community Issues & Social Planning Committee (CISPC)
	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.

NOMINATION FORM

BURNABY LOCAL HEROES**Who is being nominated?**

Name: _____
Address: _____
Phone: _____ (home)
 _____ (work)

Who is making the nomination?

Name: _____
Address: _____
Phone: _____ (home)
 _____ (work)

What category or categories best describe the nominee's activities (please ✓ all that apply)?

- Health or community services
- Education
- Environment
- Recreation
- Other (describe briefly) _____

Is the person being nominated for activities done as a volunteer or paid employee?

- Volunteer
 - Paid employee
- If a paid employee, please state where the person works:* _____

Why does the nominee deserve to be recognized as a Local Hero? (Please attach additional pages or supporting materials, if necessary).

Who can we contact if we need further information?

Name: _____
Address: _____
Phone: _____ (home)
 _____ (work)

Name: _____
Address: _____
Phone: _____ (home)
 _____ (work)

Name: _____
Address: _____
Phone: _____ (home)
 _____ (work)

Please return completed nomination form to:

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