



Meeting 2008 February 4

COUNCIL REPORT

**SOCIAL ISSUES COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: LOCAL HERO AWARD PROGRAM REVIEW**

**RECOMMENDATION:**

1. THAT Council adopt the proposed changes to the Local Hero Award program time line and eligibility criteria as presented in this report.

**REPORT**

The Social Issues Committee, at its meeting held on 2008 January 17, received and adopted the *attached* report seeking Council's approval on three aspects of the Local Hero Award program. Based on the review, it is recommended that the time line for the Local Hero program be with a nomination deadline set for June 30. The Local Heroes report could then be presented at an Open Council meeting in early October, and the Local Hero Award ceremony would be held in early November. Furthermore, it is recommended the current limit of up to 20 Local Hero awards presented each year be maintained. Finally, it is recommended that a maximum of up to one Local Hero Award may be presented in any given year to an individual through paid employment that go above and beyond the call of duty, in combination with a record of volunteer service.

Respectfully submitted,

Councillor Sav Dhaliwal  
Chair

Councillor Dan Johnston  
Vice Chair

Councillor Garth Evans  
Member

Copied to:	City Manager Director Parks, Recreation and Cultural Services Director Finance OIC, RCMP Director Planning & Building
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**TO:** CHAIR AND MEMBERS  
SOCIAL ISSUES COMMITTEE

**DATE:** 2008 January 10

**FROM:** DIRECTOR PLANNING & BUILDING

**FILE:** 1450-01  
*Reference: Burnaby Local Heroes*

**SUBJECT: LOCAL HERO AWARD PROGRAM REVIEW**

**PURPOSE: TO PROPOSE CHANGES TO THE TIME LINE AND CRITERIA FOR  
SELECTING LOCAL HEROES**

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**RECOMMENDATIONS:**

1. **THAT** the Committee recommend to Council the adoption of the proposed changes to the Local Hero Award program time line and eligibility criteria as presented in this report.

**REPORT****1.0 BACKGROUND**

At its meeting on 2007 October 16, the Social Issues Committee requested that staff prepare a report to assess the following potential adjustments to the Local Hero program:

- changing the time line for selecting Local Heroes
- increasing the number of Local Hero Awards presented in 2008
- revising the eligibility criteria for Local Hero Awards with specific reference to the recognition, in exceptional circumstances, of individuals who make a significant contribution to community well-being by going above and beyond the call of duty in their paid employment

To assist with the review of these matters, staff conducted an internal review and contacted representatives from the Burnaby School District and not-for-profit organizations who have supported the Local Hero program in the past through the submission of nominations and assistance in advertising the program. The purpose of the review was to determine the feasibility of the potential revised time line and to discuss any potential impact on the quality or quantity of nominations that may result from the changes being considered. This report presents a summary, conclusions and recommendations from the review.

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## 2.0 LOCAL HERO AWARD TIME LINE

Key milestones of the current Local Hero Award program time line are as follows:

- advertising begins in July
- nomination submissions are due at the end of September
- a report with recommendations is submitted to the Social Issues Committee in mid-October
- the recommendations are considered by Council at closed, then open meeting in November, and
- the Local Hero Award ceremony is held at the end of November.

The current time line is challenging because it provides limited time between the deadline for submitting Local Hero nominations and the open Council meeting at which Local Heroes are officially and publicly selected. Within a period of approximately one month, Committee and Council must consider Local Hero nominations at three meetings, and staff must accomplish a number of major tasks that cannot be completed in advance including the:

- review of nominations that are submitted on the deadline,
- comparative assessment of all the nominations as a whole, and
- preparation of a report and recommendations.

In order to address the challenges of the current time line, staff considered a number of potential adjustments, and identified the preferred option for revisions to the time line as shown in Table 1 below. The current time line for Local Hero Award program key tasks and deadlines is also shown in Table 1 below for comparison.

**Table 1 – Local Hero Award Program Current and Revised Time Lines**

Current Time Line	Proposed Revised Time Line	Tasks
Early July – Late September	Mid April – Late June	Advertising and distribution of information regarding the Local Hero Award program to City departments, inter-agency councils and the public
Late September	Late June	Submission deadline for nomination forms
Late September – Mid October	Early July – Early September	Assess nominations and prepare report
Mid October	Mid September	Social Issues Committee meeting
Late October	Late September	Closed Council Meeting
Early November	Early October	Open Council Meeting
Early November	Early October	Notify all nominators and nominees selected
Last Council meeting in November	First Council meeting in November	Local Hero Award ceremony

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In identifying the proposed revisions to the time line, several factors were considered.

First, one of the most important considerations in revising the time line for the Local Heroes program is ensuring the deadline for submission of nominations does not fall in the months of July or August when many people are on vacation and schools are closed. Currently the nomination deadline is late September, after summer holidays. The revised time line would shift the nomination deadline to just before summer holidays begin.

Second, in past years, many of the nominations submitted that meet the eligibility criteria for the Local Hero Award program have come from staff of community organizations and community schools in Burnaby. The revised time line is more closely aligned with the school year end, as well as the April – March fiscal year used by many community organizations. Contacts from community organizations and the School District are supportive of the revision to the time line, specifically with regard to the revised nomination deadline in June. The contacts noted that April – June, when Local Heroes nominations would be open, is the time of year when they would have volunteers' contributions to their organizations and the community at large in mind as achievements from the past year are celebrated, and year end reports are produced.

Third, in the past, the Social Issues Committee needed to schedule a separate meeting in October to review the Local Hero nominations. The revised time line would allow the Local Heroes report to be included on the agenda of a regularly scheduled Social Issues Committee meeting in September. This would eliminate the need to call a special meeting in October to consider Local Hero Award nominations.

If the revised time line is adopted, key dates and deadlines for 2008 would be as shown in Table 2 below.

**Table 2 – Key Dates and Deadlines for 2008**

Key Dates and Deadlines	Tasks
2008 March 15 – June 27	Advertising
2008 June 30	Nomination deadline
2008 July 2 – September 10	Review of nominations and preparation of report
2008 September 18	Closed Social Issues Committee
2008 September 29	Closed Council Meeting
2008 October 6	Open Council Meeting
2008 November 3	Local Hero Award Ceremony

If adopted, the revised time line would improve the Local Hero Award process in a number of ways. The new time line allows adequate time to review and assess all nominations submitted. The June nomination deadline coordinates more closely with the year end of many not-for-profits and the school year, possibly increasing the submission of more detailed and accurate nominations. The revised time line would also be consistent with the Social Issues Committee's regular meeting schedule.

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### 3.0 NUMBER OF LOCAL HERO AWARDS PRESENTED YEARLY

Currently, up to 20 Local Heroes are recognized each year. Since the program's inception in 1997, 168 people have been presented with Local Hero Awards in Burnaby (see Appendix 1 *attached*). The number of awards presented each year is shown in Table 3 below.

**Table 3 – Number of Local Heroes**

Year	Awards Presented
1997	7
1998	9
1999	14
2000	11
2001	11
2002	19
2003	20
2004	20
2005	18
2006	19
2007	20
<b>Total</b>	<b>168</b>

Since the program began, there have been only three years in which the maximum of 20 awards have been presented. Overall, the Local Hero award program has generated very high quality nominations. Having the flexibility to present up to 20 awards allows Council to recognize most, and in some years possibly all, of the individuals nominated *as long as* they meet the eligibility criteria, and represent a balanced slate overall. There is a possibility that more than 20 individuals, nominated as Local Heroes in any given year, will meet the eligibility criteria. Maintaining the practise of presenting up to 20 Local Hero Awards, however, facilitates the selection of a balanced slate of Local Heroes each year which collectively represents a diversity of age groups, geographic areas, and activity types as set out in the selection criteria. Furthermore, by maintaining a limit of 20 awards in a given year, the City is able to ensure that the Local Hero Award continues to have value and significance for recipients.

It should be noted that the Local Hero Award is one of a number of awards the City of Burnaby presents in recognition of citizens' contributions to the community. For example, youth in Burnaby are eligible to receive a City of Burnaby Citizenship Award. The City also presents Environment Awards and a recently announced Public Safety Award. In addition, the City of Burnaby presents the Freeman award to individuals who give outstanding community and/or public service within Burnaby over a sustained period of time. Volunteers with City of Burnaby programs and Committees are recognized for their work each year through the presentation of various awards and certificates, and through invitations to banquets and ceremonies hosted by relevant City department.

Considering the factors addressed above, staff recommend maintaining the practise of presenting up to 20 Local Hero awards each year.

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#### 4.0 RECOGNITION OF PAID WORK IN EXCEPTIONAL CIRCUMSTANCES

Local Hero Awards are intended to recognize the contributions of individuals to community well-being in Burnaby. The main intent of the Local Hero Award program is to recognize citizens for their volunteer service. However, in exceptional circumstances, the criteria allow for the recognition of people who go “above and beyond the call of duty” in their paid employment. In the past, one or two individuals have been recognized in any given year for their contributions through paid employment. To continue to provide flexibility but ensure that the emphasis remains on volunteer contributions, it is proposed that a slight revision be made to the criteria, explicitly stating that up to one Local Hero Award may be presented to an individual in any given year in recognition of contributions to community well being through paid employment that go above and beyond the call of duty. Furthermore, it is proposed that any individuals recognized for their contributions through paid work also have a solid record of volunteer service in Burnaby. These adjustments would, in effect, formalize current practise and place a cap of the number of awards that may be presented with consideration of paid work in any given year.

#### 5.0 CONCLUSIONS AND NEXT STEPS

This report has assessed and made recommendations on three aspects of the Local Hero Award program, as requested by the Social Issues Committee. Based on the review, it is recommended that the time line for the Local Hero program be revised with a nomination deadline set for late June, the Local Heroes report presented at an open Council meeting in early October, and the Local Hero Award ceremony held in early November. Furthermore, it is recommended that the current limit of up to 20 Local Hero awards presented each year be maintained. Finally, it is recommended that a maximum of up to one Local Hero Award may be presented in any given year to an individual for contributions to community well-being through paid employment that go above and beyond the call of duty, in combination with a record of volunteer service.

With the approval of the proposed changes to the time line and criteria, staff will revise the Local Hero Award nomination form to reflect the adopted changes. Staff will also ensure the revised nomination deadline and changes to the criteria are noted clearly in all advertising for the program.

B. Luksun, Director  
PLANNING & BUILDING

SJS:sa  
Attachment

Copied to: City Manager  
Director Parks, Recreation and Cultural Services  
Director Finance  
City Clerk

## LOCAL HEROES 1997 - 2007

<b>1997</b>	<b>2001</b>	<b>2004</b>	<b>2006</b>
Barbara Brady	Roxy Abernethy	Joy Ayers	Amanda van Aggelen
Don Brown	Beverly Adams	Hakam Bhaloo	Pat Beaucamp
Beth Chobotuck	Tracie Buzza	Olive Fera	Delia Benig
Don Copan	Dennis Baker	Gino Fera	Ardell Louise Brophy-Fitzpatrick
Edie Fisher	Joane Carne	Sandra Fesiuk	Alia Chatur
Maddie Greenlay	Paulene Hall	Gillian Gallson	Bonnie Davies
Barb Peabody	Christina Lupien	Lois Godfrey	Liz Dill
	Judi Marshall	Helen Hamilton	Doreen George
<b>1998</b>	Louise Towell	Joanna Illerbrun	Rhodora Horgan
Ray Abernethy	Sandy Twinn	Michelle Leong	Gerry Juzenas
Allison Dalglish	Marguerite Wallace	John McQuade	Margaret Koster
Bharti Envik		Shirely Mortimer	Jim Lawrence
Lilac Jung	<b>2002</b>	Kevan Oxley	Anna Rowden
Faye Ku	Elizabeth Briemberg	Lou Ryan	Tina Schipper
Ruth Loland	Steve Cairns	Harminder Saghera	Hazel Simnett
Anita Loy	Millie Canessa	Liza Shoda	Sasha Tewari
Melody Marbach	Kenney Chan	Carolyn Sinclair	Ryan Brandlmayr
Sharon Mudrakoff	Jack Cyr	Tom Stewart	Paul Legge
	Harvey Elder	Lisa Thomson	Charn Toor
<b>1999</b>	Richard Harvey	Lisa Wong	
Georgie Cole	Ethel Hawthorne		<b>2007</b>
Marjorie Deschner	Reg Hawthorne	<b>2005</b>	Jennifer Atchison
Gloria Inglis	Vivian Henderson	Marilyn Cooper	Pushpa Cheema
Effie Kennedy	Gail Klarer	Linda Corrin	Donna Dawson
Erna Kozak	Kenny So Ying Leung	Bill Corson	Eman Elmasri
Marion Krause	Nick Lutz	Frances Dickson	Barbara (Barb) Harris
Nick Kvenich	Eleanor MacQueen	Diane Dobie	Gregg Harris
George McLean	Merv Magus	Begum Ebrahim	Jon Hernandez
Scott Robertson	Regina Ogmundson	Kate Evans	Mary Hernandez
Ken Ryan	Hugh Robertson	Theresa Johannsen	Mary Horton
Rudy Spense	Norm Sandercock	Patrick Johnson	Rainy Kent
Don Steen	Bernice Wiseman	Allan Joyce	Rehman Lalji
Barbara Stewart		Vicki Kreuzer	Aly Lalji
Tim Zimich	<b>2003</b>	Irene Kyle	Elizabeth (Liz) McEwan
	Jeannette Aadland	Larry Lynn	Wanda Mulholland
<b>2000</b>	Keith Beedie	Fergus McCann	Susan Papadionissiou
Mark Angelo	Gladys Brundrett	Pearl Price	Patrice Pratt
Lillian Chalmers	Parvin Chami	Josie Romero	John Speckman
Glenice English	Gillian Chan	Gloria Tom Wing Staudt	Pak-Kwan Tam
Philip Henderson	Paul Colvin	Gail Yip	Chiu-Lin Tam
Grace Jo	John DeForest		Margaret Widmer
Les Lee Lowe	Jeanne Fike		
Barbara Lussier	Maureen Francois		
Tony Mauro	Ruth Gautschi		
Doreen Player	Lina Hu		
Joyce Rosteron	Pak Wing Kan		
Carol Roycroft	Carol La Croix		
	Jay McGarva		
	Rajinder Pandher		
	Eric Seto		
	Norman Song		
	Margaret Van Soest		
	Greg van Euw		
	Deb Yaschuk		