



Meeting 2010 April 12

COUNCIL REPORT

SOCIAL ISSUES COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: LOCAL HERO AWARD PROGRAM ENHANCEMENT

RECOMMENDATION:

1. THAT Council approve the revised eligibility and selection criteria, new promotional materials for, and other changes to, the Local Hero Award program, as outlined in this report.

REPORT

The Social Issues Committee, at its meeting held on 2010 March 25, received and adopted the *attached* report seeking Council approval for enhancements to the Local Heroes Award program. The Local Hero program recognizes local heroes of exceptional quality and is a successful City initiative celebrating citizens who contribute to building our community through their volunteer activities.

Respectfully submitted,

Councillor Pietro Calendino
Chair

Councillor Paul McDonell
Vice Chair

Councillor Anne Kang
Member

Copied to:	City Manager Deputy City Manager Director Finance Director Planning and Building Director Engineering Director Parks, Recreation and Cultural Services OIC-RCMP Fire Chief Chief Librarian
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TO: CHAIR AND MEMBERS
SOCIAL ISSUES COMMITTEE **DATE:** 2010 March 17

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 1450 01
Reference: Local Heroes

SUBJECT: LOCAL HERO AWARD PROGRAM ENHANCEMENT

PURPOSE: To seek Council approval for enhancements to the Local Hero Award program.

RECOMMENDATION:

1. **THAT** Council be requested to approve the revised eligibility and selection criteria, new promotional materials for, and other changes to, the Local Hero Award program as outlined in Section 3.0 of this report.

REPORT**1.0 BACKGROUND**

Since 1997, the City of Burnaby has celebrated local volunteers through the Local Hero award program initiated by the Social Planning and Research Council (SPARC). In 1999, the City formally adopted the program and developed a logo and poster, in addition to a set of guidelines for Local Hero eligibility and selection.

The purpose of the program is to recognize people who have made outstanding contributions to community well being in Burnaby over several years. Nominations are invited from community groups, agencies, and the general public. Publicity is provided through a variety of channels including community newspapers, InfoBurnaby, civic facilities and inter-agency meetings.

The program is now into its thirteenth year and 200 'Heroes' have been recognized to date. A review of the Local Hero Award Program was requested by the Social Issues Committee in the spring of 2009 in order to ensure that it continues to recognize Local Heroes of exceptional quality and remains a significant honour for both past and future recipients.

In response to the request from the Social Issues Committee, the purpose of this report is to seek Council approval for the introduction of an enhanced Local Hero award program.

2.0 CURRENT ELIGIBILITY AND SELECTION CRITERIA

In 1999, Council established eligibility and selection criteria for the Local Hero Award Program. The eligibility criteria allow for recognition of Local Hero based on a review of nominations from all people - of any age or background - living, working or participating in the community.

The intent of the program is to recognize citizens for their volunteer service, with an opportunity to also recognize one individual each year that has made exceptional contributions through a combination of paid employment and volunteer service. A wide range of activities are recognized including volunteering for a local agency or community school, participating in environmental initiatives, helping recent immigrants integrate into the community, or any other significant contributions made to community well-being.

From the Local Hero nominations received, the program permits a maximum selection of 20 Local Heroes each year. Nominees are selected based on merit in relation to noteworthy contributions to the community over an extended period of time. Simultaneously the program recognizes those that, due to other circumstances, have made exceptional contributions over a shorter period – e.g. youth and recent immigrants. Consideration is also given to achieve a balanced selection of nominees in relation to geographical location in the City, activity types, age and gender. Local Hero awards are awarded on a one-time basis only.

3.0 PROPOSED ENHANCEMENTS

3.1 Maximum Number of Local Heroes

In order to ensure that the Local Hero Award Program continues to recognize Local Heroes of exceptional quality and remains a significant honour for both past and future recipients, it is proposed that a maximum of 12 Local Heroes be recognized per year.

3.2 Eligibility and Selection Criteria

In considering proposed enhancements to the Local Hero Award Program, staff have sought to simplify the eligibility and selection criteria. The goal is to re-enforce the focus of the program to recognize the merit of significant and noteworthy voluntary contributions to community well-being made by nominees. With this objective in mind, staff would propose that the program:

- focus solely on volunteer contributions, and no longer take into account contributions made through paid employment;
- take into account contributions made through voluntary participation through a minimum of two activities, to recognize and encourage more active and diverse volunteer participation;
- require a minimum of five years of volunteer experience;
- require that individuals being recognized for environmental initiatives also have volunteer contribution in another category given the established Environmental Awards Program which recognizes contributions in the area; and
- no longer refer to balancing the selection of nominees in relation to geographical location, activity types, age and gender, and focus the awards program on the merit and contributions made to community well-being.

3.3 Local Hero Promotional Materials

The Local Hero Award Program is advertised through a poster and brochure featuring the Local Hero logo and colours. These materials are circulated through Burnaby City Hall, schools, recreation centres, libraries, community resource centres, and other venues. Information is also available through Volunteer Burnaby, advertisements in Burnaby's community newspapers, the display of a large format poster at the Metrotown information kiosk, a call for nominations

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From: Director Planning & Building
Re: Local Hero Award Program Enhancement
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through the City's website, and requests to participants at various inter-agency meetings to distribute information about the initiative. Currently, the logo for the awards program is a silhouette of 3 people in purple and green, as shown in Appendix 1, *attached*.

In an effort to update and modernize the look of the award program, staff have developed a new look and logo for the program, as shown in Appendix 2, *attached*. With the approval of the Committee and Council, this would form the basis for the promotional material for the Awards Program going forward in 2010.

4.0 CONCLUSION

The Local Hero Award Program is a successful City initiative that celebrates citizens who contribute to building our community through their volunteer activities. The purpose in reviewing the Local Hero program is to ensure that the local program continues to recognize Local Heroes of exceptional quality and remains a significant honour for both past and future recipients. To that end, this report proposes a maximum of 12 Local Heroes be recognized per year, a number of enhancement and adjustments to the eligibility and selection criteria, and a new look for promotional materials for the program for implementation for the 2010 Awards.

It is recommended that the Committee request Council approval of the enhancement to the Local Hero Award Program, as outlined in this report.


B. Luksun, Director
PLANNING & BUILDING

DP/sla/sa
Attachments (2)

Copied to: City Manager
Deputy City Manager
Director Finance
Director Engineering
Director Parks, Recreation and Cultural Services
OIC-RCMP
Fire Chief
Chief Librarian
City Clerk

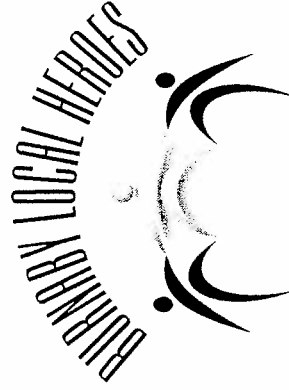
Call for Nominations



The City of Burnaby is seeking nominations for Local Heroes - people who have made outstanding contributions to community well-being in Burnaby.



- Time Lines:** **Tuesday, June 30, 2009**
Deadline for submission of nominations.
- September 2009**
Assessment of nominations by the Social Issues Committee.
- October 2009**
Council decision on annual Local Hero recipients, based on recommendations from the Social Issues Committee.
- Early November 2009**
Presentation of recognition certificates to Local Heroes at Council meeting.
- Early 2010**
InfoBurnaby article on recipients.



3 Name of Organization: _____

Activities: _____

Are these activities carried out as a paid employee or as a volunteer? _____

Duration of Involvement (include month and year) _____

Contact Name & Phone Number at Organization _____

4 Name of Organization: _____

Activities: _____

Are these activities carried out as a paid employee or as a volunteer? _____

Duration of Involvement (include month and year) _____

Contact Name & Phone Number at Organization _____

Please return completed nomination form to:



2009 Local Hero Award Program
Social Issues Committee
Mail: c/o City Clerk's Office
4949 Canada Way
Burnaby, BC V5G 1M2
Email: lyme.oxford@burnaby.ca
Fax: 604-294-7537

Why does the nominee deserve to be recognized as a Local Hero?

Please list the activities for which the person is being nominated as a Local Hero (attach an additional sheet if required, and supporting materials if available).

1 Name of Organization: _____

Activities: _____

Are these activities carried out as a paid employee or as a volunteer? _____

Duration of Involvement (include month and year) _____

Contact Name & Phone Number at Organization _____

2 Name of Organization: _____

Activities: _____

Are these activities carried out as a paid employee or as a volunteer? _____

Duration of Involvement (include month and year) _____

Contact Name & Phone Number at Organization _____

The deadline for receipt of nominations is June 30, 2009.

Eligibility:

All people living, working, or participating in Burnaby are eligible for recognition.

Local Hero Awards are awarded on a one-time basis only (i.e. a person cannot receive the award more than once).

The main intent of the Local Hero Award program is to recognize citizens for their volunteer service. However, in any given year, up to one Local Hero Award may be presented to an individual who has made exceptional contributions to community well being through a combination of paid employment and volunteer service.

Nominations: Nominations are invited from community groups, agencies, and the general public. Each nomination must have the support of two nominators.

Selection Criteria:

What distinguishes Local Heroes? They are people of any age group or background who have made note-worthy contributions to community well-being in Burnaby.

Priority will generally be given to nominees who have contributed to the community over an extended period of time. Consideration will also be given, however, to those who have made noteworthy contributions over a shorter period (e.g., youths, recent immigrants).

Examples of activities include volunteering for a local agency or community school, participating in environmental initiatives, or helping recent immigrants settle into the community.

Efforts will be made to recognize a balanced *State* of Local Heroes, which collectively represent a diversity of:

- age groups,
- geographic areas - i.e., people living in or contributing to various parts of Burnaby, and
- activity types - i.e., participate in a range of activities, rather than a select few.

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, in early 2010.

Submission Procedure: To submit a nomination, return a completed Nomination Form along with any necessary supporting materials, to:

**2009 Local Hero Award Program
Social Issues Committee**

Mail: c/o City Clerk's Office
4949 Canada Way
Burnaby, BC V5G 1M2

Email: lynnie.zarford@burnaby.ca
Fax: 604-294-7537

Note: Nomination forms are also available electronically on the City's website at www.burnaby.ca/whatsnew

The deadline for submitting nominations is June 30, 2009.

For more information please call 604-294-7290.



Nomination Form

Who is being nominated?

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

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

- Community Development
- Health
- Education
- Environment
- Recreation
- Other (describe briefly) _____

Who is making the nomination? (The names of two nominators are required.)

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

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





Eligibility

All people living, working, or participating in Burnaby are eligible for recognition.

Local Hero Awards are awarded on a one-time basis only (i.e. a person cannot receive the award more than once).

Nominations

Nominations are invited from community groups, agencies, and the general public. Each nomination must have the support of two nominators.

Selection Criteria

What distinguishes Local Heroes? They are people of any age group or background who have made noteworthy voluntary contributions to community well-being in Burnaby.

Priority will be given to nominees who have contributed to the community for a minimum of five years through a minimum of two activities.

Examples of activities include volunteering for a local agency or community school, coaching a local sports team, or helping recent immigrants settle into the community.

Recognition

Local Heroes will be presented with certificates and publicly recognized at a City Council meeting. An article on the Local Hero recipients is also published in the City's information newsletter, InfoBurnaby each year.

Submission Procedure

To submit a nomination, return a completed Nomination Form along with any necessary supporting materials, to:

2010 Local Hero Award Program Social Issues Committee

Mail: c/o City Clerk's Office
4949 Canada Way
Burnaby, BC V5G 1M2
email: lyne.axford@burnaby.ca
fax: 604-294-7537

Note: Nomination forms are also available electronically on the City's website at www.burnaby.ca/whatsnew

The deadline for submitting nominations is June 30, 2010.

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Nomination Form

Who is being nominated?

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

Who is making the nomination?

(The names of two nominators are required)

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

2 Name: _____

Address: _____

Phone: _____

(home)

(work)

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

- Community Development
- Health
- Education
- Environment
- Recreation
- Other (describe briefly)

