

NO: F014

COUNCIL DATE: May 9, 2011

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **May 4, 2011**

FROM: **General Manager, Parks, Recreation & Culture**
General Manager, Finance & Technology
General Manager, Engineering
General Manager, Planning and Development

FILE: **1850-01**

SUBJECT: **Community Enhancement Partnership (CEP) Program Grant Applications**

RECOMMENDATION

The Parks, Recreation & Culture Department, Finance & Technology Department, Engineering Department and Planning & Development Department recommend that the Finance Committee recommend that Council:

1. Approve a grant under the CEP Program of up to \$3,000 to the West Panorama Ridge Ratepayers Association to support a street boulevard and natural area beautification project on New Mclellan Road and 120th Street, as generally described in this report;
2. Approve a grant under the CEP Program of up to \$500 to the 130B Street Resident Group to support a neighbourhood clean-up campaign and block party, as generally described in this report; and
3. Approve a grant under the CEP Program of up to \$450 to Ms. Anne Van Rhyn to support a neighbourhood boulevard beautification project on Old Yale Road and 132nd Street, as generally described in this report.

BACKGROUND

In January 2010 Council adopted the Community Enhancement Partnership (CEP) Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood beautification. Under the CEP Program, residents and community groups may apply to the City for a grant under either of two separate categories; these being:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood; or
- **Partnership Grants** - to support projects that build community relationships through celebration and activity.

The CEP Program Guidelines are attached as **Appendix 1**. The CEP Program has an annual budget of \$25,000.

The community has been notified of this program through stakeholder mail-outs, newspaper ads, press releases, promotional posters at civic facilities and on the City's website. A Grant Selections Committee has been established with representatives from various Departments and is responsible for assessing grant applications on an ongoing basis. Fourteen (14) CEP Program grants have been approved to date by City Council.

DISCUSSION

The City has received some new applications for grants under the CEP Program. These applications and an evaluation of each in relation to the CEP Program guidelines are provided in the following sections.

West Panorama Ridge Ratepayers Association – Street and natural area beautification

The West Panorama Ridge Ratepayers Association (WPRRA) has applied for a CEP Program Small Project Grant to support a streetscape beautification and natural area clean-up project. The project area borders New McLellan Road, east of 120th Street, and includes approximately 100m of road right-of-way as well as the northern edge of Delta View Park. The area is characterized by fallen debris and dense unmaintained scrub. The WPRRA has proposed the removal of garbage, debris and invasive species, followed by the grading and landscaping of a more manicured boulevard with street trees and planted horticultural beds. The primary focus would be to improve the road right of way that buffers the natural area.

The WPRRA is requesting a Small Project Grant of \$3,000 to help offset the costs of site preparation, as well as plants, trees and bark mulch. The group has committed to providing 120 hours of volunteer labour and in-kind contributions of equipment for the landscaping work. The Association has also committed a minimum of \$500 in cash from their operational reserves. City of Surrey natural areas staff have reviewed the proposal and have agreed to support the project through volunteer and project coordination and the maintenance of any street trees that are planted. With the exception of the maintenance of the street trees, the Association has agreed to maintain and weed the site indefinitely.

This project will act to encourage community engagement and will enhance the appearance of New McLellan Road and Delta View Park. City of Surrey Natural Areas staff has estimated the value of the proposed work at \$11,000. Based on a review of the project against the CEP Program criteria, a grant of up to \$3,000 to the West Panorama Ridge Ratepayers Association is considered reasonable, subject to the following conditions:

- The provision of a letter by the Association to the Engineering Operations Division confirming that the West Panorama Ridge Ratepayers Association will maintain the new landscaping along New McLellan Road right-of-way (with the exception of the street trees); and
- The submission to the City of photographs that act to document the progress and outcomes of the project.

130B Street Group – Neighbourhood Clean-up and Block Party

The residents of 130B Street Cul-de-sac, located north of 61A Avenue in Newton, have applied for a CEP Program Partnerships Grant to support a neighborhood clean-up campaign and block party. They have proposed a general clean-up of the 130B Street cul-de-sac and adjoining Panorama Heights Park as well as the planting of various flowers and shrubs on the boulevard of 130B Street, from 61A Avenue to the entrance of Panorama Heights Park. The residents have proposed a block party to support the work and solicit additional resident support. They will promote the block party through local door to door canvassing.

This project will act to encourage community participation and will improve the appearance of 130B Street cul-de-sac and Panorama Heights Park. Based on a review of the project against CEP Program criteria, a grant of up to \$500 to the 130B Street Resident Group is considered reasonable, subject to the Group agreeing to submit to the City at the conclusion of the project photographs that act to document the progress and outcomes of the project.

Ann Van Rhyn – Old Yale Road Boulevard Beautification

Ms. Ann Van Ryan, on behalf of a group of local residents, has applied for a small projects grant to revitalize a section of boulevard on the north side of Old Yale Road, east of 132nd Street in City Centre. The site currently features a rundown fence with failed boulevard landscaping (weeds, dirt, garbage etc.). The applicants are proposing a boulevard floral garden, including site preparation, landscaping and planting and ongoing site maintenance. They are also proposing the installation of a small community sign that would read “Old Yale Road Community Beautification Project,” which would be mounted on the fence they intend to repair. The intent of the sign is to encourage additional boulevard beautification and resident participation in the ongoing beautification of Old Yale Road. The applicants envision the project as a catalyst to encourage similar beautification of the area.

The group has committed 37 hours of volunteer labour for the garden and 8 hours of professional carpentry service towards the development of the sign. The applicants have also solicited a range of plant donations from neighborhoods and local businesses valued at over \$550. The total value of the community contribution is estimated at \$1105. The residents have committed to the long term maintenance of all of the features of the project including the landscaping.

This project will act to encourage community participation and will improve the appearance of Old Yale Road. Based on a review of the project against CEP Program criteria, a grant of up to \$450 to the Ann Van Rhyn group is considered reasonable, subject to the following conditions:

- The provision of a letter to the Engineering Operations Division confirming that Ann Van Rhyn will maintain on an on-going basis any resulting landscaping along Old Yale Road right-of-way; and
- The submission to the City at the conclusion of the project of photographs that act to document the progress and outcomes of the project.

Funding

Appendix 2 provides information on the status of funding related to the Community Enhancement Partnership Program based on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The CEP Program supports the goals of the City's Sustainability Charter by encouraging social connections, volunteerism, community ownership and citizen engagement, in accordance with the Sustainability Charter Goals SC 6, 7, 8 and 13.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council:

1. Approve a grant under the CEP Program of up to \$3,000 to the West Panorama Ridge Ratepayers Association to support a street boulevard and natural area beautification project on New Mclellan Road and 120th Street, as generally described in this report;
2. Approve a grant under the CEP Program of up to \$500 to the 130B Street Resident Group to support a neighbourhood clean-up campaign on 130B Street and a block party, as generally described in this report; and
3. Approve a grant under the CEP Program of up to \$450 to Ms. Anne Van Rhyn to support a neighbourhood boulevard beautification project on Old Yale Road and 132nd Street, as generally described in this report.

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Appendix 1: CEPP 2011 Program Overview and Guidelines

Appendix 2: Status of Community Enhancement Partnership Program Funding

APPENDIX 1



Community Enhancement Partnership Program (CEPP) 2011 Program Overview and Guidelines

The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces.

Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Program is a partnership in which the applicant and the City contribute equally towards the applicants proposed project.

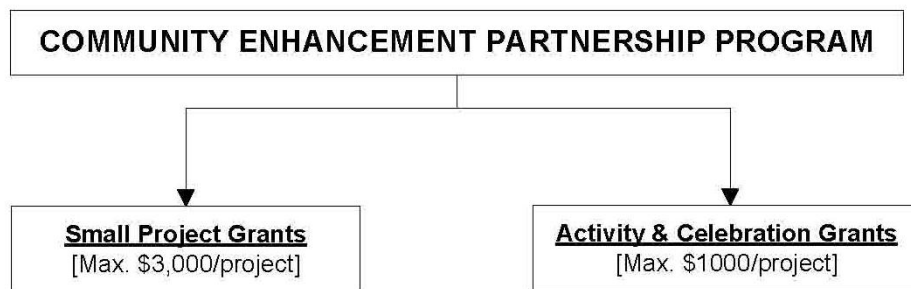
FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for street or landscaping beautification projects. All applications must encourage neighbourhood participation without discrimination. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- Focus on “beautifying and/or celebrating Surrey”;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support; and
- fall within one of the Project Grant Types listed below.

PROJECT GRANT TYPES

The Program has two separate grant categories as illustrated below.



i) **Small Project Grants**

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category. Creativity is encouraged.

Projects in this category must be completed within twelve (12) months of a grant being awarded.

ii) **Activity & Celebration Grants**

Activity and celebration grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. Projects should engage, educate and celebrate community members. As examples, a neighbourhood festival or block party, a street clean-up day, a property owner awards program or a neighbourhood improvement campaign would fall under this category.

Projects that create opportunities to develop neighbourhood organization and promote community leadership, such as citizen engagement workshops or anti-graffiti training seminars, are also encouraged.

Projects in this category must be completed within six (6) months of a grant being awarded.

PROJECT MANAGEMENT & RECOGNITION

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers. All projects under the Program will be eligible for Civic Beautification Awards and/or plaque or site markers.

PLEASE NOTE:

- Awarded projects may be subject to inspection by City staff during project work and upon completion.
- Applicants that have failed to undertake projects, as outlined on submitted applications, may be eliminated from consideration for future grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

Evaluation Criteria

Overall Community Enhancement Program Objective (up to 25 points)

- Project corresponds with the objective to “beautify and/or celebrate Surrey”. (25)

Project Proposal & Feasibility (up to 25 points)

- Provides a clear description of what the project is and why it is proposed. (10)
- Provides a clear public benefit. (5)
- Is well planned with a realistic timeline and a clear beginning and end. (5)
- Has a reasonable budget. (5)

Community Building (up to 30 points)

- Community contribution is documented, demonstrating broad community participation and support for the project. (10)
- Encourages inclusive community participation and provides opportunity to bring people together. (10)
- Encourages interaction between different groups, such as different ethnic groups, tenants, seniors and business owners. (5)
- Encourages collaboration between all age groups, particularly youth and adults. (5)

Outcomes (20)

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented. (10)
- Project is designed for low maintenance and the applicant and stakeholders commit to the project’s on-going maintenance. (10)

Grants will **NOT** be awarded to:

- Individuals, for the purpose of private gain.
- Religious organizations, government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out a project for which a grant was previously awarded.

Grants must **NOT** be used to:

- Duplicate an existing public or private program.
 - Support ongoing programs or services.
 - Replace funding lost from other sources or provide gap funding.
 - Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
 - Purchase land or buildings.
 - Pay for out of City travel expenses.
 - Pay for expenditures or financial commitments made *before* the organization’s grant application was submitted.
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APPENDIX 2



2011 FINANCIAL PLAN
COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to Date	Remaining
2009 Budget Allocation	\$ 25,000.00		
2010 Budget Allocation	\$ 25,000.00		
2011 Budget Allocation	\$ 25,000.00		\$ 75,000.00
1. Rotary Club of Surrey (May 17, 2010)	\$ 3,000.00	\$ 3,000.00	
2. Halls Prairie Elementary School Parent Advisory Committee	\$ 1,000.00	\$ 4,000.00	
3. Lexington Townhouse Development	\$ 3,000.00	\$ 7,000.00	
4. Lakebridge Townhouse Complex	\$ 1,500.00	\$ 8,500.00	
5. Riverdale Junior Leadership Group	\$ 1,500.00	\$ 10,000.00	
6. East Panarama Ridge Community Association - Partnership	\$ 600.00	\$ 10,600.00	
7. East Panarama Ridge Community Association - Small Projects	\$ 1,200.00	\$ 11,800.00	
8. Surrey Crime Prevention Society	\$ 3,000.00	\$ 14,800.00	
9. AHP Matthew Elementary School PAC	\$ 2,000.00	\$ 16,800.00	
10. 112 Ave Neighbourhood Association	\$ 3,000.00	\$ 19,800.00	
11. Anniveille - Royal Heights Advocates	\$ 200.00	\$ 20,000.00	
12. Bolivar Heights Community Association	\$ 3,000.00	\$ 23,000.00	
13. Fleetwood Community Association	\$ 3,000.00	\$ 26,000.00	
14. Chimney Hill Ratepayers	\$ 900.00	\$ 26,900.00	
15. West Panorama Ratepayers Association	\$ 3,000.00	\$ 29,900.00	
16. 130B Street Group	\$ 500.00	\$ 30,400.00	
17. Anne Van Rhyn	\$ 450.00	\$ 30,850.00	
Total Allocations to date		\$ 30,850.00	\$ 44,150.00