

NO: **F046**

COUNCIL DATE: **DECEMBER 16, 2013**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **December 10, 2013**

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

FILE: **1850-01**
XC: **5120-01**

SUBJECT: **Surrey Steps Up: Youth Engagement Campaign**

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that Finance Committee recommend that Council allocate \$10,000 from the Council Initiatives Fund to support the Surrey Steps Up: Youth Engagement Campaign as generally described in this report.

INTENT

The purpose of this report is to provide background information about the Surrey Steps Up initiative and to seek approval for funding support from the Council Initiatives Fund in the amount of \$10,000 for the Youth Engagement element of this initiative.

BACKGROUND

The Surrey Steps Up: Youth Engagement Campaign is an initiative that builds on the momentum of the Stop Bullying Film Contest and incorporates elements that are based on new research related to youth development. The Campaign will apply the Social Emotional Learning Framework identified by the Ministry of Education. This Framework teaches practical skills that children and youth can apply across a range of situations at school, at home and in the broader community to engage in positive ways. Preventing gang involvement, improving academic achievement and decreasing incidents of bullying and violence are some of the benefits of the Framework. The Campaign is intended to support students in becoming well-adjusted and productive citizens.

DISCUSSION

Surrey Steps Up is a project to increase community engagement to enhance liveability and safety in Surrey. The project involves three main streams of activities that will take place during 2014 as follows:

- business engagement;
- community and resident engagement; and
- youth engagement.

This report addresses the youth engagement element of Surrey Steps Up.

Based on the experience of the Stop Bullying Film Contests that have been held in prior years, the Youth Engagement Campaign is focused on encouraging positive behaviours and good citizenship in youth. Youth will be engaged in discussions and other actions about the root causes of bullying and other related negative behaviours such as gang formation. They will be involved in building messages through artistic expression, (e.g., video, graphic art, poetry or dance) and in other activities that highlight the need for respectful interactions between people. It is expected that a wide variety of young people with a range of different skill sets will be engaged in addressing the issue of bullying and other negative social issues from a variety of perspectives. This initiative is intended to build and celebrate citizenship, resiliency and positive interactions as means to build a cohesive community.

The Youth Engagement Campaign will take place during the months of February through April, 2014. The broader Surrey Steps Up initiative will be launched with a community kick off and press conference in the first week of February. The Youth Engagement Campaign launch will coincide with Pink Shirt Day on February 26th. The Youth Engagement Campaign will lead to a showcase event that will kick-off Youth Week on May 1st. Young people who worked on a project or initiative during the campaign months will celebrate and profile their work at the Youth Week kick-off event.

The Campaign is being guided by a team of recent high school graduates. Staff from each of the RCMP, the School District and the City of Surrey will support the Campaign.

Funding in the amount of \$10,000 from the Council Initiatives Fund is being requested to support the Campaign and will be used marketing, videographer, program staff and a Campaign Showcase event.

Status of Council Initiative Fund

Appendix A documents the status of the Council Initiatives Fund on the assumption that the recommendation of this report will be approved.

SUSTAINABILITY CONSIDERATIONS

The implementation of the recommendations of this report will assist in achieving the objectives of the City's Sustainability Charter; more particularly the following action items:

- SC5: *Plan for the Social Well Being of Surrey Residents; and*
- SC11: *Public Safety and Security.*

CONCLUSION

The Youth Engagement element of the Surrey Steps Up is an exciting Campaign that is built on past successes in youth engagement and incorporates current research on youth development. It will encourage youth to demonstrate social responsibility and spur active participation by youth in efforts that address public safety and social issues. The Campaign will activate the many strengths, skills and capabilities of young people in Surrey.

Based on the above discussion, it is recommended that the Finance Committee recommend that Council allocate \$10,000 from the Council Initiative Fund to support the Surrey Steps Up: Youth Engagement Campaign as generally described in this report.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CGA
General Manager
Finance and Technology

Attachment:

Appendix "A": Status of the Council Initiatives Fund

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**2013 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	253,126		
2013 Approved Budget	250,000		\$ 503,126
Arts Umbrella Surrey (3rd year of 3-year program)	25,000		
2013 Women's BC OPEN Water Polo Tournament	5,000		
Comedy Courage Sponsorship	5,000		
Surrey Community Summit	25,000		
Sponsorship Appreciation Event	10,000		
Clayton Heights Enhanced Programming	85,000		
Cloverdale Skating Club	5,000		
Early Childhood Development (ECD) Smarter Cities Funding	50,000		
2013 Flavours of Surrey Event	22,000		
Cities Fit for Children Summit	10,000		
Newton BIA	33,600		
Block Watch Society - RCMP Musical Ride	1,000		
Phoenix Society - Street Fair Celebrating Healthy Living	3,000		
Red FM Walk/Run	5,000		
Crescent Beach Concours d'Elegance	2,000		
Mayor's Charity Ball	3,500		
Vibrant Surrey - Let's Make THIS Happen	5,000		
SFU Surrey Diwali Dinner	2,500		
Awards for Justice & Public Safety Gala	3,500		
City of Bhangra Festival (2nd Year of 3-year Program)	15,000		
SFU Surrey Gala Dinner	5,000		
Break the Silence on Violence against Women (year 1 of 2)	5,000		
My Neighbourhood, My futures Initiative (year 1 of 5)	40,000		
Surrey Steps Up: Youth Engagement Campaign	10,000		

Allocations for 2013

	\$ 376,100	\$ 127,026
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