

NO: **F036**

COUNCIL DATE: **SEPTEMBER 29, 2014**

FINANCE COMMITTEE

TO: **Mayor and Council**

DATE: **September 23, 2014**

FROM: **General Manager, Parks, Recreation and Culture** FILE: **1850-01**
General Manager, Finance and Technology

SUBJECT: **2015 Surrey Community Summit – Funding Request**

RECOMMENDATION

Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council:

1. Receive this report as information; and
2. Approve an allocation of \$30,000 from the Council Initiatives Fund in support of the Surrey Community Summit as generally described in this report, tentatively scheduled for May 9, 2015 at the SFU Surrey Campus.

INTENT

The purpose of this report is to respond to the Whalley Community Association delegation at the July 21, 2014 Council-in-Committee meeting and provide an overview of the upcoming Surrey Community Summit and seek financial support for the Summit from the Council Initiatives Fund.

BACKGROUND

In 2010, a Community Consultation Project was initiated by the City to foster a more direct engagement with the City's residents to build stronger communities in the City. The process included the formation of a working group that assisted in the development of a Consultation Principles Document. On October 13, 2011 at its Regular Council Public Hearing meeting, Council endorsed the Consultation Principles Document as a guide for communications by the City with community groups and the community-at-large. The Consultation Principles Document is attached as Appendix I.

As a demonstration of the commitment to communicate and seek input from community groups and the community-at-large, six town hall meetings were held in the spring of 2012. The Town Hall meetings had no agenda and were an open forum for the community to discuss topics that were most important to them. A frequent suggestion by attendees at the meetings, was for the City to hold a community forum to allow residents to learn more about citizen engagement and the benefits of such engagement to the City as a whole. The 2012 Town Hall Meetings and Community Summit Corporate Report is attached as Appendix II.

To build on the momentum created by the Town Hall meetings, a Community Summit Planning Team was formed (which includes various Community Association members and City staff) to plan and facilitate a full-day "Surrey Community Summit".

The inaugural 2013 Surrey Community Summit was held on April 6, 2013 at SFU Surrey. Approximately 200 community members took part in the event. SFU Public Square was retained as consultants to help develop and guide the development of the Summit. The summit featured keynotes from Gordon Hume, an expert in and advocate of municipal governance, and Matt Hern founder of Car Free Days on Commercial Drive. Participants also had the opportunity to take part in 12 different breakout workshops. Feedback from participants in the summit was overwhelmingly positive.

The Community Summit planning team determined that hosting a Community Summit every year may not be feasible. It was suggested that smaller local events could take place in years without the Community Summit. As a result in 2014, a series of Community Connections events were organized to continue community engagement and capacity building conversations at the local level. Community Connections events that have taken place or been scheduled for 2014 include:

- Summer Youth Action (youth focused event) – May 26
- Whalley Community Picnic and Space Design Jam – July 3
- Holly Garden Harvest Festival – August 29
- South Surrey Community Social and Resource Fair – October 18

Members of the original Community Summit planning committee have approached the City about organizing a second Community Summit in 2015 and appeared as a delegation to Council on Monday, July 21, 2014.

DISCUSSION

The Surrey Community Summit is a venue for residents to have constructive and positive dialogue on a range of topics, and build capacity to be involved and engaged citizens. The Summit seeks to engage existing community leaders as well as "new faces".

The key objectives of the Community Summit are to:

- Create an opportunity for members of the community to gather together, in open dialogue, to voice ideas and become more informed about the City;
- Provide resources and tools to the community so they can become more connected with their community and the City; and
- Enhance citizen engagement and participation.

Summit Planning Group

The Community Summit is organized by a working group of representatives from Surrey's Community Associations along with City of Surrey staff. The group of community volunteers drives the direction and development of the agenda and themes for the Summit, as well as seeks sponsorships and promotes the event.

In addition to the Planning Team, the wider community will be engaged in the development of workshop topics and themes. For the 2013 Community Summit, a City Speaks survey was employed to get feedback from community members on what workshop topics were of interest to residents. For the 2015 Community Summit, both online and in person outreach opportunities to have a voice in the planning will be organized.

2015 Community Summit Agenda

A tentative date for the 2015 Community Summit has been identified as May 9, 2015. The Community Summit would run from approximately 9:00 am to 4:00 pm. The 2015 summit will have a similar format and feel to the previous event. The event will include:

- High profile experts and leaders in fields such as community engagement, neighbourhood capacity building and place-making, will be invited to inspire summit participants.
- A variety of concurrent workshops that appeal both to participants who are already active in their neighbourhoods, and to residents just starting out. The specific workshops and topics will be established through the consultation with residents and community groups.
- An interactive booth and display area to connect residents with the resources and organizations in their community.
- An opportunity for residents to meet each other and have discussions with people with similar interests.

Partnerships with other organizations to extend the Community Summit to include pre or post Summit events will be explored for feasibility.

Staff Support

The Community Summit is a large event that requires the contribution of staff time to make it a success. Departments who contribute to the event include:

- Healthy Communities
 - Facilitation of the Summit Planning Team;
 - Logistical and organizing support for the event; and
 - Coordination and training of event volunteers.
- Marketing
 - Designing promotional materials;
 - Coordinating advertising; and
 - Providing City Speaks surveying support.
- Web and New Media
 - Social media promotional support and
 - Live on-site social media engagement.

- Staff from multiple departments, e.g., Planning and Development, Engineering, and the Sustainability Office, have also been involved in presenting workshops at the previous Community Summit and will be engaged in the 2015 event.

Budget

A draft budget has been prepared that indicates that the event will cost approximately \$50,000. The intention is to keep registration fees relatively low (around \$12 per attendee) so as to encourage community attendance at the event. SFU Surrey has committed to providing space for the Community Summit at no cost.

Community Summit Cost Breakdown	
Venue Rental	(In-kind contribution from SFU Surrey)
City of Surrey Staff Time	(In-kind from departments)
Contract/Co-op Student	\$8,000
Marketing and Promotion	\$10,000
Food and Refreshments	\$10,000
Speaker Fees and Honoraria	\$15,000
Supplies and Materials	\$5,000
Online Registration Portal	\$2,000
Total	\$50,000

It is estimated that revenues from sponsorships and registrations will amount to approximately \$20,000. It is proposed that Council approve an allocation from the Council Initiatives Fund of \$30,000 in support of the 2015 Surrey Community Summit.

Status of Council Initiative Fund

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

SUSTAINABILITY CONSIDERATIONS

The Surrey Community Summit will assist in achieving the goals of the City's Sustainability Charter; more particularly, the Socio-Cultural Goal of:

“Providing opportunities for meaningful community engagement in civic issues so that the City is responsive and accountable to the needs of the community.”

CONCLUSION

As part of the City's on-going efforts to build a more vibrant and empowered community, the 2015 Surrey Community Summit will continue to build on the momentum created by past events. With a view to ensuring that cost is not a barrier to Surrey citizens attending the Summit, it is recommended that the Finance Committee recommend that Council approve an allocation of \$30,000 from the Council Initiatives Fund in support of the Surrey Community Summit as generally described in this report, which is being planned for May 9, 2015 at the SFU Surrey Campus.

Laurie Cavan
General Manager
Parks, Recreation and Culture

Vivienne Wilke, CPA, CGA
General Manager
Finance and Technology

Attachments:

- Appendix I: Consultation Principles Document
- Appendix II: 2012 Corporate Report R162 Town Hall Meetings and Community Summit
- Appendix III: Status of Council Initiatives Fund

Consultation Principles

The City government, together with 38 community associations from across Surrey, created these standard principles to guide consultations. These principles make sure consultations are effective and responsible as the City grows and moves forward. Learn about how and why we created principles in the Community Consultation news release.

Statement A:

The City of Surrey is committed to public engagement that is open, relevant, proactive, equitable, partnership-based, ethical, responsive, accessible, available, and balanced through education and communications, and guided by the following principles:

1. Two-Way Communication:

Communication between the City and Community Groups should be timely, all inclusive, responsive, transparent, collaborative, and provide opportunities for the engagement of the Community Groups and the Community at large at all phases via many communication modes.

2. Respectful Partnership:

The City and Community Groups will work to build and maintain relationships that reflect constructive, respectful, meaningful, inclusive and compassionate partnerships aimed at achieving outcomes built upon all voices. The City and Community Groups acknowledge that outcomes and priorities may change and that mechanisms for ongoing dialogue shall be in place.

3. Inclusive Public Process:

The City should ensure that public process is accessible to all members of the community via many communication modes, will encourage the equal involvement of Community Groups who wish to be heard, and will acknowledge the inherent value of all participant views.

4. Balance:

The City and Community Groups will work to acknowledge and understand the diverse needs and priorities that exist within the communities, and as partners shall commit to balancing these with the interests of the wider community.

5. Responsive Dispute Resolution:

The City and Community Groups acknowledge the value of dispute resolution and shall commit to jointly resolve disagreements as they arise to ensure that consultation proceeds in a balanced, timely and productive manner.

Statement B:

The City of Surrey supports the open flow of timely information amongst government, the Community Groups and the community-at-large based on the following principles:

1. Early Involvement:

The City should ensure that various input options are in place to enable Community Group involvement at all stages of City policy development, including inception, issue identification, concept development, design and implementation.

2. Transparency:

The City should ensure for adequate notification of initiatives and projects at all stages, and should be committed to provide substantive opportunities for public input and feedback to facilitate meaningful discourse that ensures a partner-based decision-making process.

3. Accountability:

The City should establish proper checks and balances on all initiatives and projects through timely, measureable, reasonable, achievable, and realistic feedback and reporting-out mechanisms. The City shall ensure the Community Groups have access to decision-makers as part of the feedback mechanism.

4. Knowledge and Education:

The City should undertake timely educational initiatives to ensure that all parties have the required information at all stages to enable an informed discussion, and the Community Groups need to be receptive and responsive to these initiatives.

5. Information Updates:

The City is committed to facilitate ongoing dialogue with Community Groups that represents effective, timely and two-way communication. The Community Groups will ensure the City is apprised of any contact changes and/or additions to community associations to ensure all groups are engaged and included in the City's communications.

At each of the six Town Hall meetings, representatives from City Council, each of the City Manager's Office, the Planning & Development Department, the Parks, Recreation and Culture Department, the RCMP and the Engineering Department were in attendance to hear the dialogue and answer questions when required. Town Hall meetings were held as follows:

- Cloverdale Town Hall, April 11th, 2012 at Cloverdale Recreation Centre;
- Newton Town Hall, April 12th at Newton Seniors' Centre;
- South Surrey Town Hall, April 16th at Elgin Hall;
- Guildford Town Hall, April 18th at RCMP District 2 Office;
- North Surrey Town Hall, April 30th at City Centre Library; and
- Fleetwood Town Hall, May 1st at Surrey Sport and Leisure Complex.

A total of approximately 250 residents attended the meetings. Notes were taken of all comments that were made at the meetings with these being posted on the City's website and emailed to all meeting attendees who provided follow-up contact information. Whenever possible staff followed-up with meeting attendees who requested a direct response to a specific question that was raised at but which could not be immediately answered at the Town Hall meeting.

A survey questionnaire was distributed to those in attendance at each meeting and was also emailed to each meeting attendee who provided contact information. The questionnaire was focused on what the City could do to improve future Town Hall meetings. The common response was to hold further such meetings on a regular basis. In response to a question about the usefulness of such meetings/forums, attendees generally responded positively, stating that the meeting was of great benefit as a means to dialogue with Council and other citizens regarding common concerns. In relation to topics for discussion at future Town Hall meetings respondents advised that discussion topics should focus on crime prevention, transportation, schools, support from other levels of government and the associated responsibility/authorities, by-law enforcement, environmental issues, agricultural land protection, recreation and the role of arts/culture.

Next Steps:

Online Chat Session: "Talk Surrey with the Mayor"

A virtual/online session called "Talk Surrey with Mayor Watts" will be held on July 25, 2012 to allow citizens to discuss community issues with the Mayor. Members of the community will be able to submit questions and comments to the Mayor by way of Twitter, Facebook and email. Following this online chat session, written notes and streamed video of the session will be posted on the City's website.

Community Summit:

A sub-committee of the Community Consultation Group is working with City staff to plan a "Community Summit" that will be held in April of 2013. The Community Summit will provide an opportunity for:

- The City to share information on current initiatives, strategies and processes that are being undertaken in the City to ensure the continued vibrancy of the City and to assist in addressing the concerns and opportunities that were raised through the Town Hall meetings; and
- Residents to learn how they can participate in civic processes and assist in building strong and vibrant communities within the City.

The Summit's objectives include:

- Encouraging dialogue and connections between the City and its residents;
- Engaging the community in the civic process;
- Strengthening the capacity of neighbourhood associations; and
- Advancing work based on the guiding principles for community consultation.

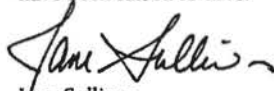
A webpage will be launched on the City of Surrey website by the end of July, 2012 which will be populated over time with more detailed information on the Community Summit and will encourage community input related to planning the Summit.

Five Year Financial Plan Development

The City is commencing the process of developing the 2013-2017 Five Year Financial Plan and will give due consideration to the concerns and opportunities that were raised through the Town Hall meetings in the preparation of that Plan. The proposed Five Year Plan will be forwarded to the Finance Committee later in the year of consideration.

CONCLUSION

As part of the Community Consultation Project, a Town Hall meeting was held in each of the City's six unique Town Centres. The meetings were well attended, generated valuable discussion and identified the community ideas and concerns specific to each area. Further opportunities for dialogue with the community are being planned as is follow up on the ideas and concerns that have been raised to date.


Jane Sullivan
City Clerk



**2014 FINANCIAL PLAN
COUNCIL INITIATIVES**

Description	Amount	Allocation to date
Carried Forward from Prior Year	103,026	
2014 Approved Budget	<u>250,000</u>	
City of Bhangra Festival (Year 3 of 3)		15,000
Break the Silence on Violence against Women (year 2 of 2)		5,000
My Neighbourhood, My futures Initiative (year 2 of 5)		40,000
Surrey Steps Up: Youth Engagement Guest Speaker		5,000
BC Championship Female Hockey Association		3,250
Surrey Fire Fighters' Historical Society		12,500
Optimist Junior International Curling U-18 Championships		4,500
Surrey Fire Fighters Charitable Society Walk, Run & Roll Event		5,000
SASSY Awards		7,500
Doors Open Expansion		15,000
Flavours of Surrey		22,000
Canada Cup Field Hockey Event		2,500
Francophone Games		1,500
Innovation Boulevard		46,500
Culture Days		10,000
RED FM Sponsorship Request		5,000
Surrey Pride Society		1,000
Crescent Beach Concours d'Elegance 2014		2,000
Youth Strengths Conference		5,000
Streetrich Hiphop Society - Bridge: An Old School Party in Surrey		1,000
Mayor's Charity Ball		3,500
Party on the Pier Event		2,000
Cloverdale Skating Club - Ice Show 2015		5,000
Darpan Extraordinary Achievement Awards		2,500
Heritage BC Annual Conference & Awards Ceremony		2,500
Water Polo National		14,500
2015 Surrey Community Summit (Proposed)		30,000
Allocations for 2014		\$ 269,250