

NO: **F012**

COUNCIL DATE: **FEBRUARY 23, 2015**

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## FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **February 12, 2015**

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

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

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

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## 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 1<sup>st</sup> annual Surrey Steps Up: Youth Engagement Campaign took place in 2014. The campaign encourages youth to make positive contributions to their community, and acknowledge the work being done by young people to make their community a more vibrant place. This Campaign was a follow up to the momentum of the Stop Bullying Film Contest, and designed to engage a wider range of youth in a broader range of activities. The campaign highlights the many positive contributions that youth in Surrey make to their community. This project is in collaboration between the City of Surrey, the Surrey RCMP, and the Surrey School District.

Last year 2,000 youth took part in the campaign, and 300 of those youth, plus their siblings and parents gathered at City Hall for the finale to celebrate the accomplishments of Surrey's youth. Surrey Steps Up 2014 recognized 40 youth-driven projects including a "spread the love" kindness campaign, a project advocating for raising awareness on Lesbian, Gay, Bisexual, Trans, or Questioning (LGTBQ) issues, an empowerment and leadership group focusing on issues faced by boys, projects to support youth created music and multiple anti-bullying initiatives.

## DISCUSSION

Surrey Steps Up: Youth Engagement Campaign is a project to increase youth's community engagement to enhance liveability and safety in Surrey. This initiative empowers youth to build

and celebrate citizenship, resiliency and positive interactions as means to build a cohesive community. Youth can be involved in Surrey Steps Up in two ways:

- by creating positive community based action projects to improve their schools and communities; or
- through sharing positive messages through artistic expression (e.g., videos, graphic art, poetry or dance) that highlight the positive work of youth in the community.

Surrey Steps Up: Youth Engagement Campaign is being planned by a youth steering committee, the majority of who were participants in last year's campaign. Their first-hand experience and excitement is helping to guide the program and increase its impact. These young people have contributed to a promotional video, taken a lead in planning and implementing the launch and wrap-up showcase event and have been acting as advocates of the project in their schools.

The first component of the Surrey Steps Up: Youth Engagement Campaign will take place during the months of February through April, 2015. It will be launched at the youth-organized Surrey Leadership Action Conference on February 21<sup>st</sup> at the Cloverdale Recreation Centre. Through an advertising campaign high-school aged youth will be encouraged to "sign up to step up" and add their projects to the campaign.

The second component is the culmination of the campaign called the Surrey Steps Up Showcase event to be held at City Hall on April 17<sup>th</sup>. Young people who worked on a project or initiative during the campaign months, or created a positive artistic message, will be invited to celebrate and profile their work.

Elementary school aged students will also be involved in this year's Surrey Steps Up Campaign. Elementary teachers will work with their classrooms to create positive projects through their schools. Elementary aged students will also have an opportunity to celebrate their accomplishments through a visit to City Hall.

Funding in the amount of \$10,000 from the Council Initiatives Fund is being requested to support the 2015 Campaign and will be used on marketing, videographer, program staff and a Campaign Showcase event.

### **Status of Council Initiative Fund**

**Appendix I** 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 Surrey Steps Up: Youth Engagement Campaign is an exciting initiative 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 2<sup>nd</sup> Annual 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 "1": Status of the Council Initiatives Fund



2015 FINANCIAL PLAN  
COUNCIL INITIATIVES

Description	Amount	Allocation to date
Carried Forward from Prior Year	0	
<b>2015 Approved Budget</b>	<b>250,000</b>	
My Neighbourhood, My futures Initiative (year 3 of 5)		40,000
2015 Façade Enhancement Program		25,000
Surrey Poet Laureate (Year 1 of 3)		10,000
2015 Sponsor Appreciation Event (Proposed)		10,000
SANSU Addictions Education Series (Proposed)		2,400
Surrey Knights Swim Club (Proposed)		3,000
2015 CBHA Western Challenge Cup (Proposed)		3,500
2015 BC Hockey Pee Wee Championship (Proposed)		2,000
Elleven Management SX Cup 2015 (Proposed)		4,000
Surrey Steps Up: Youth Engagement Campaign (Proposed)		10,000
Policing Costs for Community Events (Proposed)		55,000
<b>Allocations for 2015</b>		<b>\$ 164,900</b>