

NO: R219

COUNCIL DATE: **October 3, 2016**

REGULAR COUNCIL

TO: Mayor & Council **DATE: September 28, 2016**

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

SUBJECT: Simon Fraser University (SFU) Central City Student Engagement Competition and Grant Award

RECOMMENDATION

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

1. Receive this report as information; and
2. Approve a project award for \$2,000 from the City Beautification budget for a City of Surrey Placemaking Project in Partnership with SFU Surrey and Blackwood Partners as part of the 2016 SFU Central City Student Community Engagement Competition.

BACKGROUND

The SFU Surrey - Central City Student Community Engagement Competition is a collaborative initiative involving Blackwood Partners Management Corporation, Central City, City of Surrey and Simon Fraser University's Surrey campus. The competition is being held once each year from 2014 to 2018, and is designed to encourage community-student engagement through innovation.

Through this competition, Blackwood Partners, the City of Surrey and Simon Fraser University hope to:

- recognize, celebrate, and champion community-student engagement and spirit;
- assist in the rejuvenation, development and success of Surrey City Centre;
- facilitate student participation in experiential learning opportunities through community service and partnership; and
- attract students from a variety of disciplines who are enthusiastic about socio-economic entrepreneurship, innovation and community building.

Blackwood Partners has provided funds to create two project awards: a Grand Award and an Engagement Award. The City of Surrey funded a Placemaking award in 2015 and has been asked by SFU to again provide funds to support a Placemaking award (i.e. creating something physical in a public space). The 2015 Placemaking award winners, Linyan Jiang and Yang Zhang are finishing up their design called "FLOW," an interactive lighting installation in the Civic Plaza.

The 2016 award categories are as follows:

- \$3,000 Grand Award (all finalist projects from the two categories below are considered) - **Blackwood Award**
- \$2,000 Engagement Award - **Blackwood Award**
- \$2,000 Place-Making Project Award - **City of Surrey Award.**

These prizes will be allocated to the students that come up with the most innovative ideas to engage the Surrey Centre neighbourhood. The prizes are earmarked to assist the winning student/team in the implementation of their idea. Teams can consist of 1-5 students, the majority of which must be enrolled at Simon Fraser University.

The competition is designed to encourage community-student engagement through innovation. Proposals should contain elements of socio-economic entrepreneurship, innovation and community building while including avenues to recognize, celebrate and champion diversity, community service and partnership. Submissions should be:

- compelling, unique and innovative
- show how they will clearly make a positive difference when implemented
- are focused and feasible.

Specific Criteria for the City of Surrey's Placemaking Project Award

Projects should:

- be designed for the outdoors in a physical space on City property;
- physically improve the appearance of the City;
- benefit the community and encourage community participation and engagement;
- be aesthetically pleasing, fun and appeal to all ages;
- be safe for public outdoor use, meet all code requirements, be universally accessible;
- be designed with sustainability in mind using recycled, reclaimed and or renewable materials; and
- have a clear, realistic and detailed budget outlining how the project award will be spent.

Teams will be assessed according to their idea's degree of innovation and uniqueness, and its community, commercial and socioeconomic significance. Once detailed proposals are reviewed, shortlisted teams will be invited to make a formal presentation to a panel of judges in fall 2016. The panel of five judges is comprised of faculty, students, city staff, community members, alumni and business leaders. Formal presentations will be held at the end of September, 2016 and the winning students/teams will be recognized at SFU's annual President's Gala in November 2016. Winners of the Placemaking Project Award will receive guidance and assistance from staff at the City of Surrey to implement their idea.

Funding

The funding for this award would be drawn from the City Beautification budget.

SUSTAINABILITY CONSIDERATIONS

The Central City Student Community Engagement Competition meets the goals of the City's Sustainability Charter by encouraging social connections, community pride, volunteerism, community ownership, placemaking at the neighbourhood level, fostering a culture of collaboration and the generation of new ideas, and citizen engagement. Specifically the project supports the following Desired Outcomes and Strategic Directions:

- Inclusion DO 21: All residents have opportunities to be meaningfully engaged in civic issues and to contribute to community life; SD 19: Support placemaking opportunities at the neighbourhood level and the creation of community gathering spaces.
- Built Environment and Neighbourhoods DO 3: The City Centre is a dynamic, attractive and complete metropolitan area and important international destination, and is one of North America's most livable and desirable downtowns; SD 8: Strengthen and promote community engagement and programming in public spaces.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a project award for \$2,000 from the City Beautification Budget for the Placemaking Project in Partnership with SFU Surrey and Blackwood Partners as part of the 2016 SFU Central City Student Community Engagement Competition.

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