

NO: R061

COUNCIL DATE: April 9, 2018

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **April 4, 2018**

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

SUBJECT: **Community Enhancement Partnership Program Grant Applications – Crescent Road and King George Boulevard Project**

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council approve a grant under the Community Enhancement Partnership (CEP) Program of up to \$3,000 to the Crescent Road and King George Boulevard Project

INTENT

The intent of this report is to recommend Council award a CEP grant to support the Crescent Road and King George Boulevard Project

BACKGROUND

In January 2010, Council adopted the CEP Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood enhancement. Under the CEP Program, residents, businesses, and community groups may apply to the City for a grant under one of these three separate categories:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood.
- **Celebration and Activity Grants**- to support projects that build community relationships through celebration and activity.
- **Façade Enhancement Grants** – enable small businesses or commercial property owners to apply for funding to renovate or improve their building facades.

The CEP Program Guidelines are attached as Appendix “I”.

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 and social media channels. A Grant Selections Committee has been established, with representatives from various departments, and is responsible for assessing grant applications that are received under the CEP Program. One hundred and sixty six (166) CEP Program grants have been approved to date.

The following sections of this report provide a description and evaluation of an application for a grant under the CEP Program that was recently received by the City.

DISCUSSION

Crescent II Strata Complex

In the fall of 2016, King George Boulevard was widened. After the completion of the work, the boulevard area (approximately 220' by 14') was left without grading or landscaping. During 2017, residents of the Crescent II strata complex removed blackberry bushes, and undergrowth to make the area more attractive as outline in Appendix "II".

Now that the area has been prepared, the strata would like to have the boulevard graded slightly, without affecting any of the existing vegetation, to remove the high spots and maintain the natural bioswale, covered with top soil, and sprayed with a shade tolerant hydro seed grass. This will keep a consistent look to the landscaping along the corridor. The residents of the strata currently maintain the boulevards on King George Boulevard and Crescent Road and have increased their budget to continue to maintain the project area.

Based on a review of the project according to the CEP Program criteria, a grant of up to \$3,000 for the Crescent Road and King George Boulevard Beautification Project is considered reasonable, subject to the group submitting photographs documenting the progress and outcomes of the project.

FUNDING

The 2018 CEP Program has a budget of \$45,000. Appendix "III" provides information on the status of funding related to the Community Enhancement Partnership Program based on an assumption that Council will approve the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

The CEP Program meets the goals of the City's Sustainability Charter 2.0 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 (DO) and Strategic Directions (SD):

- Community Pride and Engagement DO 20: Surrey residents are proud of their community.
 - SD 16: Enhance the opportunities available for residents to be meaningfully engaged in civic issues.

- Community Pride and Engagement DO 23: Numerous active local clubs, groups and agencies contribute to the community's well-being.
 - SD 15: Work at the neighbourhood level to empower local clubs, groups, individuals and agencies to contribute to a vibrant community.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a CEP Program grant of up to \$3,000 for the Crescent Road and King George Boulevard Project.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager
Finance

Appendix "I": CEP Program Overview and Guidelines

Appendix "II": Project Details and Location

Appendix "III": Status of Community Enhancement Partnership Program Funding

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Community Enhancement Partnership Program (CEPP) Program Overview and Guidelines

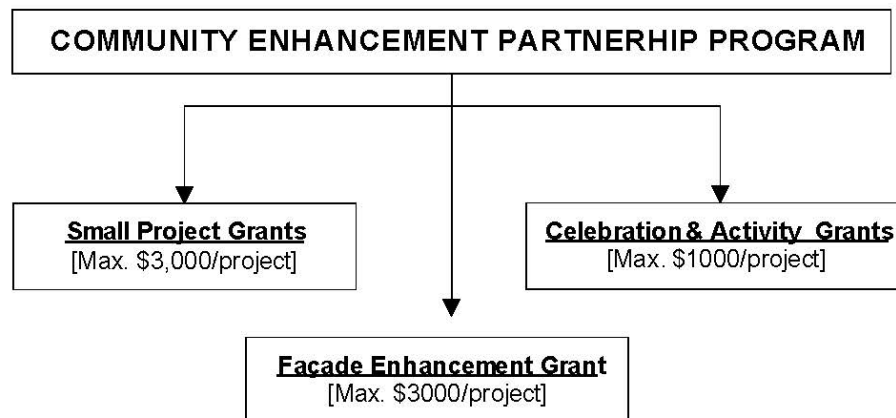
The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces. Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification and place-making projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Grant program is a partnership in which the applicant and the City contribute towards the applicants proposed project. Projects must be completed within twelve (12) months of a grant being awarded.

FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for building or landscaping beautification projects in targeted areas. All applications must encourage inclusive neighbourhood participation. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- focus on beautifying, celebrating and creating engaging places in 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.
- improve the look and feel of City streets

PROJECT GRANT CATEGORIES



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.

ii) **Celebration & Activity Grants**

Celebration & Activity grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. As examples, a neighbourhood festival or block party or a neighbourhood improvement campaign would fall under this category. Projects that create opportunities to develop neighbourhood organization and promote community leadership are encouraged. Ideally, the community celebration will ultimately encourage people to get involved in improving their neighbourhood for the long term.

iii) **Façade Enhancement Grants**

Facade Enhancement Grants help to encourage commercial property owners and businesses to invest in their buildings and storefronts through façade renovations. Property owners are urged to renovate, building façades through grants, matching up to 30% of the eligible costs to a maximum of \$3,000. Through the Façade Enhancement Grant Program, property owners and businesses will help to improve the streetscape of the local community, attracting residents, businesses and customers to the area. Façade grants are targeted towards different areas around the City each year.

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.

Awarded projects may be subject to inspection by City staff. Annual inspections may be undertaken to monitor maintenance and upkeep of projects.

- Applicants that have failed to undertake or maintain projects, as outlined on submitted applications, may be eliminated from consideration for future City 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

- Project corresponds with the objective to “beautify, animate and celebrate Surrey”.

Project Proposal & Feasibility

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

Community Building

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

Outcomes

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented.
- Project is designed for low maintenance and the applicant and stakeholders commit to project maintenance, with the majority of maintenance undertaken by the applicant.

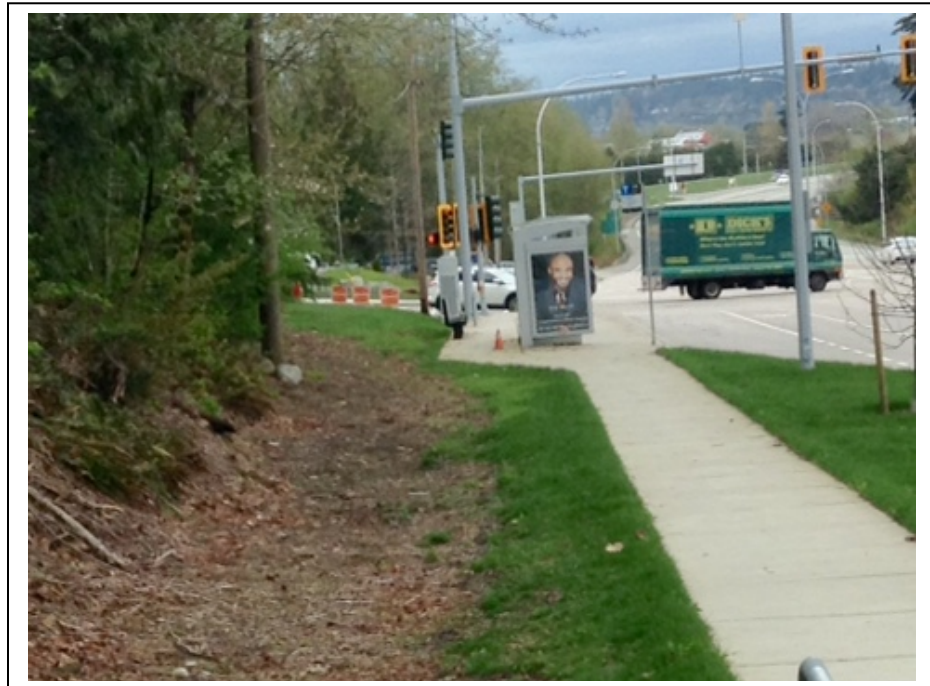
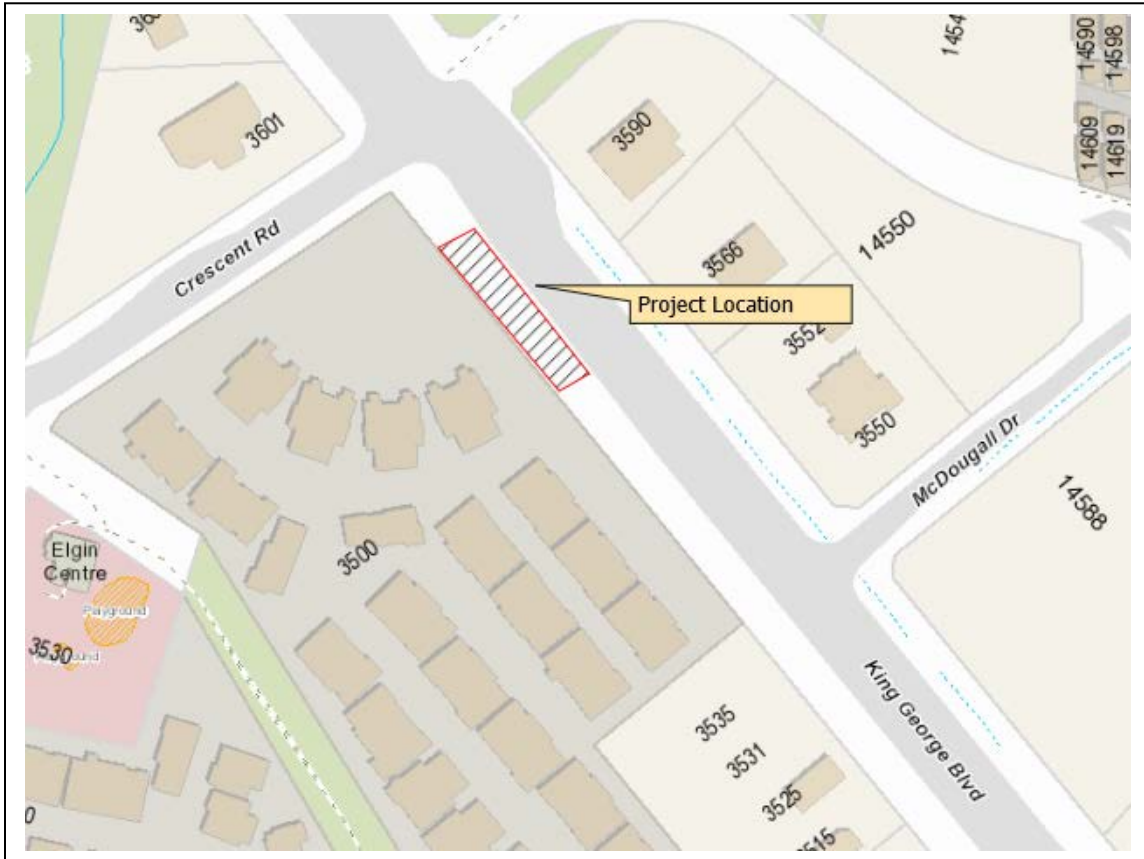
Grants will **NOT** be awarded to/for:

- The purpose of private gain.
- 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 or maintain 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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Project Details and Location
King George Boulevard and Crescent Road



APPENDIX “III”

Status of Community Enhancement Partnership Program Funding



2018 FINANCIAL PLAN COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 49,928		
2018 Adopted Budget	<u>\$ 45,000</u>		\$ 94,928
Grants Awarded in 2018 (to date)			
1. Country Woods Trail Enhancement		\$ 1,500	
2. Crescent Road and King George Boulevard Project (Proposed)		<u>\$ 3,000</u>	
Allocations for 2018		<u>\$ 4,500</u>	<u>\$ 90,428</u>