

Memo



Date: May 10, 2011
File: 0615-20
To: City Manager
From: Policy and Planning - Accessibility Advisory Committee - Staff Liaison (BD)
Subject: Accessibility Awards

Recommendation:

THAT Council receive for information the report from the Accessibility Advisory Committee staff liaison, dated May 10, 2011 with respect to Accessibility Awards for the City of Kelowna;

AND THAT Council direct Staff to further explore personnel and budget implications necessary to establish an Accessibility Awards program.

Purpose:

This report forwards a motion from the Accessibility Advisory Committee (AAC) proposing the creation of Accessibility Awards. It will outline the work conducted by the Accessibility Awards subcommittee and provide preliminary comment from Staff in various departments.

Background:

Council recently approved the 2011 goals for the Accessibility Advisory Committee which, among other items, included providing more public awareness of the committee's work on behalf of the City. The AAC seeks to make citizens of Kelowna aware of accessibility by highlighting business, individuals, and organizations which have contributed to making their premises accessible. The committee believes that an accessible City benefits all members of the community including children, seniors, and persons with disabilities.

The AAC established an Accessibility Awards subcommittee who developed a sub-committee report (see attached) that outlines the recommended framework for the nomination, selection, and implementation of the awards. With the benefit of the sub-committee's work, the AAC has passed following motion:

THAT the Accessibility Advisory Committee asks Council to endorse the creation of an Accessibility Awards program.

THAT the Accessibility Advisory Committee request that Council consider providing funding assistance with the Community Accessibility Awards communication packages.

THAT the Accessibility Advisory Committee approves the Subcommittee's Accessibility Awards Report dated March 8, 2011.

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The Committee proposed that the awards be conferred during Access Awareness week typically held during the first week of June and suggested that Stuart Park would be an ideal location for the awards presentation. Members initially had anticipated hosting this event in June 2011. However, given the timing of this report, it is acknowledged that, should the program be endorsed for 2011, it could occur in the fall.

The awards presentation would be simple and short in duration. Nominations would be collected the month previous to the awards and invitations would be sent to all who participated. At this point, the specific criteria by which the awards would be selected have not been established.

In order to proceed with an Accessibility Awards program, Staff would require Council to endorse the creation of the program. It is the intent of this report to ask Council to allocate additional staff time to investigate the financial and personnel implications of the proposed program. A number of items need to be considered including:

1. Development of collateral materials (brochure, webpage content, press releases, etc.)
2. Advertising costs
3. Confirmation and purchase of the actual award (plaques, certificates, etc.)
4. Requirements for the ceremony (microphone and podium rentals, refreshments, etc.)
5. Allocation of staff resources to co-ordinate the program

Internal Circulation:

Danielle Noble - Urban Land Use Manager
 Carla Stephens - Community & Media Relations
 Jim Paterson - General Manager, Community Sustainability

Legal/Statutory Authority:

S.141 Community Charter

Existing Policy:

Official Community Plan - Chapter 17 - 17.1 - Accessibility Policies

17.1.7 **Awareness.** Continue to support the Central Okanagan "Access Awareness" Team and/or any other appropriate agencies to organize and promote initiatives to raise awareness and improve accessibility in Kelowna;

17.1.6 **Award Program.** In co-operation with other agencies such as the Canadian Homebuilders' Association of Kelowna and the Urban Development Institute, the City will help to create an award program for any development or re-development which demonstrates outstanding attention to accessibility;

Financial/Budgetary Considerations:

A budget has not been estimated for the awards program. Therefore funds would need to be secured through the budget process or from a contingency fund. Although the Committee proposes keeping the awards simple and cost effective, the full cost will need to be established.

Personnel Implications:

Endorsement of all public relations material required to conduct this type of program will need to be provided by the Communications and Media Relations department.

The amount of staff time required to create materials and organize the details of the awards program is currently unknown and would need to be estimated. The Staff liaison currently provides up to 10 hours per month to the AAC.

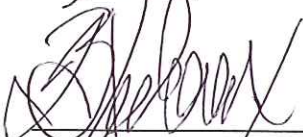
Considerations not applicable to this report:

External Agency/Public Comments:

Alternate Recommendation:

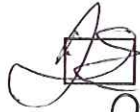
Legal/Statutory Procedural Requirements:

Submitted by:



B. Decloux, Urban Land Use Planner

Reviewed by:



T. Eichler, Manager, Community Planning

Approved for Inclusion:



S. Bagh, Director, Policy and Planning

Attachment:

Subcommittee report



ACCESSIBILITY ADVISORY COMMITTEE

SUB-COMMITTEE – ACCESSIBILITY AWARDS REPORT

DATE: March 8, 2011

SUB-COMMITTEE: Sherri Newcomen, Bill Mah, Keith Bradley, Joyce Mainland

A sub-committee of the Accessibility Advisory Committee met to discuss the “Accessibility Awards”, specifically the wording of criteria for awards and the layout of the **nomination application form**. Results were to be submitted to Committee Liaison following meeting so she could submit to the city’s communication dept. The following are the results of the meeting:

TITLE OF AWARDS: “Inaugural Accessibility Award –Kelowna 2011”

THREE AWARDS; Individual, Organization and a Community Business

LAYOUT

- Simple one page, doubled sided nomination form
- Keeping with the city’s design, Use different color of form (yellow or orange)

WORDING

- Attempt to keep wording similar to the nomination form used by the city for the “Civic Awards”

TITLE PAGE

This is your opportunity to nominate an individual, an organization and a community business that has demonstrated the “ACCESSIBILITY FOR ALL” principle:

“When a community designs, builds and creates structures, services or programs that will accommodate children, seniors and persons who are differently abled, the WHOLE community benefits”

NOMINATION GUIDELINES:

- Nominees must live within the City of Kelowna or their achievements or contributions they provided must benefit the community.
- All nominees must consent in writing to the nomination.
- Self nominations will not be accepted
- Nominators may nominate only one candidate per year and cannot be related to the candidate.

HOW TO NOMINATE:

- Complete the nomination form. (Nomination forms available at City Hall or at city’s website?)
- Write a “Statement of nomination” – One page biography of the person or a brief profile of the organization or business, along with description (500 words or less) of the nominee’s significant achievement, service or benefits in the category selected and a descriptive nature and impact of the activities involved.

- "Letters of support" (no more than 2) addressed to the selection committee. All papers including additional support materials should be on 8,5" x 11" white paper, suitable for photocopying.

SELECTION CRITERIA:

- Range of activities or achievement
- Influence, inspiration of the activity or achievement
- Significance of the activity or achievement
- Creativity
- Innovation
- Impact or effect for positive change or community awareness
- Leadership,
- Commitment to enhancing access and fostering inclusion and full participation,
- "Barrier Breaker"

SELECTION PROCESS

- Members of the Accessibility Advisory Committee will adjudicate the awards. Their decisions are final and based solely on the information specified in the Nomination submissions.
- Documents will not be returned.
- Only completed nomination forms will be submitted
- **The nomination committee reserves the right to extend the nomination period if needed.

DEADLINE:

Completed nomination packages must be received by;

12:00 noon, Friday May 6, 2011

Packages can be mailed or dropped off to

City Hall
1435 Water Street,
Kelowna,
ATTENTION?