

REPORT TO COUNCIL



Date: May 14, 2012
File: 0165-01
To: City Manager
From: Jodie Foster Sexsmith, Communications Supervisor
Subject: Environmental Achievement Awards

Recommendation:

THAT Council direct staff to hold the Environmental Achievement Awards event in the fall of 2012 as outlined in the report of the Communications Supervisor dated May 14, 2012;

AND THAT Council direct staff to replace the Environmental Achievement Awards program with an environmental award as part of the Civic & Community Awards in 2013 and onward;

AND THAT Council direct staff to transfer funds in the amount of three thousand dollars (\$3,000) from the 2013 Communications budget to the Civic and Community Awards budget for the 2013 Civic & Community Awards event as outlined in the report of the Communications Supervisor dated May 14, 2012.

Purpose: To recognize City of Kelowna residents for their environmental initiatives and to further increase awareness of those achievements in the general public by moving from a separate annual Environmental Achievement Award program to the inclusion of an environmental award in the Civic & Community Awards program.

Background:

Recognizing citizens (businesses, organizations, groups or individuals) for their environmental stewardship is important in reinforcing the City of Kelowna's commitment to sustainability.

Environmental Achievement Awards

The Environmental Achievement Awards recognize businesses, individuals and groups in Kelowna who have made contributions to the protection or management of our environment. 2012 marks the eleventh year of the awards.

The primary objective of the Environmental Achievement Awards is to recognize the sustainability efforts of our citizens. The secondary objective is to raise awareness among the broader public of the various community-led, sustainable projects and practices being employed by local businesses and residents.

Nominations are currently received for seven award categories, including Most Environmentally Dedicated Group, Most Environmentally Dedicated Individual, Most Environmentally Friendly

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School, Most Environmentally Friendly Yard, Most Environmentally Friendly Commuter, Most Environmentally Innovative Business and Most Sustainable Development.

The number of nominations has varied from year to year with some years seeing no submissions for specific categories.

The 2011 award program saw a total of nine nominations, spanning five of the seven categories. The winners were recognized at a wine and cheese event on the evening of Wednesday, June 15 at the University of British Columbia Okanagan Campus. Approximately 60 community members were in attendance. The event was by invitation only due to its format.

The program budget for 2012 is \$3000. An additional \$2500 - \$3000 is contributed annually to the event through community sponsorship.

Civic & Community Awards

The Civic & Community Awards are presented by the City each spring. Currently there are 11 different categories (14 different recipients). Volunteers, artists, sport excellence and businesses are recognized for outstanding accomplishments and contributions to our community. Attendance to the event varies from year to year, but on average, about 400 individuals take part in the event, which is open to the public through the purchase of tickets.

A format change was recommended by the Civic & Community Awards Steering Committee and approved by Council on July 19, 2010 for the 2011 awards. The event moved from a hotel-based, banquet-style event to an auditorium setting at the Kelowna Community Theatre, creating a stronger emphasis on the awards and their recipients.

Proposal for Environmental Achievement Awards 2012

The Environmental Achievement Awards have been hosted annually in the spring. There are also several other important environmental programs running in the same timeframe, including the smartTRIPS program, the Pesticide Free program, Bike to Work Week, Yellow Fish Road (storm drain marking) and the Adopt-a-Stream program. To better coordinate staff resources, it is proposed that the 2012 Environmental Achievement award program move to the fall.

Proposal to Combine the Award Programs for 2013

After 2012, it is proposed that the Environmental Achievement Award program be replaced with the provision of an environmental award as part of the Civic and Community Awards.

Both award programs recognize residents or companies for their positive contributions to Kelowna, but given the importance of sustainability in the City of Kelowna, it is felt that the Civic & Community Awards event is a better platform to recognize citizens for their sustainability efforts. The Civic & Community Awards are the City's premier awards and provide a broader conduit to raise awareness.

Combining the Environmental Achievement Awards with the Civic & Community Awards presents a number of opportunities.

Opportunities

- Increases the profile of sustainability at an event with a broader cross-section of citizens and overall higher community profile
- Concentrates resources, saving staff time and money required for marketing, event organization, administration, venue and refreshments

- Requires only one call for nominations
- Sponsorship opportunities could be considered for new environmental award to complement the other Civic & Community Awards

Communications staff will develop nomination / eligibility criteria for the new environmental award in cooperation with the Civic & Community awards committee before the 2013 event.

Financial/Budgetary Considerations

Transfer of funds with no net increase.

Staff recommends the transfer of \$3000 from the Environmental Achievement Awards budget to the Civic & Community Awards in 2013 to help offset the cost of the new award and to further enhance the premier event.

Internal Circulation:

Jim Gabriel, Director of Recreation & Cultural Services

Considerations not applicable to this report:

Legal/Statutory Authority

Legal/Statutory Procedural Requirements

Existing Policy

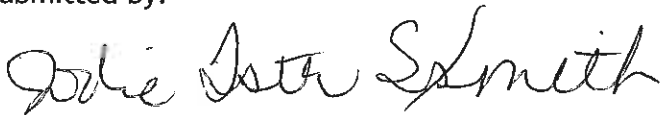
Personnel Implications

External Agency/Public Comments

Communications Comments

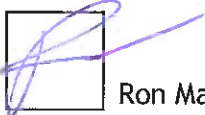
Alternate Recommendation

Submitted by:



Jodie Foster Sexsmith, Communications Supervisor

Approved for inclusion:



Ron Mattiussi, City Manager

cc: Carla Stephens, Director of Communications
Jim Gabriel, Director of Recreation & Cultural Services