

Distributed to AVICC Members June 11, 2014

Re: 2013 UBCM Excellence Awards Program

The following message is being forwarded to AVICC Members at the request of Joslyn Young, UBCM. Please forward to the CAO for distribution as may be appropriate.

The 2013 Community Excellence Awards program information is now online. Here is the link:

<http://www.ubcm.ca/EN/main/services/15021/community-excellence-awards-application.html>

The information is also contained in the attached Information Booklet should you prefer it in a PDF format.

For more information on the 2013 Community Excellence Awards program, please contact:

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Community Excellence Awards

Union of BC Municipalities
2013 Information Booklet

THE PROGRAM

The UBCM Community Excellence Awards program is an opportunity to showcase municipalities and regional districts who “lead the pack”, take risks to innovate, establish new partnerships, question established ways of doing business and pioneer new customer service practices. The program recognizes ideas that rise above challenges with vision, creativity and teamwork.

The Community Excellence Awards are designed to profile excellence in local government and to create successful pathways and incentives for others to follow.

UBCM *award winners* are the ones leading the way.

SELECTION PROCESS

The Selection Committees are comprised of members of UBCM's Presidents Committee, sponsor representatives and professionals experienced and educated in the topics being evaluated. Submissions are evaluated in terms of how they demonstrate "excellence" as a product of the results achieved. The size of the community and resources available will be considered in the selection process.

IMPORTANT DATES

- **Deadline: FRIDAY, JULY 26.**
- **The project or program must have been initiated after January 1, 2010.**
- **Awards will be presented on Thursday, September 19th at the UBCM Convention during a special breakfast reception - open to applicants and winners only. An invitation will be sent out to all applicants, but only those who RSVP may attend.**

QUESTIONS?

- **Please visit the UBCM website at www.ubcm.ca under Services & Awards / Community Excellence Awards.**
- **If you do not find an answer to your question after fully reading the application booklet and referring to the website, please contact Joslyn Young at the UBCM office. E-mail: awards@ubcm.ca / Phone: 604-270-8226, Ext. 103.**

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A paperless process...

The Excellence Awards application process is handled electronically. After completing the Application Cover Sheet and Category Worksheet appropriate for your category, e-mail it to awards@ubcm.ca. All documents are available online at www.ubcm.ca/Services & Awards/Community Excellence Awards.

BEST PRACTICES

Mission Statement:

To recognize local governments in BC that have implemented or improved a program or service that benefits citizens in their community.

Submissions to all three categories should show how your program, project or service:

- increased efficiency, effectiveness and/or provided cost-effective solutions;
 - is transferable to other communities as a Best Practice model; and
 - improved public accountability and awareness of local government.
-

BEST PRACTICES, General

The Best Practices, General category welcomes submissions that outline how an existing program or service was improved or revised. Alternately, you can tell us how a new program was implemented that fulfills a void previously not addressed. Not only must the program or service exemplify excellence, it must be applicable and transferable to other communities.

A true “Best Practice” successfully addresses an issue or concern with positive results and can be a model for communities in similar circumstances. While the normal responsibilities and activities of local government are acceptable submission material, this award serves to recognize truly innovative and exceptional processes and ideas. Share with us how your council/board is a pioneer in excellence!

BEST PRACTICES, Social Media

The Best Practices, Social Media category recognizes local governments that excel and innovate in their use of social media to engage their citizens in dialogue.

For the purpose of this award category, “social media” are defined as online and mobile tools that enable people, identified by profiles, to engage in two-way communication.

Common examples of social media include, but are not limited to:

- text messaging
- comment-enabled blogs and websites
- micro-blog services such as Twitter or Tumblr
- instant messaging or online chat services
- online discussion forums
- social networks such as Facebook or Google+
- video or photo sharing services such as YouTube or Flickr

As part of your well supported application, you will undertake the following:

- discuss the role of social media in your local government’s overall communications strategy;
- explain how the social media tools your local government employs are integrated with each other to capture and develop all two-way communication streams;
- demonstrate, through analytics or other data, how your local government’s use of social media has supported dialogue between your local government and its citizens, community and business stakeholders; and
- provide a specific example (case study) of how using social media has increased citizen engagement with your local government.

BEST PRACTICES, Civic Engagement

Inspired by Local Government Awareness Week, held from May 19 - 25 this year, this category was designed to recognize communities that have increased the knowledge and awareness of its citizens regarding the roles and responsibilities of local government. Tell us how you have engaged your community!

Your submission can outline specific Awareness Week activities you led or any other initiative throughout the year that brought local government and its activities to the forefront of discussion in your community.

The program, project or event should have increased public participation and/or understanding of local government processes. We want to hear how you motivated your citizens to get involved and become inspired members of the community.

For more information on Local Government Awareness Week, visit www.lgaw.bc.ca

LEADERSHIP & INNOVATION

Mission Statement:

The Leadership & Innovation category recognizes regional districts and municipalities that have demonstrated environmental excellence in successfully implementing programs, policies and plans that have significantly benefited a BC community.

General Criteria:

Submissions to this category should reflect leadership and innovation in addressing environmental concerns and regulatory requirements through new programs, policies and plans. Joint projects between local governments will also be considered. Initiatives must be substantially completed and demonstrate measurable results in the protection of BC's environment (air, land, water, natural resources etc.). Applications will be evaluated based on their originality, relevancy to current environmental issues and the feasibility for other municipalities to achieve similar results.

Please choose one of the following categories for your Leadership & Innovation submission:

1. Leadership & Innovation: *2013 Focus - Biodiversity Conservation*
2. Leadership & Innovation - *Climate Action*

LEADERSHIP & INNOVATION: 2013 Focus - Biodiversity Conservation

In addition to meeting the general Leadership & Innovation category criteria on page 8, applications to the Biodiversity Conservation sub-category must also meet the requirements outlined below:

Submissions to this category should reflect leadership and innovation in addressing biodiversity conservation, including species and ecosystems at risk, through new programs, policies and plans. For instance, programs that address habitat loss caused by human activities (urbanization, road development, logging and agriculture) and invasive alien species that displace native plants and animals would be appropriate for submission.

Joint projects between local governments and/

or links to other local government priorities (e.g., health of communities, ecosystems and economies) will also be considered. Initiatives must be substantially completed and demonstrate measurable results in the protection of BC's species and ecosystems at risk. Applications will be evaluated based on their originality, relevancy to current environmental issues and the feasibility for other local governments to achieve similar results.



LEADERSHIP @ INNOVATION, Climate Action

In addition to meeting the general Leadership & Innovation category criteria on page 8, applications to the Climate Action sub-category must also meet the requirements outlined below:

The Leadership & Innovation – Climate Action award has been designed to recognize communities who can demonstrate significant positive results in meeting their community’s Climate Action Charter goals. We welcome applications from local governments whose leadership and management of their Climate Action goals have resulted in innovative solutions and achievements that can be shared

with and implemented by other communities. This award will also recognize local governments that are taking action to prepare their communities for the impacts of climate change via adaptation scenarios, analysis, policies, etc. Applications will be evaluated based on their potential to reduce corporate or community-wide greenhouse gas emissions and / or to prepare a community for the impacts of climate change overall.



PARTNERSHIPS

Mission Statement:

The Partnerships category recognizes two or more partners who have collaborated on a joint venture or initiative with outstanding results. The ability to break down barriers, identify and promote common goals, and develop innovative solutions to shared challenges or visions are all significant measures of success. When an initiative meets the needs and aspirations of the partners as well as the broader public, the benefits from cooperation set a benchmark for all communities.

Since the inception of the Partnerships category, UBCM has recognized a multitude of programs, projects and positive partnerships. Each year, we have focused on one particular aspect of local government relationships, which has given us a very detailed look into particular topics. Historically, we have focused on: First Nations, School Board Collaboration, Accessibility & Inclusion, Healthy Living and Tourism. In 2012, the Partnerships category was opened up to all subject matter and topics where the partnership significantly impacted the outcome of a particular project, program or initiative.

The Partnerships category will now permanently welcome submissions on all subjects. You are invited to submit your very best, most successful and interesting partnership stories.

HOW TO APPLY:

Please follow the eight-step process, as outlined below.

1. Carefully read the category definitions and criteria provided in this booklet. Select the category or categories you wish to apply to.
2. Review the Entry Requirements and Guidelines on page 13 of this booklet.
3. Obtain a letter of support from the Mayor or Chair to make the submission. This is the only document that may be sent as a PDF.*
4. Fill out the Application Cover Sheet.** Ensure your Administrative Contact is aware of the Awards Breakfast RSVP process.
5. Answer the questions on the Category Worksheet applicable to the category you are applying to.**
6. DO NOT alter the format of the Category Worksheet. DO NOT send your Application Cover Sheet or Category Worksheet in PDF format - Word Only please. Do not exceed the word count. Do not add graphics, photos, etc - these will be removed before your application is sent to the Selection Committee. Selection Committee members have the right to disqualify applications that do not follow the outlined application process.
7. Save and label your documents:
 - Application Cover Sheet: "Application_Cover-LGNameHere" (e.g. Application_Cover-Richmond)
 - Category Worksheet: "CategoryHandleHere-LGNameHere" (e.g. BP-SM-Richmond)Category handles are as follows:
 1. *Best Practices, General* = BP-G
 2. *Best Practices, Social Media* = BP-SM
 3. *Best Practices, Civic Engagement* = BP-CE
 4. *Leadership & Innovation, Biodiversity Conservation* = L&I-BC
 5. *Leadership & Innovation, Climate Action* = L&I-CA
 6. *Partnerships* = P
8. E-mail the completed Application Cover Sheet (in Word), Category Worksheet (in Word) and support letter (in PDF) to **awards@ubcm.ca** by: FRIDAY, JULY 26, 2013.

* When a community is sending in multiple submissions, the same support letter may be used. Please list all the submissions you are sending in on that letter. Please be sure to send that same letter with each and every submission/e-mail, as your letter will be kept in an electronic folder with your submission. This is the only document you send in that may be in PDF format instead of in Word.

** These Microsoft Word documents are available on the UBCM website or can be e-mailed to you.

Entry Requirements & Guidelines:

- Submissions will be accepted by e-mail only. Send to: awards@ubcm.ca.
- Submissions must be sent in Microsoft Word format only. Plain text -- no PDF's or graphics please (support letter from the Mayor/Chair excluded).
- A letter from the Mayor/RD Chair in support of the application is required. A resolution is not necessary. This is the only document that may be sent in PDF format.
- The Application Cover Sheet and Category Worksheet must be submitted by the deadline.
- No additional materials will be accepted.
- The project must have been initiated after January 1, 2010 and be substantially completed.
- The Excellence Awards program is open to UBCM members only.
- Projects that have won other UBCM awards are not eligible. UBCM funded projects are eligible.
- Submission materials must have been written by internal employees.
- Submissions must meet specific category criteria.
- The deadline is: FRIDAY, JULY 26, 2013.

E-MAIL your submission documents to: awards@ubcm.ca

Please Note:

- All submissions will be posted to the Community Excellence Awards Library on the UBCM website and on the CivicInfo website in the Practices and Innovations section.
- UBCM reserves the right to refuse submissions that do not meet the outlined Entry Requirements.
- Should the Selection Committee determine that a submission is more suitable to a different category than the one submitted to, the Committee may transfer the application to that category.
- Entrants may submit multiple applications to all Excellence Awards categories. However, each application must reference a different program or project. No single project or program may be submitted under multiple categories (see UBCM website for further explanation).