

September 29, 2011

Campbell River wins Provincial Award for Sustainable Campbell River Efforts

The City of Campbell River took a first place win in the Civic Engagement Category at the UBCM Excellence Awards in Vancouver, BC this Thursday.

The coveted province wide award recognized the City's efforts to increase awareness of government services during Local Government Awareness Week, engage the community in generating a vision and goals for Campbell River, and participate in policy development for the Sustainable Official Community Plan.

According to UBCM, "...the 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."

More than 1,500 community members have been involved in the development of the Sustainable Official Community Plan and several other associated plans. Sustainable Campbell River has included extensive youth involvement, partnerships with First Nations including hosting a Storytelling Event, video, social media, radio and print communication, school workshops, outreach at grocery stores and community events and hosting of 25 public workshops and forums. Outreach efforts were organized by City staff and consulting teams HB Lanarc, Beringia Planning, and Urban Systems.

During Local Government Awareness Week, staff from a variety of City departments developed a trivia contest, organized a public dinner with the Mayor and promoted tours of City facilities to increase awareness about city services. The City also presents outreach at schools providing workshop and guest lectures on topics such as geography, transportation, waste reduction and other subjects.

To provide a meaningful engagement program with value to community members and the City, the City developed a new model for outreach: SUCCESS (Strategic, Unifying, Comprehensive, Creative, Empowering, Supported and Sustained) to ensure community empowerment in policy making.

"Over the past year we have had so much meaningful input and ideas from our community about their vision for the future and we are excited to put these into policy in the Sustainable Official Community Plan. We are honored to receive the Excellence Award," says Mayor Charlie Cornfield.

"We always welcome ideas from the community. We want to hear ideas about city initiatives and ways citizens would like to become more involved in local governance and learn about local government services. Our staff are already planning activities for Local Government Awareness Week next year," Mayor Cornfield adds.

According to UBCM, the Community Excellence Awards are an annual provincial competition to recognize "ideas that rise above challenges with vision, creativity and teamwork. The Excellence Awards are designed to profile excellence in local government and to create successful pathways and incentives for others to follow." For more information about the awards visit: www.ubcm.ca

-30-

Contact

Mayor Charlie Cornfield, 250-286-5700