

Community Excellence Awards

2018 Application Form

Please complete and return the application form by Friday, May 25, 2018. All questions are required to be answered by typing directly in this form. If you have any questions, contact awards@ubcm.ca or (250) 356-5193.

SECTION 1: Applicant Information	
Local Government: Peace River Regional District	Complete Mailing Address: PO Box 810 Dawson Creek BC V1G 4H8
Contact Person: Fran Haughian	Position: Communications Manager
Phone: 250 784 3200	E-mail: fran.haughian@prrd.bc.ca

SECTION 2: Category
<p><input type="checkbox"/> Excellence in Governance. <i>Governance processes or policies that are outcomes-based and consensus oriented; support and encourage citizen participation in civic decision-making; are efficient, equitable and inclusive, open and transparent; and exemplify best practices in accountability, effectiveness, and long term thinking.</i></p> <p><input checked="" type="checkbox"/> Excellence in Service Delivery. <i>Projects/programs that provide effective services in a proactive manner, demonstrate benefit to the community, and utilize performance measures, benchmarks and standards to ensure sustainable service delivery.</i></p> <p><input type="checkbox"/> Excellence in Asset Management. <i>Projects/programs that demonstrate a comprehensive system of asset management policies and practices, meeting and/or exceeding accepted best practices.</i></p> <p><input type="checkbox"/> Excellence in Sustainability. <i>Projects/programs that incorporate a long-term sustainability lens by considering cultural, social, economic and environmental issues in planning, policy and practice.</i></p>

SECTION 3: Project/Program Details
<p>1. Name of the Project/Program: Destroy Daisies Campaign</p>

2. Project/Program Summary. Please provide a summary of your project/program in 150 words or less.

A goal of the Peace River Regional District Strategic plan is to support the agriculture industry within the Regional District. In 2017 /2018 a comprehensive communications plan was developed and launched to increase the public's awareness about the daisies impact on the agricultural industry. The challenge with this species is that the problem is wide spread, out of control and resources are limited. The campaign focused on asking the public to assist in the control of Scentless Chamomile and Oxeye Daisy.

3. Demonstrating Excellence. Please describe how your project/program demonstrates excellence in meeting the purposes of local government in BC and provides promising practices for others to follow.

Delivery of the campaign began with a jingle contest to engage the public and stakeholders early in the campaign. The winning jingle then provided background and material for the production of a one minute video, two commercials that received national attention. The video was shown in local movie theaters, on local TV stations and on social media channels. Educational items handed out at community events included a weed warrior kit. Flash mob style weed warrior events are planned. Outreach to schools include a video challenge and a photo challenge of people destroying daisies. Destroy Daisies activities were integrated with member municipality community invasive plant plans and aligned with financial plans.

The PRRD provided effective services in a concentrated proactive manner to demonstrate benefit to the community about why destroying daisies was important to everyone in the region.

Performance measures included social media analytics, public education through media, the number of public education and outreach events and opportunities. The video shown 437 times in local cinemas, the educational web banner was viewed 270,000 views on energeticcity.ca, 24 regional print media ads, 242 regional radio ads, between April 23- and 29th the winning Daisy Jingle PRRD Facebook reach was 8682 and the video was viewed 2923 times. 14 community events will be attended in the region, school and stakeholder outreach is the focus of the summer invasive plant summer students.

4. Category Criteria.

A. Please describe how your project/program meets the objectives of the category you have applied under. Refer to S. 3 of the Program & Application Guide.

Leadership: The Destroy Daisies campaign was developed and implemented by the PRRD corporate communications department and invasive plant program. All communications assets were shared freely with communities in the region and available to all communities, stakeholders and the public.

Partnerships and collaboration: Regional partnerships that supported the project through shared messaging, hosting events, educational inservices and disseminating information included eight municipalities, four electoral areas, 20 plus community stakeholders and the general public. Internally all departments worked together to cross promote the daisy message.

- Innovation and promising practices: the degree to which the project demonstrated creativity and innovation, and contributed to increased efficiency or effectiveness.
- Public engagement and communications: the extent to which public engagement was foundational to the success of the project, including the use of communication tools such as social media.
- Transferability: the degree to which the process or outcomes of the project, or other learnings, could be conveyed to other UBCM members.

B. In many cases projects may meet the criteria of more than one category. If applicable, please describe how your project meets the criteria of one or more other categories. Excellence in Sustainability is reached through the delivery of a behaviour change program that reaches many different social groups, protects the environment, and protects the agriculture community and their economic sustainability. This work is directed through the Invasive Plant Strategic Plan and Profile as well as through the delivery of the Invasive Plant Bylaw criteria.

SECTION 4: Program Criteria

5. Leadership. Describe the extent to which your local government acted as a local or regional leader in the development or implementation of the project/program.

The implementation of the Jingle contest stimulated much discussion amongst the media and the public thus drawing attention to the social, economic, environmental issue of Invasive Plants in our Region. With a new brand of Destroy Daisies, a jingle written and performed by local talent, a video developed that highlights the process of daisy removal and disposal, and informative handouts on invasive plants, we are leading the way for our partner municipalities to follow and join. This process is enabling the public to be proactive rather than local government having to react with compliance and enforcement.

6. Partnerships and collaboration. Describe the breadth and depth of community and/or regional partnerships that supported the project/program and the extent to which internal and/or external collaboration was evident.

Funding for collaboration and outreach is provided by the Ministry of Forests, Lands, Natural Resource Operations and Rural Development. In addition, partnership with Saddle Hills County and their bordering Destroy Daisy Campaign strengthens the message.

7. Innovation and promising practices. Describe the degree to which the project/program demonstrated creativity and innovation, and contributed to increased efficiency or effectiveness.

By using a contest with pre-determined messaging to write and record a jingle composed by local talent. The behaviour change program is aimed at enabling the public to complete work that falls beyond the scope of funding available to tackle the entire issue at hand.

8. Public engagement and communications. Describe the extent to which public engagement was foundational to the success of the project/program, including the use of communication tools such as social media.

Newspaper posts, Facebook posts, and radio posts, video commercials in movie theatres, messaging on PRRD vehicle, Destroy Daisy handouts, and participation in local activities, parades and fairs, and educational awareness days are all tools being utilized.

9. Transferability. Describe the degree to which the process or outcomes of the project, or other learnings, could be conveyed to other UBCM members.

Thinking non-traditional in terms of branding and marketing gets the public involved and interested in what you are doing. In addition, sharing what you are doing with media helps with increasing the public's awareness of your activities.

SECTION 5: Additional Information

10. Please share any other information you think may help support your submission.

As of April 30, the Destroy Daisy campaign was viewed on Facebook through Daybreak North on CBC by 3733 people with 8,682 people reached. The Destroy Daisy video utilized in messaging was viewed 803 times on May 2 in places such as BC, AB, ON, MB, SK, Arizona, Texas and Queensland. We have handed out 250 Destroy Daisy packages. Link to our engage page: <https://prrd.bc.ca/engage/13706/invasive-plant-jingle-contest/> which as information, video's, commercials, and a discussion page.

SECTION 6: Signature

Applications are required to be signed by an authorized representative of the applicant.

Name: Tyra Henderson

Title: Corporate Officer

Signature: 

Date: May 23, 2018

All applicants are required to submit:

- Signed application form. Applications should be submitted as Word or PDF files.
- Five representatives photos of the project. Photos should be submitted as JPEG files.

If you choose to submit your application by e-mail, hard copies do not need to follow.

Submit applications to Local Government Program Services, Union of BC Municipalities

E-mail: awards@ubcm.ca

Mail: 525 Government Street, Victoria, BC, V8V 0A8