



## BCRPA Award Nomination Reference Guide for Program Excellence

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BC Recreation and Parks Association is pleased to host an annual Awards program that recognizes outstanding special events, programs, facilities and parks, and dedicated individuals whose ideas, innovation, and services make an impact in the recreation and parks sector.

The **Program Excellence Award** recognizes innovative programs that were successful in improving individual and community-level social and physical well-being. The program could serve as a model for other local governments or organizations to enhance their services.

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### About the Nomination Application:

Please budget up to 10 hours to collect the necessary information needed to apply for the Program Excellence Award, and up to 2 hours to complete the online nomination form.

#### Prior to starting the online nomination form, we recommend the following:

- Assign a staff member familiar with the program to take the lead on the application.
- Collect all the information listed in the “**Additional information for the Nomination Application**” section.
- Review the **Nomination Questions on page 3** and prepare and save your answers for copy and paste into the online nomination form.

**Note:** You will be able to save your progress and return to the nomination form at a later time. If you lose the URL link or need to make an edit to your nomination, please contact Connie Mah, Manager of Operations and Sustainability [by email](#).

**The deadline for nominations is: 11:59 PM, March 6, 2025.**

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### Eligibility Requirements:

1. Either the **nominator or applicant** must be BCRPA members
  2. The Nominee (the Program) must have been developed and administered by a currently enrolled Local Government, Affiliate, or Corporate Member
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### Required Information for the Nomination Application:

In addition to the questions listed below, you will be asked to provide:

- Contact information and BCRPA Membership status of the Nominator / Applicant
- Contact information and BCRPA Membership status for the Nominee
- Upload 3 to 5 high resolution images** (300 dpi in jpg, png or eps format - maximum file size of 10 MB each)
- Submit 3 to 5 testimonials from a participating community member** who has experience with the program (please limit each testimonial to 2 to 3 sentences each)



## Program Excellence

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- You are welcome to** include media releases, or news articles (written/print media, or video) as URL links.
- You will also be asked to complete a **photography release form** (to be completed by the copyright holder or authorized individual) and an **application release form**. Both forms are integrated into the online nomination form.

Please refer to **page 3** to review the **Nomination Questions** and to help you prepare your answers.

**Submit your Program Excellence nomination online at:**

<https://survey.alchemer.com/s3/8150767/2025-Nomination-Form-for-Program-Excellence>

**If you have any questions or require assistance with the nomination form, please contact the 2025 Provincial Awards Review Committee, c/o Connie Mah, Manager of Operations and Sustainability, [by email](#).**



## Nomination Questions

Please use the questions below to tell the story of the nominee and why the nominee is deserving of provincial recognition.

Please ensure that you answer all the questions completely. Point form is acceptable.

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### About the Community

The following questions are to provide BCRPA with additional context for the program.

1. **Name of the program**
  2. **Name of the municipality / organization that operates / manages the program**
  3. **Does the program serve an urban or rural community?** A) Urban B) Rural
  4. **What is the approximate population size of your community?** (Enter a number)
  5. **What is the mission, mandate and main activities of the organization that runs the program?**
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### About the Program

The following questions are to provide BCRPA with additional context for the program.

1. **Please provide a brief description of the program.** (Purpose, activities, partners, attendees, etc.) **(Word Limit: 150)**
  2. **Where in the community is the program held?** (park, recreation facility, other)
  3. **How is the program funded?**
  4. **Were participant targets met?**
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### About the Project Scope

Describe your program and outcomes.

**This section has a weight factor of 35% towards the total score.**

1. **What community needs did this program fulfill? What role does the program play in the vision of the city/neighbourhood/region?** **(Word Limit: 300)**
  - Program addresses larger societal issues (climate change, homelessness, immigration, diverse population, etc.).
  - Program aligns with local or regional, provincial or federal strategies.
  - Program fills or addresses a gap or need or responds to a trend.
  - Funding opportunity existed - partner funding or grant funding.



**2. Describe how this program is unique or innovative? (Word Limit: 300)**

- Program attracts a unique/new audience.
- Program, funding or technologies were not previously featured in the area, region, province, or nation.
- Program is creative and innovative in how it addresses the community need.
- Program is transferable to another community (small, medium, and/or large).

**3. Describe how this program is inclusive? (Word Limit: 300)**

- Program removed barriers to participation and/or accessible elements were incorporated.
  - Consideration given to minority populations and/or truth and reconciliation.
  - Accessibility is considered for all ages, abilities, cultures, etc.
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## Community Engagement / Communication Initiatives

Describe how your community was informed of the program.

**This section has a weight factor of 10% towards the total score.**

**1. Describe the success of your marketing/communication strategies. (Word Limit: 300)**

- Return on investment or customer acquisition costs.
  - Social media or web traffic.
  - Registration rates following a marketing initiative.
  - Awards, recognition, media coverage. **(URLs may be included.)**
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## Community Impact

Describe the impact of the program.

**This section has a weight factor of 55% towards the total score.**

**1. Describe how the program was received by or impacted the community.**

**Please provide information on the following: (Word Limit: 300)**

- New learnings/new skills for participants.
- Targeted demographic was reached.
- Program promotes community connection or placemaking.

**Please provide testimonials from program participants. (Minimum 3, maximum 5; Limit: 2 to 3 sentences each)**



**2. What made this program a success? (Word Limit: 300)**

- Program achieved its goals.
- Performance indicators of success provided.
- Program created overall change in the community.
- Community connection and partnerships.
- Program sustained itself beyond a pilot project.

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## Lessons Learned

**1. What are three learning outcomes you can share with others? (Word Limit: 150 for each learning outcome)**

For example, did you experience any significant challenges or successes? If yes, how they were overcome? What were the lessons learned in developing and delivering the program? How will this program inspire others?