

Community Excellence Awards 2025 Application Form

Please complete and return the application form to awards@ubcm.ca by May 30, 2025.

All questions must be answered by typing directly in this form. **All questions are reviewed and scored as part of the adjudication process; please do not leave any questions blank.**

SECTION 1: Applicant Information	(for administrative use only)
Local Government or First Nation applicant: City of Delta	Date of Application: 2025-05-26
Primary Contact Person*: Tyson Schofield Phone: 604-787-3454	Position: Manager of Policy and Intergovernmental Affairs E-mail: tschofield@delta.ca
<input checked="" type="checkbox"/> I give permission for UBCM to share my contact information for peer learning between UBCM members.	
Secondary Contact Person*: Mike Brotherston Phone: 604-813-5576	Position: Director of Corporate Services E-mail: mbrotherston@delta.ca
<input checked="" type="checkbox"/> I give permission for UBCM to share my contact information for peer learning between UBCM members.	

* Contact persons must be authorized representatives of the applicant (i.e. staff member or elected official).

SECTION 2: Category. Please select only one:

- ☐ **Excellence in Governance.** Governance processes or policies that are outcomes-based and consensus oriented; that 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.
- ☒ **Excellence in Service Delivery.** Projects/programs that provide effective services in a proactive manner and demonstrate benefit to the community.
- ☐ **Excellence in Asset Management.** Projects/programs that demonstrate a comprehensive system of asset management policies and practices, meeting and/or exceeding accepted best practices.
- ☐ **Excellence in Sustainability.** Projects/programs that incorporate a long-term sustainability lens by considering cultural, social, economic and environmental issues in planning, policy and practice.

SECTION 3: Project/Program Details	
1. Name of the Project/Program:	
	Youth and Kids (YAK) Pass
2. Summary. Please provide a summary of your project/program in <u>150 words or less</u> .	
	<p>The YAK Pass was introduced to City of Delta (Delta) residents on February 17, 2025. Launched on Family Day, the pass provides Delta residents aged 18 and under with free facility admission to all Delta recreation facilities, meaning that local youth can now enjoy drop-in activities, swimming, skating, fitness, and sports at no cost.</p> <p>The YAK Pass supports the City's, "Delta Families First" initiative and helps to increase access to facilities while providing further opportunities for families to enjoy recreation together, without financial barriers.</p>
3. Purpose. What problem or issue does this project/program address? In other words, why was it started?	
	<p>The purpose of the YAK Pass is to build on an already successful Youth (aged 10 – 18) Pass category. Timing the introduction of the YAK Pass on Family Day supported the dual goals of this program, allowing families to spend quality time together through activity and recreation, and promoting the early establishment of lifelong habits of movement, wellness, and physical activity.</p> <p>The YAK Pass initiative recognizes the importance of physical, mental, and social development for youth, while also promoting inclusion and equality.</p> <p>Expanding the existing youth pass category to include Delta residents under 10 years of age reduces barriers to physical activity and recreation and supports Council's goal to "Build an Inclusive & Safe Community." Additionally, this initiative supports Delta's Poverty Reduction Action Plan, reducing the cost of recreation for economically disadvantaged residents and young families throughout Delta.</p> <p>In addition to the strong health and social benefits of an expanded youth pass program, the YAK Pass aligns with Council's direction of Delta Families First.</p>
4. Outcomes. What outcomes have you seen, or expect to see, as a result of the project/program?	
	<p>The YAK Pass program has been enthusiastically embraced by the community. With a comprehensive promotional campaign and brand, designed around a friendly yak character, the announcement of the pass was extremely popular on social media, which translated into real-world participation in the program.</p> <p>Since the launch of the YAK Pass on Family Day in 2025, over 6,000 YAK Passes have been issued to children aged 9 and under. This represents approximately 50 percent of the total age group (18 and under) in Delta who have signed up to access to drop-in programs at no cost. Additionally, the city has seen over 60,000 visits to our drop in</p>

programs for those 18 and under, up from 55,000 within the same time period last year, when those aged 0-9 had to pay.

With its introduction to our community, the YAK Pass is promoting lifelong health and wellbeing opportunities to Delta residents 18 years of age and under. Regular exercise can help to reduce risk factors linked to many chronic diseases, and lead to improved mental health in adulthood.

5. Demonstrating Excellence. Describe how your project/program demonstrates excellence in meeting the purposes of local government in BC, including how it provides promising practices for others to follow.

Delta has long been a leader in promoting low-cost access to activities and recreation for children and youth. In 2004, the City introduced a grade 5 admission pass whereby all grade five students enrolled in the Delta School District would have access to drop-in activities at no cost.

By 2019, the program had grown incrementally to include ages 10 to 18. The success of the program in increasing activity among pass holders is evident, with the latest programming expansion increasing monthly visits for new holders by 237 percent.

Delta's goals and principles include, Leading Responsibly, Enhancing Recreation, Build an Inclusive and Safe Community, and Create a More Vibrant Community. The YAK Pass aligns with these goals and principles, prioritizing the needs and wellbeing of residents and removing barriers to accessing City services. It's an initiative that can be duplicated in other jurisdictions, to similar levels of success.

6. Timeline:

When was the project/program initiated? Council approval to move forward with the YAK Pass was provided on December 2, 2024. The YAK Pass was introduced on Family Day, February 17, 2025, and replaced the current Youth Pass (aged 10 – 18) category on April 1, 2025.

Is it now substantially complete? The program will not end.

7. Category Criteria. How does your project/program meet the objectives of the category you have applied under. (Refer to Section 3 of the CEA Application Guide.)

The YAK Pass is an initiative designed to ensure the effective delivery of services to residents with as few barriers as possible. The program demonstrates leadership through the provision of no cost access to drop-in activities, swimming, skating, fitness, and sport to young Delta residents.

The YAK Pass is innovative, supported by the Delta School District and Delta Council, and was developed through a comprehensive review of existing pass and category offerings and a thorough benchmarking exercise including over a dozen other jurisdictions—in addition to being backed by a solid communications and engagement program.

With over 2,500 YAK Passes issued to Delta residents aged 2 to 9 in just the first two weeks, more Delta families can participate in drop-in programs and services than

ever before. Not only does this directly benefit individuals and families with increased opportunities for fitness and fun, but it also provides benefit for the wider community. This pass will help engage young people in activities they care about and create healthy, invested residents, it will increase equity, ensuring that cost is not a barrier to young people looking to utilize City services, and through interfacing with these services, it will promote a broader sense of community.

8. Secondary Categories. Does it meet the criteria of more than one category? If so, please identify one or more category and describe how the project/program meets the criteria.

SECTION 4: Award Criteria

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

The YAK Pass demonstrates leadership in local governance, supports Delta's Poverty Reduction Action Plan by reducing the cost of recreation for economically disadvantaged residents and young families throughout the community, and promotes lifelong health and wellbeing opportunities to Delta residents 18 years of age and under.

Expanding the youth pass category to include children aged 9 and under, supports Council's "Delta Families First" initiative, as well aligns with the City's overarching goals and priorities. With the support of the Delta School District to ensure all Delta residents attending District schools are informed of the benefits of the YAK Pass, communication and engagement channels throughout the City are further enhanced.

10. Innovation. How does the project/program demonstrate creativity and innovation? Does it contribute to increased efficiency or effectiveness?

The initial launch of the grade 5 admission pass was in 2004, after which the program was further expanded over the next several years to include grades 6, 7 & 8 students.

In 2019, Delta Council approved expanding the admission pass category to all Delta School District students in grades 5 – 12 (ages 10 – 18). An immediate uptake in recreation centre visits resulted from the increased program eligibility. On average monthly visits increased from 3,443 to 11,589 visits, an increase of 237 percent. With the creation and introduction of the YAK Pass in 2025, we continue to innovate, not just expanding the age range of the program, but accompanying the new pass with a comprehensive communications campaign and unique YAK brand.

11. Partnerships and collaboration. What partnerships supported the project/program? To what extent was collaboration (internal and/or external) evident?

The Delta School District was instrumental in helping the City gather support for the initial grade 5 pass by promoting it to the grade 5 students parents.

Since the initial launch, the Delta School District continues to be a partner in the delivery of the City programs and services and works closely with Delta to educate their students on recreational opportunities with the City.

12. Financial management and planning. What is the financial impact of the program/project? Describe any financial practices that support long-term financial planning, value for money and/or economic development.

Initial planning for the YAK Pass involved a comprehensive review of annual revenues generated through admissions, memberships and rentals. An extensive review and benchmarking of fees charged in neighbouring jurisdictions was also conducted. The median fees were identified for all admission and rental categories with Delta's overall fees falling below the median of those fees charged elsewhere. Once that was determined we were able to establish our pass categories along with the appropriate fees.

As Delta was in the process of creating a consolidated fees and charges bylaw, the timing to make updates was opportune. A workshop was held with Council in the fall of 2024 where the concept of a combined Child and Youth Pass was proposed and unanimously supported.

Delta was already offering a complimentary youth (10 to 18) fee, and it is anticipated that approximately \$200,000 in annual revenue for those aged 2 to 9 will be lost by creating the new 18 and under pass category. It is further anticipated that increased revenue from admission fees in other pass categories will offset the loss of revenue, as well by higher fees applied to non-Delta residents.

13. Engagement and communications. How has the program/project been communicated, and what engagement has been foundational to its success? (Internally and/or externally)

A comprehensive marketing campaign was developed to support the launch and build awareness of the YAK Pass and how to obtain it. The YAK Pass was promoted through distinctive branding and assets within the City's recreation centres and at City Hall, through local media outlets, on the City's social media channels, and through the Delta School District.

A friendly YAK logo was created depicting various drop-in activities (skating YAK, swimming YAK, fitness YAK, sporty YAK). YAK Pass stickers were printed for front line staff to hand out at the launch at all city recreation facilities.

Various clothing (t-shirts, hoodies, pullovers) was printed for staff in recreation centres and facilities to wear starting on Family. In addition, a YAK mascot is being created to further increase community awareness at upcoming city events.

14. Transferability. In what way could other local governments in BC learn from or duplicate the process or outcomes of the program/project?

After the launch of the initial grade 5 admission pass, a couple of other municipalities expanded their admission pass categories to provide a similar pass incentive, though all existing passes remain limited to eligibility based on age or are seasonal passes.

The YAK Pass makes Delta the first municipality in BC to offer access to recreation facilities and drop-in programming for all local children and youth at no cost.

Having said that, the YAK Pass can certainly be duplicated in other jurisdictions.

15. Performance measurement: What performance measures, benchmarks and/or standards have been used to demonstrate benefit to the community?

What makes the YAK Pass such a success is the fact it represents a wonderful recreational opportunity for families. The YAK image is catchy and fun, it can be replicated on a variety of mediums and styles depending on what service area we want to highlight, and the YAK Pass is available to just over 20,000 Delta residents at no cost.

The YAK Pass is unique to Delta and creates a positive conversation avenue between facility staff and patrons. The YAK Pass supports physical, mental, and social development, while also promoting inclusion and equality.

Based on the number of passes issued within the first two weeks, more Delta families can participate in drop-in programs and services that may have been inaccessible to them in the past.

Building on an already successful uptake in the facility admission pass for Delta residents 10 – 18, the YAK Pass positively impacts the health and well-being of a specific target market. Introducing children and youth to programs and services, will help influence positive behaviours and encourage a lifelong commitment to health and wellness that will benefit individuals and the community as a whole.

SECTION 5: Additional Information

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

One of the unexpected benefits of the program was the sense of excitement created among staff while brainstorming and evolving the branding program. Ensuring staff had space to be silly and have fun allowed unique and creative ideas to emerge. This process ultimately led to a brand that is supported by Mayor and Council and embraced by both staff and the community.

SECTION 6: Required Attachments

- ☒ Council, Board or Band Council resolution indicating support for the project to be considered for a 2025 Community Excellence Award. Note: UBCM will accept

applications without a resolution, providing the resolution is received by August 15, 2025. Please contact UBCM if the resolution cannot be submitted by the application deadline.

- ☒ Five representative photos of the project. Photos should be submitted as JPEG files at a resolution suitable for display.
- ☒ Links to any publicly available videos related to the project.

Applications should be submitted as Word or PDF files. Submit applications to:
awards@ubcm.ca

SECTION 7: Signature

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

Name: Tyson Schofield

Title: Manager of Policy and
Intergovernmental Affairs

Signature:



Date: 2025-05-09

Youth and Kida (YAK) Pass Photos

Photo 1:



Photo 2:



Youth and Kida (YAK) Pass Photos

Photo 3:



Photo 4:



Youth and Kids (YAK) Pass Photos

Photo 5:

