

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: May 1, 2023

TO: Mayor and Council

FROM: Chris Zota, Chief Technology Officer
Amanda Silvers, Manager, Communications & Government Relations

SUBJECT: Updating Policy 168 – White Rock Pier Lighting

RECOMMENDATIONS

THAT Council receive the corporate report dated May 1, 2023, from the Chief Technology Officer and the Manager of Communications & Government Relations, titled “Updating Policy 168 – White Rock Pier Lighting” and approve the updates in Appendix B DRAFT Updated Policy 168 – White Rock Pier Lighting including the:

1. Recommended standard list of annual occasions recognized by pier lighting.
 2. Changes to the not-for-profit (NPO) booking request process.
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EXECUTIVE SUMMARY

In 2021, the White Rock Pier was outfitted with a programmable lighting system to enhance the beauty of the waterfront, acknowledge community celebrations, and/or build awareness for registered not-for profit (NPO) causes that are important to the White Rock community and its visitors.

Now two years later, staff has identified some recommended refinements to the policy to create efficiencies and improve communication.

1. It is recommended that the standard list of annual occasions that the City recognizes be updated to comprise only occasions that have a widely recognizable associated colour. This will provide a more intuitive experience for visitors.
2. It is recommended that the period for submitting NPO booking requests be limited to October 1 – November 30 annually for consideration for the following year. This will result in an administrative efficiency.

INTRODUCTION/BACKGROUND

In 2021, the White Rock Pier was outfitted with a programmable lighting system to enhance the beauty of the waterfront, acknowledge community celebrations, and/or build awareness for registered not-for profit (NPO) causes that are important to the White Rock community and its visitors.

At this time, Policy 168 – Lighting the White Rock Pier and Memorial Park Architectural Features was adopted (Appendix A). This policy includes a list of annual occasions that the City

recognizes with lights and sets out the criteria and process for NPOs to request pier lighting to recognize their cause. This has been very popular with NPOs generating upwards of three dozen bookings annually. The process for booking the pier is coordinated first by the Communications Department, who updates the website and confirms the booking with the requestor, and then sends the request to the IT Department who programs the request. Each of the three dozen bookings involves a multi-step interdepartmental process.

Now two years later, staff has identified some recommended refinements to the policy, both to create efficiencies and enhance visitor experience.

1. It is recommended that the standard list of recognized annual occasions be updated to include only occasions that have a widely recognizable associated colour. E.g. rainbow colours for Pride Week and orange for National Day of Truth & Reconciliation. The current list includes several occasions with no clearly associated colour. E.g. Family Day.

It is therefore recommended that the policy be updated with the following list of occasions, each of which have clearly associated colours that are intuitive to visitors:

- Valentine’s Day, February 14 – pink and red lights
 - Pink Shirt Day (Anti Bullying Day), February (date varies) – pink lights
 - Coldest Night of the Year, February (date varies) – blue and yellow lights
 - St. Patrick’s Day, March 17 – green lights
 - Canada Day, July 1 – red and white lights
 - Pride Week, July (dates vary) – rainbow lights
 - BC Day, August (date varies) – blue, red and yellow lights (BC flag colours)
 - National Day for Truth and Reconciliation, September 30 – orange lights
 - Remembrance Day, November 11 – red lights
 - Bright Walk in White Rock, December (dates vary) – multi-coloured lights
2. It is recommended that the period for submitting NPO booking requests be limited to October 1 – November 30 annually for consideration for the following year. This will result in an administrative efficiency. In December of each year, staff will update the website, notify the applicants, and program the bookings all at once for the following. It will be much more efficient than the current system where dozens of requests are received at different times all throughout the year.

ALTERNATIVES

Council may wish to add or remove occasions to the above suggested list.

CONCLUSION

Staff seek Council's approval on the recommended changes to Policy 168 – White Rock Pier Lighting.

Respectfully submitted,



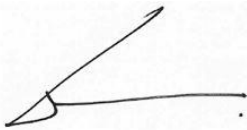
Chris Zota
Chief Technology Officer



Amanda Silvers
Manager, Communications & Government Relations

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero
Chief Administrative Officer

Appendix A: Current Policy 168 – Lighting the Pier and Memorial Park
Appendix B: DRAFT updates to Policy 168 – White Rock Pier Lighting