

**ENVIRONMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: 2022 ENVIRONMENT WEEK PROGRAM**

**RECOMMENDATION:**

1. THAT Council approve the program for 2022 Environment Week.

**REPORT**

The Environment Committee, at its meeting held on 2022 April 27, received and adopted the attached report seeking Council approval for the 2022 Environment Week program.

Respectfully submitted,

Councillor Keithley  
Chair

Councillor Jordan  
Vice Chair

Copied to:	Chief Administrative Officer GM Corporate Services GM Engineering Acting Chief Financial Officer GM Planning & Development GM Parks, Recreation & Cultural Services Chief Librarian Fire Chief OIC, RCMP President, CUPE Local 23
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**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

**DATE:** 2022 April 19

**FROM:** GENERAL MANAGER  
PLANNING AND DEVELOPMENT

**FILE:** 33000-01  
*Reference: Environment Week*

**SUBJECT:** 2022 ENVIRONMENT WEEK PROGRAM

**PURPOSE:** To seek approval for the 2022 Environment Week program.

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**RECOMMENDATION:**

1. **THAT** Council approve the program for 2022 Environment Week.

**REPORT****1.0 BACKGROUND**

The City of Burnaby's Environment Week program aims to promote environmental awareness, stewardship and climate action through a range of environmentally-themed public events and activities. It is coordinated by the City and provides an opportunity for Burnaby residents, local community groups, businesses, CUPE Local 23 and other government agencies to come together to recognize and celebrate our community and the environment.

At its meeting of 2022 February 28, Council confirmed the dates for Environment Week, endorsed a proposed approach for this year's program and approved an expenditure for advertising and promotion. This report seeks Council approval for the complete 2022 Environment Week program.

**2.0 POLICY AND PLANNING FRAMEWORK**

Civic promotion of environmental awareness, stewardship and climate action aligns with the following Council-adopted plans and strategies: *Climate Action Framework (2020)*, *Corporate Strategic Plan (2017)*, *Environmental Sustainability Strategy (2016)*, and *Official Community Plan (1998)*.

**3.0 PROGRAM FOR 2022 BURNABY ENVIRONMENT WEEK****3.1 Schedule**

Environment Week will take place Sunday, June 5 to Saturday, June 11 to coincide with Canadian Environment Week and World Environment Day on Sunday, June 5.

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### **3.2 Program Elements**

The broad goal of Environment Week is to promote environmental awareness, stewardship and climate action. The following activities, events and communications are proposed for 2022 to align with this goal.

#### **Go By Bike Week (May 30 – June 5) and the Commuter Challenge (June 5 to June 11)**

Event Date: Monday, May 30 – Sunday, June 5 (GBBW)

Event Date: Sunday, June 5– Saturday, June 11 (Commuter Challenge)

Go By Bike Week (GBBW) and the Commuter Challenge are two separate programs promoted in Metro Vancouver by HUB: Your Cycling Connection (HUB) and Better Environmentally Sound Transportation (BEST), respectively. Each program encourages the public to commute to work by bicycle or use options other than a single occupancy vehicle and to record their trips online. GBBW encourages participants to form teams based on their place of work and to challenge other work places based on criteria such as participation rate or total distance traveled. The Commuter Challenge provides metrics for your sustainable commute, such as distance travelled and greenhouse gas emissions avoided, which can be aggregated by place of work, city and province. The City of Burnaby supports HUB in their delivery of GBBW, including the provision of ‘celebration stations’ on select Burnaby bike routes.

GBBW is scheduled from Monday, May 30 to Sunday, June 5. The City will encourage public participation in GBBW program using City’s social media channels and by displaying event posters at Burnaby civic facilities. City staff will be encouraged to participate through internal promotion.

The Commuter Challenge is scheduled from Sunday, June 5 to Saturday, June 11. During this period, interested participants can register and log their trips online to be automatically enrolled to win prizes.

#### **Environment Week Pop-up Activity at Hats Off Day in Burnaby Heights (Saturday, June 18)**

Event Date: Saturday, June 18

With the Provincial Government lifting restrictions on outdoor gatherings, the Heights Merchants Association (HMA) in support of the City is again hosting an in-person street festival. The Hats Off Day festival was cancelled last year due to the global pandemic and provincial restrictions on public gathering. In a typical year, the event would take place on the first Saturday of June and would coincide with Environment Week. This year the event is modified with a shorter time frame than usual. Similar to previous years – the City of Burnaby will be an exhibitor and will present interactive displays about climate action in order to expand climate awareness and engagement to community members.

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**2022 Environmental Awards Program** (Recipients to be announced at the Regular Council Meeting on June 6)

The nomination period for the 2022 Environment Awards closed on March 31. This year the recipients will be announced to the public on June 6 at the Regular Meeting of Council and their achievements promoted during Environment Week. The recipients will be invited to receive their awards at the Regular Meeting of Council on Monday, June 20 either in-person, or virtually, depending on provincial health regulations at the time.

**EVolution '22 – Electric Vehicle Open House (Organized by BCIT)**

Event Date: Sunday, June 12

This year BCIT is hosting its first-ever electric vehicle open house that will bring together more than 100 industry experts, vendors, innovators and leaders. Participating organizations will represent all aspects of the evolving vehicle electrification landscape: such as consumer products, infrastructure, regulator issues, sustainable energy, and environmental considerations. The City will attend this open house and highlight the City’s electric fleet and other climate action initiatives with the help of interactive displays to expand climate awareness and engagement to community members.

**Storm Drain Marking**

Event Date: Sunday, June 5 – Saturday, June 11

The Burnaby South Secondary School in coordination with the City will be out in the field painting yellow-fish beside a storm drain to remind the public that roadside drains flow directly into creeks where fish live. This fits into the City’s Environmental Sustainability Strategy policies to encourage the community to learn about salmon habitats and protect the water quality of the streams. The activity is an interactive way to help educate the community in a fun, family friendly initiative. The event will occur throughout Environment Week and the City will supply kits and other logistics to community members interested in participating in this fun and engaging event.

**Two ecosystem restoration events lead by Lower Mainland Green Team, in partnership with a local Streamkeeper group and City of Burnaby**

Event Date: Sunday, June 5 & Saturday, June 11

The City of Burnaby will partner with Green Teams of Canada (GTC) to deliver the event. The restoration activity planned is for an invasive species plant removal. The activity will provide an opportunity for the public to learn about invasive plant species as well as provide instructional activities on removal to restore and conserve ecosystems.

GTC is a community engagement charity started in 2011 that organizes community volunteers to undertake restoration activities in parks and public spaces in BC and across Canada. In recent years, GTC has coordinated with the Burnaby Parks, Recreation and Cultural Services Department to lead several volunteer activities to remove invasive plants in our parks and in 2019 they delivered a community event for Environment Week.

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The City of Burnaby will promote the activity through social media channels and provide a suitable site for the activity to take place. GTC will organize the event, provide the equipment and materials, manage all volunteers, staff and contractors and provide a follow up report to gauge the success of the event.

The event location, date, COVID safety plan and coordination with a local streamkeeper group are currently being determined.

**Environmental awareness, stewardship and climate action digital content** (promoted on City social media channels from Monday to Friday during Environment Week)

Event Date: Sunday, June 5 – Saturday, June 11

Through the City’s social media channels, themed digital content will be released daily through the City social media channels during Environment Week. The content may include City of Burnaby environmental restoration projects, community stewardship initiatives, information on Burnaby’s ecosystems and biodiversity, and climate action initiatives that the City is pursuing. The content may also include departmental achievements, programs and projects to celebrate the City of Burnaby as leaders in protecting and restoring the natural environment and aligning policies that support climate action. Streamkeeper initiatives and community involvement on conservation efforts may also be highlighted as will the environmentally significant ecosystems in Burnaby.

**Guided Canoe Trips on Deer Lake**

Event Date: Tuesday, June 7

The Parks, Recreation and Cultural Services Department are offering two evening sessions for the guided canoe trips on Deer Lake. Up to 16 participants can be accommodated in total and the participants will experience the nature of Deer Lake in the heart of Burnaby while following an experienced canoe instructor. Novice paddlers will receive guidance from the tour leaders. Registration is required.

**Car Trunk Sale, Environment Week Edition (June 11)**

Event Date: Saturday, June 11

This annual event, organized by the Parks, Recreation and Cultural Services Department, encourages waste reduction by promoting reuse of ordinary household items. Sellers load up their cars with items they no longer need and register for a parking spot at Bill Copeland Sports Centre to sell to buyers.

**Burnaby Eco-Centre Open House (June 11)**

Event Date: Saturday, June 11

The Burnaby Eco-Centre is a public facility where residents can take large volumes of materials accepted into the City’s recycling program. In typical years, there are information displays and Solid Waste and Recycling Department staff available to answer questions about what the facility accepts and where materials go.

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**Environment Week Pop-up activity at the Burnaby Farmers Market (June 11)**  
Event Date: Saturday, June 11

On Saturday, June 11, the Burnaby Farmers Market is hosting an ‘Enviro-festival’ as part of the regular market. The City of Burnaby Planning and Development Department will participate as an exhibitor with a pop-up display. The display will be the same as the content planned for Hats Off Day and Evolution ‘22, with the focus on engaging with the community and creating awareness on the City’s approach to the Climate Action Framework and its initiatives.

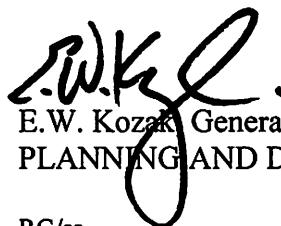
**4.0 PROMOTION**

A marketing and communications strategy will be prepared by the Communications team that will target a wide number of residents in Burnaby to help promote the event. The events will be promoted through different outreach platforms including the City website, posters at City recreation facilities, and paid advertising in newspapers and social media.

**5.0 CONCLUSION**

The Environment Week program celebrates Burnaby’s ongoing commitment to environmental sustainability and community-based stewardship of the environment, as well as a new commitment to climate action. This year the City is excited to be part of the largest event ever hosted by BCIT – Evolution ’22, along with bringing back some engaging events like Guided Canoe Trips and pop up Environment Week displays at Hats-Off Day that were cancelled in the previous years due to the global pandemic.

It is recommended that the Committee seek Council approval of the program for the 2022 Environment Week.

  
E.W. Kozak General Manager  
PLANNING AND DEVELOPMENT

RG/sa

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|            | Deputy Chief Administrative Officer and Chief Financial Officer | OIC – RCMP               |
|            | General Manager Corporate Services                              | Fire Chief               |
|            | General Manager Parks, Recreation and Cultural Services         | City Clerk               |
|            | General Manager Engineering                                     | President, CUPE Local 23 |