

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: WORLD RIVERS DAY 2022

RECOMMENDATIONS:

1. THAT Council declare 2022 September 25 as Burnaby World Rivers Day.
2. THAT Council approve the proposed program for World Rivers Day 2022.
3. THAT Council authorize expenditures for World Rivers Day 2022 of up to \$5,500 for advertising, promotion, and program costs from the Boards, Committees and Commission operating budget, as outlined in this report.
4. THAT a copy of this report be forwarded to the Burnaby Parks, Recreation and Culture Commission; Mark Angelo, World Rivers Day Chair and Founder and representative of the International River Foundation; and the Outdoor Recreation Council of British Columbia for information purposes.

REPORT

The Environment Committee, at its meeting held on 2022 May 26, received and adopted the attached report seeking approval to declare the fourth Sunday in September as Burnaby World Rivers Day, seeking approval of the proposed program for World Rivers Day, and seeking Council expenditure authorization for promotion, advertising and additional program costs.

Copied to:	Chief Administrative Officer GM Planning and Development GM Corporate Services GM Engineering Acting Chief Financial Officer GM Parks, Recreation and Cultural Services OIC – RCMP Fire Chief Chief Librarian President, CUPE Local 23
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Respectfully submitted,

Councillor Keithley
Chair

Councillor Jordan
Vice Chair

TO: CHAIR AND MEMBERS ENVIRONMENT COMMITTEE **DATE:** 2022 May 18

FROM: GENERAL MANAGER PLANNING AND DEVELOPMENT **FILE:** 33000 01
Reference: World Rivers Day

SUBJECT: WORLD RIVERS DAY 2022

PURPOSE: To seek approval to declare the fourth Sunday in September as Burnaby World Rivers Day, to seek approval of the proposed program for World Rivers Day, and to receive Council expenditure authorization for promotion, advertising and additional program costs.

RECOMMENDATIONS:

1. **THAT** Council declare 2022 September 25 as Burnaby World Rivers Day.
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REPORT**1.0 BACKGROUND**

World Rivers Day occurs each year on the fourth Sunday in September. Communities across British Columbia (BC) and in more than 100 countries around the world host celebratory events to promote environmental stewardship and to celebrate the environmental, socio-economic and cultural values of waterways. The first BC Rivers Day was held in 1980 and was created by renowned river advocate and Burnaby resident, Mark Angelo. In 1993, the City of Burnaby became the first municipality in BC to proclaim 'BC Rivers Day'. Based on the success of BC Rivers Day, World Rivers Day was launched in 2005 as part of the United Nations Water for Life Decade.

In response to the global COVID-19 pandemic, the World Rivers Day community celebration in Burnaby was cancelled in 2020 and 2021. However, with the Provincial government lifting restrictions on outdoor gatherings, it is proposed the City's World Rivers Day community festival be hosted in-person this year at the Burnaby Village Museum on Sunday, September 25.

2.0 POLICY FRAMEWORK

Civic promotion of World Rivers Day at the Burnaby Village Museum aligns with the policy and planning framework established by the City of Burnaby's Corporate Strategic Plan (2017), Environmental Sustainability Strategy (2016), and Official Community Plan (1998).

3.0 PARTNERSHIPS AND ROLES

The World Rivers Day event in Burnaby is organized by a committee consisting of staff from the Burnaby Village Museum, staff from the Planning and Development Department, and Mark Angelo. Hosting the event at the museum allows the public to explore Burnaby's landscapes and waterways and the connections to the community's Indigenous and diverse settler communities. While typically closed for the season after Labour Day, the museum opens its doors specifically to host World Rivers Day and the museum is staffed to operate as it would for other community events.

4.0 COMMUNICATIONS

In 2020 and 2021, World Rivers Day in Burnaby was celebrated online, rather than in-person, because of the global pandemic. City social media promoted World Rivers Day, helped raise awareness about the important value of the waterways in our communities and recognized the community stewardship efforts of our Streamkeeper groups. The event web page for World Rivers Day provided the history of BC Rivers Day, introduced the founder, displayed Burnaby's Waterways Map, and included links to films about Burnaby watercourse preservation.

For 2022, in-person events at the museum are returning. However, some of the web-based content will be carried over from last year given its success in reaching the community. For example, the event web page will include links to the Burnaby Waterways Map, and the Ecosystem Restoration (Eco-Story) map, which showcases ecosystem restoration projects throughout Burnaby. Promotion and advertising of the in-person event will focus on social media, digital advertising, and event posters displayed in City civic facilities.

5.0 PROPOSED WORLD RIVERS DAY PROGRAM

This year's proposed program includes musical and interactive entertainment, both for children and people of all ages, environmental exhibitors from the community and from the City, and the Lower Mainland Green Team working on Deer Lake Brook on the museum grounds. Program costs have increased since the last in-person Rivers Day event was held at the museum in 2019. An additional expenditure is requested (outlined in *Section 6.0*) to cover fees necessary to support closer involvement with Burnaby's Indigenous communities.

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Entertainment

Ginalina (www.ginalina.com) is proposed to return as the headlining musical performer. Her music features lively guitars, fiddles and a blend of entertaining folk and other instruments. She has been previously nominated for a Juno Award for children's artist of the year. Ginalina wrote an original song for her first appearance at World Rivers Day, *Save the Mighty River*, which was recorded on her album *Small But Mighty*, and was also made into a video and a children's book in 2020. This year Gina and her family band plan to work with visitors to make a large Community River Mural on World Rivers Day.

Stories on Wheels is a traditional Japanese style of storytelling, performed from the back of a bicycle. This act is proposed to perform on the main street in the village.

Children's Parade by The Nylon Zoo allows children to participate in a real parade while dressed in animal costumes, and is proposed to be located in the field near the carousel.

Kellie Haines is proposed to be the other onstage live performer. Kellie is a ventriloquist and well-known children's entertainer who has performed at Burnaby's World Rivers Day event for several years. Her performances combine music, song and dance with witty banter between Kellie and her puppet characters. Common subject matter in Kellie's performances include believing in yourself, celebrating nature and embracing diversity.

BAG on a Bike consists of hands on printmaking from a mobile printmaking station on the back of a costume electric bike. This activity would be lead by Burnaby Art Gallery instructors, using custom World Rivers Day themed lino cut images and the Japanese art of Gyotaku (printmaking with fish).

Indigenous Community Involvement

The organizing committee intends to work with Burnaby's Indigenous communities for World Rivers Day. This work is ongoing. Under consideration is an Indigenous acknowledgment and welcome, as part of the opening remarks which are typically held at 1pm on the museum grounds and involve remarks from the City and from Mark Angelo. Other activities under consideration at this time include exhibits or demonstrations from local Indigenous artists. Lastly, programming based on the educational guide developed by several First Nations and Burnaby Village Museum staff that provides an overview of hənqəmínəm and Skwxwú7mesh history in Burnaby and how the lands and waterways were historically used will be integrated into the onsite program.

A memorandum will be sent to the Environment Committee for its meeting of 2022 September 21 that confirms the planned involvement of Burnaby's Indigenous communities.

Short Films on Burnaby Waterways

In previous years, short films about waterways were shown on a loop in the Central Park Theatre at the Museum. The short films will feature the preservation of Burnaby waterways such as the City of Burnaby Heritage Commission films *Saving Burnaby Lake* and *Saving the Salmon: the*

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Brunette River Story, and the film titled *Kids, Creeks and Nature*, which features children from Gilpin Elementary and Mark Angelo undertaking a fish release. A short film produced by Metro Vancouver titled *Urban Salmon in the Brunette River* that highlights the installation of the Cariboo Dam Fish Ladder that has resulted in the return of salmon to the Brunette River and Stoney Creek, is also being considered for the webpage. Finally, films on the lower Fraser River and the restoration of Britannia Creek near Squamish are also being considered.

Waterways of Burnaby Map & Eco-Story Map

To celebrate World Rivers Day, the Planning and Development Department proposes to display the large aerial photo map of the City to show waterways where salmon spawn and will provide free copies of the “Waterways of Burnaby” map to the public. The Waterways Map highlights Burnaby’s 90 waterways and includes historic information about each waterway and information about community stewardship.

The Burnaby’s Ecosystem Restoration map highlights ecosystems in Burnaby that have been protected and restored through community development. The Eco-Map identifies the location of each project, photos of the restored environment and a summary of the enhancement work that took place within Burnaby. The Planning and Development Department is currently working on updating the Eco-Story Map to ensure recent restoration projects are included in the map. The Planning and Development Department will present this information through interactive display boards highlighting projects in Burnaby.

Ecosystem Restoration Events led by the Lower Mainland Green Team

The City is partnering again with the Lower Mainland Green Teams to deliver two streamside restoration events. The first will be part of the community event at the Burnaby Village Museum. The Lower Mainland Green Team will lead a streamside restoration activity beside Deer Lake Brook on the museum grounds. The second streamside restoration will be on the day before World Rivers Day (September 24), at a yet to be determined location in Burnaby. Both events will provide a free opportunity for the public to learn about invasive plant species identification as well as provide a hands-on learning experience to understand the importance of invasive plant removal for ecosystem conservation. Community members of all ages and experience levels will be able to sign up in advance to participate.

The Lower Mainland Green Team will organize the restoration activity, manage volunteers and participants, provide equipment during the event and deliver a post-event report to measure the success of the event. The Lower Mainland Green Team will be responsible to supervise the participants as they remove invasive plants from streamside areas, and instruct the participants on removal techniques. The City will promote the event through the City’s social media channels.

Exhibitors

The City’s community partners (primarily active Streamkeepers groups) will be invited to participate as exhibitors to present their information with interactive and engaging displays

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throughout the Burnaby Village Museum’s open ground area in the main village, or on the east side of Deer Lake Brook near the main entrance.

Food

Depending on the availability and spacing needs – various food trucks will be present to offer a wide variety food options for purchase during the event. Vendors are currently being finalized.


6.0 EXPENDITURES FOR ADVERTISING, PROMOTION AND PROGRAMMING

An expenditure of up to \$5,500 from the Boards, Committees and Commissions operating budget is requested for advertising and promoting the 2022 World Rivers Day program and for covering any additional fees and program costs. The total expenditure of \$5,500 is consistent with previous year’s budgets for promotion and advertising including social media promotion, digital advertising, and poster placement at City civic facilities and to support Indigenous programming and participation.

7.0 CONCLUSION

World Rivers Day highlights the City’s commitment to the sustainability of Burnaby’s streams, rivers and watersheds and recognizes the importance of community stewardship of Burnaby’s waterways. This event has special meaning in our community as Burnaby was the first municipality to proclaim BC Rivers Day in 1993. Burnaby Village Museum has hosted Burnaby’s World Rivers Day community event since 2013. Following cancellation of the previous two years because of the Covid-19 pandemic, a return to an in-person celebration at the museum is proposed for this year.

This report recommends that Council declare 2022 September 25 as Burnaby World Rivers Day, that Council approve the proposed program, and that Council authorize an expenditure of \$5,500 from the Boards, Committees and Commissions’ operating budget for promotion, advertising and programming, as outlined in this report.



E.W. Kozak, General Manager
PLANNING AND DEVELOPMENT

RG/sa

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