

**ENVIRONMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: ENVIRONMENT WEEK PROGRAM**

**RECOMMENDATIONS:**

1. THAT Council declare Sunday, June 5, 2022 to Saturday, June 11, 2022, as Burnaby Environment Week.
2. THAT Council approve the proposed approach for 2022 Environment Week.
3. THAT Council approve an expenditure of \$5,500 from the Boards, Committees and Commissions' operating budget for promoting and advertising Environment Week.

**REPORT**

The Environment Committee, at its meeting held on 2022 February 16, received and adopted the attached report seeking Council approval for the proposed approach for 2022 Environment Week.

Respectfully submitted,

Councillor Keithley  
Chair

Councillor Jordan  
Vice Chair

Copied to:	Chief Administrative Officer Deputy CAO/CFO GM Corporate Services GM Engineering GM Planning & Development GM Parks, Recreation & Cultural Services Chief Librarian Fire Chief Manager Environmental Engineering OIC, RCMP President, CUPE Local 23
------------	---

**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

**DATE:** 2022 February 2

**FROM:** GENERAL MANAGER PLANNING AND  
DEVELOPMENT

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

**SUBJECT:** 2022 ENVIRONMENT WEEK PROGRAM

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

---

**RECOMMENDATIONS:**

1. **THAT** Council declare Sunday, June 5, 2022 to Saturday, June 11, 2022, as Burnaby Environment Week.
2. **THAT** Council approve the proposed approach for 2022 Environment Week.
3. **THAT** Council approve an expenditure of \$5,500 from the Boards, Committees and Commissions' operating budget for promoting and advertising 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.

This report seeks Council approval for the proposed approach for the 2022 Environment Week program and authorization for an expenditure of \$5,500 from the Boards, Committees and Commissions operating budget to promote, advertise and activate the program.

Similar to the previous year, the Environment Week program will be adapted to align with public health orders and city policies for COVID-19, which may change going forward. A second report presenting a more detailed program for Burnaby Environment Week 2022 will be brought to Environment Committee and Council for approval in April.

**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 is proposed to be from Sunday, June 5 to Saturday, June 11 to coincide with Canadian Environment Week and World Environment Day on Sunday, June 5.

#### **3.2 Program Elements**

The 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. In 2021, events were modified to align with provincial health orders, which resulted in staff organizing some events virtually. This year, depending again on public health orders, staff is looking into opportunities to hold in-person events as much as possible. This year some events and activities will build on Climate Action and Energy initiatives to include climate emergency information and climate actions in order to expand climate awareness and engagement to community members. More details will be forthcoming in a report to the Environment Committee at its April meeting.

Events outlined below are planned to be adaptive, where possible, so they can be changed or become virtual in response to social distancing guidelines that may be in place when Environment Week occurs.

To date the following events and programs have been confirmed and are scheduled to take place as part of Environment Week.

- Go By Bike Week (June 6 to June 12) and the Commuter Challenge (June 5 to June 11)
- 2022 Environmental Awards Program (Recipients to be recognized at the Regular Council Meeting on June 6)
- Burnaby Parks, Recreation & Cultural Services, Eco-sculpture Planting Activity
- Two ecosystem restoration events lead by the Lower Mainland Green Team, in partnership with a local Streamkeeper group and City of Burnaby
- Environmental awareness, stewardship and climate action digital Content (promoted on City social media channels from Monday to Friday during Environment Week)

The following events are unconfirmed at this time, as these events and activities are more dependent on public health gathering restrictions:

- Guide Canoe Trips on Deer Lake (June 7)
- Car Trunk Sale, Environment Week Edition (June 11)
- Burnaby Eco-Centre Open House (June 11)

Staff will also reach out to community partners including streamkeepers to organize other events in which the partners would be interested. Details of all finalised events will be presented in a report to Environment Committee in April.

To: Environment Committee  
From: General Manager Planning and Development  
Re: 2022 Environment Week Program  
2022 February 2 .....Page 3

#### 4.0 PROMOTION AND REQUESTED EXPENDITURES

Council approval is sought for an expenditure of \$5,500 from the Boards, Committees and Commissions' operating budget to promote and advertise Environment Week, which is equal to the amounts approved in previous years. This expenditure would be for print and digital advertising, paid advertising on social media, and production costs for promotional materials such as posters and bookmarks. Environment Week will also be promoted using the City's social media channels, environment e-newsletter and City Connect. Posters and other materials will be distributed to all civic facilities and the city will leverage its social networks, community partners, institutions and School District 41 to promote the program.

#### 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. It is recommended that the Committee seek Council approval of the preliminary program for the 2022 Environment Week and that the Committee seek Council approval of a promotion and advertising expenditure of up to \$5,500 from the Boards, Committees and Commissions operating budget.



E.W. Kozak, General Manager  
PLANNING AND DEVELOPMENT

RG/sa

Copied to: Chief Administrative Officer  
Deputy Chief Administrative Officer and Chief Financial Officer  
General Manager Corporate Services  
General Manager Parks, Recreation and Cultural Services  
General Manager Engineering  
Manager Environmental Engineering  
City Clerk

OIC – RCMP  
Fire Chief  
President, CUPE Local 23  
Chief Librarian