

ENVIRONMENT COMMITTEE

TO: MAYOR AND COUNCILLORS

SUBJECT: 2023 ENVIRONMENT WEEK PROGRAM

RECOMMENDATIONS:

1. **THAT** Council declare Sunday, June 4, 2023 to Saturday, June 10, 2023 as Burnaby Environment Week.
2. **THAT** Council approve the proposed approach for 2023 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 February 15, 2023, received and adopted the attached report seeking Council authorization for the proposed approach for 2023 Environment Week.

Respectfully submitted,

Councillor J. Keithley
Chair

Councillor M. Santiago
Vice Chair

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2023 January 30

FROM: GENERAL MANAGER
PLANNING AND DEVELOPMENT

FILE: 33000 01
Reference: Environment Week

SUBJECT: 2023 ENVIRONMENT WEEK PROGRAM

PURPOSE: To seek approval for the proposed approach for 2023 Environment Week.

RECOMMENDATIONS:

1. **THAT** the Committee recommend that Council declare Sunday, June 4, 2023 to Saturday June 10, 2023, as Burnaby Environment Week.
2. **THAT** the Committee recommend that Council approve the proposed approach for 2023 Environment Week.
3. **THAT** the Committee recommend 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 2023 Environment Week program and authorization for an expenditure of \$5,500 from the Boards, Committees and Commissions' operating budget to promote and advertise the program.

After two years (2020 and 2021) of virtual events, last year's (2022) Environment Week program returned to being an in-person event. The Environment Week program for 2023 is again envisioned to be an in-person event with activities occurring at various locations throughout the City. A second report presenting a more detailed program for Burnaby Environment Week 2023 will be brought to Environment Committee and Council for approval in April.

2.0 POLICY CONTEXT

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 (2022)*, *Environmental Sustainability Strategy (2016)*, and *Official Community Plan (1998)*.

3.0 PROGRAM FOR 2023 ENVIRONMENT WEEK

3.1 Schedule

Environment Week is proposed to be from Sunday, June 4 to Saturday, June 10 to coincide with Canadian Environment Week and World Environment Day on Monday, 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 2023 to align with this goal. In 2020 and 2021, events were modified to align with Provincial health orders, which resulted in staff organizing some events virtually, however in-person activities resumed in 2022 and staff are anticipating to hold in-person events for 2023. This year, with the City renewing its Official Community Plan (OCP) and advancement of new community plans (Edmonds, Royal Oak and Cascade Heights), the majority of events and activities will build on reflecting these big picture projects while also including 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.

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 (TBD) and the Commuter Challenge (TBD).** These two events are promoted by the City of Burnaby but delivered by external entities;
- **2023 Environmental Awards Program** (recipients to be recognized at the Regular Council Meeting on June 19);
- **Planned Events at Amazing Brentwood and Edmonds Community Centre** (see below);
- **An ecosystem restoration event lead by 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);
- **Guided Canoe Trips on Deer Lake** (June 6);
- **Eco-Centre Open House** (June 10); and
- **Car Trunk Sale** (June 10).

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

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From: General Manager Planning and Development
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Pop Up Activities at Amazing Brentwood and Edmonds Community Centre (June 4 and June 10)

This year, the City will organize two pop-up activities in Burnaby (at the podium in Brentwood Plaza and Edmonds Community Centre). The City will present interactive displays that draw upon the Urban Forest Management Strategy, highlighting the City's plans on protecting, enhancing and expanding Burnaby's urban forest and ecosystems. The City will also engage with the public on upcoming projects including introduction of new community plans (Edmonds, Royal Oak and Cascade Heights) and updating the Official Community Plan.

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 our commitment to climate action. It is recommended that the Committee seek Council approval of the preliminary program for the 2023 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 & Chief Financial Officer
 - General Manager Corporate Services
 - General Manager Parks, Recreation and Culture
 - General Manager Engineering
 - Director Legislative Services
 - Chief Librarian
 - OIC – RCMP
 - Fire Chief
 - Senior Manager Infrastructure
 - President, CUPE Local 23