

REPORT
REGULAR COUNCIL MEETING
1990 MAY 14

THE CORPORATION OF THE DISTRICT OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND ALDERMEN:

SUBJECT: ENVIRONMENT WEEK, 1990
JUNE 03 - 09 INCLUSIVE

RECOMMENDATION:

1. THAT Council approve the activities outlined in the attached report for Environment Week and that staff proceed with the planning and promotion of the Environment Week programs.
2. THAT a budget of \$1,650 for expenditures related to Environment Week be approved by Council.

R E P O R T

The Environment and Waste Management Committee, at its meeting held 1990 May 08 received and adopted the attached staff report outlining proposed activities for Environment Week, 1990 June 03 - 09.

The Committee therefore submits its proposals for Environment Week to Council for endorsement.

Respectfully submitted,

Alderman J.M. Sawicki
Chair

Alderman D.P. Drummond
Member

Alderman E. Nikolai
Member

Alderman F.G. Randall
Member

Alderman J. Young
Member

INTERNAL DISTRIBUTION

: -AGENDA 1990 MAY 14
: -COPY - Municipal Manager
Director Engineering
Director Planning and Building Insp.
Director Administrative and Community
Services
Purchasing Agent

TO: ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE 1990 MAY 02

FROM: DIRECTOR, PLANNING & BUILDING INSPECTION Our File: 00.486

SUBJECT: ENVIRONMENT WEEK, 1990 JUNE 03 - 09

PURPOSE: To outline proposed activities for Environment Week, 1990 June 03 - 09.

RECOMMENDATION:

1. THAT the Environment and Waste Management Committee approve the activities outlined in this report for Environment Week and that staff proceed with the planning and promotion of the Environment Week programs.

R E P O R T

1.0 BACKGROUND

The Environment and Waste Management Committee at its meeting of 1990 April 10 considered various activities for National Environment Week 1990 June 3 - 9. From the direction received staff from Engineering, Environmental Health, Parks & Recreation, Purchasing, and Planning and Building Inspection Departments have identified the various suitable activities and these are outlined in this report. Staff prepared a variety of displays for Earth Day on 1990 April 22, and where appropriate, these display materials will be used for Environment Week.

2.0 PROPOSED ACTIVITIES

Great Salmon Send-off - 1990 June 03 (Coordination: Environmental Health)

Staff from the Environmental Health Division are participating in the "Great Salmon Send-Off" on 1990 June 03. This event offers the general public the opportunity to gather on the banks of the Brunette River and participate in a number of recreational and educational activities.

Staff's participation would include having one of the emergency response vehicles and a staff member present on site. Equipment in the vehicle along with a drainage map will be displayed. Discussion with the public would include the role of the Health Department in maintaining clean waters.

The coordinator of the Great Salmon Send-off festival has requested the Municipality to provide displays on recycling, environment, etc. for the festival on Sunday 1990 June 03. Staff will coordinate and discuss this matter further with the coordinator.

Festival organizers have written to the Environment and Waste Management Committee requesting 2 cubic yards of sand and 30 empty sandbags for use in protecting the bank and improving safety of festival participants. Engineering will provide these materials.

The coordinator of the Great Salmon Send-off festival has requested the Municipality to provide displays on recycling, environment, etc. for the festival on Sunday 1990 June 03. Staff will coordinate and discuss this matter further with the coordinator.

Storm Drain Marking Program (Coordination: Parks and Recreation)

The Storm Drain Marking Program is sponsored by the B.C. Ministry of the Environment and the Federal Department of Fisheries and Oceans. The purposes of the program are to build public awareness about the risks of pouring hazardous materials down storm drains, and ultimately into fish-bearing waters and to provide an opportunity for the public to participate in "hands on" fisheries management in an urban environment. The program consists of painting a yellow fish silhouette next to storm drains and distributing information brochures on the proper means of disposing of hazardous materials to homes in the vicinity of the marked drains. Storm drain marking has been done sporadically in Burnaby, but no single watershed has been completely marked.

As an Environment Week event, staff believe that the initiation of a storm drain marking program concentrated on the Deer Lake watershed would make an important contribution to water quality restoration in Deer Lake. Given the number of storm drains in the watershed, it will take several seasons to complete the marking program. The words "DEER LAKE" would be stenciled next to the fish silhouette to focus attention on water quality in Deer Lake. Information on the program would be distributed to residents in areas marked.

The Municipality would advertise the storm drain marking program prior to Environment Week and directly approach schools, community groups, etc. to seek volunteer assistance from community groups, school classes and individuals in marking drains. Special events focusing on members of Council and the Environment and Waste Management Committee participating in the program would be arranged.

The Storm Drain Marking Program is funded by the federal and provincial governments. In addition, the Department of Fisheries and Oceans would coordinate the volunteers and undertake the marking. They can also loan us a static display and video tape on the program. The Province is investigating the possibility of having the Environmental Youth Core assist with the program during Environment Week.

State of the Environment Report for Burnaby (Coordination: Planning & Building Inspection)

Environment Week would be an ideal time to announce Burnaby's plans to prepare a state of the environment report for the Municipality. The announcement would describe the purpose and process for the report and provide information on the schedule for undertaking the project. (The process is described in a separate report to Council).

Static Display in Municipal Hall (Coordination: Engineering and Purchasing)

A static display in the foyer of the Municipal Hall will consist of information on recycling, environment, storm drain marking program, and municipal procurement policy. The letter Council wrote to all B.C. Municipalities with respect to procurement policies favouring goods containing recycled content will be displayed and a list of the Municipalities that have responded to the letter and an analysis of their replies will be included.

Initiatives by Burnaby's Purchasing Department with respect to the purchase of "environmentally friendly" products and products containing post-consumer waste and/or recyclable content will also be described in the display.

Neighbourhood Pride Week, 1990 June 09 (Coordination: Engineering)

The Corporation will be cooperating with the Heights Merchants Association during Neighbourhood Pride Week. On closing day, Saturday, 1990 June 09, Burnaby will provide a booth promoting the Corporation's recycling initiatives. A Burnaby refuse truck with appropriate signage will take part in the proposed closing day parade.

Moscrop School Recycling Display, 1990 May 31 - June 01 (Coordination: Engineering)

Staff will attend a recycling display at Moscrop School on 1990 May 31. Staff will address students on recycling at a student seminar on 1990 June 01. Engineering will work out the details of staff involvement at a meeting during the week of 1990 May 07.

Lead Acid Battery Drop-off at Still Creek Depot (Coordination: Engineering)

Burnaby will begin accepting used lead-acid batteries from residents at the Still Creek Recycling depot. Environment Week is an ideal time to publicize this opportunity for residents to divert lead-acid batteries from the waste stream. Battery drop-off at the Still Creek recycling depot will be an ongoing service.

Collection of Used Household Batteries (Coordination: Environmental Health)

A program for collecting and storing used household batteries until an environmentally acceptable means of disposal is available will be announced during Environment Week. Batteries are sources of heavy metal contaminants (i.e. mercury, cadmium, lithium) in the environment. A network of collection bins will be set up in retail outlets and malls for consumers to deposit used batteries. The Municipality will collect these batteries and store them until an appropriate disposal facility is available in the Province. A brochure describing the program has been prepared that will publicize the program. The collection bins will be clearly marked, covered, yellow and red containers. Posters (8-1/2" x 11") advertising the program will also be displayed.

3.0 PUBLICITY AND PROMOTION

Environment Week Banners and Flags (Coordination: Engineering)

Banners with "Environment Week - June 3 to June 9, 1990" in green letters on a white background will be strung across the east and west beams of the pedestrian overpass leading from the Municipal Hall across Canada Way.

Environment Week flags will be raised on flagpoles at the Municipal Hall and at the southeast corner of the intersection at Canada Way and Century Park Way.

Environment Week Newspaper Display Advertisement (Coordination:
Planning & Building Inspection)

Display advertisements in local newspapers are the most cost-effective way of providing information on activities and events during Environment Week to Burnaby residents. The advertisements could include specific environmental messages and detailed programs of events. Advertisements placed in newspapers prior to Environment Week could be used to recruit volunteers for activities such as storm drain marking.

The Burnaby Now is distributed to all Burnaby residents with a circulation of 50,000. A full page ad is \$786.10 for the first appearance, and 25 percent less for a second consecutive appearance.

4.0 ESTIMATED COSTS

A budget for public information, advertising and materials will be required for Environment Week. These are outlined here:

Materials for static display in foyer	\$ 200.00
Banners and Flags	350.00
Newspaper advertising/public information	<u>1,100.00</u>
TOTAL	\$1,650.00" =====

Alderman J.M. Sawicki
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