

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

: COPY - CITY MANAGER - DIRECTOR ENGINEERING - DIR. PLNG. & BLDG. - DIR. REC. & CULT. SERV. - ENVIRONMENTAL HEALTH OF

RE: B.C. RIVERS DAY, 1995

RECOMMENDATIONS:

1. **THAT** His Worship, W.J. Copeland, proclaim Sunday, September 24th B.C. Rivers Day in Burnaby.
2. **THAT** Council approve funding in the amount of \$1,500 for inviting community participation and advertising the proposed Rivers Day community events outlined in this report.

REPORT

1.0 BACKGROUND

B.C. Rivers Day, an annual event sponsored by the Outdoor Recreation Council of British Columbia¹ celebrates British Columbia's spectacular natural heritage of rivers and their role in the province's culture and history. Throughout the province, citizens, community groups, recreation clubs, environmental organizations, government agencies and others organize river-associated events and invite members of the public to participate in appreciation of British Columbia's rivers.

In 1993, the City of Burnaby became the first municipality to participate in Rivers Day events. A series of educational and clean-up events involving local organizations, the community, BCIT and the City were held in 1993 and 1994. These events were extremely successful and well received. Last year, BCIT presented the City with a large mural which now hangs in the municipal hall to recognize its involvement and leadership role in BC Rivers Day.

As in previous years, various groups and organizations including the Sapperton Fish and Game Club and BCIT have expressed an interest in participating in events. This year, B.C. Tel has volunteered approximately 300-500 members of its Pioneers program from throughout North America to undertake environmental stewardship initiatives in Burnaby for B.C. Rivers Day. B.C. Tel is hosting the North American conference for Pioneers from the telecommunications industry. One of the prime objectives of the Pioneers is to volunteer their experience and time to the community (e.g. help feed the homeless, build training and therapeutic aids for the handicapped, environmental clean-ups, etc.). As such, the majority of the conference delegates have volunteered for a storm drain marking and vegetation planting project on B.C. Rivers Day in Burnaby.

¹The Outdoor Recreation Council of British Columbia is a non-profit, non-governmental organization of all of the federated conservation and recreation organizations in the province. With 120,000 members, the Outdoor Recreation Council is the largest organization of its kind in Canada. This year will be the 14th annual B.C. Rivers Day organized by the Council.

2.0 OUTLINE OF ACTIVITIES FOR B.C. RIVERS DAY 1995

2.1 Proclamation

It is recommended that the Mayor proclaim Sunday 1995 September 24 as B.C. Rivers Day in Burnaby. This will focus attention on the event and indicate the City's commitment to celebrate and respect the natural and heritage features of its streams and rivers.

2.2 Events

A series of events focussing on stream stewardship and enhancement in Burnaby are proposed as follows:

- ▶ Storm Drain Marking, Various Sites Throughout Burnaby
- ▶ Native Vegetation Planting, Beaver Creek, Deer Lake Park
- ▶ Spawning Gravel Placement, Deer Lake Brook, Deer Lake Park
- ▶ Interpretive Walk Along the Brunette River
- ▶ Creek Clean-ups Along Still Creek and Upper Guichon Creek

Broad community participation including the BCIT Burnaby Lake System Project, the City, community groups, the public, Sapperton Fish and Game Club and BC Tel Pioneers will be involved in these events.

2.3 Publicity

Newspaper advertising including a schedule of events and an invitation to the community to participate will be the main form of publicity for B.C. Rivers Day. It is proposed that one advertisement be run in each community newspaper the week before the event. Display advertisements approximately 4" by 12" are proposed for each newspaper. The cost is estimated at approximately \$1,500.

3.0 CONCLUSIONS

The 1994 Rivers Day events which took place in the City of Burnaby were a great success. The proposed events for 1995 will enhance Burnaby's waterways while increasing public awareness, appreciation and stewardship of them.

This report recommends that Sunday, 1995 September 24 be proclaimed Rivers Day in Burnaby and funding for advertising the proposed community events be authorized.

Respectfully submitted,

Councillor D.P. Drummond (Chair)

Councillor D. Lawson, Member

Councillor D. Johnston, Member