

CITY OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

Re: Environment Week 1998

RECOMMENDATION:

1. **THAT** Council approve of the approach as outlined in this report for planning Environment Week 1998.

REPORT

The Environment and Waste Management Committee, at its meeting held on 1998 February 24, adopted the attached report outlining an approach to planning and implementing Environment Week this year. The approach includes the involvement of a working group comprised of staff and citizen representatives from the Environment & Waste Management Committee. This group intends to work on the co-ordination of city-sponsored events and community driven events, as well as theme selection, advertising and promotions.

Respectfully submitted,

Councillor L. Rankin  
Chair

Councillor D. Johnston  
Member

Councillor D. Lawson  
Member

: COPY - CITY MANAGER  
- DIRECTOR ENGINEERING  
- DIRECTOR FINANCE  
- DIR. PLNG. & BLDG.  
- DIR. PARKS, REC. & CULT. SERV.  
- ENVIRONMENTAL SERV. SUPERVISOR

**TO:** CHAIR AND MEMBERS  
ENVIRONMENT & WASTE MANAGEMENT COMMITTEE

1998 February 18

**FROM:** DIRECTOR PLANNING AND BUILDING

**SUBJECT:** ENVIRONMENT WEEK 1998

**PURPOSE:** To outline a proposed approach to Environment Week 1998.

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RECOMMENDATION:

1. THAT the Committee approve of the approach as outlined in this report for planning Environment Week 1998.

REPORT

1.0 INTRODUCTION

Environment Week is an annual national event to raise environmental awareness and involve citizens in environmental stewardship initiatives to protect and enhance our environment. In previous years the Environment and Waste Management Committee has coordinated a series of participatory events and activities that have involved a variety of community groups, businesses, government agencies and citizens. Previous years' celebrations have been very successful with most events being well attended. Events such as native vegetation planting, interpretive nature walks, environmental talks, mall displays, clean-ups and gatherings with refreshments, entertainment and discussions have taken place in the past, successfully providing opportunities for the public to get involved in local stewardship and become more aware of Burnaby's unique natural environment.

At the conclusion of Environment Week last year, staff from Planning, Engineering and Parks and Recreation met to discuss the week's activities and what could be improved in future. There was a general concurrence that an earlier planning process was desirable in order to secure union approvals, facilitate earlier advertising, and involve members of the public in the planning process. In addition, citizen representatives from the Environment and Waste Management Committee felt that their earlier involvement could enhance community involvement in the week's activities and thus facilitate greater stewardship.

This report, therefore, outlines a proposed approach towards the earlier planning of Environment Week 1998 celebrations in Burnaby, scheduled for May 31 to June 6, 1998.

## 2.0 WORKING GROUP STRATEGY

As in past years, staff from various departments including Planning, Engineering and Parks and Recreation, will work together to plan and coordinate Environment Week activities. Given the desire to involve citizen Committee members more closely in the planning process and the Committee's concurrence with this approach, it is suggested that a working group be struck, comprised of staff and citizen representatives of the Environment and Waste Management Committee. The working group could work on a number of issues, including the theme(s), events, advertising, liaising with community groups and any additional fundraising, if necessary, thereby further enhancing community involvement in the planning of events.

## 3.0 POSSIBLE THEMES AND EVENTS

### 3.1 Potential Themes

Last year's themes for Environment Week were based on highlighting watershed stewardship and solid waste reduction. Staff have considered several possible themes for this year's events, which are identified below for the Committee's consideration. These themes, or others suggested by the Committee, could be used alone or in conjunction with one or more other themes.

Community Stewardship	Celebrating the many community stewardship groups and their efforts, and encouraging additional participation.
"Close the Loop"	Highlighting the efficient flow of materials associated with recycling, composting, reduction and reuse by the City, companies and citizens.
Clean Air Week	Highlighting initiatives and activities which contribute to improved air quality.
Water Conservation	Highlighting water conservation measures and initiatives.

### 3.2 City-Sponsored Events and Displays

As in previous years, staff from various departments including Engineering, Planning and Parks and Recreation will work together to implement a number of City-led events. A preliminary list of potential events could include:

The *Brunette Basin Watershed Management Plan* could be highlighted via a display which will demonstrate watershed initiatives that have been undertaken by community stewardship groups and the City within the Brunette drainage basin. Specific displays could include the Brunette Basin Watershed Management Planning Process, Beecher Creek Enhancement Project, Stoney Creek Fish Ladder Project, and Upper Still Creek Sanitary Sewer Infiltration and Inflow Control Program. The public could also be invited to an open house at the Stoney Creek Environmental Classroom on the progress of the Brunette Basin Watershed Management Planning Project and the Stoney Creek Storm Water Management Project.

Several events could be planned around *Waste Reduction and Recycling Programs*. An open house could be planned at the Renovated Recycling Depot featuring 1) the BC Telephone "Used Directory Collection" launch with schools, 2) announcement of the new Community Link (Used Clothing) with the Salvation Army, and 3) announcement of the School Education Program (a waste reduction course for children) winners. Additional events could include a school audit of City Hall recycling efforts; a tour of City recycling facilities with the winners of the School Education Program; a "drop and swap" event at a community school; and follow-up events to Compost Week (May 4 - 8) featuring a seed planting for children involved in the School Education Program at the Recycling Centre and GVRD Compost Demonstration Classroom, as well as distribution of compost from Fraser Richmond BioCycle to the public.

An *Urban Trail and Bicycle event* could be planned to highlight the recent improvements to biking in Burnaby, including the new requirements for secure bicycle parking and end-of-trip facilities in new developments, the impending Eastlake section of the Burnaby Mountain Trail, and the construction of four rest stops along the Burnaby Mountain Trail. This would coincide with Bike to Work Week, a regional event held concurrently with Environment Week.

The *Clean Air Day Commuter Challenge* is a regional event which could be organized for employees at the City Hall complex as well as other businesses and agencies throughout Burnaby that wish to sponsor the event. Employees are encouraged to use alternative transportation for their daily commute, and are awarded "eco-points" for using methods other than the single occupant vehicle. The businesses and agencies scoring the most "eco-points" are recognized throughout the Lower Mainland by the organization Better Environmentally Sound Transportation (B.E.S.T.).

In the past, *displays* have been designed for City Hall to both advertise the various events of Environment Week as well as convey information about various environmental initiatives. It is anticipated that a display reflecting the week's themes and events will be created for Environment Week this year, with input from various departments. Specific

displays could also include a *Water Conservation Program* display highlighting devices and methods that homeowners can use to conserve the water supply, as well as the *Urban Stream Sampling Collection Program* indicating some of the results and trends in urban runoff quality.

Based upon the approved *Purple loosestrife control program*, another season of weed control in Deer Lake Park could be pursued with the assistance of BCIT and public volunteers. Union approval would need to be sought for this as an event.

The *Burnaby Beautification Committee* would like to sponsor a tree planting event at a local elementary school. Trees would be provided for students to plant. City forestry staff would provide assistance and lead a discussion on the benefits of trees in an urban environment. Approvals would be required from both the School Board and the Burnaby Beautification Committee.

The Recreation Division is interested in sponsoring a series of *preschool classes and after school programs* during the week to raise awareness of environmental issues for children. Several activities could be included, such as building bird boxes for children to take home and put up in their own backyard.

### 3.3 Community-Sponsored Events

In previous years, a wide variety of Environment Week events have been led by community stewardship groups and businesses, including clean-ups, native plantings and interpretive walks. The City has served to help facilitate and advertise these events, and it is proposed that the organizing work group, if struck, would liaise and facilitate these community-led events for Environment Week.

A sample of events that have been identified to date in which the City can work in partnership with community groups includes:

An event could be planned in partnership with the *Douglas College Institute of Urban Ecology Green Links Program*. Material and labour could be provided to support native plantings in Hilda Park and Poplar Parks as part of the broader initiative of creating a wildlife corridor between wildlife areas. The public at large would be invited to participate. While this does include planting on City property, the creation of wildlife habitat falls outside of work normally done by City staff. As such, as in last year's event in Graham Park, union approval would be sought.

The *Streamkeepers Program* has requested permission to plant stream-side vegetation along creek number 16 feeding into Deer Lake south of the beach area. The objective is

to increase trout survival during the summer months by adding vegetation over the stream to decrease temperature and increase cover. Several other creeks in the vicinity are going to be examined, increasing the possibility that more creeks could be treated. Union approval would be required for this work.

### 3.4 City of Burnaby Environment Awards

The City of Burnaby initiated its Environment Awards Program in 1996, as an initiative of the Environment and Waste Management Committee to recognize outstanding environmental projects. Award categories include environmental communications, planning and development, youth and environmental stewardship. In previous years, staff have worked with Committee members to provide resource materials and background information regarding potential award nominations. If the Committee wishes to continue with its nomination and selection process as in past years, staff are available to provide information to the citizen members of the Committee for their consideration. Award presentations were made at Council's regular meeting during Environment Week in 1997, and in 1996, the awards were presented a special Streamkeepers Evening. A similar event to present the City's Environment Awards could be planned.

## 4.0 CONCLUSION

This report outlines an approach for planning and implementing Environment Week this year, including the involvement of a working group comprised of staff and citizen representatives from the Environment and Waste Management Committee which could work on the coordination of City-sponsored and community-driven events, as well as theme selection, advertising and promotions. In addition, a number of potential themes are suggested for the Committee's consideration and an approach for implementing the City's Environment Awards is proposed. It is recommended that this approach for planning and implementing Environment Week 1998 in Burnaby, scheduled for May 31 to June 6, be approved by the Committee. A detailed report outlining the Environment Week program of events and associated advertising costs will be presented to the Committee later this spring.

*B. Rukshin*

for D.G. Stenson, Director  
PLANNING AND BUILDING

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cc. City Manager  
Director Engineering  
Director, Parks, Recreation & Cultural Services