

CITY OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR  
AND COUNCILLORS

RE: WATERSHED PLEDGE PROGRAM - BURNABY LAKE SYSTEM PROJECT

RECOMMENDATIONS:

1. **THAT** Council approve a \$7,000 grant to the Burnaby Lake System Project in 1999 to be applied to the Watershed Pledge Program as outlined in Section 3.0 of this report.
2. **THAT** Council approve in principle a \$7,000 grant to the Burnaby Lake System Project for the year 2000 with final approval subject to an assessment of the 1999 Watershed Pledge Program and the proposed program for 2000.

REPORT

The Environment and Waste Management Committee, at its meeting held on 1999 June 08, received and adopted the *attached* report responding to a request for funding assistance for a watershed pledge program. The Committee advised that the program is intended to improve water quality through greater public awareness of the impacts which homes and businesses have on the Central Valley/Brunette watershed waterways including Burnaby and Deer Lakes. The Committee further advised that the program provides for positive, proactive community involvement, including follow-up and reinforcement of commitments, and the acknowledgment of program participants. Specifically, the Committee noted that homes, businesses and schools for part of the watershed will be targeted and asked to "Take The Pledge" by adopting one or more practical "actions" to improve water quality.

In conclusion, the Committee noted that the proposed watershed pledge program will benefit the watercourse, fish, wildlife and recreational opportunities in the Central Valley watershed in a meaningful manner. Accordingly, the Committee requested that Council be asked to support the funding request.

Respectfully submitted,

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

Councillor D. Johnston  
Chair

Councillor C. Redman  
Member

Councillor D. Lawson  
Member

**TO:** CHAIR AND MEMBERS, ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE June 8, 1999

**FROM:** DIRECTOR PLANNING AND BUILDING OUR FILE:

**SUBJECT:** **Watershed Pledge Program - Burnaby Lake System Project**

**PURPOSE:** To respond to a funding request from BCIT's Burnaby Lake System Project

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**RECOMMENDATIONS:**

1. **THAT** Council be requested to approve a \$7,000 grant to the Burnaby Lake System Project in 1999 to be applied to the Watershed Pledge Program as outlined in Section 3.0 of this report.
2. **THAT** Council be requested to approve in principle a \$7,000 grant to the Burnaby Lake System Project for the year 2000 with final approval subject to an assessment of the 1999 Watershed Pledge Program and the proposed program for 2000.

**REPORT**

**1.0 BACKGROUND**

At its meeting of 1998 March 09, Council approved a \$8,000 grant to BCIT's Burnaby Lake System Project for a number of environmental projects to be undertaken in the Central Valley/Brunette Watershed in 1998. In addition, Council approved in principle a further grant of \$7,000 for 1999 with final approval subject to an assessment of the 1998 program and the proposed projects for 1999.

At the 1999 May 31 meeting of Council, Mark Angelo and Bob Gunn, Burnaby Lake System Project (BLSP) invited the City to be a partner in its proposed Watershed Pledge Program. Mr. Angelo also requested that \$7,000 approved in principle by Council for the Burnaby Lake System project for 1999 be utilized for the Watershed Pledge Program and that a similar contribution be made by the City in the year 2000. The purpose of this report is to review the BLSP's work undertaken during 1998 and the request for funding.

**2.0 THE BLSP 1998 INITIATIVES**

The City has been a partner in the BLSP from its inception in 1994. Since its initiation, the BLSP has contributed extensively towards increasing community awareness and participation and enhancing the Central Valley/Brunette watershed in Burnaby .

In 1998 the following initiatives have been undertaken by the BLSP:

- Stoney Creek Environmental Classroom - native plant demonstration garden and community workshop on native gardens (Environment Week event). The construction and planting of the garden was completed. Future work will include interpretive signage, improvement in planting and annual maintenance. The project was supported by BCIT, Urban Salmon Habitat Program (USHP), Stoney Creek Environment Committee and City of Burnaby.
- Still Creek Clean-up and Riparian Planting (BC Rivers Day 1998). Completed with the addition of approximately 100+ plants, removal of invasive plants and general cleanup. Approximately 25 community volunteers assisted, including students from both Vancouver and Burnaby Schools. The project was supported by BCIT, GVRD, City of Burnaby and USHP.
- Annual maintenance and assessment of project sites throughout Brunette Watershed, including Still Creek, Eagle Creek, Guichon Creek and Beecher Creek. Some additional plantings were done at several sites where plant survival was low. The project was supported by BCIT, the City of Burnaby and USHP.
- Purple Loosestrife Removal at Deer Lake. This was an Environment Week event coordinated by BCIT and the City of Burnaby. Some additional removal work was conducted in the summer.
- Guichon Creek Planting (Earth Day; Community Living Day). Two small plantings were conducted, one for Earth Day and the other for Community Living Day. Support was provided by BCIT, the City of Burnaby, the Community Living Day Community Partnership and the BCIT Student Association.
- Burnaby Nest Box Maintenance and Management. Annual servicing, inventory and replacement of nest boxes at Burnaby Lake and Deer Lake. In 1998-99, this included Global Positioning System (GPS) the locations of nest boxes and a student report which will be provided to the City. The project is coordinated by BCIT and the Burnaby Lake Park Association is used as a training exercise for BCIT FWR students.
- Burnaby Lake Nature House re-vitalization and native garden. This ongoing project included repairs and painting of the interior and exterior of the Burnaby Lake Nature House. Much of this work was done by an E-team, provided by the Sanctuary Foundation. Improvements were also made to the existing landscape to introduce more native plantings and a butterfly demonstration garden. The project has been supported by Burnaby Lake Park Association, BCIT-BLSP, GVRD, City of Burnaby, BC Summer Games Legacy Funding and the Sanctuary Foundation.

- Community Event Coordination and Support, including Environment Week Events, Earth Day, Great Salmon Send-off, Discovery Days, various summer youth programs and youth involvement with our community work and BC Rivers Day.
- Still Creek Inventory and Vision Report. This project involved GPS inventory of features along the Still Creek Corridor and integrating them into a digital (GIS) mapping program. The report identifies issues and options for consideration by the City for further enhancing and protecting Still Creek. The report may initiate a joint project with key stakeholders (Burnaby, GVRD, BCIT) to develop a more comprehensive management plan for the corridor. The second draft of the report is scheduled for completion in mid June, with a final report scheduled by the end of June. BCIT-BLSP will be presenting the final report to Council. This project has been supported by City of Burnaby, GVRD, BCIT and USHP.
- Beecher Creek Pedestrian Bridge and Riparian Planting. This project was initiated and coordinated by the Beecher Creek Streamkeepers and the City of Burnaby and was completed as part of BC Rivers Day in 1998. BCIT-BLSP provided funding support, materials and planting stock in support of our Burnaby Streamkeepers Program.

Notwithstanding the request by the BLSP to utilize the City's contribution for the proposed Watershed Pledge Program in 1999, the BLSP continues to be involved in a large number of environmental initiatives in the Central Valley/Brunette Basin during 1999.

Based on the work that the BLSP has undertaken in 1998, and in previous years, the BLSP has proven to be highly successful in working towards achieving the City's environmental goals identified in the Official Community Plan including encouraging and supporting environmental stewardship and protecting and enhancing environmentally sensitive areas. Furthermore, it continues to enjoy community wide support through the many hours that Mr. Angelo and Mr. Gunn spend in working with the community.

### **3.0 THE PROPOSED 1999 WATERSHED PLEDGE PROGRAM**

A summary of the Burnaby Lake System Project prepared by the BLSP is outlined in Appendix 1.

The Watershed Pledge Program is intended to improve water quality through greater public awareness of the impacts which homes and businesses have on the Central Valley/Brunette watershed waterways including Burnaby and Deer Lakes. The program provides for positive, proactive community involvement, including follow-up and reinforcement of commitments, and the acknowledgment of program participants. Homes, businesses and schools for part of the Watershed (see maps in Appendix 1) will be targeted and asked to "Take The Pledge"

by adopting one or more practical "actions" to improve water quality. Compliance is voluntary, and the success of the program is measured by the level of public response to the mail and advertising campaigns, as well as the monitoring of indicators directly linked to specific "pledges".

A mailing program, which includes a colour booklet and follow-up materials, will be sent to an estimated 7,000 residential units, 700 businesses and 100 institutions. Those who take the "pledge" will receive the follow-up materials including a quarterly newsletter and materials which recognize the home, school or business as a program participant. The program is expected to commence, in stages, as of 1999 September 20, beginning with the residential component and followed by the business and school components, and be delivered over a two year period.

Major sponsors of the program to date include BCIT, the Vancouver Foundation and the Province of B.C. Negotiations are underway for a major corporate sponsor. The estimated budget for the two year program is about \$400,000.

#### **4.0 WATERSHED PLEDGE PROGRAM REVIEW**

The City has had a long and continuous history of recognizing the environmental importance of the Central Valley/Brunette Basin watershed. Staff are of the view that the proposed Watershed Pledge Program will have direct benefit to the watercourses (including Deer and Burnaby Lakes), fish, wildlife and recreational opportunities in the Central Valley.

It is a program whereby residents and businesses can through their own actions make a difference to their environment. Burnaby's waterways are precious. The Pledge program will assist in minimizing the negative impacts of operations and activities on air, water, land, wildlife and people; protect environmentally sensitive areas; minimize the production of waste; reduce risk to the community through operational improvements; increase awareness of our waterways; and encourage active community participation.

It is the view of staff that the cumulative affect of the individual pledges could have very tangible benefits to the City's waterways and environment. As far as staff are aware, the Pledge program is the first of its kind in B.C. and Canada and could be a model for application elsewhere.

The proposed Watershed Pledge Program builds on the foundation established in previous years and represents a project which is not part of the City's planning work program. Staff are of the opinion that the proposed program will benefit the watercourses, fish, wildlife and recreational opportunities in the Central Valley watershed in a meaningful manner. On the basis of the above, it is recommended that Council be requested to approve a \$7,000 grant to the Burnaby Lake System in 1999 to be applied to the Watershed Pledge Program and,

subject to a review of the Program's performance in 1999 and proposed program for 2000, a further \$7,000 grant for the year 2000.

\$7,000 has been designated in Council's Committees and Boards Donation and Grant Expenditure 1999 budget for the BLS. Should Council concur with the recommendations of this report, the 1999 grant will be drawn from this account.

  
for D.G. Stenson, Director  
PLANNING AND BUILDING

Attachment  
BLS\sla

cc: City Manager  
Director Finance  
Director Parks, Recreation and Cultural Services  
Director Engineering  
City Clerk

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## The Burnaby Lake System Project "Watershed Pledge Program"

### *Program Summary:*

In 1999, the BLSP would like to address a major problem affecting urban waterways in the Brunette Watershed;

- **Water Quality** - homes and businesses contribute significant toxic run-off to the watershed's streams and lakes. Water quality must be improved in order to revitalize the aquatic life that still lives there, and to bring back the organisms that have disappeared from some streams (such as spawning salmon). Water quality can be improved when people take action to reduce their impact, and this depends on greater public awareness.

### *Proposed Activities for 1999:*

Our activities in 1999 will focus on improving water quality through public education. The *Watershed Pledge Program* will target homes, businesses, and schools to raise awareness of citizen impacts on neighborhood lakes and streams. The program provides for positive, proactive community involvement, entails follow-up and reinforcement of commitments and acknowledges program participants. The program will serve as a model that can be applied to communities across BC.

### *Project components:*

- **Colour Booklet** – An attractive colour booklet is mailed to approximately 7,000 homes and 1000 businesses within the pilot area near Still Creek and Burnaby Lake. The booklet uses entertaining graphics and easy-to-read text to educate citizens about water pollution. They are asked to "Take The Pledge" by adopting one or more practical "actions" to improve water quality. An additional 2,000 copies of the booklet will be printed for use in schools and for requests from interested citizens and organizations. The proposed pilot area (see attached map) provides a good mix of land-use, providing the opportunity to engage some 690 business, 100 institutions, and over 7000 residential housing units (single and multi-family). In total the program will contact an estimated 45,000+ persons (25,000 residents; 20,000+ employees/students) in the pilot area.
- **Follow-up Mail out** -- homes and businesses who respond to the "pledge" are mailed several items:
  - an attractive **Pledge Plaque** for display in homes and businesses, acknowledging participation in the program;
  - a **quarterly newsletter** containing more specific information on impact-reducing actions and products (recipes for non-toxic cleaners for instance), updates on program achievements, and useful contacts for hands-on involvement with local governments and stream stewardship groups.

- personalized fridge magnet and/or poster and other print materials identifying the pledges adopted as a daily reminder for the participant(s)
- **School Program** -- this will stress hands-on involvement with local youth. Schools will be contacted by mail and in-person to establish relationships with teachers interested in adopting the pledge with their class. Materials will be developed to help teachers present the information as part of elementary school curriculum. All information will be approved by the school district superintendent.
- **Advertizing** -- the program will increase its profile in the community through newspaper ads and other media. The program will initiate an extensive promotional awareness and information campaign including: local media coverage; posters; displays at community events and a Web page. Through these promotional avenues, most of Burnaby's 170,000 residents will become aware of the program and, while not all residents will be formally registered in the program, they will be encouraged to support the program by adopting pledges. In addition, the media campaign will introduce the program to a broader audience, where at a later date, this program is to serve as a model to be replicated in other communities.
- **Community Events** -- the Pledge Program will be promoted at events such as BC Rivers Day, The Great Salmon Send-Off and Environment Week. It's an opportunity to promote the Pledge Program while involving the public directly with hands-on projects.
- **Final Mailout** -- after the Pledge Program has been running for several months, and local advertizing has raised the program's profile, a follow-up letter will be sent to the homes and businesses that did not initially respond, announcing that it's not too late to "Take The Pledge".

### ***Program Compliance:***

This program is designed to work on the "honour system" since resources do not exist to monitor compliance. In the case of businesses, a non-adversarial approach is best and it should be made clear that no penalties or fines are given for non-compliance with the Pledge Program. However, it would certainly be appropriate to inform businesses of the environmental laws governing water quality to which they must comply.

### ***Measuring Program Success:***

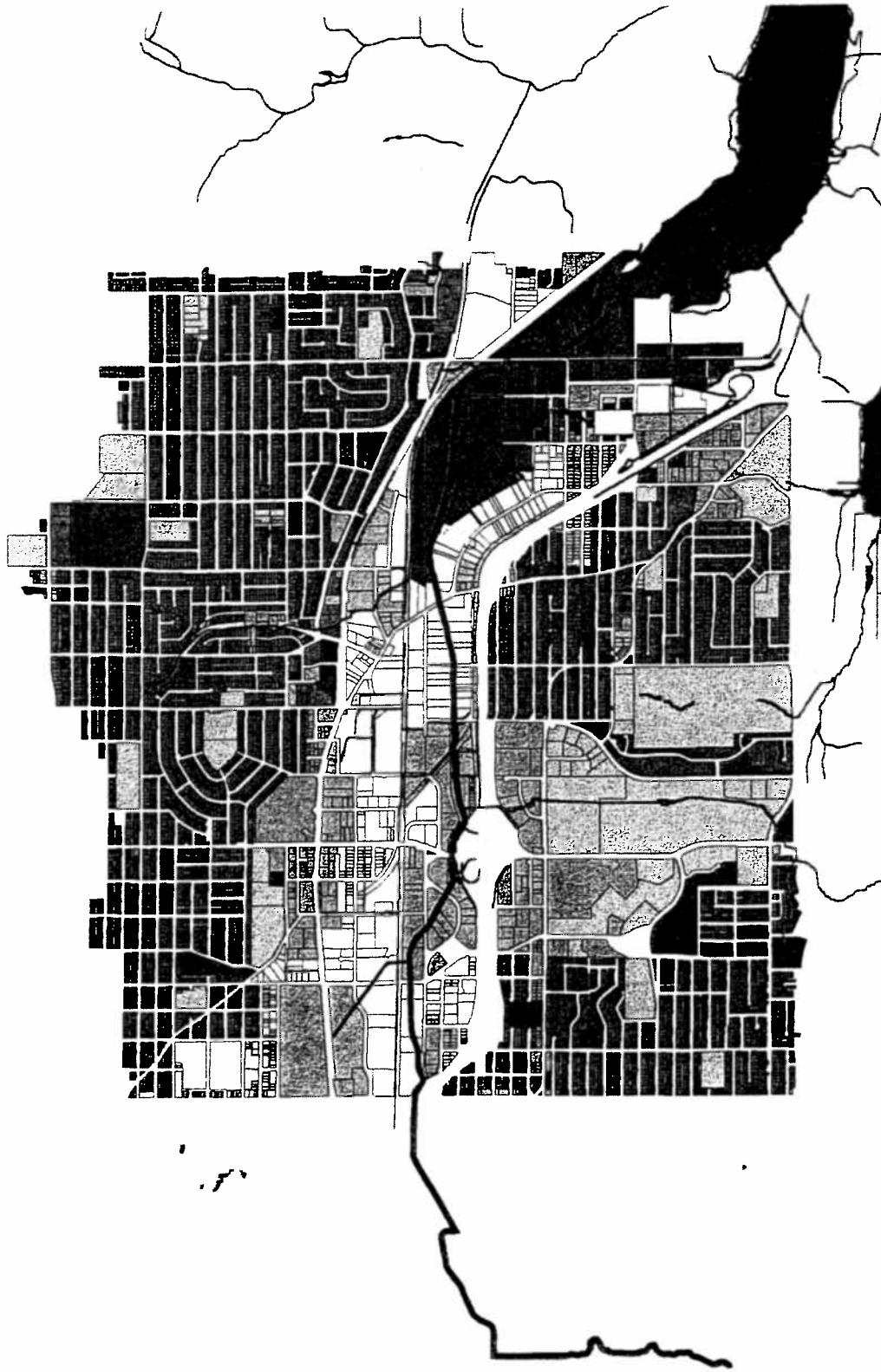
Effectiveness will be measured by the level of public response to the mail and advertising campaigns. Telephone polling will measure "awareness" among those who did not mail back an official pledge. As well other indicators will be monitored such as reduction in the number of single occupancy vehicle use days and indicators directly linked to specific "pledges".



***Project Timeline:***

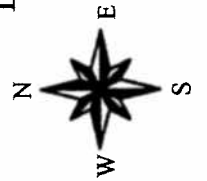
Project start: Summer of 1999      Project completion: Summer, 2001

The project would be designed and delivered over approximately 2 years. Some program components (such as quarterly newsletters) could be extended further under existing City of Burnaby or GVRD programs. The program will be initiated in phases, starting with a major *Media Event* on September 20<sup>th</sup>, 1999 and a promotional awareness campaign. The residential program (mail out) will be initiated in late September or early October, followed by the business program (November/December). The school program will be initiated in the spring of 2000; however, some small pilot program may be run in fall of 1999.



**Legend**

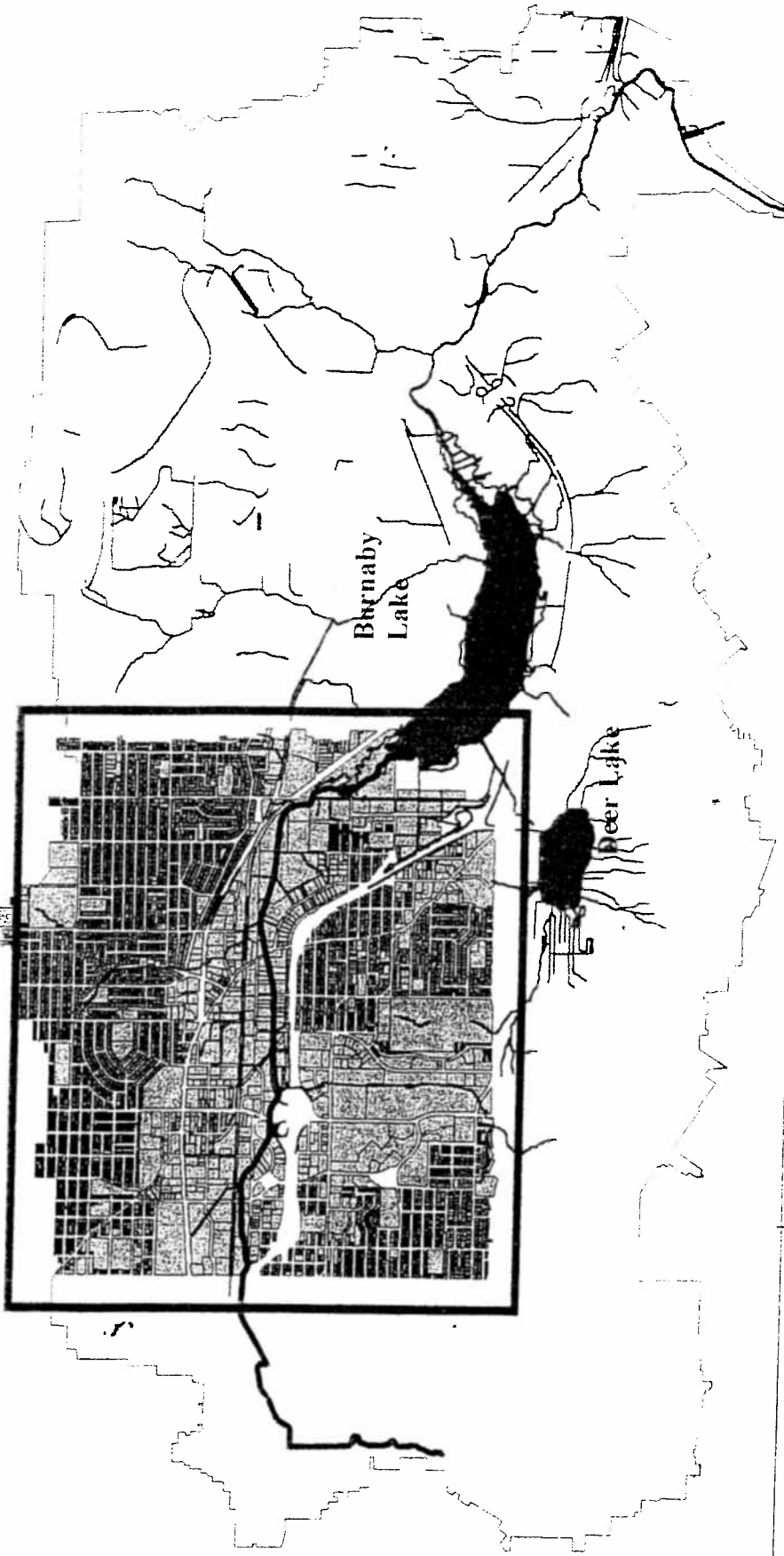
- Still Creek
- Streams
- Commercial
- Industrial
- Institutional
- Highrise apartments
- Lowrise apartments/townhouses
- Single family
- Recreation and protected areas
- Burnaby and Deer Lake
- Tarragon



**British Columbia Institute of Technology  
Landuse in the Watershed Pledge Program  
Proposed Pilot Contact Area**



# Proposed Pilot Contact Area

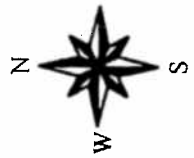


## Legend



81

Burnaby and Deer Lake  
Brunette Basin



British Columbia Institute of Technology  
Watershed Pledge Program Proposed  
Pilot Contact Area

