

CITY OF BURNABY

ENVIRONMENT AND WASTE MANAGEMENT COMMITTEE

HIS WORSHIP, THE MAYOR
AND COUNCILLORS

RE: ENVIRONMENT WEEK 2000 - JUNE 05 TO JUNE 11

RECOMMENDATIONS:

1. **THAT** Council approve the approach as outlined in this report for the planning of Environment Week, June 05 to June 11, 2000.
2. **THAT** Council approve \$950 to invite nominations for the City's Environment Awards through advertisements in the local community newspapers.

REPORT

The Environment and Waste Management Committee, at its meeting held on 2000 February 08, received and adopted the *attached* report outlining an approach for planning Environment Week 2000. The approach includes the involvement of a working group comprised of staff and citizen representatives from the Environment & Waste Management Committee. The group intends to work on coordination of both City sponsored and community driven events as well as theme selection, advertising and promotion.

Respectfully submitted,

Councillor D. Johnston
Chair

: COPY - CITY MANAGER
- DIRECTOR ENGINEERING
- DIRECTOR FINANCE
- DIR. PLNG. & BLDG.
- DIR. PARKS, REC. & CULT. SERV.
- PRESIDENT, CUPE LOCAL 23

Councillor C. Redman
Member

Councillor B. Der
Member

TO: CHAIR AND MEMBERS 2000 February 04
ENVIRONMENT & WASTE MANAGEMENT COMMITTEE

FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 11.802

SUBJECT: ENVIRONMENT WEEK 2000 - JUNE 05 TO JUNE 11

PURPOSE: To seek approval of a preliminary approach for the planning of Environment Week 2000 in Burnaby.

RECOMMENDATIONS:

1. **THAT** Council be requested to approve the approach as outlined in this report for the planning of Environment Week, June 05 to June 11, 2000.
2. **THAT** Council be requested to approve \$950 to invite nominations for the City's Environment Awards through advertisements in the local community newspapers.

REPORT

1.0 BACKGROUND

Environment Week is an annual national event during the first week of June to raise environmental awareness and involve citizens in environmental stewardship initiatives to protect and enhance our environment. In previous years the City and its 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, CUPE Local 23 and citizens. Previous years' celebrations have been very successful with most events being well attended. The purpose of this report is to seek the Committee and Council's concurrence to initiate planning for Environment Week 2000, scheduled from Monday, June 05 to Sunday, June 11.

2.0 PROPOSED APPROACH

At the Committee's direction, staff from various departments including Planning, Engineering and Parks, Recreation and Cultural Services, have met with the citizen representatives of the Environment and Waste Management Committee to commence preliminary planning for Environment Week 2000, including the theme and objectives, events, advertising and liaising with community groups. Preliminary directions reached are outlined below.

2.1 Theme

The proposed theme for the week is "Environmental Stewardship". The citizen representatives considered the "Year 2000 Burnaby" theme, and believe that the following objectives from that are appropriate for developing the Environment Week program:

- Celebrating our history and vision of the future;
- Building bridges between our neighbourhoods and amongst our neighbours;
- Honouring our seniors and encouraging our youth; and
- Creatively recognizing we are achievers and we are changing.

To further to these objectives, a number of concepts have been identified. These include:

- Involving youth and seniors in the planning process in order to design events appealing to these groups, as well as to bring the two groups together;
- Involving Burnaby's three sister cities in the week's activities (Gatineau, Quebec; Mesa, Arizona; and Kushiro, Japan), likely through environmental display materials from their communities;
- Photographic displays of Burnaby's natural history; and
- A video/music montage of environmental stewardship activities over the last several years.

In addition to the concepts outlined, there is also a desire to pursue new events which would highlight these objectives in a creative way and draw participants not normally involved in Environment Week activities.

2.2 City Events

The City typically sponsors a variety of activities during Environment Week, such as:

- Still Creek Recycling Depot Open House
- BC Telephone Book Collection Program (Co-sponsored by School District #41)
- Recognition events for Burnaby students and teachers participating in the Waste Reduction and Caring for Our Streams education programs
- Deer Lake Park Day, including Purple Loosestrife removal
- Clean Air Day Commuter Challenge
- Displays at City Hall

It is proposed that these events be included in the Environment Week 2000 program.

2.3 Community Stewardship

A number of community environmental groups, businesses and agencies typically plan events for Environment Week, including Douglas College Institute of Urban Ecology Green Links Program, Burnaby Streamkeepers, Vancouver Natural Historical Society, BCIT/Burnaby Lake System Project, GVRD, BC Hydro, Baxter Corporation, Burnaby Mountain Preservation Society, Byrne Creek Streamkeepers, the Stoney Creek Environment Committee and the Eagle Creek Streamkeepers. The City has assisted these groups by advertising for the events and providing the City support and coordination often required for community stewardship events (approvals, provision of refuse containers, pickup and removal of large trash items, etc.).

While these community stewards regularly coordinate events for Environment Week, they are active stewards throughout the year, and have contributed greatly to Burnaby's reputation as an environmental leader. The theme of "Environmental Stewardship" recognizes the invaluable works these groups have done. It is proposed that staff work with our community partners to include their events in the Environment Week 2000 program.

2.4 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 the past, nominations to the Environment and Waste Management Committee have been made by the citizen representatives of the Committee for the consideration of the Committee and Council. With the approval of the Committee and Council, it is proposed that this approach be followed again in 2000.

In order to identify as many potential award candidates as possible, the Terms of Reference for the City's Environment Awards were distributed to Burnaby schools and to City staff. To identify additional candidates from the public, it is suggested that an advertisement be placed in the local newspapers as soon as possible calling for nominees. The approximate cost of this is \$950. To further promote the awards, the information will be posted on the City's web page, and the local newspapers will be approached to run articles featuring previous award winners concurrently with the ads.

In the past, the Environment Awards have been announced at the Council meeting during Environment Week, accompanied by a slide presentation of the award recipients and their works. It is proposed that the announcement of the award winners again be made at Council, with a special celebration planned for the presentation of the awards. As was the case last year, the awards could be presented at a special evening reception at the Shadbolt Centre for the Arts, hosted by Council. The evening of Thursday, June 08 has been suggested. All participants in Environment Week events would be invited to attend, thus providing an opportunity for participants to network and meet others involved in similar activities in their community. In addition, it is a means by which the City can say "thank you" for their work in the week's events and throughout the year.

2.5 Environmental Stars Program

To complement the Environment Awards program, the Environment and Waste Management Committee has suggested the establishment of an Environmental Stars Program to acknowledge outstanding environmental achievements. The Environmental Stars program would seek to acknowledge notable environmental achievements which fall outside the scope of the City's Environment Awards program. This would thus help to ensure that community members of all ages and abilities are recognized for their stewardship activities.

Examples of activities which could be recognized by the Environmental Stars program may include a parents groups which organized a "walking school bus", a family which

implemented wildlife-friendly landscaping in their yard, or a student who organized a class project which benefitted the environment. The "Stars" could be recognized with a certificate presented during Environment Week. Environment Week 2000 provides an excellent opportunity to launch the program, and it is proposed that it be implemented at this time.

2.6 Corporate Sponsorship


Corporate sponsorship has been secured in the past for various events, and there is a desire to pursue this again. As events are designed and coordinated, various Burnaby businesses could be approached to sponsor specific events or components thereof. With the Committee and Council's concurrence, staff will pursue the possibility of corporate sponsorship particularly for the Environment Awards evening. Last year's event was partially sponsored by Trans Mountain Pipe Line Co. Ltd. and BC Hydro.

3.0 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 to work on the coordination of City-sponsored and community-driven events, as well as theme selection, advertising and promotions. In addition, an approach for implementing the City's Environment Awards is proposed. It is recommended that this approach for planning and implementing Environment Week 2000 in Burnaby, scheduled for June 5 to June 11, be approved by the Committee and that Council be requested to concur. A detailed report outlining the Environment Week program of events and associated advertising costs will be presented to the Committee and Council later this spring.

Authorization to advertise for nominees for the Environment Awards is being sought at this time because of the time necessary to receive, review and recommend recipients.



 D.G. Stenson, Director
PLANNING AND BUILDING

KSF

cc. City Manager
Director Engineering
Director Parks, Recreation & Cultural Services
Director Finance
President CUPE Local 23

