

TO: CITY MANAGER 2003 AUGUST 06  
FROM: DIRECTOR PLANNING AND BUILDING OUR FILE: 11.801  
SUBJECT: **BC RIVERS DAY 2003**  
PURPOSE: To request Council support for the proposed BC Rivers Day event program in Burnaby.

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**RECOMMENDATIONS:**

1. **THAT** Council proclaim Sunday, September 28, 2003 BC Rivers Day in Burnaby.
2. **THAT** Council approve the proposed BC Rivers Day community events outlined in this report and authorize staff to pursue corporate sponsorship of BC Rivers Day events.
3. **THAT** Council approve funding to a maximum of \$5,000.00 for advertising, promotions and implementing the proposed BC Rivers Day community events as identified in this report.
4. **THAT** a copy of this report be forwarded to the Parks and Recreation Commission and to Jennifer Grenz, Projects Coordinator, Outdoor Recreation Council of British Columbia, 334-1367 West Broadway, Vancouver, B.C. V6H 4A9.

**R E P O R T**

**1.0 BACKGROUND**

Sunday, September 28 marks the 23<sup>rd</sup> anniversary of BC Rivers Day. Last year a number of events were held in Burnaby, including creek cleanups, interpretive walks, a tree planting at Burnaby Lake Regional Nature Park and the *Explore the Foreshore* event at Burnaby Fraser Foreshore Park. The *Explore the Foreshore* event was very successful, with more than 1,000 people touring the numerous displays and participating in the activities. Staff have been working in conjunction with the Chair of the Environment Committee, community groups, CUPE Local 23, local businesses and agencies to prepare an event program for B.C. Rivers Day 2003.

## 2.0 OUTLINE OF ACTIVITIES FOR BC RIVERS DAY 2003

### 2.1 Proclamation

It is recommended that the Mayor proclaim Sunday, September 28, 2003 as BC Rivers Day in Burnaby. This will focus attention on the event and demonstrate the City's commitment to respect and celebrate the natural and cultural heritage value of its waterways.

### 2.2 Events

The following events focusing on watershed stewardship and enhancement have been proposed by Burnaby's local environmental partners. Minor changes to the events are anticipated as event programming continues and the details are finalized by the various groups; staff will submit the final event program for Council consideration at the scheduled 2003 September 15 meeting.

#### ***Burnaby Mountain Secondary School Clean Up Friday, September 26***

Last year, Burnaby Mountain Secondary School established an annual cleanup of the school grounds and surrounding neighbourhood, to occur on the Friday before BC Rivers Day. The entire student body participates, and focuses on the school grounds and trails and paths which the students typically travel to school. As this school is located near a salmon-bearing stream and significant riparian area, it is particularly important that the students be sensitive to and take responsibility for their local environment.

#### ***"Explore the Foreshore 2003" at Fraser River Foreshore Park Sunday, September 28, 11:00 a.m. to 3:00 p.m.***

The success of last year's event and the anticipation of the national announcement pertaining to waterways has generated a significant interest in the *Explore the Foreshore 2003* event. As was the case last year, the City, in conjunction with BCIT - Burnaby Lake System Project, would host this event. A number of activities are planned for the day, including:

- displays by local environmental groups and agencies;
- games, arts and crafts by the City's Parks and Recreation Department, the Vancouver Aquarium, SFU, Burnaby Mountain Secondary School and BCIT;
- interpretive walks in Mandarin as well as English;
- entertainment;
- the REMAX hot air balloon, which will offer rides to the public;
- interpretive boat tours of the Fraser River;

- hands-on exploration of watersheds and fish;
- a salmon barbeque.

In addition, the Trees For Life 10K Fun Run is scheduled for the morning of Sunday September 28<sup>th</sup>, with the start/finish line for the run located at the Fraser Foreshore Park.

***Great Canadian Shoreline Cleanup  
(Date to be determined)***

Vancouver Aquarium is again sponsoring the Great Canadian Shoreline Cleanup, part of an international, coordinated cleanup which includes undertaking an inventory of the collected garbage in order to better understand and prevent water-bound waste. Waterway cleanups are planned throughout September, and permission has been requested for two events in Burnaby. The staff of Environment Canada have again requested permission to cleanup the Guichon Creek ravine near the corner of Willingdon and Moscrop, and a group of parents and children would like to cleanup the western, undeveloped portion of Barnet Marine Park. Each of these events would require the provision of a dumpster.

**2.3 Publicity**

Advertisements will be placed in the local newspapers, including a detailed schedule of events and an invitation to the community to participate. Given the scale of the *Explore the Foreshore* events, it is proposed that two advertisements run in each community newspaper prior to Rivers Day, as well as a single ad in the *Georgia Straight* and a listing on the *WestCoast Families' Community Calendar*. In addition, information about Rivers Day will be available on the City's web page, at local libraries and recreation centres, and through public service announcements. The anticipated cost of this is \$5,000.00.

In previous years, funds for advertising for BC Rivers Day have been drawn from the Council Committee budget. Should Council approve this year's request, funds will be drawn from the same account.

**2.4 Corporate Sponsorship**

Corporate sponsorship has been secured in the past for various events, and there is a desire to pursue this again. Sponsorship provides a valuable opportunity for local businesses to actively support community stewardship efforts. As events are designed and coordinated, various Burnaby businesses could be approached to sponsor specific events or components thereof. With Council's concurrence, staff will pursue the possibility of corporate sponsorship.

### 3.0 CONCLUSION

As an environmental leader, the City of Burnaby was the first municipality in the province to proclaim BC Rivers Day in 1993. Since that time, the City has successfully coordinated community stewardship events for BC Rivers Day with local environmental partners to raise awareness of and protect and enhance our waterways.

It is recommended that Sunday, September 28, 2003 be proclaimed BC Rivers Day in Burnaby; that Council approve the list of events planned for Rivers Day; authorize staff to pursue corporate sponsorship of Rivers Day events; and that funding to a maximum of \$5,000.00 for the advertising and promotion of community events be authorized, as outlined in this report.



J.S. Belhouse, Director  
PLANNING AND BUILDING

KSF/JK

cc: Director Parks, Recreation and Cultural Services  
Director Engineering  
Director Finance  
President, CUPE Local 23