

**TO:** CITY MANAGER 2005 SEPTEMBER 07  
**FROM:** DIRECTOR PLANNING AND BUILDING OUR FILE: 33000 01  
**SUBJECT:** **WORLD RIVERS DAY 2005**  
**PURPOSE:** To provide the schedule of events for World Rivers Day in Burnaby and request funding for advertising and promotions.

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**RECOMMENDATION:**

1. **THAT** Council approve funding up to a maximum of \$6,500 for advertising and promotions for the proposed World Rivers Day events as identified in this report.

**REPORT**

**1.0 BACKGROUND**

Sunday, September 25 marks the inaugural day for World Rivers Day. Over the past twenty five years B.C. Rivers Day has been celebrated throughout the province with citizens, local community and environmental groups, government agencies and educational institutions organizing river-related events to appreciate, protect and enhance B.C. waterways. World Rivers Day, which now supersedes B.C. Rivers Day, has been built upon the B.C. Rivers Day model, and aims to increase public awareness and encourage the improved stewardship of rivers across the world.

At its regular meeting of 2005 July 25, Council approved a proposed approach to World Rivers Day in Burnaby. The final program, as outlined in this report, has been reviewed by the Chair of the Environment Committee. The Chair has agreed to forward this report directly to Council given the meeting dates of the Committee and Council, and the need to advertise the event program in advance of World Rivers Day.

**2.0 WORLD RIVERS DAY EVENT SCHEDULE**

***"Riverworld" Presentation at the Shadbolt Centre for the Arts  
Tuesday, September 20 and Thursday September 22, 7:30 p.m.***

The Riverworld slide show and presentation is based on the travels of river conservationist Mark Angelo. Head of the BCIT Fish, Wildlife and Recreation Program, founder of BC

Rivers Day, and Chair of World Rivers Day, Mark Angelo has traveled along hundreds of waterways, including the Yantze, Mekong, Nile and Amazon to make an inspiring plea for the protection of the world waterways. These will be Mark Angelo's final Riverworld presentations.

### ***Interpretive Walks***

#### ***September 19 – September 25***

The Green Club, a Taiwanese Canadian environmental group, would like to conduct a series of interpretive walks, in Mandarin and English, through Burnaby's Parks during the week of September 17 to 23.

The proposed walks area as follows:

- September 19, 2005 (10:00 a.m.) Burnaby Mountain Park
- September 20, 2005 (9:30 a.m.) Deer Lake Park
- September 21, 2005 (9:00 a.m.) Central Park
- September 22, 2005 (10:00 a.m.) Robert Burnaby Park
- September 23, 2005 (10:00 a.m.) Burnaby Lake Park
- September 25, 2005 (12:00 p.m. – 1:30 p.m.) Burnaby Fraser Foreshore Park

Staff will assist the Green Club through the provision of advertising for the events.

### ***Storm Drain Marking at Beecher Creek***

#### ***Saturday, September 24, 1:00 p.m. to 3:00 p.m.***

The Beecher Creek Streamkeepers have proposed a storm drain marking event in the Parkcrest area to help reinforce the connection between local storm drains and the Beecher Creek's ecology. The City will assist the streamkeepers in distributing information to area residents regarding the event, as well as provide participants with the necessary equipment.

### ***"Explore the Foreshore 2005" at Burnaby Fraser Foreshore Park***

#### ***Sunday, September 25, 10:00 a.m. to 3:00 p.m.***

The City, in conjunction with BCIT Fish, Wildlife and Recreation Program and the Outdoor Recreation Council of BC, will again be hosting the "Explore the Foreshore" event at Burnaby Fraser Foreshore Park. Last year's event was very successful, with approximately 3,000 people attending. A number of activities are planned for the day, including:

- displays by local environmental groups and agencies;
- games, arts and crafts by the Burnaby Potters Guild, the Bug Lab, Burnaby Community Arts and many more;
- hands-on exploration of watersheds and fish;
- live entertainment;
- the RE/MAX hot air balloon, which will offer free rides to the public; and,
- a free wild salmon barbeque.

In addition to the Explore the Foreshore Event, the Trees For Life 10 Km Fun Run is scheduled at 8:30 a.m., with the start/finish line for the run located at the Burnaby Fraser Foreshore Park.

### **3.0 PUBLICITY**

Advertisements will be placed in local newspapers and the *Georgia Straight*, including a detailed schedule of events and an invitation to the community to participate. 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*. 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.

In previous years, requests for funding for advertising and appropriate promotional materials have been supported by Council, and drawn from the Council Committee budget. This year a similar request for promotional funding is being made for the 2005 event program, to a maximum of \$6,500. Should Council approve this recommendation, funds would be drawn again from the Council Committee budget.

It should be noted that as indicated in the previous report adopted by Council on 2005 July 25, corporate sponsorship has been sought to offset much of the costs associated with the Explore the Foreshore event. Community sponsors will again be sponsoring the salmon barbeque and contributing to the cost of tenting and entertainment. To date, BCIT, Terasen Gas, Old Dutch Foods, Tim Hortons, Northwest Tech-Con Systems Ltd. and RE/MAX have already committed funds or in-kind contributions.

### **4.0 GREAT CANADIAN SHORELINE CLEANUP**

In addition to the regularly scheduled Rivers Day events, the Vancouver Aquarium along with community volunteers will once again be conducting a cleanup and waste inventory of the western portion of Barnet Marine Park as part of the 2005 Great Canadian Shoreline Cleanup. The event will take place on Saturday, September 17, with the assistance of Parks, Recreation and Cultural Services staff, and garbage containers provided by Engineering - Solid Waste & Recycling Division. This event has received approval from CUPE Local 23.

### **5.0 CONCLUSION**

This year's inaugural World Rivers Day, as with BC Rivers Day events in past years, provide an opportunity for residents, businesses, local community and environmental groups, government agencies and educational institutions to increase awareness, appreciation and stewardship of local, national and international streams and waterways. With the support of

Council, the Environment Committee Chair, community environmental groups and community sponsors, a variety of exciting events have been scheduled. The events will be advertised in both local papers, the *Georgia Straight*, on the City's web page and at local libraries and recreation centres.

It is recommended that Council approve the list of events planned for Rivers Day, and that funding to a maximum of \$6,500 for the advertising and promotion of community events be authorized, as outlined in this report.

  
J.S. Belhouse, Director  
PLANNING AND BUILDING

JBS/  
cc. Director Engineering  
Director Finance  
Director Parks, Recreation and Cultural Services  
President, CUPE Local 23  
City Clerk