
TO: CITY MANAGER **DATE:** 2006 September 05
FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 33000 01
Reference: Rivers Day
SUBJECT: WORLD RIVERS DAY 2006
PURPOSE: To provide the schedule of events for World Rivers Day in Burnaby and request funding for advertising and promotion.

RECOMMENDATIONS:

1. **THAT** Council approve funding up to a maximum of \$7,500 for advertising and promotion for the proposed World Rivers Day events as identified in this report.
2. **THAT** a copy of this report be forwarded to the Environment Committee for its information.

REPORT**1.0 BACKGROUND**

Sunday, September 24 marks the second World Rivers Day in Burnaby. 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 World Rivers Day, which superseded B.C. Rivers Day in 2005, has been built upon the B.C. Rivers Day model, and aims to increase public awareness and encourage the improved stewardship of rivers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 2006 August 21, 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***Environmental Art Exhibit & Book Displays******Monday, September 18 to Sunday, September 24***

The Burnaby Art Gallery would like to host an environmental art display at the Shadbolt Centre for the Arts, and Burnaby Public Library would like to host an environmental

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book display at the Bob Prittie Metrotown Branch. Themes to be explored include fish, wildlife and ecology. Promotion for these events would occur in each public facility and through City of Burnaby event advertising.

Free Leisure/Health Walks

Monday, September 18 and Thursday, September 21

The Green Club, a Taiwanese Canadian environmental group, would like to conduct a series of health-focused walking tours through Burnaby Parks in the week leading up to World Rivers Day. Staff will assist the Green Club through the provision of advertising for the events.

The proposed walks are as follows:

- September 18 (10:00 am) - Burnaby Mountain Conservation Area
- September 21 (10:00 am) - Robert Burnaby Park

Guichon Creek Native Planting

Tuesday, September 19, 9:00 am to 12 noon

Staff and students from BCIT's Fish, Wildlife and Recreation Program would like to invite the public to participate in the planting and restoration of Guichon Creek (a tributary to Still Creek). The City will assist by providing advertising for this event.

Wildlife Rescue Association of BC – Free Tours

Saturday, September, 23

The Wildlife Rescue Association of BC is planning to host three, small group tours of its wildlife rehabilitation facility garden. All participants aged 16 years or older will be invited to pre-register for this event. The City will assist by providing advertising for this event.

World Rivers Day, Burnaby

Nature Next Door: Explore Still Creek

Sunday, September 24, 10:00 a.m. to 2:00 p.m.

The City, in conjunction with BCIT Fish, Wildlife and Recreation Program and the Outdoor Recreation Council of BC, will be hosting World Rivers Day at 4400 Still Creek Drive (McDonald's Restaurant, south-west parking area). A number of activities are being planned for the day, including:

- Displays by local environmental groups and agencies, including Evergreen and Community Action on Energy Efficiency.
- City of Burnaby Parks salmon eco-sculpture exhibit.
- Free family paddling tours of Still Creek between Douglas Road and Sperling Avenue, hosted by BCIT. (Return shuttle bus service from McDonald's Restaurant will be provided).
- A free family planting event along Still Creek near the McDonald's Restaurant, organized by the Greater Vancouver Regional District (GVRD).

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- Free Still Creek nature/birding walks near the McDonald's Restaurant, guided in Mandarin and English by the Green Club.
- A free off-road biking tour of a previously inaccessible part of the Central Valley Greenway, hosted by the City of Burnaby. (Participants will meet off-site at the end of Sperling Avenue, north of Joe Sakic Way, and return to this site in approximately one hour).
- Free lunch for event participants, donated by McDonald's Restaurant.
- Ample parking for event participants available along Still Creek Drive and at 4333 Still Creek Drive, contributed by Tonko Realty Advisors.

3.0 PUBLICITY

Advertisements will be placed in local newspapers (Burnaby Now and NewsLeader) 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 World Rivers Day, as well as a single ad in the *Georgia Straight*. In addition, information about World Rivers Day will be available on the City's web page, at local libraries and recreation centers, at the BCIT Burnaby campus and the McDonald's Restaurant on Still Creek Drive, 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 2006 event program, to a maximum of \$7,500. 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 World Rivers Day report adopted by Council on 2006 August 21, corporate sponsorship has been sought to offset much of the costs associated with the World Rivers Day event. Community sponsors will be sponsoring free lunch for event participants and contributing to the cost/availability of tenting, plant materials, paddling equipment and parking. To date, BCIT, GVRD, McDonald's Restaurant, and Tonko Realty Advisors have already committed funds or in-kind contributions.

Also as proposed in the report dated 2006 August 21, a letter has been mailed to commercial and industrial landowners in the Still Creek watershed, advising them of the Still Creek Integrated Stormwater Management Plan and encouraging them to become stewards of their watershed. As a result of this mailing, several businesses have come forward indicating their desire to participate in World Rivers Day events or other stewardship activities. The list of corporate participants currently includes: Kerr Wood Liedal Associates, Keystone Environmental, Earthtech Environmental, the Alderwoods Group and the Burnaby Association for Community Inclusion.

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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 2006 Great Canadian Shoreline Cleanup. The event will take place on Monday, September 18 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 World Rivers Day provides an opportunity for residents, businesses, local community and environmental groups, government agencies and educational institutions to increase their awareness and appreciation for waterways both locally and globally, and to become stewards of an important waterway in our City – namely Still Creek. With the support of Council, the Environment Committee Chair, community environmental groups and community sponsors, a variety of exciting hands-on activities have been scheduled for the *Nature Next Door – Explore Still Creek* event. These activities will be advertised in both local papers, the *Georgia Straight*, on the City's web page, at local libraries and recreation centers, at BCIT campus and McDonald's Restaurant, and through public service announcements.

It is recommended that Council approve the list of events planned for World Rivers Day, and that funding to a maximum of \$7,500 for the advertising and promotion of community events is authorized, as outlined in this report.


Basil Luksun
DIRECTOR PLANNING AND BUILDING

YH/sla/sa

cc: Director Parks, Recreation and Cultural Services (Attn: Manager, Parks Operations)
Director Engineering
Director Finance
President, CUPE Local 23
City Clerk

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