

ENVIRONMENT COMMITTEE**B**

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: ENVIRONMENT WEEK 2007 – PROPOSED PROGRAM

RECOMMENDATIONS:

1. THAT Council approve the proposed event program, as outlined in Appendix A of this report, for Environment Week 2007, scheduled from 2007 June 4 to June 10.
2. THAT Council proclaim 2007 June 6 Clean Air Day in Burnaby.
3. THAT Council allocate \$6,500 from the Council Committee budget for advertising and event signage for Environment Week.

REPORT

The Environment Committee, at its Open meeting held on 2007 May 08, received and adopted the *attached* report seeking Council approval of the proposed program for Environment Week in Burnaby, 2007 June 4 to June 10. Environment Week is a national event to raise public environmental awareness and encourage stewardship. This year a broad spectrum of environmental projects and activities has been proposed throughout the week, to raise awareness for green alternatives that are beneficial to residents – both from an environmental and a quality-of-life point-of-view.

Respectfully submitted,

Councillor Dan Johnston
Chair

Councillor Pietro Calendino
Vice Chair

Councillor Lee Rankin
Member

COPY – CITY MANAGER
DIRECTOR PLANNING & BUILDING
DIRECTOR ENGINEERING
DIR. PARKS, REC. & CULTURAL SERV.
DIR. FINANCE



COMMITTEE REPORT

TO: CHAIR AND MEMBERS ENVIRONMENT COMMITTEE **DATE:** 2007 May 01
FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 33000-01
SUBJECT: ENVIRONMENT WEEK 2007 – PROPOSED PROGRAM.
PURPOSE: To request approval of the proposed program for Environment Week in Burnaby, 2007 June 4 to June 10.

RECOMMENDATIONS:

1. **THAT** the Committee request Council to approve the proposed event program, as outlined in Appendix A of this report, for Environment Week 2007, scheduled from 2007 June 4 to June 10.
2. **THAT** the Committee request Council to proclaim 2007 June 6 Clean Air Day in Burnaby.
3. **THAT** the Committee request Council to allocate \$6,500 from the Council Committee budget for advertising and event signage for Environment Week.

REPORT

1.0 BACKGROUND

Environment Week is an annual national event held during the first week in June to raise environmental awareness and encourage environmental stewardship. The City of Burnaby strongly supports and encourages environmental stewardship and through its Environment Committee, has participated in Environment Week by coordinating a variety of public environmental events led by community groups, local businesses, agencies, educational institutions and the City. Staff from Planning, Parks, Recreation and Cultural Services and Engineering, together with citizen representatives of the Environment Committee, have been working with community partners to develop a proposed program of events for this year's Environment Week celebration, scheduled from June 4 to June 10.

To: Environment Committee
From: Director Planning & Building
Re: Environment Week 2007 – Proposed Program
2007 May 01 Page 2

A variety of events have been proposed throughout the week that provides many different opportunities for community involvement, stewardship, and broad public participation.

2.0 PROPOSED ENVIRONMENT WEEK PROGRAM

This year's Environment Week theme is Green Alternatives. The overall objective for the week is to reach members of the general public who would not normally participate in stewardship activities, but who may benefit from the knowledge of easily accessible green alternatives. By show-casing "Green Alternatives", it is anticipated that residents will become aware of locally-sourced products and services that are beneficial to them from an environmental and a quality-of-life point-of-view. The following list outlines the proposed events for Environment Week 2007 (a detailed schedule of events is included in Appendix A, *attached*).

- *Announcement of the 2007 Environment Award & Environmental Star Recipients at Council*
- *Better Environmentally Sound Transportation Bike Tour*
- *Burnaby Public Library Displays*
- *Burnaby Art Gallery Environmental Art Display*
- *Central Valley Greenway Section #2 Official Opening*
- *Screenings of "An Inconvenient Truth" Documentary for Staff*
- *"It's Easy Being Green" Free Home & Garden Improvement Workshops, including:*
 1. *Organic Gardening Workshops - GardenWorks at Mandeville*
 2. *Drought-Tolerant Gardening Workshops - GardenWorks at Mandeville*
 3. *Water-Saving Plumbing Fixtures Workshops - Home Depot, Burnaby*
 4. *Green Building Supplies Workshops - Home Depot, Burnaby*
- *Clean Air Day – Commuter Challenge and BBQ*
- *Beecher Creek Cleanup and Invasive Species Removal*
- *A premiere event: The Green Alternatives Fair & Farmer's Market – Burnaby Central Secondary School*
- *Eagles Estate Heritage Garden Tour*
- *Environment Awards Reception – Ceperley House, Deer Lake Park*
- *City of Burnaby Recycling Facility Open House*

3.0 SPONSORSHIP AND ADVERTISING

Sponsorship of community events have been generously provided by our corporate and community partners. The following events have been sponsored by:

- The Investment Agriculture Foundation of BC in the amount of \$5,000 for the Green Alternatives Fair and Farmer's Market
- Honeywell in the amount of \$5,000 for the 2007 Environment Awards reception
- VanCity (Station Square Branch and Royal Oak Community Branch) in the amount of \$500 for the Clean Air Day Commuter Challenge

To: Environment Committee
From: Director Planning & Building
Re: Environment Week 2007 – Proposed Program
2007 May 01Page 3


In addition, Pro Organics, Happy Planet Juice, Tim Horton's, Home Depot (Burnaby), GardenWorks and Reverend Cycles have generously provided in-kind contributions for Environment Week events.

As in previous years, 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 events, it is proposed that two advertisements run in each community newspaper prior to Environment Week, as well as a single ad in the *Georgia Straight*. The Green Alternatives Fair & Farmer's Market will also be advertised on two City overpasses and two bus shelter ad locations. In addition, information about Environment Week will be available at local retail stores, on the City's web page, at local libraries and recreation centres and at the City's information booth at Metropolis at Metrotown.

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 2007 event program, to a maximum of \$6,500. Should Council approve this recommendation, funds would be drawn again from the Council Committee budget.

4.0 CONCLUSION

This report presents a summary of public events planned to celebrate Environment Week in Burnaby from 2007 June 04 to June 10. Environment Week is a national event to raise public environmental awareness and encourage stewardship. As in previous years, for 2007 it is proposed that the City coordinate a variety of events involving community groups, local businesses and other organizations. This year a broad spectrum of environmental projects and activities has been proposed throughout the week, to raise awareness for green alternatives that are beneficial to residents – both from an environmental and a quality-of-life point-of-view. Awareness will also be raised for the variety of goods and services that are available to residents in their local community.


B. Luksun, Director
PLANNING AND BUILDING

YH/sa

Copied to: City Manager
Director Engineering
Director Finance
Director Parks, Recreation & Cultural Services
City Clerk

APPENDIX A – PROPOSED ENVIRONMENT WEEK PROGRAM

MONDAY, MAY 28

Announcement of the 2007 Environment Award & Environmental Star Recipients at Council

The City of Burnaby 2007 Environment Award and Environmental Star recipients will be announced at the regular meeting of Council on 2007 May 28. Award categories include Communications, Planning and Development, Community Stewardship, Youth, Chemical-Free Lawns and Gardens, and Business Stewardship. A reception for the recipients will be held on June 10 at Ceperley House (Burnaby Art Gallery) in Deer Lake Park (please see below for more details).

MONDAY, MAY 28 – FRIDAY, JUNE 29

Environmental Art Exhibition – Shadbolt Centre of the Arts

The Shadbolt Centre of the Arts (6450 Deer Lake Avenue) will be featuring the River Art weaving of Atefah Sarrafi – an established multi-skilled artist who has exhibited around the world. Atefah Sarrafi's weaving emphasizes the importance of waterways as a source of life, and was created in collaboration with Burnaby elementary school students during River's Day 2001. This community art initiative was made possible through a partnership between Canada Lands, Metrotown, and the City of Burnaby.

TUESDAY, MAY 29

Bike to Work Week Comes to Burnaby

Bike to Work Week (May 28 to June 3) is a program aimed at changing the way Lower Mainland residents commute to work. The Vancouver Area Cycling Coalition will be hosting a Bike to Work Week commuter station in Burnaby on May 29 from 3:45 pm to 6:30 pm, along the BC Parkway near Metrotown. Commuter cyclists will be rewarded with food and beverages, free bike mechanics, cycling info, prize draws and more.

MONDAY, JUNE 4 – SUNDAY, JUNE 10

Burnaby Public Library Displays

Burnaby Public Library branches will feature library materials on the topic of 'green alternatives' for healthy homes and healthy living, and will offer reusable book bags for sale. A listing of environment week activities will also be displayed.

MONDAY, JUNE 4 AND TUESDAY, JUNE 5

A Screening of "An Inconvenient Truth" for Staff (12:00 pm and 1:00pm)

Lunch-time screenings of the documentary "An Inconvenient Truth: A Global Warning" will be offered to City of Burnaby staff as a kick-off to Environment Week. The screenings will be held in the Council Committee Room (next to Council Chambers) where staff will be welcome to bring their lunch. Part I of the film will be screened on Monday, and part II of the film will be screened on Tuesday.

MONDAY, JUNE 4

“It’s Easy Being Green” Garden Improvement Workshops (1:30 pm and 2:30 pm)

GardenWorks at Mandeville (4746 SE Marine Drive) will be hosting two workshops where gardeners and members of the public will learn about seven simple steps for growing their own organic tomatoes and potatoes in a variety of different garden spaces. Participants will receive free refreshments and have an opportunity to win ‘green’ store products.

MONDAY, JUNE 4

Opening of the Central Valley Greenway – Phase II (4:00 p.m. - 6:00 p.m.)

A ceremony will be held celebrating the construction of the second section of the Central Valley Greenway in Burnaby at the new Gilmore bridge (north of Still Creek Avenue and south of Home Depot), on June 4 from 4:00 pm and 6:00 pm. Residents will be invited to bring their bicycles to this family-friendly event, and enjoy a leisurely ride and some refreshments.

TUESDAY, JUNE 5

“It’s Easy Being Green” Garden Improvement Workshop (1:30 pm and 2:30 pm)

GardenWorks at Mandeville (4746 SE Marine Drive) will be hosting two workshops where gardeners and members of the public will learn about seven simple steps for saving water in their gardens, including methods of plant selection and grouping for increased drought-tolerance. Participants will receive free refreshments and have an opportunity to win ‘green’ store products.

WEDNESDAY, JUNE 06

Clean Air Day – Commuter Challenge

The Mayor will be requested to proclaim 2007 June 06 as Clean Air Day in Burnaby. City employees will be challenged to travel to and from work using alternative modes of transportation. Points are awarded for cycling, walking, car pooling and using transit. Recognition of commuter challenge participants will be made during a lunch time event in the City Hall Plaza sponsored by VanCity, Station Square and Royal Oak Community Branches. Participants will also have an opportunity to view a 1912 Detroit electric vehicle and have a chance to test ride the latest bikes from Reverend Cycles in Burnaby.

THURSDAY, JUNE 7

Beecher Creek Invasive Species Removal (2:00 pm to 6:00 pm)

The Beecher Creek Streamkeepers and the students of Aubrey Elementary School’s Grade 6/7 division 2 class will be conducting an invasive species removal and native planting event at Beecher Creek east of Springer Avenue. Streamkeepers and community members have been working for years to clean up the creek area, remove invasive species such as blackberry and plant native species to improve the quality of the creek and its spawning areas.

THURSDAY, JUNE 7

“It’s Easy Being Green” Home Improvement Workshops (12:00 pm and 2:00 pm)

Home Depot, Burnaby (3950 Henning Drive) will be hosting two workshops where contractors and members of the public will learn about the latest in low-flush toilets, low-flow showerheads and plumbing fixtures. Participants will receive free refreshments and have an opportunity to win ‘green’ store products.

FRIDAY, JUNE 8

“It’s Easy Being Green” Home Improvement Workshops (12:00 pm and 2:00 pm)

Home Depot, Burnaby (3950 Henning Drive) is hosting two workshops where contractors and members of the public will learn about the growing trend in green building materials, such as sustainably-harvested lumber, energy-efficient lighting, low-volatility paints and more. Participants will receive free refreshments and have an opportunity to win ‘green’ store products.

SATURDAY, JUNE 9

Green Alternatives Fair & Farmer’s Market (10:00 a.m. to 2:00 p.m.)

This year’s premier Environment Week event will be our Green Alternatives Fair & Farmer’s Market at Burnaby Central Secondary School soccer field (4939 Canada Way), which will showcase locally-produced goods and services, including BC-grown foods, LED household lighting, geothermal energy, and innovative building supplies, sponsored by the Investment Agriculture Foundation of BC. The Market will also feature a number of displays by local community groups and organizations whose focus is on resource conservation and health promotion. Bring the family along and enjoy the many goods and services that are available to Burnaby residents.

Some highlights will include:

- Free biodegradable polypropylene tote bags (donated by Honeywell) for first 100 visitors.
- Hands-on displays of the latest energy-efficient technologies for home heating.
- Free consultations with home renovation experts.
- Test-rides of electric scooters, bikes, and skateboards.
- Sale of vegetables, herbs, honey, hanging baskets and more.
- Burnaby Potter’s Guild pottery sale.
- Free giveaways and children’s activity.
- Information on healthy eating and cancer prevention.
- Information on City environmental initiatives including our building retrofit, pesticide reduction and recycling programs.

SUNDAY, JUNE 10

Eagles Estate Heritage Garden Tour (10:00 am and 11:00 am)

Join head gardener Catherine Dale on an historical tour of the newly restored Eagles Estate Heritage Garden near Deer Lake (5655 Sperling Avenue). Participants are invited to meet at the top of the grand staircase at 10:00 am or 11:00 am where they will learn about Blythe and Violet Eagle’s love of gardening, and the Land Conservancy’s efforts to restore the garden into a site of special heritage significance to the region.

SUNDAY, JUNE 10

Environment Awards Reception – Ceperley House, Deer Lake Park (12:00 p.m.- 3:00 p.m.)

The City's 2007 Environment Award and Environmental Star recipients will be announced at the Council meeting of 2007 May 28. The awards will be presented at the Environment Awards Reception at Ceperley House/Burnaby Art Gallery (6344 Deer Lake Avenue) on Sunday, June 10 between 12:00 p.m. and 3:00 p.m. Award recipients and community stewards will be invited to attend the reception, which will provide an opportunity for participants to network and meet others who are involved in the community. In addition, the reception is a means by which the City can thank all environmental stewards for their work throughout the year. Corporate sponsorship for the reception has been generously provided by Honeywell, the City's partner in the EnergyFit program.

SATURDAY, JUNE 16

Still Creek Recycling Depot Open House (10:00 a.m. – 2:00 p.m.)

The City of Burnaby Still Creek Recycling Depot (4800 Still Creek Avenue) will hold its annual open house to showcase the City's efforts in reducing the amount of recyclable material that enters landfills and the incinerator. The open house aims to encourage citizens to minimize their environmental impacts by promoting the City's recycling and organic yard waste collection programs. Residents are also encouraged to recycle their old computers and other electronic equipment at the Recycling Depot, and to purchase backyard composters and rain barrels. Live entertainment and free hot dogs will be provided.