
TO: CITY MANAGER **DATE:** 2008 August 20

FROM: PLANNING AND BUILDING **FILE:** 33000 01
Reference: World Rivers Day

SUBJECT: WORLD RIVERS DAY 2008

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 the proposed events for World River's Day 2008, and authorize funding in the amount of \$7,500 for advertising and promotion, as outlined in this report.
2. **THAT** a copy of this report be forwarded to the Environment Committee for information.

REPORT**1.0 BACKGROUND**

Sunday, September 28, 2008 marks the fourth World Rivers Day in Burnaby, and the sixteenth year the City has participated in Rivers Day since its inception. Over the past twenty six years, 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 protect, enhance, and celebrate BC waterways. World Rivers Day, which superseded BC Rivers Day in 2005, aims to increase public awareness and encourage stewardship of rivers across the world.

At its regular meeting of 2008 July 21, Council approved a proposed approach for World Rivers Day events 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 available meeting dates of the Committee and Council, and the need to advertise the event program in advance of World Rivers Day. This report seeks Council approval and funding for promotion of the events being planned throughout September and on World Rivers Day.

2.0 WORLD RIVERS DAY EVENT SCHEDULE

Building on the success of last year's celebration, World Rivers Day 2008 will once again provide an opportunity for residents, businesses, local community and environmental groups, government agencies and educational institutions to increase their awareness and appreciation for local waterways. Participants are encouraged to take part in the events planned throughout the

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month of September and early October, and to help celebrate World Rivers Day 2008 on Sunday, September 28 at Guichon Creek on the BCIT campus (3700 Willingdon Avenue). Planned events include:

Environmental Book Displays

Monday, September 15 to Sunday, September 28

Burnaby Public Library branches will be hosting environmental book displays, which will include publications on fish, wildlife and ecology.

Rivershed Stories Contest

Ongoing in September

The Rivershed Society of BC (RSBC) plans to run a contest with the Burnaby Now and the Vancouver Courier to collect Rivershed Stories prior to World Rivers Day. The RSBC will also be setting up a "speakers corner" booth at the Burnaby World Rivers Day site to collect Rivershed Stories from event participants. The City will assist by providing advertising for these activities.

Wildlife Rescue Association of BC – Free Talks and Trail Tours

Sunday, September 28, (11:00 am to 2:00 pm)

WRA Wildlife Rescue Association of BC will be hosting two free presentations and trail tours at its Wildlife Rescue site located at 5216 Glencarin Drive. Participants are invited to meet at the kiosk outside the facility for a presentation about WRA's work with urban wildlife and a trail tour focussing on wildlife habitats. People are welcome to pre-register at www.wildliferescue.ca or 604-526-2747. The City will assist by providing advertising for this event.

Environmental Film Festival – Free Film Showings

Thursday, October 2 & Friday October 3, (7:00 pm to 10:00 pm)

The Green Ideas Network will be hosting Burnaby's Second Annual Environmental Film Festival in celebration of World Rivers Day 2008. Audience members are invited to come to the Telus Theatre on the Burnaby BCIT campus at 3700 Willingdon Avenue and enjoy free screenings of environmentally-themed films. The City will assist by providing advertising for this event.

World Rivers Day, Burnaby

Water and Wildlife: Explore Guichon Creek

Sunday, September 28, (11:00 am to 3:00 pm)

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 Guichon Creek on the BCIT campus, at 3700 Willingdon Avenue. Free parking will be available in the designated event parking area at BCIT, accessed from Wayburne Drive from the east side of campus. The site is also accessible by transit, by taking the #130 bus from either Metrotown or Brentwood Station, or by bicycle on the North-South bikeway.

A number of activities are being planned for the day, including:

- Release of cutthroat trout fry into Guichon Creek.
- A family creek restoration activity along Guichon Creek.
- City of Burnaby salmon eco-sculpture exhibit.
- Displays by local environmental groups and agencies.

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- Free nature/walking tours of Guichon Creek, exploring past restoration sites and wildlife habitat, guided by BCIT.
- Lunch available for event participants, and free lunch for exhibitors.
- Live music.
- Free children's activities.
- Free RE/MAX hot air balloon rides from 1:00 - 3:00 pm (weather permitting).

3.0 ADVERTISING AND PROMOTION OF EVENTS

Advertisements will be placed in local newspapers (*Burnaby Now* and *NewsLeader*) and the *Georgia Straight*, including a schedule of events and an invitation for the community to participate. It is proposed that one advertisement run in each community newspaper to advertise World Rivers Day, as well as a single ad in the *Georgia Straight*. Information on key World Rivers Day events will also be made available at local libraries and recreation centers, and at various sponsor or partner retail locations throughout the City. A complete listing of all World River's Day activities will be made available on the websites of the Outdoor Recreation Council of BC and the City of Burnaby. In addition, it is proposed that a separate advertisement be run in the local papers for the Environmental Film Festival, which will take place one week after World River's Day. Posters providing reviews of the environmental films will also be distributed at key locations throughout the City. Also, a letter will be mailed to homes in the immediate neighbourhood encouraging residents participate in the *Water and Wildlife: Explore Guichon Creek* event, and to become stewards of their local waterway.

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 2008 event program in the amount of \$7,500. Sufficient budgetary funds are available for this purpose. With Council approval, funds would again be drawn from the Council Committee budget.

It should be noted that, as indicated in the previous World Rivers Day report adopted by Council on 2008 July 21, corporate sponsorship has been sought to offset much of the costs associated with World Rivers Day events. Community partners will be sponsoring free lunch for exhibitors and contributing to the cost of tents, gardening tools, paddling equipment and parking.

4.0 GREAT CANADIAN SHORELINE CLEANUP

In addition to the regularly scheduled World Rivers Day events, the Vancouver Aquarium along with community volunteers will once again be conducting a cleanup and waste inventory of shorelines, creeks and other water bodies throughout the province. In Burnaby, as in previous years, a clean-up will take place in the western portion of Barnet Marine Park on Sunday, September 21. Participants are invited to meet in the park at 10:00 am. The event will have the assistance of Parks, Recreation and Cultural Services staff, and has received approval from CUPE Local 23.

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5.0 CONCLUSION

Building on the success of previous year's celebrations, World Rivers Day 2008 will once again provide an opportunity for residents, businesses, local community and environmental groups, government agencies and educational institutions to increase their awareness and contribute to the health of our waterways. With the support of Council, the Environment Committee Chair, environmental groups and community sponsors, a variety of interactive hands-on activities will be offered at the *Water and Wildlife – Explore Guichon Creek* event, set for Sunday, September 28 (11:00 am to 3:00 pm) at Guichon Creek on the BCIT campus. As outlined in Section 3.0, advertising will be placed in both local papers, in the *Georgia Straight*, on the websites of the City of Burnaby and the Outdoor Recreation Council of BC, at local libraries and recreation centers, at BCIT campus, and at various sponsor or partner retail locations throughout the City. Advertising for the new Environmental Film Festival will also help to raise awareness for this unique opportunity for Burnaby residents.

It is recommended that Council approve the list of events planned for World Rivers Day, and authorize funding in the amount of \$7,500 for advertising and promotion of World River's Day events, as outlined in this report.



B. Luksun, Director
PLANNING AND BUILDING

MW:rj

Copied to: Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
President, CUPE Local 23
City Clerk