



Item
Meeting 2009 Aug 31

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2009 August 25

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

SUBJECT: WORLD RIVERS DAY 2009

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 2009, 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 27, 2009 marks the fourth World Rivers Day in Burnaby, and the seventeenth year the City has participated in Rivers Day since its inception. Rivers Day is 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 World Rivers Day, which superseded BC Rivers Day in 2005, aims to increase public awareness and encourage stewardship of rivers across the world.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 2009 July 20, 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 to celebrate World Rivers Day.

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2.0 WORLD RIVERS DAY EVENT SCHEDULE

Building on the success of last year's celebration, World Rivers Day 2009 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 month of September and early October, and to help celebrate World Rivers Day 2009 on Sunday, September 27 (11:00 am – 3:00 pm) at Still Creek at the Winston Street pedestrian overpass at Sperling Avenue on the Central Valley Greenway Urban Trail. Planned events include:

Environmental Book Displays

Monday, September 14 to Sunday, September 27

Burnaby Public Library branches will be hosting environmental book displays, which will include publications on fish, wildlife and ecology. Branch locations and hours of operation are available by phoning 604-436-3724 or at <http://www.bpl.bc.ca>

Great Canadian Shoreline Clean-up

Sunday, September 20, 12:00 pm to 2:00 pm

The Vancouver Aquarium along with community volunteers will be conducting an annual 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 20. Participants are invited to meet in the park at 12:00 pm.

Environmental Film Festival – Free Film Showings

Friday, October 2 & Saturday, October 3, 7:00 pm to 10:00 pm

The Green Ideas Network will be hosting Burnaby's third annual Environmental Film Festival in celebration of World Rivers Day 2009. Audience members are invited to enjoy free screenings of environmentally-themed films in the Community Room of Metropolis at Metrotown (4700 Kingsway), located on the upper level of the mall adjacent to Old Navy.

World Rivers Day, Burnaby

Go with the Flow: Explore Still Creek

Sunday, September 27, 11:00 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 be hosting World Rivers Day at Still Creek at the Winston Street pedestrian overpass at Sperling Avenue on the Central Valley Greenway Urban Trail (see attached location sketch). The event can be accessed from Kensington Avenue at Joe Sakic Way. Free parking will be available in the Burnaby Lake Park parking lot, and the site is easily accessible by transit from the Sperling/Burnaby Lake SkyTrain Station, and by bicycle on the Central Valley Greenway Urban Trail. Event participants who cycle to the event will have access to free, secure bicycle parking courtesy of Better Environmentally Sound Transportation (BEST).

A number of activities are being planned, including:

- A creek restoration activity along Still Creek.
- A free guided paddle down Still Creek.
- City of Burnaby eco-sculpture exhibit.
- Displays by local environmental groups and agencies.
- Opportunity to create environmentally-themed community art.
- Free salmon lunch.
- A self-guided cycle tour along the Central Valley Greenway.
- Live music.
- Free children's activities.
- Nature walking tours of Still Creek.

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 on October 2nd and 3rd at 7:00 pm. Posters providing information about the films will also be distributed at key locations throughout the City.

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 2009 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 2009 July 20, corporate sponsorship has been sought to offset much of the costs associated with World Rivers Day events. Corporate sponsors include BCIT (Fish, Wildlife and Recreation Program, Rivers Institute), HSBC, Stream of Dreams Society, Evergreen and Better Environmentally Sound Transportation (BEST). Community partners will be sponsoring the free lunch and contributing to the cost of tents, gardening tools, paddling equipment and other expenses for the *Go With the Flow: Explore Still*

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Creek events set for Sunday, September 27 (11:00 am – 3:00 pm) at the Winston Street pedestrian overpass at Sperling Avenue on the Central Valley Greenway Urban Trail.

4.0 CONCLUSION

Building on the success of previous year's celebrations, World Rivers Day 2009 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.

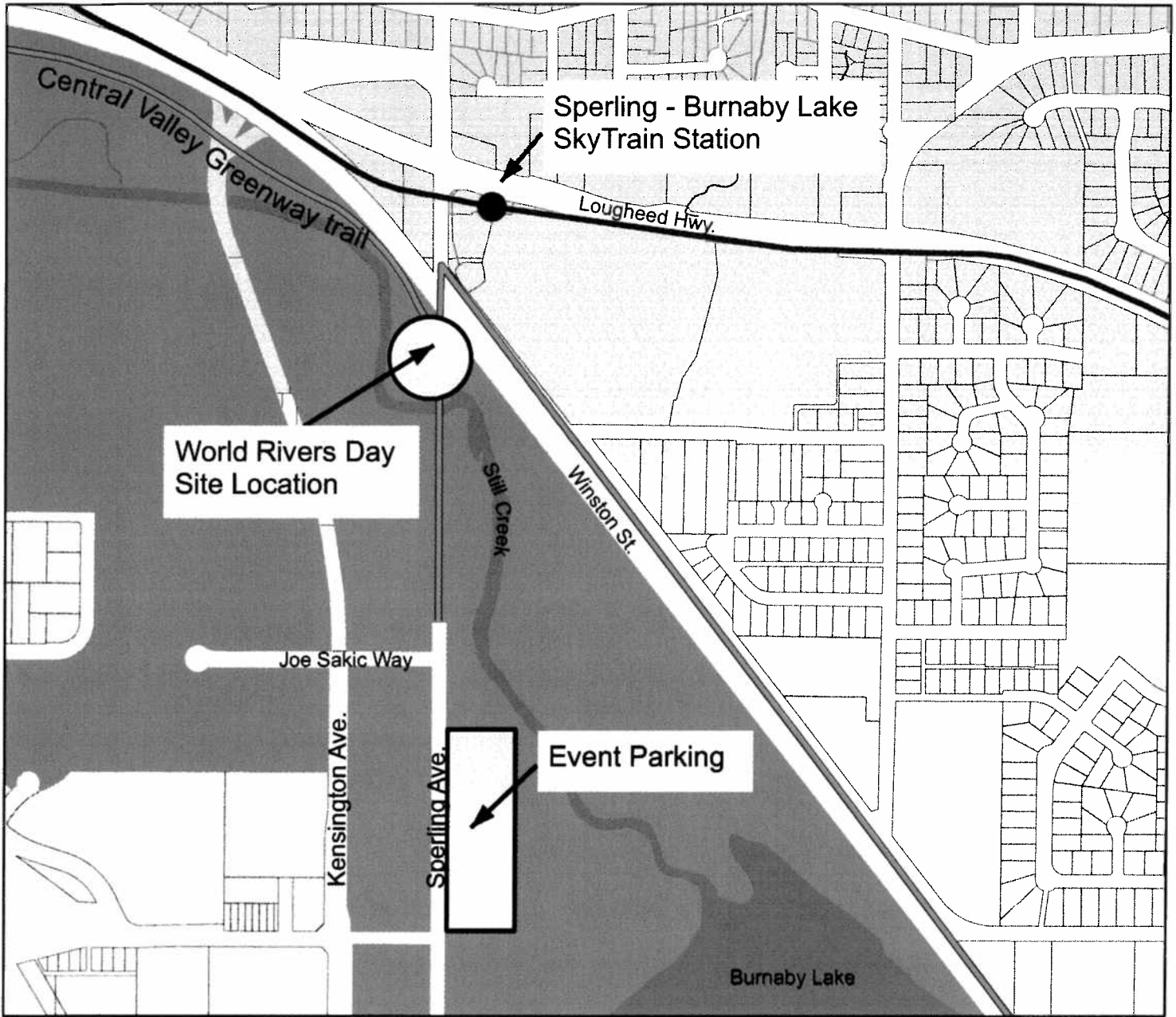
It is recommended that Council approve the list of events planned for World Rivers Day, and authorize funding in the amount of \$7,500 for advertising and promotion of World River's Day events, as outlined in this report.



Basil Luksun, Director
PLANNING AND BUILDING

MW/sla
Attachment

Copied to: Deputy City Manager
Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
President, CUPE Local 23
City Clerk
Officer in Charge, RCMP
Fire Chief
Chief Librarian



World Rivers Day 2009 Site Location

Central Valley Greenway Urban Trail pedestrian/cyclist overpass
Spurling Avenue at Winston Street

