
TO: CITY MANAGER **DATE:** 2010 July 21

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

SUBJECT: WORLD RIVERS DAY 2010

PURPOSE: To seek Council approval for the proposed approach to World Rivers Day 2010 in Burnaby.

RECOMMENDATIONS:

1. **THAT** Council approve the proposed approach to World Rivers Day 2010 as outlined in this report and authorize staff to pursue corporate sponsorship for this event.
2. **THAT** a copy of this report be forwarded to the Environment Committee, Burnaby Parks and Recreation Commission, the Outdoor Recreation Council of British Columbia, 47 West Broadway, Vancouver V5Y 1P1, Robert Gunn, Program Head, Fish Wildlife and Recreation Program, BCIT and Mark Angelo, Chair, Rivers Institute at BCIT, for information purposes.

REPORT**1.0 BACKGROUND**

World Rivers Day is a well established and popular event that celebrates the environmental and cultural importance of rivers around the world. Within the province it is also known as BC Rivers Day and sponsored by the Outdoor Recreation Council of BC. Events throughout BC invite the public to participate in recognizing the considerable significance of healthy BC watercourses. Rivers Day began in 1980.

Burnaby was the first municipality in the province to proclaim BC Rivers Day in 1993. The event is sponsored by the City and BCIT and has included a wide range of successful activities. In 2009, activities were held along the Central Valley Greenway near Still Creek and included environmental displays, a salmon barbeque, children's activities and live music. In 2008, activities near Guichon Creek at BCIT included a cutthroat trout fish release, invasive plant removal, and education displays. Other event activities have included interpretive walks, creek clean-ups, riparian plantings, an environmental film festival and the development and display of environmental media. World Rivers Day is made possible through the efforts of many individuals and organizations including local community groups, BCIT, volunteers and environmental organizations which cooperate with each other to prepare river themed activities that acknowledge and appreciate local Burnaby watercourses.

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2010 marks the 30th anniversary of Rivers Day in BC and the 5th anniversary of World Rivers Day as recognized by the United Nations and its *Water for Life Decade* initiative. World Rivers Day is celebrated on the same day as BC Rivers Day, the last Sunday of September, and was established in part from the success of BC Rivers Day events. The event is scheduled this year for Sunday September 26th.

This report seeks Council's approval for the proposed approach for celebrating 2010 World Rivers Day in Burnaby. Given the meeting schedule for the Environment Committee, this report is being submitted directly to Council with the concurrence of the Chair of the Environment Committee who also concurs with the recommendations of this report.

2.0 PROPOSED APPROACH

The 30th anniversary of Rivers Day in BC and 5th anniversary of World Rivers Day is considered an important milestone event by its sponsors. Community partners, including the Outdoor Recreation Council of BC, BCIT, Byrne Creek Streamkeepers, and Stream of Dreams Mural Society have consulted with City staff and the event this year is proposed to draw attention to the Fraser River, the largest river in the lower mainland. It is proposed to be held at Burnaby Fraser Foreshore Park on the shore of the North Arm of the Fraser River. Activities and displays are planned to explore how environmentally-friendly choices can improve the health of the Fraser River, as well as Burnaby's many other remarkable waterways. In recognition of Metro Vancouver's Tap Water Campaign, an effort to discourage bottled water at the event will also be part of World Rivers Day this year. Approximately 1500 participants would be expected to attend this free public event.

The Burnaby Board of Trade (BBOT) has also indicated that it will participate in World Rivers Day this year. The BBOT's intention is to 'adopt' World Rivers Day. It would be the first Board of Trade to do so. Members of the BBOT which conduct their business in an environmental manner will be invited by the Board to set up displays at the event. A fundraising gala ball hosted by the Stream of Dreams Mural Society to coincide with World Rivers Day is also being planned.

The following lists activities being developed for inclusion at this year's World Rivers Day event:

- Sustainable design and environmental education information
- Invasive plant removal, riparian planting and creek clean-ups
- Burnaby ecosculpture and information displays
- Department of Fisheries and Oceans and BC Hydro participation
- First Nation welcoming ceremony and activities
- Stream of Dreams mural creation
- Environment Film Festival hosted by Green Ideas Network
- Live raptor display
- Gold panning
- Food for participants

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- Burnaby Board of Trade member displays
- Pottery making
- On site sketch artist
- Mandarin language interpretive walks
- Live music
- Festival entertainment

Previous events have included corporate sponsorship with involvement from local businesses such as food for participants. The opportunity for corporate sponsorship will again be sought by City staff with Council's concurrence.

3.0 CONCLUSION

Burnaby's World Rivers Day event on Sunday September 26th 2010 is expected to be a significant public event this year. It is the 30th anniversary of Rivers Day in BC and the fifth anniversary of World Rivers Day. Attention will be on the importance of the Fraser River and the event is proposed to be held at Burnaby Fraser Foreshore Park. It is also expected that participation by the Burnaby Board of Trade and the Stream of Dreams Mural Society gala ball will also generate increased participation in this year's event and help share the significant message of the importance of Burnaby's watercourses.

The City of Burnaby has been an active participant with Rivers Day in BC for many years and demonstrated its commitment in acknowledging the environmental and cultural significance of Burnaby's waterways. As an event partner, the City has worked closely with BCIT, CUPE 23, local businesses and community groups in the past and will continue to do so again this year. This report seeks Council approval for staff to advance planning for the 2010 World Rivers Day as outlined above. A further report will be submitted to Council in August prior to the event confirming activities for this year's event.


B. Luksun, Director
PLANNING AND BUILDING

GB:

cc: Deputy City Manger
Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
President, CUPE Local 23
OIC, RCMP
Fire Chief
Chief Librarian
City Clerk