
TO: CITY MANAGER **DATE:** 2011 August 24

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

SUBJECT: WORLD RIVERS DAY 2011

PURPOSE: To present the program for World Rivers Day 2011 in Burnaby and seek Council expenditure authorization for advertising and promotion.

RECOMMENDATIONS:

1. **THAT** Council authorize expenditures for World Rivers Day 2011 in the amount of \$4,500 for advertising and promotion, as outlined in this report.
2. **THAT** a copy of this report be forwarded to the Environment Committee, Burnaby Parks, Recreation and Culture Commission, Mark Angelo, Chair, Rivers Institute at BCIT, Robert Gunn, Program Head, Fish Wildlife and Recreation Program, BCIT and the Outdoor Recreation Council of British Columbia for information purposes.

REPORT

1.0 BACKGROUND

World Rivers Day in Burnaby is an annual event that recognises the environmental and cultural importance of rivers in Burnaby and throughout the world. 2011 marks the 6th year of World Rivers Day as acknowledged by the United Nations organization and its *Water for Life 2005-2015* campaign. 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 past BC Rivers Day events. Burnaby was the first municipality in the Province to proclaim BC Rivers Day in 1993 and has a sustained history of support since then.

Last year marked the 30th anniversary of Rivers Day in BC and Burnaby's event was held at Burnaby Fraser Foreshore Park with a variety of well-received environmental displays and activities, live music and a salmon barbeque. In 2009, event activities were held along the Central Valley Greenway near Still Creek and included environmental displays, a salmon barbeque, children's activities and live music. Rivers Day activities and initiatives in previous years have also included streamside riparian plantings, creek clean-ups, interpretive walks, an environmental film festival and the development and display of environmental media.

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This year's public event will once again include an extensive collection of environmentally-themed activities and initiatives scheduled to recognise and celebrate local Burnaby watercourses and rivers worldwide. Coordination and support for this annual event is a cooperative effort of BCIT and the City of Burnaby. Additional assistance and promotion is provided by the Outdoor Recreation Council of BC which maintains a registry of Rivers Day events across BC.

Given the date of the event in relation to the meeting schedule of the Environment Committee, this report's recommendations are being presented directly to Council for their approval. An advance copy of the report was provided to the Chair of the Environment Committee who concurs with the recommendations of this report.

2.0 SCHEDULE OF EVENTS

A date and location for the Rivers Day celebration has been established for Sunday, 2011 September 25 from 11:00 am to 3:00 pm at BCIT's Burnaby Campus adjacent to Guichon Creek. Up to approximately 2,000 participants are expected to attend. Environmental displays and activities will present opportunities for the public to explore eco-friendly options for improving waterways and the environment in Burnaby, and around the world. A farmers market with vendor booths on site will also be a key feature of the event. In support of Metro Vancouver's Tap Water Campaign, Metro Vancouver's new Water Wagon program, which provides information on public drinking water, has also been invited to participate.

As part of the event, a bank stabilization, instream and habitat restoration project for Guichon Creek is being initiated this summer. This restoration project will provide an activity focus for the World Rivers Day celebration by providing opportunities for the public to view new habitat improvements and to participate in complimentary riparian habitat restoration and planting activities. A horse and buggy will be available during the day to transport volunteers from the central event area to the habitat restoration location.

Sponsors this year include BCIT, the Rivers Institute at BCIT, HSBC, the Outdoor Recreation Council of BC, Tim Hortons and the BCIT Alumni Association. As in previous years, corporate sponsorship for the Rivers Day events will also be sought from the business community. Staff will assist in seeking corporate sponsors to off-set costs for the refreshments provided at this public event.

The following is a list of the planned public activities for this year's event:

- **Opening Ceremonies** – ceremonies and presentations by the event coordinating organizations, including the City representing Council and the Environment Committee and BCIT with a BCIT Aboriginal Services First Nation Welcoming Ceremony are scheduled to launch the event on Sunday September 25.

- ***Environmental Education Displays and Activities*** – The following organizations have committed to host displays and related activities at this year’s event: Wildlife Rescue Association of BC, Stanley Park Ecology Society (Co-existing with Coyotes), Fraser River Discovery Centre, North Shore Black Bear Society, Freshwater Fisheries Society of BC, Vancouver Aquarium, Orphaned Wildlife Rescue Society (live raptor and information display) and Stoney Creek Environment Committee. As the date approaches, other exhibitors will continue to be encouraged to attend.
- ***Guichon Creek Fish Release*** - a release of cutthroat trout in conjunction with BCIT’s 2011 Guichon Creek Restoration Project is included in the program.
- ***Volunteer Streamside Riparian Enhancement Activities*** - opportunities for the public to take part in invasive plant species removal and native plant installation along Guichon Creek, with horse and buggy transportation service, will be available.
- ***City of Burnaby Displays*** - the City of Burnaby will also be directly participating in the event with an Eco-sculpture display, a City Recycling information tent, invasive plant species and other environmental displays.
- ***Additional Activities and Displays*** - further activities and displays include a gold panning interactive experience with ‘Yukon Dan’, a selection of farmers market vendors arranged by BCIT staff, a BCIT portable climbing wall activity, and available food service for participants with live festival entertainment on site.

In addition to the main World Rivers Day event at BCIT Burnaby Campus, City of Burnaby staff will also be coordinating a habitat restoration activity near Stoney Creek in partnership with the Stoney Creek Environment Committee and support from Metro Vancouver. This initiative for riparian enhancement represents the continued co-operation of City staff, CUPE Local 23 and community organizations in local activities that benefit the environment.

3.0 ADVERTISING AND PROMOTION

To invite the public to attend the World Rivers Day celebration in Burnaby, advertising for the event is proposed to be placed in two (2) local newspapers and one (1) regional weekly newspaper. A poster promoting this public celebration is also proposed to be produced and forwarded to civic facilities, community organizations and posted on the City’s website. Council expenditure approval is sought in the amount of \$4,500 from the Boards, Commissions and Committees budget to cover these advertising and promotion costs. The City Clerk’s office has advised that sufficient funds are available for this purpose. It is noted that Council funding approval for advertising and promotion for the 2010 World Rivers Day event was \$5,500.

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4.0 CONCLUSION

World Rivers Day is scheduled for Sunday, 2011 September 25 from 11:00 am to 3:00 pm at BCIT's Burnaby Campus adjacent to Guichon Creek. This year's public event is again expected to be a success with an estimated attendance of up to 2,000 participants. The joint cooperation of the City and BCIT in supporting and hosting this annual event reflects the sustained commitment of the City, BCIT, other community organizations and the general public in recognizing, protecting and celebrating the environment, economic, and social significance of our vital rivers and streams. Once again, the continued cooperation and close affiliation with BCIT, the City, CUPE Local 23, local businesses and community groups is expected to contribute to the continuing success of this annual community event. It is anticipated that the event will provides a meaningful opportunity for the public to explore and celebrate local streams and waterways in Burnaby and around the world.


B. Luksun, Director
PLANNING AND BUILDING

GB:tn

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