

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: 2012 ENVIRONMENT WEEK

RECOMMENDATIONS:

1. THAT Council approve the 2012 Environment Week Program, as outlined in Appendix A.
2. THAT Council approve an expenditure of \$6,100 for advertising and event signage for 2012 Environment Week.

REPORT

The Environment Committee, at its meeting held on 2012 April 10, received and adopted the *attached* report seeking Council approval for the 2012 Environment Week Program.

Environment Week in Burnaby is an annual program that promotes environmental stewardship and raises awareness of the environment in the City. The 2012 Environment Week Program provides opportunities for the public to participate and learn more through a wide-range of informative, fun and engaging environmentally-themed activities and events. This year's theme "*Water – Ours to Conserve and Protect*" brings attention to the importance of watersheds, water conservation and public water systems.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor A. Kang
Vice Chair

Councillor N. Volkow
Member

Copied to:	City Manager Director Planning & Building Director Engineering Director Finance Director Parks, Recr. & Cult. Services Fire Chief OIC, RCMP Chief Librarian
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TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2012 April 04

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2012 ENVIRONMENT WEEK

PURPOSE: To seek approval for the 2012 Environment Week Program.

RECOMMENDATIONS:

1. **THAT** Council be requested to approve the 2012 Environment Week Program, as outlined in *Appendix A*.
2. **THAT** Council be requested to approve an expenditure of \$6,100 for advertising and event signage for 2012 Environment Week.

REPORT**1.0 BACKGROUND**

Burnaby's Environment Week is an annual program held each spring to promote environmental stewardship and raise awareness of Burnaby's environment. Through a series of coordinated environmentally-themed events and activities, the program provides an opportunity for community organizations, businesses, CUPE Local 23 and the public to participate in and learn more about the importance of environmental sustainability and our community's natural environment.

This year's Environment Week Program is scheduled for Sunday, June 3 to Saturday, June 9 with World Environment Day on Tuesday, June 5 and Clean Air Day on Wednesday, June 6. City Council, through the recommendations of the Environment Committee, approved the preliminary approach for this year's Environment Week Program at its 2012 February 20 regularly scheduled Council Meeting. This second Report proposes a detailed schedule of events as outlined in *Appendix A* and seeks funding, as in previous years, for promotional advertising and event signage from the Boards, Committees and Commissions' Budget.

2.0 2012 ENVIRONMENT WEEK PROPOSED PROGRAM

The 2012 Environment Week proposed program and schedule of events consists of three main components. The first is the 2012 Environmental Awards Program, which recognizes the important environmental contributions completed in the community each year with a celebratory

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From: Director Planning and Building
Re: 2012 Environment Week

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reception acknowledging award recipients at the Burnaby Lake Rowing Pavilion. The second component highlights activities associated with this year's theme; *Water - Ours to Conserve and Protect*, including information sessions on environmental sustainability issues, a guest speaker at the Burnaby Public Library and guided canoe trips on Deer Lake. The third component comprises the remaining Environment Week activities, including the one-day public Environment Festival with environmentally-themed exhibitors and the Second Annual City-wide Garage Sale Day event.

2.1 2012 Environmental Awards Program

Burnaby's 2012 Environmental Awards Program intends to acknowledge the individuals and groups in the community who have made significant contributions to the environment. Award categories include Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development and Youth and include two designations; Environment Awards and Environmental Stars. The 2011 reception acknowledging award recipients, in conjunction with the Burnaby Lake Rejuvenation Project celebration, was well attended.

The call for nominations is currently underway. Terms of Reference posters have been distributed to civic facilities, community members have been contacted, and promotional advertisements have been placed in local newspapers. Members of the public are encouraged to submit a nomination form by visiting www.burnaby.ca/environmentawards or the City's Planning Department prior to the 2012 April 16 deadline.

Nominations received for award recipients will be reviewed by the citizen representatives of the Environment Committee, with recommendations advanced to Mayor and Council for approval. The names of awards recipients are proposed to be publically announced at the City's 2012 May 28 regularly scheduled Council Meeting. Recipients of this year's Program will also be invited to receive their awards at a celebratory reception attended by invited guests of Burnaby's Environment Community scheduled for Sunday, June 10 at the Burnaby Lake Rowing Pavilion. Light refreshments will be provided.

2.2 Water – Ours to Conserve and Protect

As approved previously by Council, Burnaby's 2012 Environment Week theme is *Water – Ours to Conserve and Protect*, to highlight the importance of watersheds, water conservation and public water systems. Program activities related to this subject include a City-hosted 'Lunch and Learn' seminar on water conservation, a demonstration session on municipal water systems, a reading of the children's book "Tale of the Great White Fish" (about a sturgeon fish living in the Fraser River), library thematic displays, and guided canoe trips of Deer Lake. In conjunction with Environment Week, a documentary film screening about bottle water is also being organized by the Green Ideas Network (GIN) at Bob Prittie Library.

2012 Environment Week will also launch the nomination phase of the City's new Waterways of Burnaby - Heritage Creek Name Project. Promotion of the project, including an invitation for the public to contribute their feedback on 38 unnamed waterways, will be included in Environment

Week promotional material. The project will also consist of a dedicated City webpage with terms of reference, nomination information, and an updated Waterways of Burnaby Map highlighting the 38 unnamed creek locations. A new Waterways of Burnaby Map, including the 38 newly named watercourses, as approved by City Council, will be published later this Fall.

2.3 Further Environmental Activities and Events

A group of further activities is also being coordinated for this year's Environment Week Program. This includes the Second Annual City-wide Garage Sale Day event, organized by the Engineering Department to encourage the reduction of household waste and reuse of household items. Registration of multi-family complexes will be accepted this year, along with single, two family and non-profit groups, in order to permit a greater scope of public participation.

A free Environmental Festival event, comparable to last year, is also being organized for the public at the Bob Prittie Library Civic Square in Metrotown. The festival will feature informative and fun environmentally-themed activities and exhibits to appeal to a broad range of ages, including activities for children, such as prizes draws, facepainting and live music. Additional Environment Week activities are listed below. A more detailed schedule and description of Environment Week events is provided in *Appendix A*.

- Energy conservation seminar
- Burnaby EcoSculpture Program planting event
- Habitat restoration planting event
- Still Creek Recycling Depot open house
- Burnaby Car Trunk Sales
- Burnaby Commuter Challenge event
- Bike to Work Week event

3.0 PROMOTION AND SPONSORSHIP

Information material on this year's Environment Week will be made available to the public on the City website, through community contacts and at civic facilities. As in previous years, funding to promote Environment Week through newspaper advertising and event signage is also sought. An expenditure of \$6,100 from the Boards, Committees and Commissions' budget is recommended and the City Clerk has confirmed there is sufficient funding available for this purpose. Two advertisement inserts are scheduled to be placed in each of the two local newspapers; The Burnaby Now and The Burnaby NewsLeader, and one advertisement insert will be placed in one regional newspaper; The Georgia Straight.

Corporate sponsorship has contributed significantly to Environment Week in the past, and as approved by Council at its 2012 February 20 meeting, staff are pursuing sponsorship again this year to supplement program activities. Thus far, Tim Hortons has again graciously agreed to donate funding as well as provide access to its Community Cruiser Program. Further corporate sponsorship funding may be acquired as the event approaches.

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4.0 CONCLUSION

Environment Week in Burnaby is an annual Program that promotes environmental stewardship and raising awareness of the environment in the City. The 2012 Environment Week Program provides opportunities for the public to participate and learn more through a wide-range of informative, fun and engaging environmentally-themed activities and events. The intention of this year's theme, *Water – Ours to Conserve and Protect*, is to bring attention to the importance of watersheds, water conservation and public water systems.

This report seeks approval from City Council through the Environment Committee, for this year's Environment Week Program, as outlined in *Appendix A*. Approval for an expenditure of \$6,100 from the Boards, Committees and Commissions' budget for promotion through advertising and event signage is also sought.


B. Luksun, Director
for PLANNING AND BUILDING

GB:sla

Attachment

cc: City Manager
Director Engineering
Director Finance
Director Parks, Recreation & Cultural Services
Fire Chief
OIC, RCMP
Chief Librarian
City Clerk

APPENDIX A – ENVIRONMENT WEEK 2012 PROPOSED PROGRAM

MONDAY, MAY 28

2012 Environment Awards - Announcement by City Council

Recipient names of the 2012 Environment Awards and Stars are scheduled to be announced at the Monday, 2012 May 28 Council Meeting. Award categories for the program include Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development, and Youth.

WEEK OF MONDAY, MAY 28 – FRIDAY, JUNE 1

Bike to Work Week

The community and City staff will be encouraged to take part in the Vancouver Area Cycling Coalition's (VACC) annual 'Bike to Work Week' event (May 28 to June 1). VACC will be organizing commuter stations throughout Burnaby for *Bike to Work Week* participants with complimentary food and drink. Participants for the event can register at:

<http://www.biketoworkmetrovan.ca/>

SATURDAY, JUNE 2, 9:00 AM – 2:00 PM

Car Trunk Sale – Edmonds Community Centre

An Environment Week edition Car Trunk Sale event at Edmonds Community Centre will take place Saturday, 2012 June 2. Free for buyers, this rain or shine event will run from 9am to 2pm, for used items only. Sellers must register for individual parking stalls by contacting Parks, Recreation and Cultural Services staff at the Edmonds Community Centre. This event will also be advertised with the City-wide Garage Sale Day event program.

WEEK OF MONDAY, JUNE 3 – FRIDAY, JUNE 9

Commuter Challenge

The community and City staff will be encouraged to take part in the Better Environmentally Sound Transportation's (BEST) week-long Commuter Challenge event 2012 June 3 to June 9. Participants log on to a dedicated website and submit their commuter details throughout the week.

WEEK OF MONDAY, JUNE 3 – FRIDAY, JUNE 9

Waterways of Burnaby Heritage Creek Naming Project – Updated Map and Nomination Launch

An updated Waterways of Burnaby Map will be published with an invitation for the public to nominate names for 38 unnamed watercourses in Burnaby. Staff will assemble these nominations for City Council approval later in the year.

TUESDAY, JUNE 5

Guided Canoe Trips – Deer Lake Park

Organized by Burnaby Parks, Recreation and Cultural Services, two separate canoe trips in Deer Lake are programmed for Tuesday, 2012 June 5. Trips are for those 10 year and older; children 10-18 must be accompanied by a parent or guardian. A waiver form must be signed by a parent for those under 19.

TUESDAY, JUNE 5

Water Conservation 'Lunch and Learn' Seminar – public event

Hosted by the Engineering Department, this water conservation 'Lunch and Learn' seminar will be available for the public scheduled for Tuesday, 2012 June 5 during Environment Week.

MONDAY, JUNE 6

Energy Conservation 'Lunch and Learn' Seminar – City staff event

An energy education event for City staff is scheduled for 2012 June 6 at City Hall Council Chambers regarding the City's current energy conservation measures.

WEEK OF MONDAY, JUNE 5 – FRIDAY, JUNE 9

Municipal Water Systems Demonstration Session – public event

Hosted by the Engineering Department, this municipal water systems demonstration session will be available for the public during Environment Week.

WEDNESDAY, JUNE 6

Planting Event - EcoSculpture Program

Burnaby's Parks Department will be hosting a public planting event of their alligator EcoSculpture at Eileen Daily Recreation Centre scheduled for Wednesday, 2012 June 6.

WEEK OF SATURDAY, JUNE 2 – SUNDAY, JUNE 10

Still Creek habitat restoration event – Evergreen Organization

The Evergreen Organization will be hosting a public habitat restoration event in conjunction with Environment Week activities along Still Creek in Burnaby.

FRIDAY, JUNE 8, 6:30 PM

Burnaby Environmental Film Screening – Bob Prittie Library

In concurrence with Environment Week, the not-for-profit organization *Green Ideas Network* will be presenting a free public screening of the documentary "**Tapped**" at the Bob Prittie Metrotown Branch Library. The film's topic is about bottled water and a discussion with members of the Green Ideas Network and a guest speaker is anticipated after the screening.

WEEK OF JUNE 3 – JUNE 9

Thematic displays - Burnaby Public Library

Burnaby's public libraries will be displaying material related to this year's theme of *Water – Ours to Conserve and Protect* during Environment Week.

SATURDAY, JUNE 9, 9:00 AM – 1:00 PM

City-wide Garage Sale Day Event Program

To encourage waste reduction and the reuse household items, Burnaby's single, two and multi-family residential households and non-profit groups will be invited to host garage sales on Saturday, 2012 June 9 as part of Environment Week. Participants will register their addresses with the City for promotion in local newspapers, on City webpages and at civic facilities.

Event registration will occur primarily through a dedicated Garage Sale Day event website organized by the Engineering Department. Registrants will also be provided with Garage Sale Day event information material including guidelines, tips and signage. Participating addresses will be compiled upon registration closing and Google maps will be used to display these addresses on the City website.

SATURDAY, JUNE 9, 1:00 PM

Guest Speaker – Bob Prittie Library

Author Maggie de Vries will present a free public presentation of her children's book, *Tale of the Great White Fish* about a sturgeon living in the Fraser River and her related experiences, at the Bob Prittie branch Library on Saturday, 2012 June 9. Copies of the book will be available to borrow from the Library.

SATURDAY, JUNE 9, 10:00 AM – 2:00 PM

Environmental Festival at Metrotown Civic Square - Bob Prittie Library

Information material on environmental activities, events and programs relating to Burnaby will be on display along with other environmentally-themed exhibitors for this free public one-day event. Prizes, live music and other activities for the public, including families with children, will also be arranged to appeal to a broad range of ages and audiences. Food will be available from Burnaby Food Services highlighting their own environmentally friendly food initiatives. Tents and tables for participants will be set up at the site.

SATURDAY, JUNE 9, 9:00 AM – 2:00 PM

Car Trunk Sale – Bill Copeland Sports Centre

An Environment Week edition Car Trunk Sale event at Bill Copeland Sports Centre will take place Saturday, 2012 June 9. Free for buyers, this popular event, for used items only, will run from 9am to 2pm rain or shine. Sellers must register for individual parking stalls by contacting Parks, Recreation and Cultural Services staff at Bill Copeland Sports Centre. This event will also be advertised with the City-wide Garage Sale Day program.

SATURDAY, JUNE 9

Open House – Still Creek Recycling Depot

A public open house will be for those interested in learning more about the Depot, municipal waste reduction programs and plans for the City's new Recycling Depot. Live entertainment and refreshments will be provided.

SUNDAY, JUNE 10, 3:00 PM – 5:00PM

2012 Environment Awards Reception – Burnaby Lake Rowing Pavilion

Scheduled for Sunday 2012 June 10, this celebratory event at the Burnaby Lake Rowing Pavilion provides Burnaby's environmental community with an occasion to interact and acknowledge this year's Environment Award recipients. Refreshments will be provided.