

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

**SUBJECT: 2012 ENVIRONMENT WEEK AND ENVIRONMENTAL AWARDS
PROGRAM**

RECOMMENDATIONS:

1. THAT Council approve the preliminary planning approach of Environment Week, scheduled for 2012 June 3 to June 9.
2. THAT Council approve the call for nominations for the 2012 Environmental Awards Program.
3. THAT Council approve an expenditure of \$4,350 from the Boards, Committees and Commissions' operating budget for advertising the Environmental Awards Program call for nominations.
4. THAT Council approve an expenditure of \$5,650 from the Boards, Committees and Commissions' operating budget for advertising the Garage Sale Day Event.

REPORT

The Environment Committee, at its meeting held on 2012 February 14, received and adopted the *attached* report seeking Council approval for the preliminary planning approach for Environment Week and the Environmental Awards Program call for nominations for 2012.

Respectfully submitted,

Copied to:	City Manager Deputy City Managers(2) Director Planning & Building Director Parks, Recr. & Cult. Services Director Engineering Director Finance Chief Librarian Manager, Environmental Engineering OIC, RCMP Fire Chief President, CUPE Local 23
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Councillor D. Johnston
Chair

Councillor A. Kang
Vice Chair

Councillor N. Volkow
Member

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2012 February 8

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2012 ENVIRONMENT WEEK AND ENVIRONMENTAL AWARDS PROGRAM

PURPOSE: To seek approval for the preliminary planning approach for Environment Week and the Environmental Awards Program call for nominations for 2012.

RECOMMENDATIONS:

1. **THAT** the Committee recommend that Council approve the preliminary planning approach of Environment Week, scheduled for 2012 June 3 to June 9.
2. **THAT** the Committee recommend that Council approve the call for nominations for the 2012 Environmental Awards Program.
3. **THAT** the Committee recommend that Council approve an expenditure of \$4,350 from the Boards, Committees and Commissions' operating budget for advertising the Environmental Awards Program call for nominations.
4. **THAT** the Committee recommend that Council approve an expenditure of \$5,650 from the Boards, Committees and Commissions' operating budget for advertising the Garage Sale Day Event.

REPORT**1.0 BACKGROUND**

Burnaby's Environment Week is an annual program that promotes raising awareness of Burnaby's natural environment through a range of environmentally-themed community activities. Coordinated by the City, these activities seek to involve Burnaby residents, local community groups, businesses, CUPE Local 23 and other government agencies in recognising and celebrating our environment. 2012 Environment Week is scheduled for Sunday June 3 to Saturday June 9 and occurs at the same time as Environment Canada's Canadian Environment Week program.

A significant component of the schedule of Environment Week events is the City's annual Environmental Awards Program. Since 1996, the program has acknowledged valued community members and organisations that have made meaningful contributions to the environment. A nomination program and City-sponsored reception is proposed again this year to select and recognize Award recipients.

This report seeks Council approval for the preliminary planning approach for Environment Week and the Environmental Awards Program call for nominations. Approval of advertising expenditures from the

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Boards, Committees and Commissions' budget is sought for the Environments Awards Program call for nominations and the City's Garage Sale Day Program.

2.0 PROPOSED APPROACH

Environment Week's annual series of activities offer the opportunity to advance public awareness of Burnaby's natural environment and the importance of its protection and enhancement. Coordinated by staff through Council and the Environment Committee, preliminary planning activities includes collecting input from citizen representatives of the Environment Committee. Activities are intended to be informative, enjoyable, and encourage community participation. With the City's Environmental Sustainability Strategy (ESS) underway, this year's Environment Week presents a further opportunity to inform the community of this important initiative related to the future management of Burnaby's environment.

An annual theme for Environment Week is also selected to assist in organizing activities and drawing attention to a particular environmental topic area. This year, an annual theme was reviewed and developed in conjunction with the citizen representative of the Environment Committee. As a way to acknowledge the vital role that watersheds perform in Burnaby's ecosystem and to promote the importance of public water systems and water conservation in the region, 'Water – Ours to Conserve and Protect' is proposed as this year's theme. In 2011, Burnaby became the first Canadian City to be acknowledged as a 'Blue Community' by the Council of Canadians in support of the significance of water. The sale of bottled water at Environment Week events, as in previous years, will be discouraged in support of Metro Vancouver's Tap Water campaign.

Listed below is the proposed preliminary schedule of activities, which include the established Environmental Awards Reception, Environment Festival and Garage Sale Day events.

- *Burnaby Environmental Awards Program*
As in previous years, the program and proposed reception for the Burnaby Environmental Awards offers an occasion to formally acknowledge individuals and organizations that have actively contributed to Burnaby's environment. Selected award recipients, Council, the Environment Committee and members of Burnaby's environment community will be invited to attend the reception scheduled for Sunday June 10 at the Burnaby Lake Pavilion on the shores of Burnaby Lake (see Section 3.0).
- *Environmental Sustainability Strategy Activity*
The process to develop Burnaby's Environmental Sustainability Strategy (ESS) is bringing together hundreds of Burnaby citizens to sharpen and refine the municipality's environmental focus in a way that reflects the needs and expectations of Burnaby citizens. The ESS project team is currently targeting ESS activities for Environment Week as part of a broad community engagement program for the ESS process. ESS related activities will be planned over the coming months and more detail will be provided in the subsequent Environment Week Council report.
- *Water Conservation 'Lunch and Learn' Seminar*
The Engineering Department will be hosting a seminar for staff and the public regarding water conservation tips and policy information at City Hall.
- *Municipal Water Systems Demonstration Session*
The Engineering Department will also host an information session and demonstration on municipal water system pumps, reservoirs, equipment and processes at a civic facility to be determined.

- *Guest Speaker – water*
A guest speaker will be invited to share their experience with the public in Burnaby for an evening presentation relevant to the topic of water.
- *Burnaby Environment Festival*
Scheduled for Saturday June 9, this one-day public event will include environmental information displays, live music, prizes and barbeque at Metrotown Civic Square next to the Bob Prittie Public Library. City staff will participate with available City departmental environmental program information. Prize draws to win City water conservation kits will be available.
- *City-sponsored Garage Sale Day Event*
The City-sponsored community-wide garage sale program, schedule this year for 2012 June 10 and coordinated by the Engineering Department, is proposed to encourage waste reduction and recycling efforts in Burnaby. By promoting the reuse of household items, the program will assist in the diversion of goods into the waste stream. Similar to last year, Burnaby residents will be invited to host a garage sale on their property and register with the City for promotion in newspapers, at civic facilities and on City webpages. Information material on garage sale tips, donating locally, and participant responsibilities will be offered to residents who register. In addition to single-family dwellings, multi-family properties this year will also be invited to participate. A survey of participants indicates that close to 60% of respondents would participate again if the City were to host the event in the future.

An expenditure of \$5,650 is sought from the Boards, Committees and Commissions' budget for advertising. This amount will contribute to one half-page advertisement each in the Burnaby Now and Burnaby Newsleader to promote registration information before the event, and one full-page black and white advertisement to provide a listing of participating addresses. A follow-up notification of appreciation for participants will be provided for publication in the City's InfoBurnaby newsletter.

- *Car Trunk Sales*
The Burnaby Parks, Recreation and Culture Services Department will be hosting two public car trunk sale events in support of the reuse of household items in the community. The events are scheduled for Saturday June 2 (9am-2pm) at Edmonds Community Centre and Saturday June 9 (9am-2pm) at Bill Copeland Sports Centre. Detail information of these events will be included in Environment Week promotion and Garage Sale Day event advertisements.
- *Burnaby Commuter Challenge*
This year, the Better Environmentally Sound Transportation (BEST) organization along with the Sustainable Alberta Association is inviting municipalities to participate in a week-long Commuter Challenge from June 3 to June 9 during Environment Week. A City of Burnaby workplace team will encourage staff to log their mode of transportation online during the week and participate for bragging rights and prizes. This activity will replace the one-day commuter challenge activity that staff have participated in the past.
- *Bike to Work Week*
The Vancouver Area Cycling Association's (VACA) 2012 Spring Bike to Work Week is from May 30 to June 5 this year and City staff will be invited to ride to work as a sustainable mode of transportation option. Those who register can log their cycling details and compete for prizes. In the past, VACA has arranged 'Celebration Stations' in Burnaby for cycling commuters.

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From: *Director Planning and Building*
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- *EcoSculpture Program Planting Event*
The Burnaby Parks Department's EcoSculpture Program will be hosting a public event at Eileen Daily Recreation Centre inviting participants to help plant an alligator ecosculpture.
- *Deer Lake Guided Canoe Trip*
The Burnaby Parks, Recreation and Culture Services Department will be coordinating a guided canoe trip for the public in Deer Lake during Environment Week.
- *Energy Conservation Information Session*
The Engineering Department will be hosting an energy conservation information session for City staff during Environment Week.
- *Other Events*
Other activities scheduled include tours of the Still Creek Recycle Depot with information on the new Burnaby Environmental Centre, an Engineering Department survey on Air Quality and an event at City Hall focussing on electric vehicles and sustainable transportation.

Additional events may include Burnaby Streamkeepers and habitat restoration activities, creek clean-ups and invasive species removals, a library film screening, and further sustainable transportation activities. The Green Ideas Network organization has also expressed interest in organizing an environmentally themed documentary screening with a focus on water.

3.0 THE ENVIRONMENTAL AWARDS PROGRAM

Burnaby's Environment Awards Program is an annual initiative that recognises community members, businesses, and organizations that have made significant and sustainable advancement for the environment. An Environmental Awards reception this year is proposed, as in previous years, to be held as an individual event scheduled for Sunday June 10 at the Burnaby Lake Pavilion in Burnaby Lake Regional Park.

The Environmental Awards Program includes six categories; Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development and Youth. The Environment Awards are given to those who have made significant and long standing contributions to the environment, while a second component, the Environmental Stars, to those making noteworthy contributions at a smaller scale. Recipients of the awards program will again be recommended this year by the citizen representatives of the Environment Committee for approval by the Environment Committee and Council.

As a preliminary feature of the awards program schedule, a call for nominations for the 2012 Awards is proposed for promotion throughout the City including on City webpages and at civic facilities. An expenditure of \$4,350 is also requested for two half-page advertisements each in the Burnaby Now and Burnaby Newsleader newspapers promoting the program. Details will be distributed to local environmental groups and other regional contacts. The nomination form deadline for the Environment Awards is proposed for Monday 2012 April 16 with award recipients announced publicly at the regularly scheduled Council meeting on Monday 2012 May 28.

4.0 CORPORATE SPONSORSHIP AND ADVERTISING

With Committee and Council approval, corporate sponsorship will be sought as in previous years to provide supplementary support for Environment Week events and activities. Sponsorship enables corporations in the community with another way to become involved in local environmental stewardship.

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Last year, the Tim Hortons and Grand & Toy companies contributed to Environment Week and the Environment Awards reception.

Council approval is also sought for an expenditure of \$4,350 for the promotion of the Environmental Awards Program call for nominations, and \$5,650 for the Garage Sale Day Event. The City Clerk has advised that the Boards, Committees and Commissions' operating budget has sufficient funds available for this purpose.

5.0 CONCLUSION

Environment Week, together with the Environmental Awards Program, celebrates Burnaby's ongoing commitment to environmental sustainability through the coordination and promotion of environmental events and activities. The intention of this year's proposed theme, 'Water – Ours to Conserve and Protect', will be to encourage public awareness of our healthy watersheds, water conservation and the essential function that water and public water systems performs in the City. A second report to Committee and Council will offer further detailed information on this year's Environment Week Program schedule, including Environmental Sustainability Strategy activities.

It is recommended that the Committee seek Council approval for this preliminary approach to 2012 Environment Week and the 2012 Environment Awards Program call for nominations.


B. Luksun, Director
PLANNING AND BUILDING

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