



Item
Meeting2012 August 27

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2012 August 22

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

SUBJECT: **WORLD RIVERS DAY 2012**

PURPOSE: To present the program for World Rivers Day 2012 in Burnaby and seek Council expenditure authorization for advertising and promotion.

RECOMMENDATIONS:

1. **THAT** Council authorize expenditures for World Rivers Day 2012 in the amount of \$4,000 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 is an annual event celebrating the environmental, economic, cultural, recreational, and aesthetic importance of rivers. Established in 2005 by Burnaby resident and Order of Canada recipient Mark Angelo, World Rivers Day is now recognized and celebrated around the world. The event is held annually on the last Sunday in September, the same day as BC Rivers Day, upon which World Rivers Day is based. The City of Burnaby has participated in this event since first proclaiming 'BC Rivers Day' in 1993.

Coordination of World Rivers Day events in Burnaby is a cooperative effort between the British Columbia Institute of Technology (BCIT) and the City of Burnaby. Assistance and promotion from other sponsors and organizations, including HSBC Bank Canada (HSBC) and the Outdoor Recreation Council of BC (ORC), have also benefitted this annual event. In recent years, World Rivers Day activities in Burnaby have included fish releases, environmental displays, and live music, enjoyed by members of the public of all ages. In 2010, the 30th anniversary of Rivers Day in BC was celebrated at Burnaby's Fraser Foreshore Park. In 2011, the event was held at BCIT's Burnaby Campus in conjunction with in-stream restoration work along Guichon Creek. Previous Rivers Day activities and initiatives have also included streamside riparian plantings, creek clean-ups, interpretive walks, and an environmental film festival.

To: City Manager
From: Director Planning and Building
Re: World Rivers Day 2012
2012 August 22..... Page 2

2.0 SCHEDULE OF EVENTS

This year, two World Rivers Day events are scheduled at Burnaby's BCIT campus, adjacent to Guichon Creek. The first event will be held mid-week, on Wednesday September 26, and the second event will be held on Sunday September 30. Members of the public will be encouraged to attend either event, or both if they so choose. Programming for each event varies, but activities planned will be of interest to all ages. Between the two events, attendance is expected to be over 1,100 people.

Previous World Rivers Day events in Burnaby, presented as one event on the last Sunday in September, have been well attended. The inclusion of a second event in 2012, scheduled for mid-week, is meant to encourage further participation of the public and students, faculty, and alumni of BCIT. The level of public participation for the 2012 events will be compared with previous years and considered when planning future World Rivers Day events.

Given the Environment Committee's meeting schedule and the dates of this year's two events, this report is forwarded directly to Council for approval with the concurrence of the Chair of the Environment Committee.

The following provides an overview of the planned events. The two events will be comprised of a variety of activities similar to previous years.

Wednesday, 2012 September 26

World Rivers Day activities in Burnaby will open with activities at the Burnaby BCIT Campus, scheduled between 10 am and 2 pm. A focus of the event will be positive actions students can take to improve the health of our watercourses in Burnaby and around the world. Promoting the event to nearby primary and secondary schools to encourage their participation is planned.

Scheduled activities for Wednesday September 26 include:

- *Opening ceremonies:* Including brief press conference with remarks by attending dignitaries.
- *Fish release:* Release of 125 Cutthroat trout into Guichon Creek by the BCIT Rivers Institute, with the help of a local youth group.
- *Environmental education displays and activities:* The following organizations are expected to host displays and related activities at this year's event: Wildlife Rescue Association of BC; Stanley Park Ecology Society; Fraser River Discovery Centre; North Shore Black Bear Society; Vancouver Aquarium; Orphaned Wildlife Rescue Society; the Byrne Creek Streamkeepers Society; and the Stoney Creek Environment Committee.
- *City of Burnaby displays:* The City of Burnaby will be participating in the event with an Eco-sculpture display, program information on invasive species management, recycling, and water conservation, as well as related environmental displays. City staff will also provide information to the public regarding Burnaby's Heritage Creek Name Project and the scheduled approval by Council of recommended names for 38 creeks.
- *Farmers Market:* Between 15 and 25 vendor booths will be a key feature of this year's event activities.
- *River and fish related games and learning activities:* Adjacent to the Farmer's Market will be a variety of engaging games and activities for all ages.

To: City Manager
From: Director Planning and Building
Re: World Rivers Day 2012
2012 August 22.....Page 3

- *Metro Vancouver's Water Wagon:* In support of Metro Vancouver's Tap Water Campaign, Metro Vancouver's Water Wagon program, which provides information on public drinking water, has confirmed participation.

Sunday, 2012 September 30

The celebration of World Rivers Day in Burnaby will continue at the Burnaby BCIT campus with an opportunity for the public to participate in watercourse restoration activities, scheduled between 11 am and 3 pm. Open to all, and led by staff from BCIT's Rivers Institute, this event will involve removal of invasive species and a creek-side planting activity next to Guichon Creek at the south end of the campus. Between 500 and 600 plants of various species will be planted as part of a larger scale restoration initiative. Participants will have the opportunity to 'get their hands dirty' and learn about the importance of watercourse health and sustainability.


3.0 ADVERTISING AND PROMOTION

Council expenditure approval is sought in the amount of \$4,000 from the Boards, Commissions and Committees budget to cover City of Burnaby contributions to advertising and promotional costs for this year's World Rivers Day activities in Burnaby. As in previous years, advertising and promotion material will invite members of the public to participate in World Rivers Day celebratory activities. Advertising inserts are proposed to be placed in two local newspapers and one regional weekly newspaper. A poster is also proposed to be produced and forwarded to civic facilities, community organizations, schools, and published on the City's website. The City Clerk's office has advised there are sufficient funds available for this purpose.

4.0 CONCLUSION

The City of Burnaby's contributions to World Rivers Day activities assist in providing a meaningful opportunity for the public to explore and celebrate rivers and watercourses in Burnaby and around the world. This year, two events in Burnaby are planned for BCIT's campus, next to Guichon Creek. The two events are expected to complement one another by each providing a unique experience. Both events are anticipated to successfully attract local residents, students and other members of the community.

Burnaby's continued cooperation with BCIT, CUPE Local 23, local businesses, and community groups is expected to contribute to the event's ongoing success. Supporting World Rivers Day activities in Burnaby, highlights the City's ongoing commitment to acknowledge the environmental, economic, and social significance of Burnaby's watercourses and an environmentally sustainable community.


Lou Pelletier, Director
PLANNING AND BUILDING

GB/sla

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