

**ENVIRONMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: 2013 ENVIRONMENT WEEK**

**RECOMMENDATIONS:**

1. THAT Council approve the 2013 Environment Week Program, as outlined in *Appendix A*.
2. THAT Council approve an expenditure of \$6,500 for advertising and event signage for 2013 Environment Week.

**REPORT**

The Environment Committee, at its meeting held on 2013 April 09, received and adopted the *attached* report seeking Council approval for the 2013 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 2013 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 "*Nature in the City*" aims to recognize Burnaby's legacy of environmental protection and the urban ecosystems that are woven throughout the city, and highlight ways in which we can further protect and enhance the environment.

Respectfully submitted,

Councillor D. Johnston  
Chair

Councillor A. Kang  
Vice Chair

Councillor N. Volkow  
Member

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

**DATE:** 2013 March 28

**FROM:** DIRECTOR PLANNING AND BUILDING

**FILE:** 33000-01  
*Reference: Environment Week*

**SUBJECT:** 2013 ENVIRONMENT WEEK

**PURPOSE:** To seek approval for the 2013 Environment Week Program.

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**RECOMMENDATIONS:**

1. **THAT** Council be requested to approve the 2013 Environment Week Program, as outlined in *Appendix A*.
2. **THAT** Council be requested to approve an expenditure of \$6,500 for advertising and event signage for 2013 Environment Week.

**REPORT****1.0 BACKGROUND**

Burnaby's Environment Week is a community based program delivered annually that promotes stewardship of the natural environment and the importance of its protection and enhancement through a range of environmentally themed events and activities. Coordinated by the City, Environment Week provides an opportunity for Burnaby residents, local community groups, businesses, CUPE Local 23 and other government agencies to come together and celebrate our community's natural environment.

Environment Week 2013 is scheduled for Sunday June 2 to Saturday June 8. As in past years, the week long program coincides with Canadian Environment Week, as well as World Environment Day and Clean Air Day. With the process for developing Burnaby's Environmental Sustainability Strategy (ESS) now underway, this year and in future years, Environment Week presents a renewed opportunity to highlight connections between our community and the natural environment.

On recommendation of the Environment Committee, City Council approved the preliminary approach for this year's Environment Week Program at the regularly scheduled Council Meeting of 2013 February 18. 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 Commission's Budget.

## **2.0 2013 ENVIRONMENT WEEK PROPOSED PROGRAM**

As in past years, the program for Environment Week consists of two parts: the Environmental Awards Program and the activities and events associated with Environment Week.

### **2.1 2013 Environmental Awards Program**

Burnaby's Environmental Awards Program proposes to acknowledge deserving individuals, groups and businesses that have made significant contributions to the protection, stewardship and sustainability of the environment. Environmental awards are given in six categories: Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development, and Youth. Depending on the significance of the contribution, recipients may be recommended for an Environmental Award or an Environmental Star.

The call for nominations is currently underway. Terms of Reference posters have been distributed to civic facilities, community members have been contacted, outreach using social media and the City's website is ongoing, 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](http://www.burnaby.ca/environmentawards) or the City's Planning Department.

The nomination process will close on 2013 April 15, after which the citizen representatives of the Environment Committee will review the submissions and provide recommendations to Mayor and Council for approval. The names of the award recipients are proposed to be publically announced at the regularly scheduled Council Meeting on 2013 May 27. Recipients will be invited to receive their awards at a celebratory reception, attended by invited guests of Burnaby's environmental community, on Sunday, 2013 June 9 at the Burnaby Lake Rowing Pavilion.

### **2.2 2013 Environment Week Program**

As previously approved by Council, the theme for Environment Week 2013 is *Nature in the City*. The concept of environmental sustainability suggests our communities are part of the environment and connected to the ecosystem services it provides, such as forests and wetlands that filter pollutants from the water and trees that clean the air. The theme of *Nature in the City* aims to recognize Burnaby's legacy of environmental protection and the urban ecosystems that are woven throughout the city, and highlight ways in which we can further protect and enhance the environment.

A detailed schedule of planned events and activities is presented in *Appendix A*. Program activities and events specific to the theme include the following:

- organized by the Green Ideas Network, a public film screening with guest speaker, of the documentary film 'The Nature of Cities', which highlights examples of projects and cities around the world that are progressing toward environmental sustainability and regenerative ways of living;

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Re: 2013 Environment Week

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- thematic displays at the Burnaby Public Libraries;
- guided canoe trips of Deer Lake by Burnaby Parks, Recreation and Cultural Services to view local plants and animals;
- promotion of a planned public event for the unveiling of a community mapping / art project for Byrne Creek watershed, led by the Stream of Dreams Mural Society, called 'Mapping Where We Live';
- and a creek clean-up and storm drain marking event in the Eagle Creek watershed that is open to the public and sponsored by the Eagle Creek Streamkeepers, residents of Greystone Village, and the Simon Fraser University Geography Club.

Other theme specific events activities, such as a guided nature walk and a walking tour of UniverCity – a sustainable green development in Burnaby, are tentatively planned at this point.

Environment Week 2013 will also include the following activities and events:

- the one day Environment Festival, free to public and this year to be held in the courtyard of Burnaby City Hall, coinciding with the regularly scheduled Farmer's Market occurring in the north parking lot;
- the Third Annual City-wide Garage Sale Day event;
- a Car Trunk Sale and Kidstuff Swapmeet;
- a public open house event at the City's Still Creek Recycling Depot;
- promotion of the Commuter Challenge and Bike to Work Week to city staff and Burnaby residents to promote use of alternative modes of transportation into everyday life; and
- outreach to city staff by the Engineering Department on an anti-idling initiative for Burnaby's vehicle fleet.

### **2.3 Commemorating the return of salmon to Still Creek in 2012**

Plans for commemorating the return of salmon to spawn in Still Creek in 2012 will be brought to the Environment Committee for consideration in a separate report.

### **2.4 Environmental Sustainability Strategy (ESS)**

The planning process to develop the ESS is underway, including consideration of a strategy and approach to public engagement by the Mayor's Steering Committee. The first phase of engagement is proposed to be about raising awareness and building interest and support for the ESS and is still tentatively scheduled for May and June. Depending on the status of the planning process, ESS public engagement activities may be incorporated, at a later date, as part of the Environment Week program proposed in this report.

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### 3.0 PROMOTION AND SPONSORSHIP

Environment Week 2013 will be promoted to the public on the City’s website and social media outlets, through community contacts, and with posters or other materials at civic facilities. As in previous years, funding to promote Environment Week through newspaper advertising and event signage is also sought. An expenditure of \$6,500 from the Boards, Committees and Commissions’ budget is recommended and the City Clerk has confirmed there is sufficient funding available for this purpose. Two advertisements are proposed for placement in each of the two local newspapers: the Burnaby Now and Burnaby News Leader. One advertisement is proposed for placement in the regional newspaper, the Georgia Strait. Two sets of paid social media online advertisements on Facebook are also proposed.

Corporate sponsorship has contributed significantly to Environment Week in the past, and as approved by Council at its 2013 February 18 meeting, staff are pursuing sponsorship again this year to supplement program activities.

### 4.0 CONCLUSION

Environment Week in Burnaby is an annually delivered community-based program that promotes environmental stewardship and raising awareness of the environment in the City. The 2013 Environment Week Program provides opportunities for the public to participate through a wide-range of informative, fun and engaging environmentally-themed activities and events. This year’s theme, *Nature in the City*, highlights Burnaby’s legacy of environmental protection and makes connections between our community and its interwoven urban ecosystems.

This report seeks approval from City Council through the Environment Committee, for this year’s Environment Week Program, as outlined in *Appendix A*, and approval for an expenditure of \$6,500 from the Boards, Committees and Commissions’ budget for promotion through advertising and event signage.

  
Lou Pelletier, Director  
PLANNING AND BUILDING

MS:sla:sa  
**Attachment**

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

## APPENDIX A – ENVIRONMENT WEEK 2013, JUNE 2 TO 8, PROPOSED PROGRAM

### **MONDAY, MAY 27**

#### ***2013 Environment Awards - Announcement by City Council***

Recipients of the Environment Awards and Stars for 2013 are scheduled to be announced at the Monday, 2013 May 27 Council Meeting. Award categories for the program include Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development, and Youth.

### **WEEK OF MONDAY, MAY 27 – FRIDAY, JUNE 2**

#### ***Bike to Work Week***

The community and City staff will be encouraged to take part in 'Bike to Work Week', scheduled for 2013 May 27 to June 2. This annual event occurs across the Metro Vancouver region is organized by HUB (formerly the Vancouver Area Cycling Coalition), which will be organizing commuter stations with complimentary food and drink throughout Burnaby for *Bike to Work Week* participants. Those interested in the event can register at: <http://www.biketoworkmetrovan.ca>

### **WEEK OF JUNE 2 – JUNE 9**

#### ***Commuter Challenge***

The community and City staff will be encouraged to take part in the week-long Commuter Challenge event, 2013 June 2 to June 9. The Commuter Challenge is a national event that coincides with other national programs such as Canadian Environment Week and Clean Air Day on June 5. In Metro Vancouver, the Commuter Challenge is hosted by Better Environmentally Sound Transportation (BEST). Participants log on to a dedicated website and submit their commuter details throughout the week (<http://commuterchallengebc.ca/sign-up>)

### **TUESDAY, JUNE 4**

#### ***Guided Canoe Trips – Deer Lake Park***

Organized by Burnaby Parks, Recreation and Cultural Services, two separate canoe trips on Deer Lake are scheduled for Tuesday, 2013 June 4. Participants will learn about the plants and animals that are part of the Deer Lake ecosystem. Trips are for those aged 10 years and older; children aged 10 to 15 must be accompanied by a parent or guardian. A waiver form must be signed by a parent for those under 19. To register, call any City of Burnaby recreation centre (registration codes will be released in early May at [www.burnaby.ca/environmentweek](http://www.burnaby.ca/environmentweek)).

### **WEEK OF JUNE 2 – JUNE 8**

#### ***Thematic displays - Burnaby Public Library***

Burnaby's public libraries will be displaying material related to this year's theme, *Nature in the City*, during Environment Week.

**WEEK OF JUNE 2 – JUNE 8**

***Anti-idling survey and outreach***

The City of Burnaby's Engineering department will be undertaking a survey and outreach program directed to city staff regarding anti-idling of city vehicles.

**FRIDAY, JUNE 7, 6:30 PM**

***Burnaby Environmental Film Screening – Bob Prittie Library***

In keeping with the theme of this year's Environment Week, the not-for-profit organization *Green Ideas Network* will be presenting a free public screening of the documentary *The Nature of Cities* at the Bob Prittie Metrotown Branch Library. This one hour documentary highlights a variety of projects and cities around the world that are examples of progress made toward environmental sustainability. In emphasizing a connection between cities and nature, the film is said to highlight not only the importance of environmental sustainability, but the need to progress to a more regenerative way of living. As part of a Question and Answer session after the film, a guest speaker or speakers with knowledge of the topic area are planned.

**SATURDAY, JUNE 8, 10:00 AM – 2:00 PM**

***Environment Festival at City of Burnaby Municipal Hall in the outdoor plaza***

For 2013, the one day Environment Festival will be held at the City Hall in the outdoor plaza, coinciding with the regularly scheduled Farmer's Market occurring in the north parking lot of the City Hall. Cross promotion of the events are planned.

At the Environment Festival, information on various 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, including a limited number of free vegetarian burgers, 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 8, 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, 2013 June 8 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. Visit [www.burnaby.ca/environmentweek](http://www.burnaby.ca/environmentweek) for registration information or call the Engineering Department at 604-294-7460.

**SATURDAY, JUNE 8, 9:00 AM – 2:00 PM**

***Car Trunk Sale – Bill Copeland Sports Centre***

To encourage waste reduction and the reuse household items, an Environment Week edition Car Trunk Sale event at Bill Copeland Sports Centre will take place Saturday, 2013 June 8. Free for buyers, this popular event, for used items only, will run from 9 AM to 2 PM 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 8, 9:00 AM – 12:30 PM**

***Kidstuff Swapmeet – Willingdon Community Centre***

To encourage waste reduction and the reuse children's clothes, toys and other items, an Environment Week edition of the Kidstuff Swapmeet will take place at Willingdon Community Centre on Saturday, 2013 June 8 from 9 AM to 2 PM. The event is free for buyers. Registration opens on May 3<sup>rd</sup> at the Willingdon Community Centre. For more information, call 604-297-4526.

**SATURDAY, JUNE 8**

***Open House – Still Creek Recycling Depot***

A public event to celebrate Burnaby's newly completed Still Creek Recycling Centre is tentatively planned for Saturday, 2013 June 8. Cross promotion of this event and the Environment Festival at the City Hall is planned.

**SATURDAY, JUNE 8**

***Eagle Creek streamside clean-up and 'Make Your Mark' storm drain painting public event***

A creek clean-up and storm drain marking event is scheduled for Eagle Creek. Sponsored by the Eagle Creek Streamkeepers, Residents of Greystone Village and Simon Fraser University Geography Club, the events are tentatively planned for Eagle Creek near Greystone Village. The events will be promoted through Environment Week and all members of the public will be invited to attend and lend a hand.

**SATURDAY, JUNE 8**

***'Mapping Where We Live', a community mapping for Byrne Creek***

As part of Environment Week, the public display of a community mapping and art project for Byrne Creek is planned to be promoted. The project is led by the Stream of Dreams Mural Society and supported in part by a BC Water Sustainability Endowment Fund Grant received from the BC Real Estate Foundation in 2012.

The project is called *Mapping Where We Live* and has involved high school students at Byrne Creek Secondary School working with Stream of Dreams staff and local ecologists to create maps and public art that make the connection between Byrne Creek watershed and the communities in which the students live. Space at the Edmonds SkyTrain station, in the heart of the Byrne Creek watershed, has been acquired for public display of some of the maps and



artwork over the coming year. A small public event is planned by the Stream of Dreams Mural Society to unveil the display on Saturday, 2013 June 8. For updates on this event, visit the City's website at [www.burnaby.ca/environmentweek](http://www.burnaby.ca/environmentweek).

**SUNDAY, JUNE 9, 1:30 PM – 3:00 PM**

***2013 Environment Awards Reception – Burnaby Lake Rowing Pavilion***

Scheduled for Sunday, 2013 June 9, 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.