

**ENVIRONMENT COMMITTEE**

*HIS WORSHIP, THE MAYOR  
AND COUNCILLORS*

**SUBJECT: 2013 ENVIRONMENT WEEK AND ENVIRONMENTAL AWARDS  
PROGRAM**

**RECOMMENDATIONS:**

1. THAT Council approve the preliminary planning approach of Environment Week, scheduled for 2013 June 2 – June 8, as outlined in this report.
2. THAT Council approve the call for nominations for the 2013 Environmental Awards Program.
3. THAT Council approve the expenditure of \$2,500 from the Boards, Committees and Commissions' operating budget for advertising the Environmental Awards Program call for nominations.
4. THAT Council approve the expenditure of \$5,650 from the Boards, Committees and Commissions' operating budget for advertising the City's Garage Sale Day Event.

**REPORT**

The Environment Committee, at its meeting held on 2013 February 12, 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 2013.

Respectfully submitted,

Councillor D. Johnston  
Chair

Councillor A. Kang  
Vice Chair

Councillor N. Volkow  
Member

Copied to:	City Manager Deputy City Managers Director Planning & Building Director Parks, Recr. & Cult. Services Acting Director Engineering Director Finance Chief Librarian Manager, Environmental Engineering OIC, RCMP Fire Chief President, CUPE Local 23
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**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

**DATE:** 2013 February 4

**FROM:** DIRECTOR PLANNING AND BUILDING

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

**SUBJECT:** 2013 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 2013.

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**RECOMMENDATIONS:**

1. **THAT** the Committee recommend that Council approve the preliminary planning approach of Environment Week, scheduled for 2013 June 2 to June 8, as outlined in this report.
2. **THAT** the Committee recommend that Council approve the call for nominations for the 2013 Environmental Awards Program.
3. **THAT** the Committee recommend that Council approve an expenditure of \$2,500 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 City's Garage Sale Day Event.

**REPORT****1.0 BACKGROUND**

The City of Burnaby's Environment Week is a community based program that promotes awareness of the natural environment and the importance of its protection and enhancement through a range of environmentally-themed public events and activities. It is coordinated by the City and offers an opportunity for Burnaby residents, local community groups, businesses, CUPE Local 23 and other government agencies to come together to recognise and celebrate our environment.

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Environment Week is scheduled for Sunday June 2 to Saturday June 8, 2013, and coincides with Canadian Environment Week. With the development of an Environmental Sustainability Strategy (ESS) for the City of Burnaby now underway, Environment Week, this year and in future years, presents a renewed opportunity to highlight how our community is integrated with the natural environment, and that the health of our community is also connected to the many ecological services our environment provides.

The City's annual Environmental Awards Program is the culmination of Environment Week. Since its inception in 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 Boards, Committees and Commissions' budget is sought for the Environment Awards Program call for nominations and the City's Garage Sale Day program.

## **2.0 PRELIMINARY APPROACH FOR ENVIRONMENT WEEK**

### *Background*

Each year, Environmental Week is developed around a theme to organize the program of events and activities and draw attention to a particular environmental issue or topic. The events and activities themselves are intended to be informative, enjoyable and encourage community participation. This year, the start of the public outreach component for the Mayor's Steering Committee guiding the ESS is anticipated to coincide with Environment Week, which presents some unique opportunities to promote and engage the public in the ESS process.

Planning and coordination of Environment Week was initiated in January. As in past years, the program and theme was developed with input from staff and the citizen members of the Environment Committee.

### *Proposed theme for Environment Week*

The proposed theme for Environment Week this year is 'Nature in the City'. The natural environment, and its underlying ecosystems, is often thought of as separate from our communities where we live and work. In contrast, 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, trees that clean the air and insects that pollinate food crops. The theme 'Nature in the City' would recognize Burnaby's legacy of environmental protection and the urban ecosystems that are woven throughout the city, and highlight ways in which individual actions can further protect and enhance our environment.

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### *Preliminary Program for Environment Week*

The proposed program for Environment Week consists of the following activities, which include the established Environmental Awards Reception, Environment Festival and Garage Sale Day event.

- *Burnaby Environmental Awards Program*  
As in previous years, the Burnaby Environmental Awards reception offers an occasion to formally acknowledge individuals and organizations that have contributed to Burnaby's environment. Selected award recipients, Council, the Environment Committee and members of Burnaby's environmental community will be invited to attend the reception scheduled for Sunday June 9 at the Burnaby Lake Pavilion on the shores of Burnaby Lake (additional details are provided in Section 3.0).
- *Environmental Sustainability Strategy (ESS)*  
The process to develop an Environmental Sustainability Strategy (ESS) for Burnaby will engage many different stakeholders to sharpen and refine the City's environmental policies in a way that reflects the needs and expectations of Burnaby citizens. The ESS project team is currently considering opportunities to undertake public outreach as part of Environment Week. An update on this part of the ESS will be provided to the Environment Committee, in a second report on Environment Week activities expected to be submitted in April, once the Mayor's Steering Committee for the ESS determines its strategy and approach to public outreach for the strategy.
- *Celebration of Burnaby's new Still Creek Recycling Centre*  
The celebration of Burnaby's new Still Creek Recycling Centre is tentatively planned for Saturday, June 8, for which a public event is planned; both this event and the Environment Festival, noted below, are proposed for the same day, offering opportunities to generate additional interest through promotion of the events. Again, more details will be provided to the Environment Committee in the second report on Environment Week activities expected to be submitted in April.
- *Guest Speaker – to be determined*  
An engaging guest speaker is proposed to be invited to share their experience with the public with a presentation relevant to the theme of 'Nature in the City'.
- *Public screening of a documentary film*  
The Green Ideas Network and the City of Burnaby plan to partner again to screen a documentary film related to this year's theme of Environment Week. Last year's evening event was held at the Bob Prittie Library and included a guest speaker. A similar format, but with a new film and guest speaker, is proposed for this year.

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- *Burnaby Environment Festival*

Scheduled for Saturday June 8, this one-day public event will include environmental information displays, live music, prizes, a barbeque, and activities for families and kids. This year, it is proposed the event be held in conjunction with the regularly scheduled Farmer's Market at the Burnaby City Hall, which was the approach undertaken in 2010.

- *City-sponsored Garage Sale Day Event*

The City-sponsored community-wide garage sale program is scheduled for Saturday June 8. Coordinated by the Engineering Department, the program encourages waste reduction and recycling efforts by promoting the reuse of household items, resulting in the diversion of materials and goods from the waste stream. Burnaby residents planning a garage sale on their property will be able to register with the City to jointly promote individual garage sales in local newspapers, at civic facilities and on City web pages. Information on garage sale tips, donating locally, and participant responsibilities will be offered to those who register.

Council approval is sought for expenditure from the Boards, Committees and Commissions' budget to advertise and promote this event (more detail is provided in Section 4.0 of this report).

- *Car Trunk Sales*

The Burnaby Parks, Recreation and Culture Services Department will be hosting a public car trunk sale event in support of the reuse of household items in the community. The event is scheduled for Saturday June 8 (9 am – 2 pm) at Bill Copeland Sports Centre. The event will be promoted as part of Environment Week and the advertising for the Garage Sale Day event.

- *Burnaby Commuter Challenge*

As part of Canadian Environment Week, municipalities are being invited to participate in a week-long Commuter Challenge from June 2 to June 8, which coincides with Burnaby's Environment Week. A City of Burnaby workplace team plans to encourage staff to log their mode of transportation online during the week and participate for bragging rights and prizes.

- *Bike to Work Week*

The 2013 Spring Bike to Work Week is from May 27 to June 2 this year and it is proposed City staff be invited to ride to work as a sustainable mode of transportation option. Bike to Work Week is promoted by HUB (formerly the Vancouver Area Cycling Coalition). Those who register can log their cycling details and compete for prizes.

- *Deer Lake Guided Canoe Trip*

The Burnaby Parks, Recreation and Culture Services Department propose to coordinate a guided canoe trip for the public in Deer Lake during Environment Week.

- *Energy Conservation Information Session*

The Engineering Department plans to host an energy conservation information session during Environment Week.

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Other events and activities under consideration include habitat enhancement projects led by Burnaby Streamkeeper groups, a streamside habitat restoration event to be led by the Evergreen Organization, new public awareness programming for the sensitivity of streamside areas in relation to recreation activities such as dog walking and gardening, a walking tour of UniverCity, a sustainable 'green development' in Burnaby, and commemoration of the return of salmon to Still Creek in 2012. As noted, an update of these potential additional activities will be provided to the Environment Committee in a second report planned for April.

### **3.0 ENVIRONMENTAL AWARDS PROGRAM**

An Environmental Awards reception is scheduled for Sunday June 9 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 selected recipients are community members, businesses or organizations who have made significant and long standing contributions to the environment, while a second component, the Environmental Stars, recognizes those who have made noteworthy contributions at a smaller scale.

As in previous years, a call for nominations for the 2013 Awards will be promoted throughout the City, including City webpages, civic facilities, local environmental groups and other regional contacts, as well as advertising in local newspapers (funds requested for advertising are discussed in Section 4.0). The nomination deadline for the Environment Awards is proposed for Monday April 15. The citizen representatives of the Environment Committee review the nominations and recommend recipients for approval by the Environment Committee and Council. Award recipients are proposed to be announced publicly at the regularly scheduled Council meeting on Monday May 27.

### **4.0 CORPORATE SPONSORSHIP AND REQUESTED EXPENDITURES FOR ADVERTISING**

Council approval is sought to solicit corporate sponsorship, as in previous years, to provide supplementary support for Environment Week events and activities. Sponsorship provides corporations in the community the opportunity to become involved in supporting local environmental stewardship activities and events. Last year, the Tim Hortons and Grand & Toy companies contributed to Environment Week and the Environment Awards reception.

Council approval is also sought for expenditures from the Boards, Committees and Commission's operating budget to advertise and promote the Environmental Awards Program call for nominations and the Garage Day Sale Event. As in past years, for each of these events, half page advertisements in both the Burnaby Now and Burnaby Newsleader, to promote the event and call for nominees, are proposed. A full page black and white advertisement in each newspaper that lists the addresses of participants in the Garage Day Sale Event is also proposed.

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The proposed expenditure for the Garage Sale Day Event is \$5,650 and the proposed expenditure for the Environmental Awards Program call for nominations is \$2,500.


For 2013, it is proposed that the advertising for the Environmental Awards be shared with the promotion of Burnaby's Local Hero's Program, which would result in a cost saving of \$1,850 in advertising costs. The \$2,500 expenditure, as noted in the preceding paragraph, reflects this cost saving measure.

With respect to the requested expenditures, 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 theme of 'Nature in the City' is proposed to recognize Burnaby's legacy of environmental protection and the urban ecosystems that are woven throughout the city, and highlight ways in which individual actions can further protect and enhance our environment. A second report to Committee in April will offer more detailed information on this year's Environment Week program.

It is recommended that the Committee seek Council approval for this preliminary approach to 2013 Environment Week and the 2013 Environment Awards Program call for nominations.

  
Lou Pelletier, Director  
PLANNING AND BUILDING

MS/sla/sa

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