



Item .....  
Meeting ..... 2013 August 26

COUNCIL REPORT

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**TO:** CITY MANAGER **DATE:** 2013 August 20  
**FROM:** DIRECTOR PLANNING AND BUILDING **FILE:** 33000 01  
*Reference: World Rivers Day*  
**SUBJECT:** WORLD RIVERS DAY 2013  
**PURPOSE:** To present the program for World Rivers Day 2013 in Burnaby and seek Council expenditure authorization for advertising and promotion.

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**RECOMMENDATIONS:**

1. **THAT** Council authorize expenditures for World Rivers Day 2013 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, World Rivers Day Chair and Founder and representative of the International River Foundation; and the Outdoor Recreation Council of British Columbia for information purposes.

**REPORT**

**1.0 BACKGROUND**

World Rivers Day celebrations are organized annually on the last Sunday in September. In BC, this coincides with BC Rivers Day, which is the event upon which World Rivers Day is founded. The City of Burnaby has participated in these events since first proclaiming 'BC Rivers Day' in 1993. World Rivers Day in 2013 falls on Sunday, September 29.

The purpose of World Rivers Day is to celebrate the environmental, economic, social, and cultural values of waterways around the world. In light of the many challenges they face, World Rivers Day helps to raise awareness and promote sustainability and stewardship of our streams and rivers. Established in 2005 by Burnaby resident and Order of Canada recipient Mark Angelo, World Rivers Day is presently celebrated in sixty countries around the world, and its popularity continues to grow every year. In addition, BC Rivers Day is still celebrated in communities across the province.

**2.0 PARTNERS AND ROLES FOR 2013**

Since its inception in 2005, coordination of World Rivers Day celebrations in Burnaby has been a cooperative effort between the British Columbia Institute of Technology (BCIT) and the City of Burnaby, with Mark Angelo, Chair Emeritus of the school's Rivers Institute, and staff from the school's Fish, Wildlife and Recreation Program, representing BCIT. Over this time, annual celebrations of varying scope have been held at a number of different locations in Burnaby. Celebrations in 2011 and 2012 were held on the BCIT campus and focused on Guichon Creek, which

To: City Manager  
From: Director Planning and Building  
Re: World Rivers Day 2013  
2013 August 20.....Page 2

flows through parts of the school grounds. Mr. Angelo has played a key role in terms of organizing and promoting all of the past World Rivers Day celebrations.

This year, the City of Burnaby's Burnaby Village Museum (BVM) will take over as a coordinating agency and host of World Rivers Day celebrations in Burnaby, in partnership with Mr. Angelo, who is now retired from BCIT. With Mr. Angelo's retirement, BCIT does not plan for the near term to be involved in an organizational or supporting capacity as they have in years past. For 2013, Mr. Angelo will continue to be involved in a leadership capacity for organizing and promoting World Rivers Day celebrations in Burnaby, but this will be in his role as Chair and Founder of World Rivers Day and representative of the International Rivers Foundation.

The BVM will host Burnaby's World Rivers Day celebratory community event as part of its regularly scheduled event programming. Resources for planning and promoting the World Rivers Day celebration will come from operating funds and work programs that were already allocated to that weekend. The City of Burnaby's Planning Department will continue in its supporting role by providing the typical amount of staff time and financial contribution from operating funds to the planning and programming for this year's event, as has been provided in recent years.

The BVM's capacity and organizational knowledge for hosting public events will be a significant benefit to all parties involved. In relation to the overall theme of World Rivers Day, it is noted that visitors to the museum enter the grounds by a bridge crossing of Deer Lake Brook, an ecologically significant fish bearing stream that connects Deer Lake with Burnaby Lake and bisects the museum grounds. Various habitat enhancements over the years have improved this waterway to the point that salmon returned to this watercourse and upstream to Deer Lake and Buckingham Creek to spawn in the fall of 2012 for the first time in recent memory. And from a historical perspective, waterways within and around Burnaby, such as the Fraser River, Burrard Inlet and Brunette River, have played important roles in the development of Burnaby. Linking World Rivers Day with the BVM will help to celebrate this history and the City's efforts to protect our natural heritage.

### **3.0 SCHEDULE OF EVENTS**

The 9<sup>th</sup> annual World Rivers Day celebration in Burnaby is scheduled for Sunday, September 29, 2013, at the Burnaby Village Museum, from 11a.m. to 4:30p.m.

Given the Environment Committee's meeting schedule and the date of this year's event, 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 proposed event program. Aside from the new venue, activities, displays and other program elements are similar to previous years.

#### ***Program elements:***

- *Opening ceremony:* the BVM will open at 11a.m. for World Rivers Day, with the opening ceremony scheduled to occur tentatively between 1 and 2p.m. Brief opening remarks from Mark Angelo, City of Burnaby representatives, and possibly other government dignitaries are planned, as well as a First Nations welcoming address.

To: City Manager  
From: Director Planning and Building  
Re: World Rivers Day 2013  
2013 August 20.....Page 3

- *Live music:* live musical performances by one or more folk or bluegrass groups are planned for the duration of the day's program.
- *Environmental education displays and activities:* The following organizations are expected to host displays and related activities at this year's event: Byrne Creek Streamkeepers Society; Eagle Creek Streamkeepers Society; Burnaby Lake Park Association; Stanley Park Ecology Society, co-existing with coyotes program; Orphaned Wildlife Rehabilitation Society; the Stream of Dreams Murals Society; North Shore Black Bear Society; Vancouver Aquarium Aquazone community program; Freshwater Fisheries Society of BC; and the Coastal Painted Turtle Recovery Team.
- *City of Burnaby displays:* The City of Burnaby will participate in the event with an Eco-sculpture display, program information on watershed and stream stewardship, recycling, and water conservation, ecological information on Deer Lake Brook, a project update for the City's Environmental Sustainability Strategy, and a community-mapping activity.
- *Other engaging activities for children:* A local community performer will lead an interactive parade in which children can participate and then host an environmentally themed story-telling session within a large inflatable salmon. A minimum of four performances will be scheduled throughout the day.

In addition to these World Rivers Day specific activities, all of the BVM's shops, homes, businesses, and historical displays will be open to the public.

#### **4.0 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. This is the same amount as was requested in 2012. Amounts of \$4,500 and \$5,500 were approved in 2011 and 2010, respectively.

As in previous years, advertising and promotional material will invite members of the public to participate in World Rivers Day celebratory activities. Advertising inserts are proposed for placement in the two local newspapers. Online advertisements with one or both of the local newspapers, and a regional newspaper, are also planned. A poster will be produced and sent to civic facilities, community organizations, local schools, and published on the City's website. Bus shelter ads and banner placement on the Canada Way overpass are also planned.

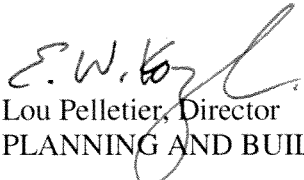
The City Clerk's office has advised that there are sufficient funds available for this purpose.

#### **5.0 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, the BVM will host Burnaby's World Rivers Day celebration in partnership with Mark Angelo. The BVM grounds are accessed from the main entrance by a bridge crossing of Deer Lake Brook, one of Burnaby's most ecologically significant streams. In the fall of 2012, salmon used this stream to access Deer Lake and Buckingham Creek to spawn in these areas for the first time in recent memory. With its proximity to Deer Lake Brook, existing facilities and historical displays, and capacity for hosting public events, the BVM is expected to provide a unique and exciting venue for this year's World Rivers Day celebrations in Burnaby.

To: City Manager  
From: Director Planning and Building  
Re: World Rivers Day 2013  
2013 August 20.....Page 4

Burnaby's continued co-operation with Mr. Angelo, CUPE Local 23 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

MS/jc

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