

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: 2014 ENVIRONMENT WEEK

RECOMMENDATIONS:

1. THAT Council approve the 2014 Environment Week Program, as outlined in Appendix A.
2. THAT Council approve an expenditure of \$6,850 from the Boards, Committees and Commissions' operating budget for advertising and event signage for 2014 Environment Week.

REPORT

The Environment Committee, at its meeting held on 2014 April 08, received and adopted the *attached* report seeking approval for the 2014 Environment Week Program.

Environment Week is an annual community based program that promotes stewardship and sustainability of the natural environment through a range of environmentally themed events and activities. This year's theme "Eco-Wise in Your Community" encourages individuals to incorporate new environmentally friendly ideas and practices into their daily lives.

Respectfully submitted,

Councillor D. Johnston
Chair

Councillor A. Kang
Vice Chair

Councillor N. Volkow
Member

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

DATE: 2014 April 02

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2014 ENVIRONMENT WEEK

PURPOSE: To seek approval for the 2014 Environment Week Program.

RECOMMENDATIONS:

1. **THAT** Council be requested to approve the 2014 Environment Week Program, as outlined in *Appendix A*.
2. **THAT** Council be requested to approve an expenditure of \$6,850 from the Boards, Committees and Commissions' operating budget for advertising and event signage for 2014 Environment Week.

REPORT**1.0 BACKGROUND**

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

Environment Week 2014 is scheduled for Saturday, May 31 to Saturday, June 7. The week long program coincides with Canadian Environment Week, as well as World Environment Day and Clean Air Day. With Phase 2 of the process for developing Burnaby's new Environmental Sustainability Strategy (ESS) underway, Environment Week also presents an opportunity to highlight sustainability as it relates to both our community and the natural environment.

On the 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 2014 February 17. Also at that meeting, Council approved an expenditure of \$2,500 from the Boards, Committees, and Commissions' budget for advertising for the Environmental Awards Program call for nominations, and \$5,925 for advertising for the Garage Sale Day Event. This second report proposes a more detailed schedule of events, as outlined in *Appendix A*, and seeks funding, as in previous years, for promotional advertising and event signage for the 2014

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Environment Week activities and events from the Boards, Committees and Commissions' operating budget.

2.0 2014 ENVIRONMENT WEEK PROPOSED PROGRAM

The program for Environment Week consists of two parts: the Environmental Awards Program and the activities and events associated with Environment Week.

2.1 2014 Environment Awards Program

Burnaby's Environment Awards Program acknowledges deserving individuals, groups and businesses that have made significant contributions to the protection, stewardship and sustainability of the environment. Environment 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.

Funds approved by Council on 2014 February 17 have been used to promote the event through local print media and social media, as well as by placement of promotional posters at all civic facilities.

The nomination process closes on 2014 April 14, 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 publicly announced at the regularly scheduled Council Meeting on 2014 May 26. Recipients will be invited to receive their awards at a celebratory reception, attended by invited guests of Burnaby's environmental community, on Sunday, 2014 June 8 at the Burnaby Lake Rowing Pavilion.

2.2 2014 Environment Week Activities and Events

As previously approved by Council on February 17, the theme for Environment Week 2014 is *Eco-Wise in Your Community*. The theme is broadly focused on environmental sustainability with a goal of informing and empowering citizens to incorporate new environmentally friendly ideas and practices into their daily lives, ranging from buying locally and decreasing one's environmental footprint to engaging in environmental stewardship activities and becoming a 'citizen scientist'. The theme will be used to organize many of the activities planned for the Environment Festival on Saturday, May 31 and will be introduced at the various programs and activities throughout the week.

A schedule of planned events and activities is presented in *Appendix A*. It is anticipated that event details will be finalized by mid-April. Following this, the Environment Week webpage (www.burnaby.ca/environmentweek) will be updated and promotional materials will be prepared for the end of April.

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3.0 PROMOTION AND SPONSORSHIP

Environment Week 2014 will be promoted to the public through the City's website and social media, and through the City's environmental community contacts, by placement of posters at civic facilities, and by placement of print and online ads in social media and in local newspapers. As in previous years, funding to undertake promotion of Environment Week and for event signage is sought. An expenditure of \$6,850 from the Boards, Committees and Commissions' operating budget is recommended and the Deputy 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 NewsLeader. One advertisement is proposed for placement in the regional newspaper, the Georgia Straight. 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 2014 February 17 meeting, staff are pursuing sponsorship again this year to supplement program activities.

4.0 CONCLUSION

Environment Week in Burnaby is a community-based program that promotes environmental stewardship and sustainability within the City. The 2014 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, *Eco-Wise in Your Community*, encourages individuals to incorporate new environmentally friendly ideas and practices into their daily lives. This report seeks approval from Council, through the Environment Committee, for the 2014 Environment Week Program, as outlined in *Appendix A*, and approval for an expenditure of \$6,850 from the Boards, Committees and Commissions' operating budget for advertising and event signage for 2014 Environment Week.


Lou Pelletier, Director
PLANNING AND BUILDING

MS:sa/sla
Attachment

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

PROPOSED PROGRAM FOR ENVIRONMENT WEEK 2014 MAY 31 TO JUNE 7

PRELIMINARY EVENTS

APRIL AND MAY, 2014

Green Goals Youth Contest

As part of Phase 2 for development of Burnaby's Environmental Sustainability Strategy (ESS), the ESS Project Team is planning a *Green Goals Youth Contest*. The contest will be open to Burnaby's secondary school aged students (13 to 18 years of age) and will ask participants to select one of the ten ESS themes and express why that theme is of particular importance to them and what individual actions they can take to support that goal using the media of their choice (e.g., video, writing, photography, song, or art).

An aim of the contest is to encourage submissions that are creative, fun and inspiring. Contest details are under development, but it is tentatively planned that select submissions would be made available to the public on the City's website for voting to determine the most popular submission. The submission receiving the most votes would be eligible for a grand prize to be awarded at the City's Environment Festival on Saturday, May 31. It is envisioned that select submissions will be on display or made available for viewing at the Environment Festival.

MONDAY, MAY 26

2014 Environment Awards - Announcement by City Council

Recipients of the Environment Awards and Stars for 2014 are scheduled to be announced at the Monday, 2014 May 26 Council Meeting.

WEEK LONG EVENTS

MONDAY, MAY 26 – SUNDAY, JUNE 1

Bike to Work Week

2014 Spring Bike to Work Week is scheduled from May 26 to June 1. City staff, businesses and residents will be encouraged to incorporate cycling into their commute. This annual event in Metro Vancouver is organized by HUB: Your Cycling Connection (HUB). Their community partners will be organizing commuter stations with complimentary food and drink for participants throughout Burnaby. The City of Burnaby supports Bike to Work Week by making a modest financial contribution to HUB and providing in-kind support on an annual basis. For 2014, a sum of \$3,500 has been provided to HUB in support of this event.

WEEK OF JUNE 1 – JUNE 7

Commuter Challenge

The community and City staff will be encouraged to take part in the week-long Commuter Challenge event from June 1 to June 7. The Commuter Challenge is a national event that coincides with other national programs such as Canadian Environment Week and Clean Air Day

on June 4. In Metro Vancouver, the Commuter Challenge is hosted by Better Environmentally Sound Transportation (BEST).

At City Hall, Bike to Work Week and the Commuter Challenge will be promoted with a display on the main floor. Staff will be encouraged to participate in both events and to log their commutes online in order to be eligible for individual prizes from HUB and BEST.

WEEK OF JUNE 1 – JUNE 7

Thematic Displays - Burnaby Public Library

Burnaby's public libraries will be displaying material related to this year's theme, *Eco-Wise in Your Community*, during Environment Week.

SATURDAY, MAY 31 – SATURDAY, JUNE 14

Environmental Passport

Participation in Environment Week activities will be encouraged with the *Environmental Passport*. The passport will be available at the Environment Festival and all other event venues on May 31, as well as at all events throughout the week. The passport will list various participatory activities, events and programs associated with Environment Week. Participants will get a unique stamp or punch on their passport for each activity in which they participate or event they attend. The last eligible event will be on Saturday, June 14 (see *Uncover Your Creeks: Citizen Science*).

To be eligible for the grand prize draws, participants will submit their Environmental Passport to the City by Monday, June 30. Participants will be eligible for the prize draw by attending at least one event or participating in one activity, but the draw will be weighted so that those with higher participation rates have a greater chance of winning a grand prize. Details of the prize draws and the Environmental Passport are under development, but will be made available to the public on the Environment Week webpage (www.burnaby.ca/environmentweek) in early May.

DAILY EVENTS

SATURDAY, MAY 31

Burnaby Environment Festival, Burnaby City Hall, 9am to 2pm

This one-day public event will include environmental information displays from city departments and external exhibitors, activities for families and children, a community mapping activity, eco-tours to the nearby heron colony, live blue grass music, prizes and a barbeque. This year's theme, **Eco-Wise in Your Community**, will be used to organize the event and will be explored further through the 'Green Map' community mapping activity, the 'Community Resources Tent', and various displays from exhibitors and community groups.

The event will be held at the Burnaby City Hall in the outer courtyard and walkways beside the bus loop. Using transit and or bicycles to travel to the festival will be encouraged and a free onsite bike valet storage service will be offered.

Separate from the Grand Prize Draws related to the *Environmental Passport*, there will be half hourly prize draws on the day of the Environment Festival based on participation and visits to the various exhibitors and displays. Prizes will include Farmers' Market gift certificates (Farmers' Market dollars) of modest value for spending at the nearby Farmers' Market.

Burnaby Farmers' Market, Burnaby City Hall, 9am to 2pm

At the same time as the Environment Festival, the regularly scheduled Burnaby Farmers' Market will take place in the north parking lot of City Hall. The event will be cross promoted with the Environment Festival.

Environmental Sustainability Strategy (ESS)

As part of Phase 2 of the ESS planning process, the project team will be consulting with the public through the spring of 2014. The ESS project team will have a presence at the Environment Festival in order to update the public on the status of the strategy.

Open House at Burnaby's Still Creek Recycling Centre (4800 Still Creek Drive), 10am to 2pm

An open house at the City of Burnaby's new Still Creek Recycling Centre is planned. Both this event and the Environment Festival are proposed for the same day, offering opportunities to generate additional interest through promotion of the events.

City-sponsored Garage Sale Day Event, city wide, all day

This 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 can register with the City for promotion in 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.

Mandarin Language Nature Tour, Burnaby Lake Regional Park, 3pm to 5pm

Mr. Joseph Lin of the Green Club will lead a public nature tour, in the Mandarin language, of Burnaby Lake Park discussing the watershed, flora, fauna, and how to protect the environment. Mr. Lin is the founding President of the Lower Mainland based Green Club (www.greenclub.bc.ca). He has led numerous nature walks and monthly eco-tours in Mandarin for the Chinese and Taiwanese communities since 1999.

SUNDAY, JUNE 1

Nature Tour of Deer Lake, 7:30am to 9:30am

Departing from Burnaby City Hall, Mr. George Clulow will lead a public tour of Deer Lake Park. Mr. Clulow is a widely renowned ornithologist and naturalist based in Burnaby.

Weed Busters at Burnaby Lake, Burnaby Lake Park Association, 1pm to 4pm

The Burnaby Lake Park Association (BLPA) will host an invasive species removal of English Ivy and Lamium at a specific location within the park. All members of the public are welcome to participate. This event is part of their regularly scheduled Weed Busters events, which are open to the public.

MONDAY, JUNE 2

Wildlife Photography Workshop, Piper Spit at Burnaby Lake Park Regional Park, evening event (actual time to be determined)

Mr. Connor Stefanison will lead a workshop that offers tips and advice for aspiring nature and wildlife photographers of all interest and experience levels. Mr. Stefanison is a Burnaby based wildlife photographer of considerable renown. He was a recent recipient of an international award given to aspiring youth wildlife photographers between the ages of 22 to 26 years in the BBC Wildlife Photographer of the Year Awards. The awarded images were part of a world-touring exhibition that included Victoria's Royal BC Museum.

TUESDAY, JUNE 3

Guided Canoe Trips, Deer Lake Park, 6pm to 7pm and 7:15pm to 8:15pm

Organized by Burnaby Parks, Recreation and Cultural Services, two separate canoe trips on Deer Lake are scheduled for Tuesday, 2014 June 3. 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. Teens aged 16-19 may attend without a parent or guardian, but a waiver form must be signed.

Weed Busters at Burnaby Lake, Burnaby Lake Park Association, 6:30pm to 8:30pm

The Burnaby Lake Park Association (BLPA) will host an invasive species removal of English Ivy and Lamium. This will be a continuation of the Sunday event. All members of the public are welcome to attend.

WEDNESDAY, JUNE 4

National Clean Air Day

As part of Canadian Environment Week, Clean Air Day aims to raise awareness and encourage action on air pollution and climate change. Clean Air Day will be promoted as part of the Commuter Challenge, including an information display at City Hall.

Green Infrastructure Tour of UniverCity on Burnaby Mountain, 4:30pm to 6pm

Planning staff from SFU Community Trust will lead a tour of green infrastructure built as part of UniverCity to mitigate the impacts of urban development on the environment and Stoney Creek watershed. This event will be hosted by Simon Fraser University's Environmental Science Student Union. An option to extend the evening to include a walking tour of lower Stoney Creek that departs from the Jennifer Atchison Environmental Centre is under consideration.

THURSDAY, JUNE 5

Beautiful Byrne Creek, free public presentation by the Byrne Creek Streamkeepers Society, 7pm

The Byrne Creek Streamkeepers Society is planning a public presentation at the Tommy Douglas Library about the ecology of Byrne Creek and the role of streamkeepers as stewards of our local watersheds.

FRIDAY, JUNE 6

Burnaby Environmental Film Screening, Bob Prittie Library, 6:30pm

The Green Ideas Network will present a free public screening of two documentary films: **The Sharing Farm** (14 minutes) and **Edible City** (70 minutes). Both films touch on themes of sustainability, community gardens, community building, and food security. A guest speaker is also planned. This event will be hosted by Burnaby Food First, a local non-governmental organization that supports food security through community action.

SATURDAY, JUNE 7

Car Trunk Sale, Bill Copeland Sports Centre, 9am to 2pm

To encourage waste reduction and the reuse of household items, an Environment Week edition Car Trunk Sale event at Bill Copeland Sports Centre is scheduled. This popular event is free for buyers and is for used items only.

Neighbourhood Flea Market, Willingdon Community Centre, 9am to 12:30pm

The Burnaby Parks, Recreation and Cultural Services Department will host a neighbourhood flea market at Willingdon Community Centre, which will replace the Kidstuff Swapmeet held in previous years. The event encourages the reuse of items that might otherwise be discarded.

Historic Tour of Still Creek Watershed, 9am to 12pm

The Still Moon Arts Society, based at Renfrew Ravine / Community Centre in Vancouver, and the City of Burnaby, are planning a historic tour of Still Creek watershed. Travelling by foot and using public transit, the tour will trace historic Still Creek from its origins in Burnaby's Central Park, to Vancouver's Renfrew Ravine and Grandview Highway area, and then back eastward into Burnaby alongside the Central Valley Greenway.

Planning for this tour is underway. It is envisioned that the historic and present day watershed context will be brought to life through photos, maps and stories collected by the Still Moon Arts Society, real examples of enhancement and restoration projects in Vancouver and Burnaby, and the story of the return of Chum salmon to the upper reaches of Still Creek for the first time in 80 years in 2012 and 2013.

In Burnaby, tour stops will include the Still Creek headwaters near Patterson SkyTrain Station, restoration and enhancement areas for Chub Creek near Gilmore SkyTrain Station, and enhancement of streamside areas beside the Central Valley Greenway near Sperling-Burnaby Lake SkyTrain Station.

INVITATION ONLY EVENT

SUNDAY, JUNE 8

2014 Environment Awards Reception, Burnaby Lake Rowing Pavilion, 1:30pm to 3pm

This celebratory event at the Burnaby Lake Rowing Pavilion provides Burnaby's environmental community with an occasion to interact, acknowledge and celebrate this year's Environment Award recipients.

ADDITIONAL EVENT

SATURDAY, JUNE 14

Uncover Your Creeks Program: Citizen Science, Jim Lorimer Park, 10am to 12pm

Evergreen BC delivers this program at Jim Lorimer Park near Gilmore SkyTrain Station on the second Saturday of the month, March through August. The program encourages Burnaby residents to participate in stream stewardship and the growing movement of ‘citizen scientists’ who are monitoring their streams and watersheds across North America. Participants learn about ecology and watersheds and receive hands on training for managing invasive plants, planting native plants and monitoring water quality in Chub Creek. Gloves, tools and refreshments are provided.

This will be the last event eligible for the *Environmental Passport* for entry into the grand prize draws.