

ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: WORLD RIVERS DAY 2014

RECOMMENDATIONS:

1. THAT Council approve the program for World Rivers Day 2014 at the Burnaby Village Museum.
2. THAT Council authorize expenditures for World Rivers Day 2014 in the amount of \$4,000 for advertising and promotion, as outlined in this report.
3. THAT a copy of this report be forwarded to the 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

The Environment Committee, at its meeting held on 2014 June 10, received and adopted the *attached* report seeking Council's approval of the program for World Rivers Day 2014 at the Burnaby Village Museum, as well as expenditure authorization for advertising and promotion.

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 Engineering Director Parks, Recr. & Cult. Services Director Finance OIC, RCMP Fire Chief Chief Librarian President, CUPE Local 23
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TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE **DATE:** 2014 June 03

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

SUBJECT: WORLD RIVERS DAY 2014

PURPOSE: To seek approval of the program for World Rivers Day 2014 at the Burnaby Village Museum and seek Council expenditure authorization for advertising and promotion.

RECOMMENDATIONS:

1. **THAT** Council approve the program for World Rivers Day 2014 at the Burnaby Village Museum.
2. **THAT** Council authorize expenditures for World Rivers Day 2014 in the amount of \$4,000 for advertising and promotion, as outlined in this report.
3. **THAT** a copy of this report be forwarded to the 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. 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 2014 falls on Sunday, September 28.

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 by millions of people in over sixty countries around the world, and its popularity continues to grow every year. BC Rivers Day is also still celebrated in communities across the province.

2.0 PARTNERS AND ROLES FOR 2014

Burnaby Village Museum (BVM) will host the 2014 World Rivers Day celebration in the City of Burnaby. BVM will act as coordinating agency and host, together with Mark Angelo, World Rivers Chair and Founder and representative of the International River Foundation. Planning Department staff continue to support planning and programming for the event.

Last year, 2013, was the first time the BVM hosted World Rivers Day and the event was successful on many levels. The BVM's capacity and organizational knowledge for hosting public events was a significant benefit to all parties involved. The event provided an opportunity to showcase Deer Lake Brook, an ecologically significant fish bearing stream that bisects the museum grounds. Habitat enhancements over the years have improved the 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 and 2013 for the first time in recent memory. The return of salmon to spawn in Brunette Basin tributaries was a central theme of last year's World Rivers Day celebration. Lastly, from a historical perspective, waterways such as the Fraser River, Brunette River and Burrard Inlet, have played important roles in the development of Burnaby. Hosting World Rivers Day at the Burnaby Village Museum helps celebrate this history and the City's ongoing efforts to protect our natural heritage.

3.0 PROPOSED PROGRAM

The Planning Committee for World Rivers Day in Burnaby, comprised of representatives from the BVM, the City's Planning Department and Mark Angelo, began regular meetings in February of this year. Based on the successes and potential of last year's program, the Planning Committee has incorporated most of the same program elements into this year's program.

The 10th annual World Rivers Day celebration in Burnaby is scheduled for Sunday, September 28, 2014, at the Burnaby Village Museum, from 11 a.m. to 4:30 p.m. A summary of the proposed program is provided below.

Program elements:

- *Opening ceremony:* the BVM will open at 11 a.m. for World Rivers Day, with the opening ceremony scheduled to occur tentatively between 1 and 2 p.m. Opening remarks from City of Burnaby representatives, Mark Angelo and a First Nations welcoming address are planned, along with opportunities for other government dignitaries to speak, as appropriate.
- *Live music:* live musical performances by a children's musician, and possibly one or more folk or bluegrass groups, are planned for the duration of the day's program.
- *Activities for children:* A children's community performer, the Nylon Zoo, will lead interactive, participatory parades through the BVM grounds and host environmentally

themed story-telling sessions. A minimum of four performances will be scheduled throughout the day.

- *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; Stoney Creek Environment Committee; Burnaby Lake Park Association; Stanley Park Ecology Society, Co-existing with Coyotes Program; Orphaned Wildlife Rehabilitation Society; North Shore Black Bear Society; Vancouver Aquarium Aquazone Community Program; Freshwater Fisheries Society of BC, Learn to Fish Program; Nature Trust 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.
- *Demonstration riparian planting:* Evergreen BC will host a demonstration riparian planting activity involving the installation of native shrub and tree species along the banks of Deer Lake Brook.

In addition to these World Rivers Day specific activities, all of the BVM's shops, homes, businesses, and historical displays, as well as the carousel, 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 and 2013. The City Clerk's office has advised that there are sufficient funds available for this purpose.

The Burnaby Village Museum will lead advertising and promotion of the event, which will invite members of the public to participate in World Rivers Day celebratory activities. Advertising and promotion will involve the following: display of a promotional poster at all civic facilities and promotion of the event on the museum website; placement of print and online advertisements with local newspapers in Burnaby; online promotion with regional Metro Vancouver papers; Public Service Announcements to local and regional media outlets; promotion through a variety of social media outlets; banner placements on the overpass near City Hall and along the museum perimeter fence; and email blasts and event listings with the City's community partners.

5.0 CONCLUSION

Celebrating World Rivers Day provides a meaningful opportunity for the public to explore and celebrate rivers and watercourses in Burnaby and around the world. As in 2013, the BVM will host Burnaby's World Rivers Day celebration. The BVM grounds are accessed from the main

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From: Director Planning and Building
Re: World Rivers Day 2014
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entrance by a bridge crossing of Deer Lake Brook, one of Burnaby's most ecologically significant streams. With its proximity to Deer Lake Brook, existing facilities and historical displays, and capacity for hosting public events, the BVM provides a unique and exciting venue for the 2014 World Rivers Day celebration.

Burnaby's continued co-operation with Mr. Angelo and environmental stewardship groups is expected to contribute positively to the event's success. Celebrating World Rivers Day in Burnaby highlights the City's ongoing commitment to the sustainability of Burnaby's streams, rivers and watersheds.


Lou Pelletier, Director
PLANNING AND BUILDING

MS/sla

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