
ENVIRONMENT COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

**SUBJECT: 2014 ENVIRONMENT WEEK AND ENVIRONMENTAL AWARDS
PROGRAM**

RECOMMENDATIONS:

1. THAT Council approve the preliminary planning approach of Environment Week, scheduled for 2014 May 31 to June 7.
2. THAT Council approve the call for nominations for the 2014 Environmental Awards Program.
3. 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 Council approve an expenditure of \$5,925 from the Boards, Committees and Commissions' operating budget for advertising the Garage Sale Day Event.

REPORT

The Environment Committee, at its meeting held on 2014 February 11, 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 2014.

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 Director Engineering Manager, Environmental Engineering Director Finance Chief Librarian OIC, RCMP Fire Chief President, CUPE Local 23 Deputy City Clerk
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TO: CHAIR AND MEMBERS ENVIRONMENT COMMITTEE **DATE:** 2014 February 5

FROM: DIRECTOR PLANNING AND BUILDING **FILE:** 33000-01
Reference: Environment Week

SUBJECT: 2014 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 2014.

RECOMMENDATIONS:

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2. **THAT** Council approve the call for nominations for the 2014 Environmental Awards Program.
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REPORT**1.0 BACKGROUND**

The City of Burnaby's Environment Week is a community based program that promotes awareness, stewardship and sustainability of the natural environment 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.

Environment Week is scheduled this year for Saturday May 31 to Saturday June 7, 2014, to coincide with Canadian Environment Week in the first week of June and World Environment Day on June 5. With the development of an Environmental Sustainability Strategy (ESS) for the City of Burnaby underway, Environment Week, this year and in future years, presents a renewed opportunity to highlight how the strength of our communities is dependent upon a healthy environment.

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.

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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 Environmental 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.

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 general public is increasingly aware of the environmental challenges facing our communities. Stories about climate change, management of our waste, increasing demand for energy, water and air pollution, and declining biodiversity, for example, are commonplace in the news and on social media. Yet at the same time, the concept of 'sustainability' remains difficult to grasp for many, especially when trying to make a connection between broad scale environmental challenges and the decisions we make and actions we take in our daily lives.

To strengthen this connection and to advise citizens of Burnaby about existing and new environmentally friendly programs, ideas and practices, the proposed theme for Environment Week this year is '**Eco-Wise in Your Community**'. The theme is based on the idea of informing and empowering citizens to incorporate new environmentally friendly ideas and practices into their daily lives. The theme is broad enough to encompass a wide array of such practices, for example:

- recycling food scraps and other hard to recycle items such as electronics or Styrofoam,
- encouraging greater use of transit, cycling and walking as part of a typical day in your community,
- buying more local food,
- visiting the Farmer's Market,
- buying less and sharing more with your neighbours,
- conserving water,
- becoming an active steward of the environment, and
- landscaping with native plants.

The theme will capitalize on programming opportunities presented with the newly completed Still Creek Recycling Centre and the connection between the environmental festival at City Hall and the nearby Burnaby Farmer's Market. Recognizing that messaging about sustainability and the need for individual action can at times be overwhelming, the theme of '**Eco-Wise in Your Community**' will focus on small but significant changes that individuals can choose to make part of their daily lives.

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 at City Hall and Garage Sale Day

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event. Some of the community events that occurred at the end of Environment Week in previous years have been shifted to the start of Environment Week (Saturday, May 31) to avoid conflicting with the Hats Off Day festival on Saturday, June 7.

- *Bike to Work Week, May 26 to June 1*
The 2014 Spring Bike to Work Week is tentatively scheduled from May 26 to June 1. City staff, businesses and residents will be encouraged to incorporate cycling into their commute, if possible. Bike to Work Week is promoted by HUB: Your Cycling Connection, but will be cross promoted as part of Environment Week. Those who register can log their cycling details and compete for prizes from HUB.
- *Burnaby Environment Festival, Saturday, May 31*
This one-day public event will include environmental information displays from staff and external exhibitors, activities for families and children, a community mapping activity, eco-tours to the nearby heron colony, live music, prizes and a barbeque. The event will be held at the Burnaby city hall in the outer courtyard and walkways along the bus loop and north side of the building. The regularly scheduled Burnaby Farmers Market will take place in the north parking lots at the same time as the festival. In 2013, the integration of the two events was positive for both the City and the market.
- *Environmental Sustainability Strategy (ESS)*
After the successful completion of Phase 1 of the ESS planning process, the project team will be consulting with the public through the spring of 2014. It is anticipated the ESS project team will have a presence at one or more events during Environment Week in order to update the public on the status of the strategy.
- *Open House at Burnaby's Still Creek Recycling Centre, Saturday, May 31*
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. More details will be provided to the Environment Committee in a second report planned for April.
- *City-sponsored Garage Sale Day Event, Saturday, May 31*
Coordinated by the Engineering Department, 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.

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).
- *Burnaby Commuter Challenge, June 1 to 7*
Better Environmentally Sound Transportation (BEST) organization is inviting lower mainland municipalities to participate in a week-long Commuter Challenge from June 1 to June 7, which coincides with Environment Week. A City of Burnaby workplace team will encourage staff to participate and log their mode of transportation online during the week. Information on how to participate in the Commuter Challenge will also be made available to the public.
- *Naturalist field tour of Deer Lake, Sunday June 1*
The public will be invited to attend an early morning field tour of Deer Lake led by a local naturalist. This tour was offered last year and was well attended.

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- *Deer Lake Guided Canoe Trips, Tuesday, June 3*
The Burnaby Parks, Recreation and Culture Services Department will coordinate guided canoe trips on Deer Lake. As in past years, it is anticipated the public will be able to sign up for one of two trips on the lake, led by staff knowledgeable in the local ecology.
- *Clean Air Day, Wednesday, June 4*
As part of Canadian Environment Week, June 4 is Clean Air Day, which aims to raise awareness and encourage action on air pollution and climate change issues. One way to participate is to make a sustainable transportation choice on this day (for example, car pooling, using transit, cycling or walking). Staff envision promoting Clean Air Day as part of the Burnaby Commuter Challenge and possibly developing a promotional event at City Hall.
- *Burnaby's Beautiful Byrne Creek, public presentation by the Byrne Creek Streamkeepers Society, Thursday, June 5 (tentative)*
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. The event will be free to the public. The presentation was offered in 2013 and was well attended.
- *Public screening of a documentary film, Friday, June 6 (tentative)*
The Green Ideas Network and the City of Burnaby will 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. A new film and possibly a guest speaker, is planned for this year. The time and date is still to be determined.
- *Car Trunk Sale, Environment Week edition, Saturday, June 7*
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 7 (9am-2pm) at Bill Copeland Sports Centre.
- *Neighbourhood Flea Market at Willingdon Centre, Saturday, June 7*
The Burnaby Parks, Recreation and Culture 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.
- *Burnaby Environmental Awards Program, Sunday June 8*
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 8 at the Burnaby Lake Pavilion on the shores of Burnaby Lake (additional details are provided in Section 3.0).

Additional events and activities relating to the 'Eco-Wise in Your Community' theme will be developed. Events, activities and ideas under consideration include:

- a project to remove select invasive plant species in some areas of the civic precinct and undertake infill planting with native species;
- a walking tour of UniverCity, a sustainable 'green' development in Burnaby;
- a walking tour of Discovery Park, for which a 10 year forest enhancement strategy was recently completed;
- possible stream enhancement projects led by local streamkeeper and environmental groups,

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- information and interactive displays from various exhibitors and community partners involved in energy conservation, recycling and product stewardship, and natural landscaping and gardening;
- potential involvement of the Burnaby Youth Sustainability Network in some capacity; and
- involvement of the Burnaby chapter of HUB: Your Cycling Connection and other sustainable transportation advocacy groups for programming focused on bicycle safety and maintenance.

An update of additional programs and 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 8 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 2014 Awards will be promoted across the City using the City's web page, poster placement in all civic facilities, direct email contact with the local environmental community, social media, and 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 14. 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 26.

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 local environmental stewardship. Last year, Tim Hortons and Covanta Energy 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. The associated total expenditures for which Council approval is sought are outlined below in Table 1.

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Table 1. Proposed expenditures requiring Council approval

City sponsored Garage Sale Day Event	<ul style="list-style-type: none"> • one ½ page ad in Burnaby Now • one ½ page ad in Burnaby Newsleader • one full page ad (if required) in both the Burnaby Now and Burnaby Newsleader listing the addresses of participants. Note: as with previous years, a half page ad may suffice 	<p>\$5,925, assuming full page ads are required for address listings;</p> <p>The actual cost will be \$4,025 if ½ page ads can be used for address listings</p>
Environment Awards Program, call for nominations	<ul style="list-style-type: none"> • one ½ page ad in Burnaby Now • one ½ page ad in Burnaby Newsleader • poster printing costs • paid advertising on social media 	<p>\$2,500</p>

The advertising expenditure of \$5,925 for the garage sale day event is based on full page ads required for listing the addresses of participating homes. However, depending on the number of participating homes, it may be possible to use half page ads, which will result in a lesser cost of \$4,025. In 2013, half page ads sufficed.

The promotions expenditure of \$2,500 for the Environmental Awards Program is the same as 2013, when costs were shared with promotion of Burnaby’s Local Hero’s Program. Cost sharing resulted in savings of \$1,850 as compared to previous years.

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. 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 2014 Environment Week and the 2014 Environment Awards Program call for nominations.


 Lou Pelletier, Director
 PLANNING AND BUILDING

MS/sa

Copied to: City Manager
 Deputy City Managers
 Director Parks, Recreation and Cultural Services
 Director Engineering
 Manager, Environmental Engineering
 Director Finance

Deputy City Clerk
 Chief Librarian
 OIC - RCMP
 Fire Chief
 President, CUPE Local 23