
TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2015 February 4

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2015 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 2015.

RECOMMENDATIONS:

1. **THAT** Council approve the preliminary planning approach for Environment Week, scheduled for 2015 May 30 to June 6.
2. **THAT** Council approve the call for nominations for the 2015 Environmental Awards Program.
3. **THAT** Council approve an expenditure of \$2,650 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.
5. **THAT** Council approve an expenditure of \$6,850 from the Boards, Committees and Commission's operating budget for advertising Environment Week.

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 free 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 recognize and celebrate our environment.

Environment Week 2015 is scheduled for Saturday, May 30 to Saturday, June 6, to coincide with Canadian Environment Week and World Environment Day on June 5. The City's annual Environmental Awards Reception, to acknowledge valued community members and organizations that have made meaningful contributions to the environment, will be held the following week on Sunday, June 14. 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, the City's Garage Sale Day program and Environment Week.

2.0 PRELIMINARY APPROACH FOR ENVIRONMENT WEEK

Program

Environment Week 2015 will aim to build on the success of the previous two years. During this time, the program has been comprised of an 'environment festival' at City Hall, which coincides with the regularly scheduled Saturday Farmers Market nearby in the north parking lot, as well as many free environmentally themed public events and activities scheduled throughout the week and delivered by the City's community partners and others. This format has received positive feedback. The environment festival offered together with the Farmers Market, in particular, has created an engaging and welcoming public event.

Environment Week this year will begin on Saturday, May 30 and end on Saturday, June 6. The environment festival at City Hall will be scheduled for May 30 and presented as the 'kick-off' event that starts the week long program. The Environmental Awards Reception will be scheduled for Sunday, June 14, which is the following week after Environment Week ends.

Many of the events and activities planned for 2015 will be recognizable from previous years. Those that are well attended or popular by other measures are typically carried forward from year to year. Other events and activities will be new and possibly unique to this year. A detailed program schedule and description of events and activities will be presented in a second report to the Environment Committee in April. For the purpose of this report, an overview of the structure of the Environment Week program for 2015 is presented below.

- *April / May, Youth Environmental Sustainability Video Contest*

With the success of the 'My Green Goals' Youth Video Contest last year, the contest is proposed again for 2015. Last year's contest was part of Phase 2 for developing the Environmental Sustainability Strategy (ESS). Burnaby youth were invited to create a short video about a part of the ESS draft strategy that was most important to them. From the videos received, several were selected as finalists and the public was able to view them online and vote for their favourite. Those youth receiving the most votes for their video were invited to attend the Environmental Festival to receive a prize.

The videos from last year were well received and the contest successfully engaged Burnaby's youth. City staff plans to work again with the Burnaby Youth Sustainability Network (BYSN) to deliver the contest following the same approach. Proposed is that the contest details would be announced at the BYSN's annual School District wide Do It Green Sustainability Conference on Tuesday, March 24th. Video submissions would be received throughout April with online voting in May to select a winner in time for the Environment Festival on May 30th.

- *2015 Spring Bike to Work Week, May 25 to May 31*
Bike to Work Week is sponsored by the cycling advocacy group, HUB: Your Cycling Connection, and is promoted throughout the region. City staff, businesses and residents will be encouraged to incorporate cycling into their commute.
- *Commuter Challenge, May 30 to June 6*
Promoted in Vancouver by Better Environmentally Sound Transportation (BEST), the Commuter Challenge is a Canada wide event that encourages participants to choose a sustainable commuting option and to log this information online to win prizes.
- *Burnaby Environment Festival, Saturday, May 30*
This one-day public event will include environmental information displays from staff, community partners and external exhibitors, activities for families and children, a community mapping activity, eco-tours to the nearby heron colony, an invasive plant management demonstration project, and live music. The event will be held at Burnaby City Hall in the outer courtyard and walkways along the bus loop. The regularly scheduled Burnaby Farmers Market will take place in the north parking lot at the same time as the festival.

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

- *Open House at the Burnaby Eco-Centre, Saturday, May 30*
The Burnaby Eco-Centre is a public facility where residents can take large volumes of materials accepted into the City's recycling program. For the open house, there will be information displays, staff available to answer questions and live music. This event and the Environment Festival are proposed for the same day, offering opportunities to generate additional interest through cross promotion of the events.
- *City-sponsored Garage Sale Day Event, Saturday, May 30*
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 an 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).

- *Naturalist field tour of a Burnaby Park, Sunday, May 31*
The public will be invited to attend an early morning field tour of a Burnaby park (to be selected) led by a local naturalist. This tour was offered the last two years and was well attended.
- *Deer Lake Guided Canoe Trips, Tuesday, June 2*
The Burnaby Parks, Recreation and Cultural Services Department will coordinate guided canoe trips on Deer Lake. With the popularity of this activity, staff plan to explore an opportunity to offer a second evening of guided canoe trips during Environment Week.

- *Clean Air Day, Wednesday, June 3*
Part of Canadian Environment Week, Clean Air Day aims to raise awareness and encourage action on air pollution and climate change issues. Staff plans to promote Clean Air Day as part of the Burnaby Commuter Challenge and possibly develop a promotional event at City Hall around the City's anti-idling and Drive Smart programs.
- *Public screening of a documentary film, Friday, June 5*
The Green Ideas Network and the City of Burnaby plan to partner again to screen a documentary film. Last year, this evening event was held at the Bob Prittie Library but other venues may be explored this year. A new film and possibly a guest speaker, is planned.
- *Burnaby Environmental Awards Program, Sunday, June 14*
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 at the Burnaby Lake Rowing Pavilion (additional details are provided in Section 3.0).

Additional events and activities under development include:

- *Mandarin language nature tour of a Burnaby Park*
Last year, a free tour of Burnaby Lake Regional Park was led by a Mandarin speaking naturalist. The tour was one of the most well attended events in 2014. The same tour is tentatively planned for 2015.
- *Upper Still Creek Watershed Tour*
In 2014, City staff teamed with the Still Moon Arts Society to offer a historical tour of Upper Still Creek watershed, beginning in Central Park and including Renfrew Ravine in Vancouver. A similar tour is planned for 2015.
- *Wildlife Photography Workshop*
In 2014, the City teamed with a local wildlife photographer to offer a free photography workshop at Burnaby Lake Regional Park. The event was very popular and staff hopes to offer a similar workshop with the same photographer in 2015.
- *Community partners*
Each year, the City's many community partners participate in Environment Week by organizing free public events and activities, such as ecology tours, neighbourhood festivals, creek clean ups and invasive species removals. Staff will liaise with the Stoney Creek Environment Committee, Eagle Creek Streamkeepers, Byrne Creek Streamkeepers, the Burnaby Lake Park Association, and others, to see what activities could potentially be offered in 2015.
- *Covanta, Energy from Waste facility tour*
Covanta offered two weekday lunch time tours of its Burnaby facility last year. All spaces available were taken. Staff plans to inquire about scheduling the same tour again in 2015.

- *City of Burnaby Parks, Recreation and Cultural Services*
In the past, Environment Week editions of the Car Trunk Sale and Neighbourhood Flea Market have been offered. These events promote the reuse of ordinary household items. These two events are typically planned for one of the two Saturdays during Environment Week.

For 2015, staff has also identified the following topics for further exploration and potential inclusion in the Environment Week program:

- *Waste reduction and food scraps recycling*
Beginning in 2015, all residents, businesses and institutions must separate food scraps from their regular garbage. Related to this topic, there are several recent documentary films on waste reduction and food waste. The best opportunity to explore this topic further may be the documentary film screening (with possible guest speaker), which is a regular event of Environment Week. Public information on waste reduction and food scraps recycling may also be provided at the Burnaby Eco-Centre Open House and the Environment Festival.
- *City of Burnaby Environmental Sustainability Strategy (ESS)*
Depending on the progress of Phase 3 of the Environmental Sustainability Strategy (the final phase for ESS development), staff will provide opportunities for the public to learn about the strategy during Environment Week. More details will be presented in the second report to the Environment Committee in April.
- *Transportation and mobility*
During the past two years, the Burnaby chapter of HUB has been a community partner and contributor to the Environment Festival. Council recently adopted a new 'complete streets' standard for Burnaby Town Centres. A good opportunity to explore the topic of active transportation further will be at the Environment Festival, including the community mapping activity that uses the 'Big Green Map', as well as potentially working with HUB members to organize a new activity around the festival and Bike to Work Week.

3.0 ENVIRONMENTAL AWARDS PROGRAM

The Environmental Awards Reception is scheduled for Sunday, June 14 at the Burnaby Lake Rowing Pavilion.

The Environmental Awards Program has six categories: Business Stewardship, Communications, Community Stewardship, Green Choices, Planning and Development and Youth. Award 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.

A call for nominations for the 2015 Awards will be issued in late February and 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, the City's new environmental e-newsletter, and advertising in local newspapers (funds requested for advertising are discussed in Section 4.0).

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The nomination deadline for the Environmental Awards is proposed for Monday, April 13, after which the citizen representatives of the Environment Committee will review the nominations and recommend recipients for approval by Council. As there is no Environment Committee meeting scheduled between the nomination deadline and the Environment Festival at which the names of this year's recipients are proposed for public display, the recommendations for award recipients, with the concurrence of the Chair, will go directly to Council for approval and public announcement at the Regular Meeting of Council on May 25.

Next year, 2016, will be the 20th anniversary of Burnaby's Environmental Awards Program and Environment Week. Ideas for celebrating this milestone will be presented in a future report to the Environment Committee in 2015.

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 and the Environmental Awards Reception. 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 Environmental 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, the Garage Day Sale Event and Environment Week. The associated total expenditures for which Council approval is sought are outlined below in Table 1.

Table 1. Proposed expenditures requiring Council approval

City sponsored Garage Sale Day Event	• 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	\$5,925, assuming full page ads are required for address listings; The actual cost will be \$4,025 if ½ page ads can be used for address listings
Environmental Awards Program, call for nominations	• combination of online and print advertising in the Burnaby Now and Burnaby Newsleader • printing costs for poster and other promotional materials • paid advertising on social media	\$2,650
Environment Week	• combination of online and print advertising in the Burnaby Now and Burnaby Newsleader • printing costs for poster and other promotional materials • paid advertising on social media	\$6,850

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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. The same expenditure was approved in 2014. 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.

The promotions expenditure of \$2,650 for the Environmental Awards Program is an increase of \$150 as compared to 2014. The modest increase in funds will be used for other print materials to promote the awards program. The promotions expenditure of \$6,850 for Environment Week is the same as the amount approved in 2014. Staff will also use existing forms of advertisement to promote the Environmental Awards program and Environment Week, including the City's environmental e-newsletter, website, Facebook and Twitter accounts, as well as print ads placed in the Burnaby Now and Burnaby Newsleader and paid social media advertising placements.

With respect to the requested expenditures, the City Clerk has advised that the Boards, Committees and Commissions' operating budget has sufficient funds available for these purposes.

5.0 CONCLUSION

Environment Week, together with the Environmental Awards Program, celebrates Burnaby's ongoing commitment to environmental sustainability and shared stewardship. A second report to the Committee in April 2015 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 2015 Environment Week, the 2015 Environmental Awards Program call for nominations and the advertising expenditures of \$5,925, \$2,650 and \$6,850 from the Boards, Committees and Commissions operating budget for promotion of the Garage Sale Day event, the Environmental Awards Program nomination process and Environment Week.



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