

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2016 February 02

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2016 ENVIRONMENT WEEK PROGRAM

PURPOSE: To seek approval for the 2016 Environment Week Program and the Environmental Awards and Stars Reception.

RECOMMENDATIONS:

1. **THAT** Council approve the 2016 Environment Week Program.
2. **THAT** Council approve the presentation of Environmental Awards and Stars at the Regular Council meeting on May 16, 2016.
3. **THAT** Council approve an expenditure of up to \$3,000 from the Boards, Committees and Commissions' operating budget for promoting and advertising the City sponsored Garage Sale Day Event.
4. **THAT** Council approve an expenditure of up to \$5,800 from the Boards, Committees and Commissions' operating budget for promoting and advertising Environment Week.

REPORT**1.0 BACKGROUND**

The City of Burnaby's Environment Week Program promotes awareness, stewardship and environmental sustainability of our natural and built environments 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 recognize and celebrate our community and the environment.

Environment Week 2016 is proposed to be scheduled for a two week period, from Saturday, May 28 to Sunday, June 12, to coincide with Canadian Environment Week and World Environment Day on June 5. The City's annual Environmental Awards and Stars Reception is proposed to be held on Monday, May 16 at City Hall as part of a Regular Council meeting. The call for nominations for the 2016 program was previously approved by Council and is presently open until February 29.

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2016 is the 20th anniversary of the Environment Week and Environmental Awards Programs. Established from recommendations contained in the City's State of the Environment Report (1993), these programs continue to be an important part of how the City promotes and supports environmental stewardship and sustainability.

This report seeks Council approval for the 2016 Environment Week Program and the Environmental Awards and Stars Reception to be hosted just prior to the Regular Council Meeting on Monday, May 16. Approval of promotion and advertising expenditures from the Boards, Committees and Commissions' budget is sought for Environment Week and the City's Garage Sale Day programs.

2.0 ENVIRONMENT WEEK PROGRAM

Scheduling

The 2016 Environment Week Program is proposed to begin on Saturday, May 28 and end on Sunday, June 12, which extends Environment Week to two weeks, rather than one week as in previous years. This provides for two weekends at the start and end of the program, with Hats Off Day in Burnaby, an event organized by the Heights Merchants Association and attended by various City departments, occurring on the weekend in the middle (Saturday, June 4 this year and the first Saturday in June every year).

A two week schedule will help to spread weekend events such as the Environment Festival, the City-wide Garage Sale and the Eco-Centre Open House to different days, whereas previously they were held on the same Saturday so as not to conflict with Hats Off Day. The longer time frame also provides more opportunity for the City's community partners to organize and offer their own events as part of Environment Week.

It is also proposed that the Environment Week Program be organized around a two week period (Saturday, May 27 and ending on Sunday, June 11 in 2017, for example) on an annual basis going forward. Establishing regular dates for Environment Week will allow the City to more effectively promote Environment Week as an annual event in the community.

2016 Environment Week Program

The core elements of the City's annual Environment Week Program are mainly organized by City of Burnaby departments. The remainder of the program consists of various environmentally themed, free public events and activities organized by the City's community environmental partners.

While many of the events and activities will be recognizable, the program aims to offer some new events from year to year, to showcase new City-led environmental initiatives and to use the creative energy of our community environmental partners.

The 2016 Environment Week Program described below includes the core elements and those events and activities that have been confirmed. Based on Council approval of the program as

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outlined in this report, promotion of the program will begin in March and continue through May. During that time, core elements will be planned in more detail and new events and activities may be added. A description and schedule of the final program will be provided for information to the Environment Committee at the meeting scheduled for April 12.

Core Elements

- ***Burnaby Environment Festival, Saturday, May 28***

This one day event will be held at Burnaby City Hall in the outer courtyard and walkways. The regularly scheduled Burnaby Farmers Market will take place in the north parking lot at the same time. The event will include environmental displays from City departments, community partners and external exhibitors, activities for families and children, a community mapping activity, guided eco-tours to the nearby Great Blue Heron colony, and live music.

Participating in the festival this year will be the BC Recycles Ambassador Team. The team represents all provincial recycling stewardships under a single banner, including the BC Used Oil Management Association, Tire Stewardship of BC, Return-It, Call2Recycle, Regeneration, Health Products Stewardship Association, ElectroRecycle, Electronic Products Recycling Association, and Canadian Battery Association. Burnaby's Environment Festival will serve as the kick-off event for the BC Recycles Ambassador Team's summer tour across BC.

Water conservation is proposed to be an organizing theme of this year's festival. Festival programming will include the display of selected works of art submitted to the City as part of our Engineering Department's water conservation poster contest, presently underway and open to School District 41 elementary students (*see Attachment #1*) and high school students (*see Attachment #2*). In response to last summer's drought-like conditions, sprinkling regulations across Metro Vancouver will take effect on May 1, one month earlier than in years' past. The Environment Festival will provide a timely opportunity to raise awareness of this change to the sprinkling regulation and what individuals can do to conserve water at home.

The Environmental Passport promotion will again be incorporated into the festival. The passport will contain a list of environmentally themed questions from the exhibitors attending the festival. To be eligible to win prizes at Environment Festival, members of the public must visit the exhibits and answer the questions on their passport. Draws for prizes will be scheduled for every ½ hour and will consist of water conservation kits and rain barrels and coupons that can be spent at the nearby Farmers Market. Passport questions will focus on water conservation, festival exhibitors and the BC Recycles program.

Lastly, Burnaby Public Library plans to host a pop up library at Environment Festival. A pop up library is a satellite library that is brought into the community. An environmental theme is planned.

Council approval is sought for 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).

- ***City-sponsored Garage Sale Day Event, Saturday, May 28***

Coordinated by the Engineering Department, this program encourages waste reduction and recycling 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).

- ***Birding by Ear Workshop, Sunday, May 29***

Coordinated by Parks, Recreation and Cultural Services, this will be an interactive workshop for the burgeoning birder interested in identifying birds by ear. A biologist will lead the event. Pre-registration will be required.

- ***2016 Spring Bike to Work Week, May 30 to June 5 (National Clean Air Day, June 1)***

Promoted in Metro Vancouver by HUB: Your Cycling Connection, Bike to Work Week encourages residents and businesses to incorporate bicycling as part of their regular work commute. Bike to Work Week will be promoted to staff and to City residents through the City's social media channels. A celebratory event at City Hall will be considered for National Clean Air Day on Wednesday, June 1.

- ***Deer Lake Guided Canoe Trips, consecutive Tuesday evenings, May 31 and June 7***

Burnaby Parks, Recreation and Cultural Services will coordinate free, guided canoe trips on Deer Lake. Pre-registration will be required.

- ***Commuter Challenge, June 5 to June 11***

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. The Commuter Challenge will be promoted to staff and to City residents through the City's social media channels.

- ***Open House at the Burnaby Eco-Centre, Saturday, June 11***

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.

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- ***Car Trunk Sale, Environment Week edition, Bill Copeland Sports Centre, Saturday, June 11***

This annual event, organized by Parks, Recreation and Cultural Services, encourages waste reduction by promoting reuse of ordinary household items.

- ***Kids Stuff Swapmeet, Environment Week edition, Willingdon Community Centre, Saturday, June 11***

This annual event, organized by Parks, Recreation and Cultural Services, encourages waste reduction by promoting reuse of previously owned items for children.

- ***Great Blue Heron Colony Tour, Sunday, June 12***

Coordinated by Parks, Recreation and Cultural Services, this event will consist of a short presentation at the Burnaby Village Museum, followed by a field tour of the nearby Great Blue Heron Colony. The talk and tour will be led by a biologist. Pre-registration will be required.

Additional programming around City initiatives, such as the Environmental Sustainability Strategy, may be developed if opportunities arise.

Events and Activities of Community Partners

- ***Mandarin language nature tour of Central Park, Saturday, May 28***

For the last two years, free nature tours of different Burnaby parks have been led by Mandarin speaking naturalist, Joseph Lin, of the Green Club of Vancouver. The tour is typically one of the most well attended events. The 2016 tour will take place in Central Park.

- ***Upper Still Creek Watershed Tour, Sunday, May 29***

City staff will team 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. Developing a separate tour of lower Still Creek in Burnaby is under consideration.

- ***Wildlife Photography Workshop, Monday evening, May 30***

The City will team with renowned local wildlife photographer, Connor Stephanison, to offer a free wildlife photography workshop, tentatively planned for Burnaby Lake Regional Park.

- ***Uncover Your Creeks at Jim Lorimer Park, Saturday, June 11, 9am to 12pm***

Offered by Evergreen, a national non-profit environmental organization, this program encourages residents to learn about their local watershed and take action toward protecting it. Presently offered in six watersheds across Metro Vancouver, a staff person from Evergreen leads the program in Burnaby at Jim Lorimer Park and nearby Chub Creek on the second Saturday of every month.

- ***Burnaby Lake Park Association, Weed-Buster events, (time and date to be determined)***

In addition to participating as an exhibitor at Environment Festival, the Burnaby Lake Park Association typically offers one or two Weed-Buster events that are open for public participation to remove invasive plant species.

- ***Stream Stewardship at Greystone Village, (time and date to be determined)***
Eagle Creek Streamkeepers plan to organize this annual stream stewardship event as part of Environment Week. The event typically consists of a creek clean-up, informative displays and storm drain marking.
- ***Burnaby Food Forum, Burnaby Food First, (time and date to be determined)***
Burnaby Food First, a group of community members and local agencies, and with staff representation, work together to bring food security to Burnaby. They plan to organize a food forum to discuss the status of food security in Burnaby. The forum will be open to the public.

Each year, many other City community partners participate in Environment Week. These community partners include Byrne Creek Streamkeepers, Stoney Creek Environment Committee, the Green Ideas Network, Burnaby Residents Opposed to Kinder Morgan Expansion (BROKE), SFU Community Trust, Sprouting Chefs, Sustainable SFU, Wildlife Rescue Association, British Columbia Institute of Technology, Covanta Energy, and Burnaby HUB: Your Cycling Connection. These partners, and others, will be contacted and invited to participate in this year's program.

3.0 ENVIRONMENTAL AWARDS AND STARS RECEPTION

The call for nominations for the 2016 Environmental Awards Program was approved by Council in November 2015. The nomination period opened on January 18 and closes on February 29.

In past years, the awards were presented at a reception held at the Burnaby Lake Rowing Pavilion in mid-June on a Sunday, during or after Environment Week. For 2016, it is proposed the awards be presented at the Regular Meeting of Council on Monday, May 16. The awards would be presented at the beginning of the meeting and would be preceded by a reception hosted outside of Council Chambers prior to the meeting getting underway at 7 pm. The evening would be organized in the same way as the awards presentation for the City's Local Heroes Program. The City's environmental community will be invited to attend the reception and the presentations. The event will help promote Environment Week, which is less than two weeks later.

Presenting the awards and hosting the reception as part of a Regular Meeting of Council will help raise the profile of the Environmental Awards Program and celebrate the program's 20th anniversary. Council approval is sought for expenditure from the Boards, Committees and Commissions' budget to support this event (more detail is provided in Section 4.0 of this report).

The 20th anniversary of the program will also be celebrated by using a new photograph to create the Environment Award presented in each category. In previous years, each award winner received a framed photograph of Deer Lake, taken and generously donated by Fred Chapman, a long-standing member of the Burnaby Photographic Society (BPS). This year, Mr. Chapman has graciously agreed to his photo being retired and the BPS has agreed to donate eight (8) new photos, selected by the BPS from the portfolios of its members, for the City to use to create the new Environmental Award in each category.

As has been done in previous years, corporate sponsorship will be sought to provide supplementary support for the Environment Week Program and the Environmental Awards and Stars Reception. Sponsorship provides businesses and corporations in the community the opportunity to become involved in environmental stewardship. Last year, Covanta Energy contributed to Environment Week and the Environmental Awards and Stars Reception.

4.0 PROMOTION AND REQUESTED EXPENDITURES

Promotion

With approval of the proposed program and schedule for Environment Week, as outlined in this report, promotion of the events and activities are proposed to begin in mid-March and continue through May. During that time, details of many program offerings will be finalized and new events and activities may be added.

The 20th Anniversary of Environment Week (and the Environmental Awards Program) will be recognized on all promotional materials and advertisements. To celebrate the anniversary and promote Environment Week, it is proposed that City staff will use eight photographs provided by the Burnaby Photographic Society to create a contest in which the photos are posted online and the public is invited to vote for their favorites. The photo or photos receiving the most votes will be used to create the 2016 Environmental Award in each of the six categories. This promotion is proposed to begin and conclude in April.

Increased emphasis this year will be placed on using the City's social media channels (Facebook and Twitter) to promote the many events and activities that will be available for the public to attend. Beginning promotions in mid-March will more effectively leverage the City's social networks with its community partners, institutions and School District 41. Regular promotions will be placed in the City's Environment E-newsletter and InfoBurnaby. Other promotional means will include newspaper print advertising, promotion using posters, bus shelter ads, displays and bookmarks at civic facilities and promotion on the City's website.

Requested Expenditures

As in previous years, Council approval is sought for expenditures from the Boards, Committees and Commissions' operating budget to advertise and promote the City-wide Garage Sale Day event and the Environment Week program, including Environment Festival. The expenditure for the City sponsored Garage Sale Day Event would be for print advertising and listing the addresses of participating households in the local newspaper. The expenditure for the Environment Week Program would be for print advertising, paid advertising on social media, placement of bus shelter ads, and production costs for promotional materials such as posters, bookmarks, bus shelter ads, and onsite signage.

The requested expenditures are outlined below.

City sponsored Garage Sale Day Event

- **2016: \$3,000**

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Environment Week Program

- 2016: \$5,800

As compared to 2015, a reduced funding request is being sought for print advertising, as there is now one community newspaper. The total amount of funds requested for 2016 is \$8,800, \$3,975 less than the previous 2015 request.

5.0 CONCLUSION

The Environment Week Program celebrates Burnaby's ongoing commitment to environmental sustainability and shared stewardship of our natural and built environments. This year's program builds on recent past successes. Proposed changes to extend the annual program over two weeks and present the Environmental Awards and Stars at a Regular Meeting of Council are expected to enhance the experience for the public and raise the profile of the Environmental Awards Program. Establishing the dates for Environment Week for 2017 will help with promotion and to establish the program as an annual event in the community.

The final schedule and program for 2016 Environment Week will be presented for information to the Environment Committee at their meeting in April.

It is recommended that the Committee seek Council approval of the 2016 Environment Week Program and the proposal to host a reception and present Environmental Awards and Stars at the Regular Meeting of Council on May 16, 2016. It is recommended that Committee seek Council approval of promotion and advertising expenditures of \$3,000 and \$5,800 for the City sponsored Garage Sale Day Event and the Environment Week Program, respectively.


Lou Pelletier, Director
PLANNING AND BUILDING

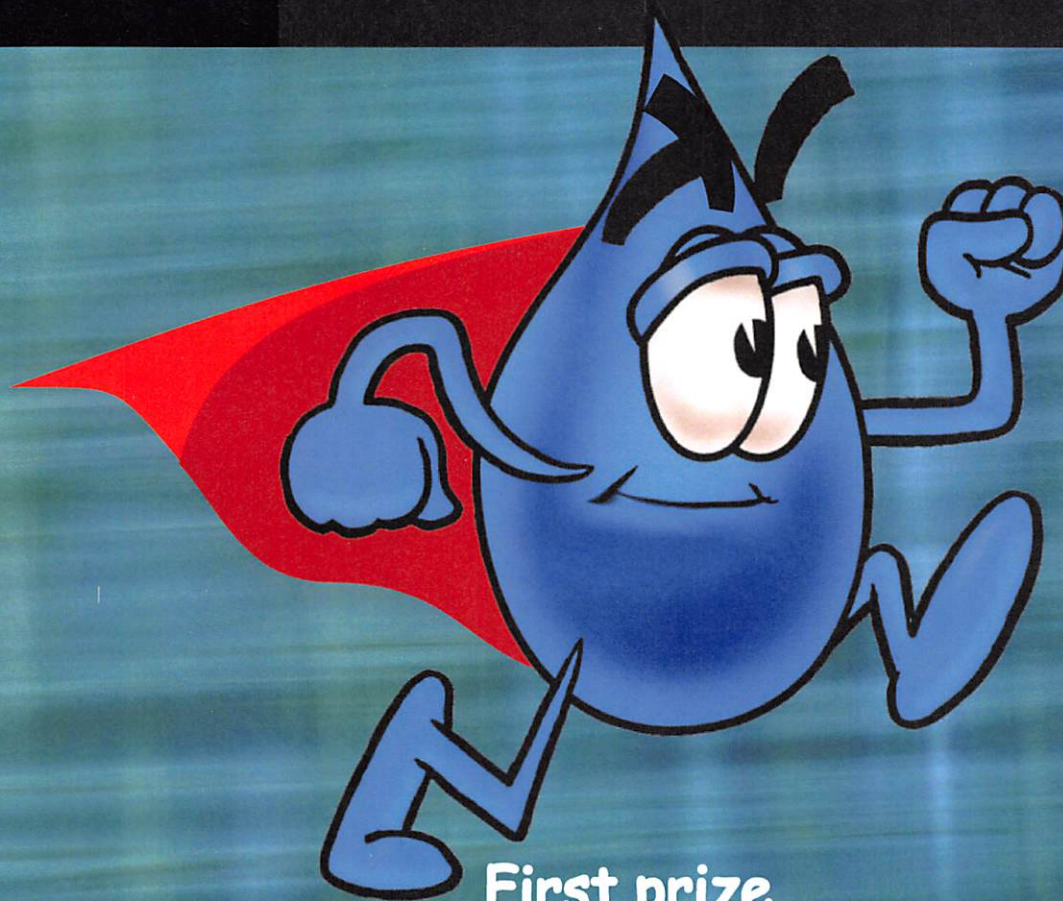
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Attachments

cc: City Manager
Director Engineering
Chief Librarian
Officer in Charge, RCMP
City Clerk
President, CUPE Local 23

Deputy City Managers
Director Finance
Director Parks, Recreation and Cultural Services
Fire Chief
Manager, Environmental Engineering

WATER CONSERVATION POSTER CONTEST 2016



First prize

Artwork displayed on a bus shelter

Second prize

Artwork displayed on an Eco-Media Bin

Rules: contest is open to Grades 4 to 7 students of public Elementary Schools in Burnaby. One original artwork per student will only be accepted. The poster must convey a water conservation message either at home or in your community. The poster must include the title "Save Every Drop"

Entries: 8.5 x 10 poster paper. No colour paper backgrounds please.

Entry deadline: March 11, 2016 at 4pm

Submissions: Please submit your poster along with the completed application form to the City of Burnaby Engineering Department located on the 4th Floor at 4949 Canada Way, V5G 1M2.

For tips and ideas for your poster, please visit our City of Burnaby water conservation website at www.burnaby.ca/waterconservation



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WATER CONSERVATION POSTER CONTEST 2016



First prize

using your artwork for a mural

Second prize

displaying the artwork in a bus shelter

Third prize

displaying the artwork in an eco-media bin

Rules: contest is open to all public high school students (grades 8-12). One original artwork per student will only be accepted. The poster must convey a water conservation message either at home or in your community. The poster must include the title "Conserve Water, Conserve Life"

Entries: 11 x 17 poster paper. No colour paper backgrounds please.

Entry deadline: March 11, 2016 at 4pm

Submissions: Please submit your poster along with the completed application form to the City of Burnaby Engineering Department located on the 4th Floor at 4949 Canada Way, V5G 1M2.

For tips and ideas for your poster, please visit our City of Burnaby water conservation website at www.burnaby.ca/waterconservation



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