

TO: CITY MANAGER **DATE:** 2016 June 22

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

SUBJECT: WORLD RIVERS DAY 2016

PURPOSE: To seek approval of the program for World Rivers Day 2016 at the Burnaby Village Museum and Council expenditure authorization for advertising and promoting the program.

RECOMMENDATIONS:

1. **THAT** Council approve the program for World Rivers Day 2016 at the Burnaby Village Museum.
2. **THAT** Council authorize expenditures for World Rivers Day 2016 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 and BC Rivers Day events are organized annually on the last Sunday in September to celebrate the environmental, economic, social and cultural values of waterways in our province and around the world. These community events help raise awareness of the many threats and challenges faced by rivers and streams and the importance of environmental sustainability and stewardship. World Rivers Day and BC Rivers Day in 2016 fall on Sunday, September 25.

The first BC Rivers Day was held in 1980 and was created by renowned river advocate and Burnaby resident, Mark Angelo. In 1993, the City of Burnaby became the first municipality in BC to proclaim 'BC Rivers Day'. Based on the success of BC Rivers Day, World Rivers Day was launched in 2005 as part of the United Nations Water for Life Decade. World Rivers Day has its origin in BC Rivers Day and thus, in our province, the events are one in the same. Annual Rivers Day celebrations remain a fixture in many BC communities and on the same day, millions of people in over 60 countries now celebrate with events in their local communities. 2016 is the 36th anniversary of BC Rivers Day.

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2.0 PARTNERSHIPS AND ROLES FOR 2016

The World Rivers Day event in Burnaby is organized by a planning committee consisting of staff from Burnaby Village Museum, the Planning Department and Mark Angelo. 2016 will be the fourth year in a row that the Burnaby Village Museum has hosted World Rivers Day.

The museum is an ideal venue. The museum staff's capacity and organizational knowledge for hosting large public events is a significant benefit. The themes of World Rivers Day also complement the museum's regular programming and the natural asset that is Deer Lake Brook, which bisects the museum grounds. Typically closed for the season after Labour Day, the museum opens its doors specifically to host World Rivers Day. For the event, the museum is staffed to operate as it would for other community events. All exhibits and food concessions are open. Museum staff undertakes the programming, promotion and marketing for the event.

3.0 PROPOSED WORLD RIVERS DAY PROGRAM

World Rivers Day is scheduled for Sunday, September 25, 2016 from 11am to 4:30pm. Key elements of the program are presented below.

Activities

Streamside Tour: Evergreen, a locally based environmental organization, will offer several guided tours of Deer Lake Brook on the village museum grounds. Ecological information about Deer Lake Brook will be displayed on the bridge crossing of this waterway.

Aboriginal Medicinal Plant Tour: Presented in partnership with Takaya Tours and the Tsleil-Waututh Nation, Coast Salish educators will share their traditional Aboriginal knowledge of our ecosystem, and how native plants have long been used in health and healing practices.

Film Screenings: Short films created by the BCIT Rivers Institute will be shown on a loop at Central Park Theatre in the village along Main Street.

Waterways of Burnaby Map: The City of Burnaby Planning Department will display the large aerial photo map of the City to show waterways where salmon spawn and will have free copies of the 'Waterways of Burnaby' available for the public.

Children's Parade: The Nylon Zoo, a children's entertainer that allows children to participate in a real parade while dressed in animal costumes, will be located in the field near the carousel.

Entertainment

New for 2016, the Kerplunks, multi-award winning children's musical entertainers, are scheduled to perform two sets in the late morning and early afternoon. Other children's entertainers are scheduled to perform on Main Street in the village. A second all-ages musician will perform in the mid-afternoon.

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Exhibitors

Between twelve and fifteen environmental exhibitors from the community, including local streamkeepers, will present their information with interactive and engaging displays beneath tents along the pedestrian pathways in the main village or on the east side of Deer Lake Brook near the main entrance.

Food

In addition to the ice cream parlour and food concession on Main Street in the village, City of Burnaby Food Services will offer the public a salmon BBQ with food plates reasonably priced to recover costs.

Still Creek Conservation Area Walking Tour Brochure

The City plans to produce a new self-guided walking tour brochure for the Still Creek Conservation Area for unveiling at this year's World Rivers Day. This brochure will build on the success of the Waterways of Burnaby map that was produced by the Community Heritage Commission in partnership with the Environment Committee in 2012. The brochure will provide an overall history of Still Creek, based on its natural ecology and early industrial uses to utilization for storm water and now its ongoing preservation and enhancement. The significance of salmon recently returning to their historic spawning areas, from an ecological and community stewardship perspective, will be a central theme of the brochure. The brochure will include an engaging map of the watershed with suggested walking routes departing from Millennium SkyTrain Stations at Gilmore and Sperling.

In addition to the activities listed above, there will be time allotted in the day's schedule for official remarks by Mayor, Council members and Mark Angelo.

4.0 ADVERTISEMENT AND PROMOTION

An expenditure of \$4,000 from the Boards, Committees and Commissions operating budget is requested for promoting the 2016 program for World Rivers Day at the Burnaby Village Museum. This request is the same as the amount approved in 2014 and 2015.

These funds will support a comprehensive program to advertise and promote the event, including but not limited to, print ads in local papers, outdoor bus shelter ads, creation of berm signs at the museum, overpass banners, placement in the CTV Community Calendar, bookmarks available at local public libraries, sponsored electronic media, and electronic display ads on one mobile version of a regional newspaper. The City's website, social media channels and community networks will also be used to promote the event.

5.0 CONCLUSION

Celebrating World Rivers Day provides a meaningful opportunity for the public to explore and celebrate rivers and waterways. This event has always had special meaning in our community because Burnaby was the first municipality to proclaim BC Rivers Day in 1993.

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It is again planned that World Rivers Day in Burnaby be hosted by the Burnaby Village Museum, located in the heart of the Brunette Basin and Deer Lake watersheds. This year's program will focus on environmental information presented in an engaging manner, entertainment for children and families and connecting the public to waterways in Burnaby, BC and around the world.

Approval by Council of an expenditure of \$4,000 is requested for promotion and advertising.

Burnaby's continued co-operation with Mark Angelo and the City's community partners is expected to contribute positively to the event's success. Typically one of the high profile events in the province, the celebration of 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: City Manager
Deputy City Manager
Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
OIC, RCMP
Fire Chief
Chief Librarian
President, CUPE Local 23
City Clerk