

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2017 January 9

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2017 ENVIRONMENT WEEK PROGRAM

PURPOSE: To seek approval for the 2017 preliminary Environment Week Program.

RECOMMENDATIONS:

1. **THAT** Council approve the 2017 preliminary Environment Week Program.
2. **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.
3. **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 environmental awareness, stewardship and sustainability of our natural and built environments 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 community and the environment. Established from recommendations contained in the City's State of the Environment Report (1993) and supported by the goals and strategies contained in Burnaby's Environmental Sustainability Strategy (ESS), Environment Week is an important part of how the City promotes and supports environmental stewardship and sustainability.

Since its inception in 1996, Burnaby Environment Week has been scheduled to align with Canadian Environment Week, typically the first week of June, and the United Nations sponsored World Environment Day, held every year on June 5. This year, Environment Week 2017 is proposed to be scheduled for a two week period, from Saturday, May 27 to Sunday, June 11 in order to align with the aforementioned initiatives. Every year, World Environment Day (WED) is hosted by a different country. Notable for 2017 is that Canada will be the host country for WED in conjunction with Canada's 150 celebrations.

To: *Environment Committee*
From: *Director Planning and Building*
Re: *2017 Environment Week Program*
2017 January 9.....Page 2

This report seeks Council approval for the 2017 preliminary Environment Week Program. A second report presenting an updated Environment Week Program will be brought forth to the Environment Committee and Council in March. 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 PRELIMINARY ENVIRONMENT WEEK PROGRAM

Schedule

The 2017 Environment Week Program is proposed to begin on Saturday, May 27 and end on Sunday, June 11. 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 3 this year and the first Saturday in June every year).

The two week schedule was used successfully in 2016 to spread weekend events such as the Environment Festival, the City-wide Garage Sale and the Eco-Centre Open House to different days. The longer time frame also provided 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 continue to be organized around a two week period (Saturday, May 26 and ending on Sunday, June 10 in 2018, 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.

Events and Activities

The 2017 preliminary Environment Week Program described below includes those events and activities that have been confirmed thus far. Promotion of the program will begin in February and continue through May. Following this report, more detailed planning will be undertaken and new events and activities may be added. A report presenting an updated Environment Week Program will be brought forth to the Environment Committee and Council in March.

Burnaby Environment Festival, Saturday, May 27

This one day event is proposed to 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, and self-guided eco-tours to the nearby Great Blue Heron colony.

An organizing theme for this year's festival will be electric vehicles (EVs). Attending as exhibitors this year will be Emotive and Plug In BC. Emotive is a community-based campaign aimed to raise awareness of plug-in EVs. The campaign is led by Plug In BC, an initiative led by a broad collaboration, including the provincial government, BC Hydro, Fraser Basin Council, academic institutions and many communities and businesses across BC. The aim of this group is to encourage

To: *Environment Committee*
From: *Director Planning and Building*
Re: *2017 Environment Week Program*
2017 January 9.....Page 3

and support the infrastructure needed in BC to support plug-in EVs. In addition to attending as exhibitors, the preliminary plan is for Emotive to arrange for members of their ambassador team to bring their personal EVs for display at the festival.

Supporting Emotive and Plug In BC will be City staff with display information about City plans and policies that support EVs and charging infrastructure and information about how EVs are being accommodated in new developments in Burnaby.

The Environment Festival will also provide an opportunity to re-engage the public about Burnaby's newly adopted Environmental Sustainability Strategy (ESS) and Community Energy and Emissions Plan (CEEP). Planned activities and displays will be presented in more detail in the second report to Environment Committee and Council in March.

It is expected that many of the exhibitors from previous years will be participating again this year as part of the Environment Festival. Past participants have included conservation outreach teams from BC Hydro and Fortis BC, various product stewardship groups focused on waste reduction and recycling, City of Burnaby departments and the Burnaby Public Library, the Burnaby Board of Trade, and community stewardship groups. A finalized list of exhibitors will be presented in the second report to Environment Committee and Council in March.

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 3.0 of this report).

City-sponsored Garage Sale Day Event, Saturday, May 27

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 3.0 of this report).

2017 Environmental Awards Reception and Awards Presentation, Monday, May 29

As previously approved by Council in November 2016, the City will present the 2017 Environmental Awards and Stars to selected recipients at the Regular Meeting of Council on Monday, May 29. A reception for the recipients and their families and friends, to be held in the foyer outside Council chambers, will precede the council meeting.

2017 Spring Bike to Work Week, May 29 to June 4 (tentative dates)

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

To: Environment Committee
From: Director Planning and Building
Re: 2017 Environment Week Program
2017 January 9.....Page 4

Work Week will be promoted to staff and to City residents through the City's social media channels. The Burnaby Board of Trade also plans to promote Bike to Work Week to its members.

Deer Lake Guided Canoe Trips, consecutive Tuesday evenings, May 30 and June 6 (tentative dates)

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

2017 Commuter Challenge, June 4 to June 10 (tentative dates)

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. The Burnaby Board of Trade also plans to promote the Commuter Challenge to its members.

Open House at the Burnaby Eco-Centre, Saturday, June 10

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.

Car Trunk Sale, Environment Week edition, Bill Copeland Sports Centre, Saturday, June 10 (tentative)

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

'Wild About Burnaby Lake', Environmental Stewardship Festival, Saturday, June 10, 10am to 2pm

This is a new environmental stewardship event offered by Metro Vancouver Regional Parks and the Burnaby Lake Park Association as part of Burnaby's Environment Week Program. The event will invite the public to the Burnaby Lake Rowing Pavilion and surrounding area for several fun filled activities geared towards families. Kids and parents will be able to pre-register for one of several tours of Burnaby Lake by voyageur canoe. Those attending will also be able to help build a turtle nesting beach and learn about the ecology of Burnaby Lake during a guided walk. Exhibits from local stewardship groups and lunch food available for purchase are planned.

Great Blue Heron Colony Tour, Sunday, June 11, 10am to 12pm

Organized by Burnaby Parks, Recreation and Cultural Services, this will be a free guided tour, led by a local expert, to visit the nearby Pacific Great Blue Heron colony adjacent to Deer Lake Avenue. The tour will begin with an indoor presentation at the Shadbolt Centre before departing on foot to visit the colony.

To: *Environment Committee*
From: *Director Planning and Building*
Re: *2017 Environment Week Program*
2017 January 9.....Page 5

Each year, many other City community partners participate in Environment Week. These community partners include Byrne Creek Streamkeepers, Eagle 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 the Burnaby chapter of HUB: Your Cycling Connection. These partners, and others, will be contacted in January and invited to participate in this year's program.

As has been done in previous years, corporate sponsorship will be sought to provide supplementary support for the Environment Week Program. 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.

3.0 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 is proposed to begin in mid-February and continue through May. During that time, details of many program offerings will be finalized and new events and activities may be added.

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-February 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 primarily 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.

This year, \$3,000 and \$5,800 is again requested for advertising the City sponsored Garage Sale Day Event and the Environment Week Program, respectively. The total amount of funds requested for 2017 is \$8,800, which is the same as what was approved in 2016.

To: *Environment Committee*
From: *Director Planning and Building*
Re: *2017 Environment Week Program*
2017 January 9.....Page 6

4.0 CONCLUSION

The Environment Week Program celebrates Burnaby's ongoing commitment to environmental sustainability and shared stewardship of our natural and built environments. An updated schedule and program for 2017 Environment Week will be presented to the Environment Committee and Council at their meeting in March.

It is recommended that the Committee seek Council approval of the 2017 preliminary Environment Week Program. 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

MS/sla

Copied to: City Manager
Deputy City Manager
Director Parks, Recreation and Cultural Services
Director Engineering
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Chief Librarian
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