

**INTER-OFFICE MEMORANDUM**

TO: DIRECTOR PLANNING AND BUILDING      DATE: 2017 JUNE 13  
FROM: DEPUTY CITY CLERK      FILE: 33000-01  
SUBJECT: **LAUNCH ACTIVITIES FOR THE ENVIRONMENTAL SUSTAINABILITY  
STRATEGY (ESS)**  
ITEM NO. 5(3), MANAGER'S REPORTS, COUNCIL 2017 JUNE 12

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Burnaby City Council, at the Open Council meeting held on 2017 June 12, received the above noted report and adopted the following recommendations contained therein:

1. **THAT** Council receive this report for information.
2. **THAT** Council send a copy of this report to the Parks, Recreation and Culture Commission, the Planning and Development Committee, the Public Safety Committee, and the Sustainable City Advisory Committee for their information.



Kate O'Connell  
Deputy City Clerk

KO:rj

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



Item.....
Meeting .....2017 June 12

## COUNCIL REPORT

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**TO:** CITY MANAGER **DATE:** 2017 June 2

**FROM:** DIRECTOR PLANNING AND BUILDING **FILE:** 76500 20  
**Ref:** ESS

**SUBJECT: LAUNCH ACTIVITIES FOR THE ENVIRONMENTAL SUSTAINABILITY STRATEGY (ESS)**

**PURPOSE:** To update Council on the recent launch activities for the Environmental Sustainability Strategy (ESS).

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### RECOMMENDATIONS:

1. **THAT** Council receive this report for information.
2. **THAT** Council send a copy of this report to the Parks, Recreation and Culture Commission, the Planning and Development Committee, the Public Safety Committee, and the Sustainable City Advisory Committee for their information.

## REPORT

### 1.0 INTRODUCTION

The *Burnaby Environmental Sustainability Strategy* (ESS) is a plan for Burnaby's "green" future. It completes the trilogy of sustainable city policies - environmental, social and economic<sup>1</sup>, and will help to define how the city can evolve and build on its strengths to become an even more vibrant, resilient and sustainable community, integrated with healthy ecosystems.

Burnaby Council adopted the ESS on November 7, 2016 as a city-wide policy that sets a long term vision for the City to become a leader in protecting and regenerating healthy ecosystems, and supporting a healthy and prosperous community. The process used to create the ESS engaged over 2,500 people and collected over 8,000 ideas to help shape the ESS. The ESS sets directions for environmental protection, stewardship, enhancement, and resilience in the city. As a city-wide strategy, the ESS will influence many other city-wide plans, community plans, development approvals, City programs, City bylaws, City regulations, and City operations.

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<sup>1</sup>The *Economic Development Strategy* was adopted by Council in 2007, and the *Social Sustainability Strategy* was adopted by Council in 2011.

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The ESS also supports regional environmental goals like compact and complete communities, green transportation, water conservation, reducing pollutants, reducing GHG's, and reducing solid waste; and provincial and national environmental goals like species at risk, improving aquatic ecosystems, green buildings, and electric vehicles.

The purpose of this report is to provide Council with an update on recent launch activities for the ESS since it was adopted by Council.

## 2.0 AN AWARD WINNING STRATEGY

On June 1, 2017, the Planning Institute of British Columbia (PIBC)<sup>2</sup> awarded the ESS an “*Excellence in Policy Planning – City and Urban Areas*” (Silver) award.

The ESS was developed with extensive participation and input from the community, it was found to be comprehensive when we compared it to other leading city-scale sustainability frameworks, and now PIBC has acknowledged the ESS as an outstanding plan that is a great example for both other communities in BC and others in the planning profession.

## 3.0 MY GREEN PLEDGE

The ESS includes over 100 ideas on how residents and businesses can help to support the 10 ESS goals, as shown in **Figure 1** (on the next page). These were based on over 1,600 ideas collected during the ESS process. The *My Green Pledge* was created by the City to encourage residents and businesses to take action alongside the City in support of the goals of the ESS.



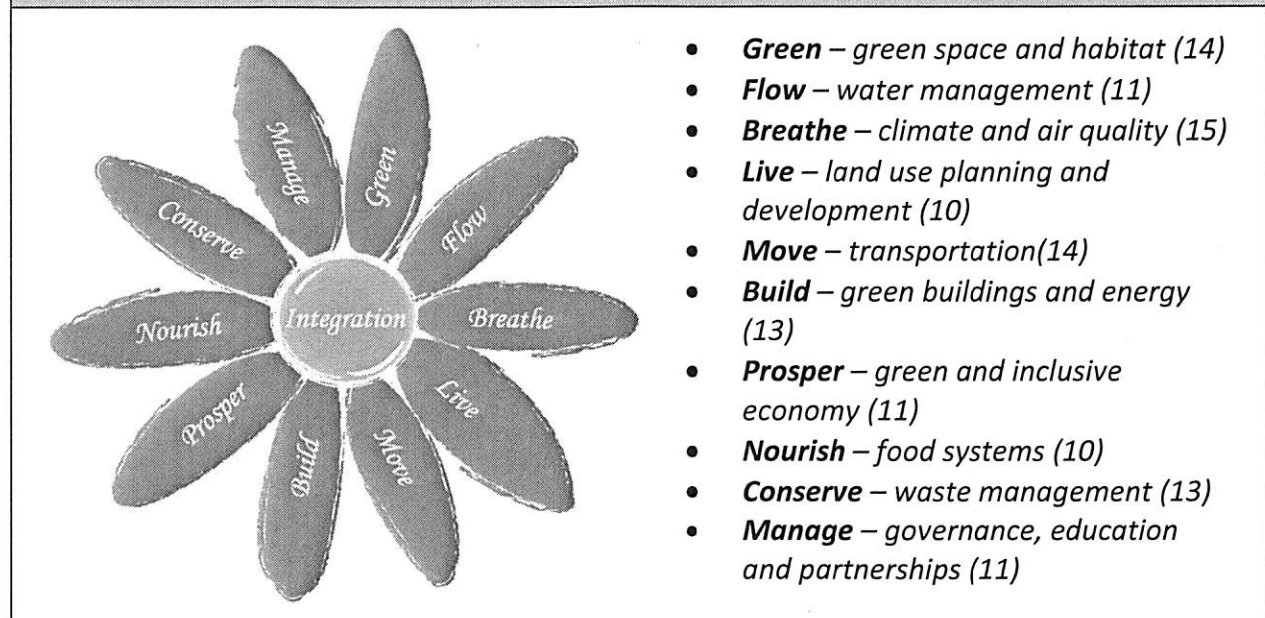
The primary objectives of the *My Green Pledge* are to:

- celebrate the launch of the ESS;
- inspire people and businesses to take action in support of the ESS; and
- spread the word by engaging residents with social media.

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<sup>2</sup> PIBC is the professional association of planners in British Columbia and the Yukon. PIBC is the westernmost affiliate of the Canadian Institute of Planners (CIP) – the national association.

**Figure 1.**  
10 ESS Goals as “Petals” (left), and List of Themes and  
the Number of “What You Can Do” Ideas (right)



The secondary objective of the *My Green Pledge* is to:

- empower people by providing information about what people can do to get started ([www.burnaby.ca/ESS+you](http://www.burnaby.ca/ESS+you)).

The *My Green Pledge* encourages people to tell us about:

- what they are doing now; and
- what they will pledge to do to help the ESS.

When people click on the *My Green Pledge* button at [www.burnaby.ca/ess](http://www.burnaby.ca/ess) they can do a little or lot – the choice is theirs. To respond to one goal will take about five minutes; to respond to a few goals will take about 15 minutes; and to respond to all 10 goals will take about 40 minutes.

If businesses respond to the *My Green Pledge* they are directed to the Burnaby Board of Trade’s award winning *Pledge for a Sustainable Community* and all of the business-oriented supporting material contained there on energy, water, travel, waste and purchasing.

The *My Green Pledge* was launched at the Environment Festival hosted at Burnaby City Hall on Saturday, May 27 to help kick-off Environment Week 2017. The adopted ESS and the *My Green Pledge* were both well received at this event.



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On 2017 June 5, Mayor Corrigan issued a 'call to action' to the residents and businesses of Burnaby to take the *My Green Pledge* in the press release included as **Attachment A**.

The *My Green Pledge* will also be promoted via social media and other upcoming events, as opportunities present, up to and including World Rivers Day on 2017 September 24.

#### 4.0 CONCLUSION

The ESS was developed with extensive participation and input from the community, it was found to be comprehensive when we compared it to other leading city-scale sustainability frameworks, and now PIBC has acknowledged the ESS as an outstanding plan that is a great example for both other communities in BC and others in the planning profession.

The *My Green Pledge* was created to celebrate the launch of the ESS, inspire people and businesses to take action in support of the ESS, and spread the word by engaging residents in social media.

As implementation of the ESS continues, staff will continue to promote the *My Green Pledge*, and investigate other ways to engage the public.

This report recommends that Council receive this report for information; and Council send a copy of this report to the Parks, Recreation and Culture Commission, the Planning and Development Committee, the Public Safety Committee, and the Sustainable City Advisory Committee for their information.

  
Lou Pelletier, Director  
PLANNING AND BUILDING

DAC:sla  
*Attachment*

cc: Deputy City Manager  
Director Finance  
Director Engineering  
Director Parks, Recreation and Cultural Services  
City Solicitor  
City Clerk

# Attachment A

## For Immediate Release

June 5, 2017

### Plan for Burnaby's Green Future wins Award of Excellence

#### Mayor Calls on Residents and Businesses to Take Green Pledge

The Planning Institute of British Columbia has awarded Burnaby's Environmental Sustainability Strategy (ESS) an Excellence in Policy Planning *award* in the City and Urban Areas category, recognizing it as an outstanding plan that is a great example for others in the planning profession

"We're so pleased to have received this award," says mayor, Derek Corrigan, "particularly because the plan was developed with extensive participation and input from the community."

Led by the Mayor's Environmental Sustainability Strategy Steering Committee, the ESS process that informed the Plan was one of the largest and most creative public consultation programs the City has ever undertaken. The three-phase process engaged more than 2,500 people and collected over 8,000 ideas. It was extensive, inclusive and creative and the response from the public and stakeholders has been overwhelmingly positive, setting a solid foundation of community support that will help to ensure the future success of the ESS.

The 16 "Big Moves" and 25 "Quick Starts" within the approved plan will be the City's focus for the first wave of implementation.

"Now that the City has committed to taking action on our award-winning Plan for Burnaby's Green Future, we are asking our residents and businesses to also take action in support of the Plan's 10 goals, by taking the *My Green Pledge* at [www.burnaby.ca/ess](http://www.burnaby.ca/ess)," says Mayor Corrigan. "Environment week is a great time to tell us about the things you are already doing and to commit to take even more action! I invite everyone to take up the challenge to be a leader – whether in your household, school, business or social network – and help us to show the world how a 'green' city flourishes and supports the health, well-being and prosperity of its people."

#### ESS Background

The Environmental Sustainability Strategy (ESS) is a plan for Burnaby's "green" future. It completes the trilogy of sustainable city policies - environmental, social and economic and will help to define how the city can evolve and build on its strengths to become an even more vibrant, resilient and sustainable community, integrated with healthy ecosystems.

Burnaby Council adopted the ESS on November 7, 2016 as a city-wide policy that sets a long term vision for the City to become a leader in protecting and regenerating healthy ecosystems, and supporting a healthy and prosperous community. The ESS is intended to set directions for environmental protection, stewardship, enhancement, and resilience in the city. As a city-wide strategy, it will influence many other city-wide plans, community plans, development approvals, City programs, City bylaws, City regulations, and City operations.

The ESS also supports regional environmental goals like compact and complete communities, green transportation, water conservation, reducing pollutants, reducing GHG's, and reducing solid waste; and provincial and national environmental goals like species at risk, improving aquatic ecosystems, green buildings, and electric vehicles.

### **What is PIBC?**

The Planning Institute of British Columbia (PIBC) is the professional association of planners in British Columbia and the Yukon. PIBC is the westernmost affiliate of the Canadian Institute of Planners (CIP) – the national association.

The “Excellence in Policy Planning – City and Urban Areas” (Silver) award was issued to the City of Burnaby by PIBC on June 1, 2017 at their annual conference, hosted this year in Prince George, BC.

### **More Information**

More information on the ESS and to take the “*My Green Pledge*”:

[www.burnaby.ca/ess](http://www.burnaby.ca/ess)

[www.burnaby.ca/ess+you](http://www.burnaby.ca/ess+you)

For further information, contact:

Office of the Mayor

[Mayor@burnaby.ca](mailto:Mayor@burnaby.ca)