

TO: CHAIR AND MEMBERS
SUSTAINABLE CITY ADVISORY
COMMITTEE

DATE: 2018 January 31

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2018 ENVIRONMENT WEEK PROGRAM

PURPOSE: To seek approval for the proposed approach for 2018 Environment Week.

RECOMMENDATIONS:

1. **THAT** Council approve the proposed approach for 2018 Environment Week.
2. **THAT** Council approve an expenditure of up to \$5,500 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 aims to promote environmental awareness and stewardship through a range of environmentally-themed free public events and activities. It is coordinated by the City and is 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.

This report seeks Council approval for the proposed approach for the 2018 Environment Week program and authorization for an expenditure of up to \$5,500 from the Boards, Committees and Commissions operating budget to promote and advertise the program.

A second report presenting the finalized program for Burnaby Environment Week 2018 will be brought to the Sustainable City Advisory Committee and Council for approval in April.

2.0 POLICY AND PLANNING FRAMEWORK

Burnaby's Environment Week program aligns with the policy and planning framework established by the City of Burnaby's Official Community Plan (1998), Environmental Sustainability Strategy (2016) and Corporate Strategic Plan (2017).

2.1 Official Community Plan

Section 3.2.2 of the Official Community Plan (OCP) contains the strategy of *An Environmentally Aware Community*. This strategy encourages environmental protection and shared stewardship, sharing of environmental information with the community, and meaningful community participation in environmental decision making. The OCP identifies Community Involvement and Shared Stewardship as a component of Burnaby's Environmental Policy Framework with an objective to 'increase public environmental awareness and responsibility through public information programs'.

2.2 Environmental Sustainability Strategy

The Environmental Sustainability Strategy (ESS) is a plan for Burnaby's 'green future' and sets directions for environmental protection, stewardship, enhancement, and resilience in the city. The framework of the ESS consists of ten sustainability themes, each with a goal and supporting strategies and actions. The "Manage" theme of the ESS focuses on governance, education and partnerships and identifies a goal of an 'environmentally aware and engaged community working together to improve Burnaby's environmental performance'. Several of the identified strategies relate to Burnaby Environment Week and its goal of promoting environmental awareness and stewardship:

- Educate citizens about ecology and sustainability (Strategy 10.1)
- Explore innovative ways to engage the public on environmental issues (Strategy 10.2)
- Develop and nurture community partnerships (Strategy 10.6)

2.3 Corporate Strategic Plan

Environmental awareness and stewardship initiatives align with the Corporate Strategic Plan by supporting the following two goals and six sub-goals of the plan:

A Connected Community

- Social connection
- Partnership

A Healthy Community

- Healthy life
- Healthy environment
- Lifelong learning
- Community involvement

3.0 PROPOSED APPROACH FOR 2018 BURNABY ENVIRONMENT WEEK

Planning for Burnaby Environment Week is underway. It will contain many of the same elements as previous years, but some changes are also proposed, as outlined below.

3.1 Schedule

Environment Week is proposed to be from Saturday, June 2 to Sunday, June 10 to coincide, as in previous years, with Canadian Environment Week and World Environment Day on Tuesday, June 5. This time frame spans over two weekends (June 2 – 3 and June 9 – 10).

3.2 Program Elements

The broad goal of Environment Week is to promote environmental awareness and stewardship. The following draft list of activities and events are proposed for 2018 and align with this goal. The finalized program, including a detailed description of each program element, will be presented in a report to the Sustainable City Advisory Committee and Council in April for approval. We anticipate that other activities and events offered by the city's community partners may be added between now and April.

- **Environment Week at Burnaby Public Library branches** with environmentally themed displays and content.
- **Bike to Work Week** (preliminary dates are May 28 to June 3) and the **Commuter Challenge** (preliminary dates are June 4 to 10).
- **Environment Week Pop-up activity** at a community event, community centre, park or public space in Burnaby (Saturday, June 2, location to be determined but Hats Off Day in Burnaby Heights is under consideration, and Saturday, June 9, location to be determined).
- **Deer Lake Guided Canoe Trips** (Tuesday, June 5).
- **Burnaby Eco-Centre Open House**, (Saturday, June 9).
- **Car Trunk Sale**, Environment Week Edition, at Bill Copeland Arena, (Saturday, June 9).
- **Wild About Burnaby Lake**, stewardship event presented by Metro Vancouver Parks and Burnaby Lake Park Association (Sunday, June 10).
- **2018 Environmental Awards program**. This year's recipients will be announced to the public on May 14 and their achievements promoted on social media during Environment Week. The recipients will receive their awards at the Regular Meeting of Council on June 11.
- **My Green Pledge** promotion to encourage citizens to take action in support of the goals of the Environmental Sustainability Strategy (discussed in more detail below).

As noted above, environment week pop-up activities are proposed for one or possibly both of the Saturdays (June 2 and June 9). These are new activities for 2018 that will involve staff from Planning and other City departments presenting engaging displays and participatory activities to

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create awareness about the city's environmental programs, stewardship and environmental sustainability. These activities are proposed in place of a single event at City Hall.

These new activities are proposed based on emerging approaches on how to engage Burnaby citizens. Experience from other community engagement programs (e.g. Environmental Sustainability Strategy, Burnaby Transportation Plan update) have found that going out into the community as part of other community events or activities is more effective in reaching people, compared to hosting a single event. Bringing a pop-up activity to an established city event in the community capitalizes on existing resources and efforts. These events can engage new people who many not have attended the festival at city hall in the past. Secondly, the pop-up activity, which takes place in a specific neighbourhood, can highlight sustainability features in that neighbourhood. This has the advantage of providing people with tangible examples of sustainability in action, and also educates citizens on the work that the city or others have undertaken to support sustainability goals.

For the two pop-up activities, it is envisioned that an interactive and engaging display will be developed that creates awareness of environmental sustainability within that town centre or neighbourhood where the activity is taking place. For example, this could be the energy saving features of nearby civic building, a newly constructed town centre street with separated cycle tracks and rain gardens, the new Willingdon Linear Park, a nearby ecosystem restored through redevelopment, or the stewardship efforts of a community group in the local watershed.

My Green Pledge, which was created by the City to launch the ESS and encourage residents and businesses to take action alongside the City in support of the goals of the ESS, will be considered for use by staff to engage the public at the Environment Week activity and as part of a social media campaign focused on the community at large. *My Green Pledge* consists of a web-based application on the City's website (www.burnaby.ca/ess). When people visit the site, they can respond to one or more of the ten goals of the ESS by telling us about what they are doing now and what they will pledge to do to support the ESS goals.

To increase awareness about waste management and to support City goals to reduce, reuse and recycle materials, the City will host an Open House at the Eco-Centre, and a Car Trunk Sale at Bill Copeland Arena but will no longer organize the City-wide garage sale event as this activity is one that citizens can easily undertake individually.

4.0 PROMOTION AND REQUESTED EXPENDITURES

Council approval is sought for an expenditure of \$5,500 from the Boards, Committees and Commissions' operating budget to promote and advertise Environment Week. This expenditure would be for print and digital advertising, paid advertising on social media, placement of bus shelter ads, and production costs for promotional materials such as posters, bookmarks, and bus shelter ads. Environment Week will also be promoted using the City's social media channels, environment e-newsletter and InfoBurnaby. Posters and other materials will be distributed to all civic facilities and the city will leverage its social networks with its community partners, institutions and School District 41 to promote the program.

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5.0 CONCLUSION

The Environment Week program celebrates Burnaby's ongoing commitment to environmental sustainability and stewardship of the environment. The program for 2018 proposes a new Environment Week Pop-up activity to take Environment Week out into the community. This change is intended to engage new people about environmental sustainability and stewardship in their communities and neighbourhoods. A finalized program for Environment Week will be presented to the Sustainable City Advisory Committee and Council for approval in April.

It is recommended that the Committee seek Council approval of the proposed approach for the 2018 Environment Week program and that the Committee seek Council approval of a promotion and advertising expenditure of \$5,500 from the Boards, Committees and Commissions operating budget.



Lou Pelletier, Director
PLANNING AND BUILDING

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