

TO: CHAIR AND MEMBERS
SUSTAINABLE CITY ADVISORY
COMMITTEE

DATE: 2018 June 5

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000 01
Reference: World Rivers Day

SUBJECT: WORLD RIVERS DAY 2018

PURPOSE: To seek approval of the proposed program for World Rivers Day 2018 at the Burnaby Village Museum and Council expenditure authorization for advertising and promoting the program.

RECOMMENDATIONS:

1. **THAT** Council approve the proposed program for World Rivers Day 2018 at the Burnaby Village Museum.
2. **THAT** Council authorize expenditures for World Rivers Day 2018 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

Rivers Day occurs each year on the fourth Sunday in September. Communities across BC and in more than sixty countries around the world host celebratory events to promote shared stewardship and celebrate the environmental, socio-economic and cultural values of waterways. The first BC Rivers Day was held in 1980 and was created by renowned river advocate and Burnaby resident, Mark Angelo, the inaugural Chair of the BC Rivers Institute at the British Columbia Institute of Technology. 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.

As outlined in this report, it is proposed the City's World Rivers Day community festival be hosted at the Burnaby Village Museum on Sunday, September 23.

2.0 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 (goal 2)

- Social connection (sub-goal 2)
- Partnership (sub-goal 3)

A Healthy Community (goal 3)

- Healthy life (sub-goal 1)
- Healthy environment (sub-goal 2)
- Lifelong learning (sub-goal 3)
- Community involvement (sub-goal 4)

3.0 PARTNERSHIPS AND ROLES FOR 2018

The World Rivers Day event in Burnaby is organized by a planning committee consisting of staff from Burnaby Village Museum, the City of Burnaby Planning Department and Mark Angelo. The museum has been an ideal venue and host since the event was first held at the museum in 2013. The museum staff's capacity and organizational knowledge for hosting large public events is a significant benefit and the themes of World Rivers Day complement the museum's regular programming. The museum grounds are also bisected by Deer Lake Brook, which is crossed by a bridge when entering from the east entrance. The bridge and Deer Lake Brook provide a direct connection to Burnaby's waterways. Typically closed for the season after Labour Day, the museum opens its doors specifically to host World Rivers Day and the museum is staffed to operate as it would for other community events. Museum staff undertakes the promotion and marketing for the event.

4.0 PROPOSED WORLD RIVERS DAY PROGRAM

World Rivers Day is scheduled for Sunday, September 23, 2018, from 11 am to 4:30 pm. Program planning for World Rivers Day is well underway. Key elements of the program are similar to previous years and are presented below.

Activities

Streamside Tour: Ecological information about Deer Lake Brook will be displayed on the bridge and a museum interpreter will be present to engage festival attendees as they cross over the waterway.

First Nations programming: Last year, Coast Salish educators hosted a booth at the event. Programming options under consideration for this year include a medicinal plant tour or an artisanal demonstration.

Film Screenings: Two short video vignettes produced by the City of Burnaby Heritage Commission for Burnaby 125 will be shown on a loop in Central Park Theatre on Main Street in the museum

village. The two films are *Saving Burnaby Lake* and *Saving the Salmon: the Brunette River Story*. The vignettes highlight community activism as well as support from the City of Burnaby to improve stewardship of two valued waterways.

Waterways of Burnaby Map and new story map: The 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' map for the public. The Planning Department will also present information about streams that have been enhanced and restored as part of development projects in Burnaby. This information will be presented on display boards and on a new digital story map developed by the City. A story map shows geographical features of the City on a map, and enhances them with pictures or explanatory text.

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

Vancouver Aquarium Aquazone: Two Vancouver Aquarium educators will bring a variety of marine artifacts to create an engaging and interactive display.

Entertainment

Ginalina (www.ginalina.com) will be the headlining musical performer. Her performance was well received in 2017. Her music features lively guitars, fiddles and a blend of entertaining folk and other instruments. She has been previously nominated for a Juno for children's artist of the year. *Ginalina* will be scheduled to perform two sets on Vorce stage.

Kellie Haines will be the other onstage live performer. Kellie is a ventriloquist and well-known children's entertainer who has performed at Burnaby's World Rivers Day event for several years.

Stories on Wheels is a street theatre storytelling act that will perform on the main street in the village.

Exhibitors

Between 15 and 20 environmental exhibitors are expected to 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. Several of Burnaby's active Streamkeeper groups are expected to attend the event. The City of Burnaby's Engineering Department will be an exhibitor with information about recycling and environmental protection.

Food

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

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.

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5.0 ADVERTISEMENT AND PROMOTION

An expenditure of \$4,000 from the Boards, Committees and Commissions operating budget is requested for promoting the 2018 program for World Rivers Day at the Burnaby Village Museum. This request is the same as the amount approved the previous four years.

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 the mobile version of a regional newspaper. The City's website, social media channels and community networks will also be used to promote the event.

6.0 CONCLUSION

Celebrating World Rivers Day promotes community stewardship of Burnaby's waterways. This event has special meaning in our community because Burnaby was the first municipality to proclaim BC Rivers Day in 1993. For the sixth year in a row, Burnaby Village Museum, located in the centre of the Central Valley watershed, proposes to host Burnaby's World Rivers Day. This year's program aims to present environmental information in an engaging manner, provide entertainment for children and families and connect the public to streams and rivers in Burnaby. Approval by Council of an expenditure of \$4,000 is requested for promotion and advertising.

Typically one of the high profile events in the province, our celebration of World Rivers Day highlights the City's commitment to the sustainability of Burnaby's streams, rivers and watersheds.


Lou Pelletier, Director
PLANNING AND BUILDING

MS/sla

cc: City Manager
Director Corporate Services
Director Engineering
Director Parks, Recreation and Cultural Services
Director Finance
OIC, RCMP
Fire Chief
Chief Librarian
President, CUPE Local 23
City Clerk