

ENVIRONMENT AND SOCIAL PLANNING COMMITTEE

*HIS WORSHIP, THE MAYOR
AND COUNCILLORS*

SUBJECT: 2019 ENVIRONMENT WEEK PROGRAM

RECOMMENDATIONS:

1. THAT Council approve the program for 2019 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

The Environment and Social Planning Committee, at its meeting held on 2019 March 28, received and adopted the attached report seeking approval for the 2019 Environment Week program, and promotion and advertising expenditure of up to \$5,500.

Respectfully submitted,

Councillor C. Jordan
Chair

Councillor J. Keithley
Vice Chair

Copy: City Manager Director Planning and Building Director Corporate Services Director Engineering Director Finance Director Parks, Recreation and Cultural Services Chief Librarian Officer in Charge, RCMP Fire Chief Manager, Environmental Engineering President, CUPE Local 23

TO: CHAIR AND MEMBERS
ENVIRONMENT AND SOCIAL PLANNING
COMMITTEE

DATE: 2019 March 18

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01

Reference: Environment Week

SUBJECT: 2019 ENVIRONMENT WEEK PROGRAM

PURPOSE: To seek approval of the program for 2019 Environment Week.

RECOMMENDATIONS:

1. **THAT** Council approve the program for 2019 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 public events and activities. It is coordinated by the City and provides 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 of the program for 2019 Environment Week and authorization for an expenditure of up to \$5,500 from the Boards, Committees and Commissions operating budget to promote and advertise the program.

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 –
Enhance social connections throughout Burnaby
 - Partnership –
Work collaboratively with businesses, educational institutions, associations, other communities and governments
- A Healthy Community
 - Healthy life –
Encourages opportunities for healthy living and well-being
 - Healthy environment –
Enhance our environmental health, resilience and sustainability
 - Lifelong learning –

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- Improve upon and develop programs and services that enable ongoing learning
- Community involvement –
Encourage residents and businesses to give back to and invest in the community

3.0 PROGRAM FOR 2019 BURNABY ENVIRONMENT WEEK

3.1 Schedule

Environment Week is proposed to be from Saturday, June 1 to Sunday, June 9 to coincide, as in previous years, with Canadian Environment Week and World Environment Day on Tuesday, June 4.

3.2 Program Elements

The broad goal of Environment Week is to promote environmental awareness and stewardship. The proposed program aligns with this goal. The program is proposed to be comprised of the elements outlined below. Specific details about each activity, including registration (if required), location and time will be posted on the Environment Week webpage (www.burnaby.ca/environmentweek).

Bike to Work Week (May 27 to June 2) and the Commuter Challenge (June 2 to 8)

Bike to Work Week (BTWW) and the Commuter Challenge are two separate programs promoted in Metro Vancouver by HUB: Your Cycling Connection and Better Environmentally Sound Transportation (BEST), respectively. Each program encourages the public to commute to work by bicycle or using options other than a single occupancy vehicle and to record their trips online. BTWW encourages participants to form teams based on their place of work and to challenge other work places based on criteria such as participation rate or total distance traveled. The Commuter Challenge provides metrics for your sustainable commute, such as distance travelled and greenhouse gas emissions avoided, which can be aggregated by place of work, city and province. The City of Burnaby supports HUB in their delivery of BTWW, including the provision of ‘celebration stations’ on select Burnaby bike routes.

BTWW is scheduled from May 27 to June 2 and the Commuter Challenge is scheduled from June 2 to 8. The City will encourage public participation in these two programs using our social media channels and by placement of posters at civic facilities. City staff will be encouraged to participate through internal promotion by the City’s Green Team.

Environment Week Pop-up activity at Hats Off Day in Burnaby Heights (Saturday, June 1)

At Hats Off Day, the City of Burnaby Planning Department will be an exhibitor and will present interactive displays about community development and ecosystem protection and the Streamkeepers Program. The displays will highlight initiatives led by the City to restore ecosystems when land is redeveloped, the stewardship efforts of volunteer community groups to protect our waterways and how residents can become involved in environmental stewardship.

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Guided Nature Walk, Ferns & Big Trees of Burnaby Mountain (Saturday, June 1, 9am to 11am)

The Parks, Recreation & Cultural Services Department are offering this guided nature walk of the Mountain Air Trail on the north slope of Burnaby Mountain. Participants will get hands on experience to measure some of the largest trees in the Burnaby Mountain Conservation Park. Registration is required.

Guided Nature Walk (Mandarin language), Byrne Creek Ravine Park (Saturday, June 1, 3pm to 5pm)

This nature walk will be led by Joseph Lin of the Green Club. Participants will explore the flora and fauna of Byrne Creek Ravine Park. The meeting location is to be determined.

Guide Canoe Trips on Deer Lake (Tuesday, June 4, 6pm to 7pm, 7:15pm to 8:15pm)

The Parks, Recreation & Cultural Services Department are offering two evening sessions of guided canoe trips on Deer Lake. Participants will experience the nature of Deer Lake in the heart of Burnaby. Novice paddlers will receive guidance from the tour leaders. Registration is required.

Car Trunk Sale, Environment Week Edition (Saturday, June 8, 9am to 1:30pm)

This annual event, organized by the Parks, Recreation and Cultural Services Department, encourages waste reduction by promoting reuse of ordinary household items. Sellers load up their cars with items they no longer need and register for a parking spot to sell to buyers. The event takes place at the Bill Copeland Sports Centre.

Burnaby Eco-Centre Open House (Saturday, June 8, 10am to 2pm)

The Burnaby Eco-Centre is a public facility where residents can take large volumes of materials accepted into the City's recycling program. There will be information displays and staff available to answer questions about what the facility accepts and where materials go.

Community Environmental Stewardship Activity, Byrne Creek Watershed (Saturday, June 8, time and location to be determined)

Planning for this activity is underway. The activity will involve an ecosystem restoration activity open to public participation (e.g. an invasive plant removal), along with displays about ecosystem restoration and community-based stewardship efforts. The activity will take place in Byrne Creek watershed. The activity will be led by the City of Burnaby working in partnership with the Byrne Creek Streamkeepers Society and Green Teams of Canada (GTC). GTC is a community engagement charity started in 2011 that organizes community volunteers to undertake restoration activities in parks and public spaces in BC and across Canada. In recent years, GTC has coordinated with the Burnaby Parks, Recreation and Cultural Services Department to lead several

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volunteer activities to remove invasive plants in our parks. However, this would be the first time that the City and GTC work together to deliver a community event for Environment Week. The exact location and details of the event are still to be determined.

Guided Nature Walk, Early June at Deer Lake Park (Sunday, June 9, 9am to 12noon)

The Parks, Recreation & Cultural Services Department are offering this guided nature walk of Deer Lake Park. Participants will look for breeding birds, including Great Blue Herons. Registration is required.

Wild About Burnaby Lake (Sunday, June 9, 10am to 2pm)

Wild About Burnaby Lake is a community environmental stewardship event that takes place in Burnaby Lake Regional Park and is organized by Metro Vancouver Parks and the Burnaby Lake Park Association in partnership with the City of Burnaby. This will be the third year the event has been offered. The 2019 event will take place at the eastern end of the lake near the Cariboo Dam and Avalon parking lot. The event will offer guided nature walks (registration required), an ecosystem restoration activity and environmental exhibitors with interactive displays. Confirmed exhibitors include: Coastal Painted Turtle Project, Eagle Creek Streamkeepers, Metro Vancouver Biosolids / Nutrifor group, North Shore Black Bear Society, Northern Spotted Owl group, Northwest Wildlife Preservation Society, Pacific Parklands Foundation, Sapperton Fish and Game Club, and the Stanley Park Ecological Society.

Celebrating Urban Beekeeping in Burnaby

Ten years ago, in 2009, the City of Burnaby amended its bylaws to allow for apiculture (the keeping of bees) for domestic purposes in seven Residential Zoning Districts (R1, R2, R3, R4, R5, R10 and R11). The Burnaby Beekeepers Association, a not for profit community organization formed in 2015, report modest growth in beekeeping in residential zones from the time of the bylaw amendment until now. To celebrate the 10 year milestone, the City proposes to release an update to its brochure on apiculture and urban beekeeping and to work with the Burnaby Beekeepers Association to develop some communication materials and an outreach activity for Environment Week about the benefits of urban beekeeping to pollination, biodiversity and environmental sustainability.

2019 Environmental Awards Program

The nomination period closes on April 5th. This year's recipients will be announced to the public on May 27th at the Regular Meeting of Council and their achievements promoted during Environment Week. The recipients will receive their awards the Regular Meeting of Council on Monday, June 10.

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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, which is equal to the amount approved in 2018. This expenditure would be for print and digital advertising, paid advertising on social media, and production costs for promotional materials such as posters and bookmarks. 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, community partners, institutions and School District 41 to promote the program.

5.0 CONCLUSION

The Environment Week program celebrates Burnaby's ongoing commitment to environmental sustainability and community-based stewardship of the environment. The program for 2019 proposes a new community stewardship activity to take place in Byrne Creek watershed to be delivered with the help of Green Teams of Canada, a charity organization that organizes community volunteers to restore ecosystems. This activity will complement the stewardship event, Wild About Burnaby Lake, proposed to take place in Burnaby Lake Regional Park. The proposed program for 2019 also retains many of the successful elements of last year, including the pop-up activity and the Burnaby Eco-Centre Open House.

It is recommended that the Committee seek Council approval of the preliminary program for the 2019 Environment Week and that the Committee seek Council approval of a promotion and advertising expenditure of up to \$5,500 from the Boards, Committees and Commissions operating budget.


Lou Pelletier, Director
PLANNING AND BUILDING

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Copied to: City Manager
Director Corporate Services
Director Parks, Recreation and Cultural Services
Director Engineering
Director Finance
Chief Librarian
Officer in Charge, RCMP
Fire Chief
Manager, Environmental Engineering
City Clerk
President, CUPE Local 23