

**TO:** CHAIR AND MEMBERS  
ENVIRONMENT AND SOCIAL PLANNING  
COMMITTEE

**DATE:** 2019 May 29

**FROM:** DIRECTOR PLANNING AND BUILDING

**FILE:** 33000 01  
*Reference: World Rivers Day*

**SUBJECT: WORLD RIVERS DAY 2019**

**PURPOSE:** To seek approval of the proposed program for World Rivers Day 2019 at the Burnaby Village Museum and Council expenditure authorization for advertising and promotion of the program.

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**RECOMMENDATIONS:**

1. **THAT** Council approve the proposed program for World Rivers Day 2019 at the Burnaby Village Museum.
2. **THAT** Council authorize expenditures for World Rivers Day 2019 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 environmental stewardship and to 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. 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 22.

**2.0 POLICY FRAMEWORK**

World Rivers Day at the Burnaby Village Museum 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 goals and sub-goals of the plan:

- A Connected Community
  - Social connection –  
Enhance social connections throughout Burnaby
- A Healthy Community
  - Healthy life –  
Encourages opportunities for healthy living and well-being
  - Healthy environment –  
Enhance our environmental health, resilience and sustainability
  - Lifelong learning –  
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 PARTNERSHIPS AND ROLES FOR 2019**

The World Rivers Day event in Burnaby is organized by a committee consisting of staff from the Burnaby Village Museum, staff from the City of Burnaby Planning Department and Mark Angelo. The museum has been an ideal venue and host since the event was first held there 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 over Deer Lake Brook provides 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.

### **4.0 PROPOSED WORLD RIVERS DAY PROGRAM**

World Rivers Day is scheduled for Sunday, September 22, 2019, from 11am to 4:30pm. Program planning for World Rivers Day is well underway. Key elements of the program are similar to previous years and are presented below. New additions to the program are noted.

#### **Welcome Remarks**

The City of Burnaby and Mark Angelo will each make brief remarks at 1pm at Vorce Station to welcome everyone to the 15<sup>th</sup> annual World Rivers Day celebration in Burnaby.

#### **Activities**

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

*First Nations programming, Children of Takaya (New):* The organizing committee has invited Children of Takaya to perform. This group presents First Nation's dancing, singing and story-telling.

*Film Screenings:* Short films about waterways will be shown on a loop in Central Park Theatre on Main Street in the museum village. In previous years, films shown have included *Saving Burnaby Lake* and *Saving the Salmon: the Brunette River Story*, as well as films on the lower Fraser River and the restoration of Britannia Creek near Squamish.

*Waterways of Burnaby Map and new story map (New):* To celebrate World Rivers Day, the City is planning to release a new version of its popular Waterways of Burnaby Map. The current version was created in 2012. Free copies of the new map will be available at the Planning Department display, which will also include the large aerial photo map of the City showing all of the waterways and where salmon spawn. The Planning Department will also display information about streams that have been enhanced and restored as part of development projects in Burnaby.



Members of the public will be directed to a digital story map viewable on their mobile device that presents photos and a summary the stream enhancement projects.

*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.

*Deer Lake Brook streamside restoration demonstration project (New):* The City of Burnaby is partnering with Green Teams of Canada (GTC) to deliver a streamside restoration project to take place on Deer Lake Brook. 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. For Burnaby's rivers day event, GTC's Lower Mainland Green Team will organize and supervise a group of volunteers as they remove invasive plants from streamside areas and install native plants. Members of the public will be able to sign up with GTC to participate in this activity as a volunteer. The activity will be viewable from the bridge crossing of Deer Lake Brook and will demonstrate a real-life example of stream stewardship to festival attendees.

## **Entertainment**

The organizing committee is planning for *Ginalina* ([www.ginalina.com](http://www.ginalina.com)) to return as the headlining musical performer. Her attendance will be confirmed later in June. 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.

*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 reasonably priced food plates.

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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 2019 program for World Rivers Day at the Burnaby Village Museum. This request is the same as the amount approved the previous five years.

These funds will support a comprehensive program to advertise and promote the event that may include 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 seventh year in a row, Burnaby Village Museum, located in the heart of the Central Valley watershed, will be host to 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.



E.W. Kozak, Director  
PLANNING AND BUILDING

MS/tn

cc: City Manager  
Director Engineering  
Director Finance  
Fire Chief  
President, CUPE Local 23

Director Corporate Services  
Director Parks, Recreation and Cultural Services  
OIC, RCMP  
Chief Librarian  
City Clerk