

**TO:** CHAIR AND MEMBERS  
ENVIRONMENT COMMITTEE

**DATE:** 2020 January 17

**FROM:** DIRECTOR PLANNING AND BUILDING

**FILE:** 33000-01  
*Reference: Environment Week*

**SUBJECT:** 2020 ENVIRONMENT WEEK PROGRAM

**PURPOSE:** To seek approval for the proposed approach for 2020 Environment Week

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**RECOMMENDATIONS:**

1. **THAT** Council approve the proposed approach for 2020 Environment Week.
2. **THAT** Council approve an expenditure of \$4,500 from the Boards, Committees and Commissions' operating budget for promoting and advertising Environment Week.
3. **THAT** Council approve expenditures of \$3,400 and \$5,900 from the Boards, Committees and Commissions' operating budget to support one Repair Café organized for Environment Week and two additional Repair Cafés in the summer and fall of 2020, as a pilot project.

**REPORT**

**1.0 BACKGROUND**

The City of Burnaby's Environment Week program aims to promote environmental sustainability, 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 2020 Environment Week program and authorization for separate expenditures of \$4,500, \$3,400 and \$5,900 from the Boards, Committees and Commissions operating budget to promote and advertise the program and to partner with Metro Van Repair Café to deliver a series of Repair Cafés as a pilot program.

A second report presenting a more detailed program for Burnaby Environment Week 2020 will be brought to Environment Committee and Council for approval this coming March.

## **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 following goals and sub-goals of the Corporate Strategic 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 – Encourage opportunities for healthy living and well-being

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- 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 PROPOSED APPROACH FOR BURNABY ENVIRONMENT WEEK 2020**

#### **3.1 Schedule**

Environment Week is proposed for Saturday, June 6 to Sunday, June 14. Burnaby Environment Week is linked to Canadian Environment Week and World Environment Day, which take place annually in early June.

#### **3.2 Program**

The goal of Environment Week is to promote environmental awareness, sustainability and stewardship. The following activities, events and communications are proposed for 2020 to align with this goal. The finalized program, including a detailed description of each program element, will be presented in a report to the Environment Committee this coming March. We anticipate that other activities and events will be added.

- **Bike to Work Week** (May 25 to May 31) and the **Commuter Challenge** (May 31 to June 7).
- **Environment Week Display** at Hats Off Day in Burnaby Heights (Saturday, June 6).
- **Wild About Burnaby Lake**, stewardship event presented by Metro Vancouver Parks and Burnaby Lake Park Association (Sunday, June 7).
- **(NEW) Environmental Awareness, Sustainability and Stewardship Digital Content on City Social Media Channels** (Monday, June 8 to Friday, June 12).
- **Deer Lake Guided Canoe Trips** (Tuesday, June 8).
- **Lower Mainland Green Team, Community Stewardship Event** (Saturday, June 13, location to be determined).
- **Burnaby Eco-Centre Open House** (Saturday, June 13).
- **Car Trunk Sale – Environment Week Edition** at Bill Copeland Arena, (Saturday, June 13).

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- (NEW) Proposed Burnaby Repair Café (date, time and location to be determined pending approval of an expenditure to support this activity as outlined in this report).

### 3.3 New Program Elements for 2020

#### *Digital Content for Social Media*

To promote Burnaby Environment Week to a broader segment of residents, proposed is the development of environmentally themed digital content for distribution on City social media channels from Monday, June 8 to Friday, June 12. One communication per day is planned. Digital content will be developed by the City's Communications Department with input from staff of various departments involved with Environment Week. Message content has not been developed yet, but could be organized around a specific theme, could consist of 'fun facts' about Burnaby's ecosystems or provide information about City environmental projects or policies and plans in development. Messaging could also aim to be engaging and interactive. More detailed information regarding message content will be presented in the next report to Environment Committee.

#### *Repair Café*

A Repair Café pilot project is proposed, pending Council authorization of the expenditures outlined in Section 4 of this report.

Metro Van Repair Café (MVRC) is a non-profit association that organizes Repair Cafés in the Lower Mainland. MVRC appeared as a delegation to the Environment and Social Planning Committee on 2019 November 5, requesting partnership and funding to start and run a Burnaby Repair Café. Arising from the meeting, the Committee requested that staff contact the delegation and arrange for a Repair Café event as a pilot project during 2020 Environment Week.

A Repair Café is described by MVRC as a 'community gathering for the local public to learn how to fix their broken items with the help of experienced volunteers'. The mission of MVRC is to 'promote the repair of consumer products in order to increase environmental sustainability, create connected and inclusive communities, and strengthen the local economy. A Repair Café delivered by MVRC for Burnaby supports goals of the City's Environmental Sustainability Strategy under the themes of Conserve and Manage, as well as several strategic priorities in City's Social Sustainability Strategy.

For Environment Week, the proposed Repair Café would take place in a public space (a community centre, for example) and would consist of different repair stations at which volunteers fix visitor's items one-on-one. MVRC would be responsible for organizing and delivering the event, including recruiting and managing all volunteers, event set-up, organization and management, social media content and promotion, and collecting, processing and reporting on participant surveys to measure success of the pilot.

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MVRC recommends the pilot Repair Café for Burnaby consist of three (3) Repair Cafés, the first delivered during Environment Week and then two more, one delivered in the summer and one in the fall. The estimated cost for MVRC to deliver the first event is \$5,100. The cost to deliver the next two events is \$2,950 per event. The cost of the first event is higher because of the time required to initially recruit volunteers. The remaining two events build on the momentum of the first event. The total cost to deliver the three events is \$11,000.

As outlined in Section 4, this report recommends Council authorize separate expenditure requests to support the pilot program, the first for the initial event to take place during Environment Week, and the second for the two remaining events in the summer and fall, which take place outside of Environment Week. Staff would engage with MVRC to plan the Environment Week Repair Café, including the date, location and time, pending Council approval of the expenditures.

### **3.4 Returning Events and Activities**

Events and activities carried over from previous years are described briefly below.

In support of Environment Week, Burnaby businesses, institutions and residents will be encouraged to participate in Bike to Work Week and the Commuter Challenge, both of which are organized by external agencies. The Environment Week display at Hats Off Day will focus on ecosystem restoration projects in Burnaby and will include a giveaway of the most recent version of the Waterways of Burnaby poster, completed in 2019.

Two environmental stewardship events are planned. The first is Wild About Burnaby Lake, which will be delivered by Metro Vancouver Parks and the Burnaby Lake Park Association, in partnership with the City of Burnaby, for the fourth consecutive year. The second is an ecosystem restoration event led by the Lower Mainland Green Team, working with one of Burnaby's Streamkeeper groups on a project in a Burnaby park or on City lands.

Free guided canoe trips on Deer Lake, an open house at the Burnaby Eco-Centre and the Environment Edition Car Trunk Sale (to promote reuse of common household items) are other popular events from previous years that will take place again in 2020.

### **4.0 REQUESTED EXPENDITURES**

Council approval of the following expenditures from the Boards, Committees and Commissions operating budget is sought in support of Burnaby Environment Week 2020, including the Repair Café pilot project:

- \$4,500 to promote and advertise Environment Week;
- \$3,400 for MVRC to deliver the first Repair Café during Environment Week; and
- \$5,900 for MVRC to deliver two more Repair Cafés in 2020, in the summer and fall.

In previous years, Council has approved expenditures ranging from \$5,500 to \$6,800 to promote and advertise Environment Week. The lesser amount of \$4,500 requested this year reflects a shift

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over time using the City's social media and digital channels for promotion and advertising, which costs less than print media used more frequently in the past. The City's Communications Department will develop a promotion and advertising strategy to use these funds. The second expenditure of \$3,400 covers a portion of the \$5,100 MVRC estimate to deliver the first Repair Café during Environment Week. The remaining amount of \$1,700 can be covered with unallocated Environment Week annual operating funds.

The third expenditure of \$5,900 is requested to deliver two more Repair Cafés, taking place in the summer and fall, outside of Environment Week, in order to complete the pilot program. The funding for the two additional Repair Café events is requested now in conjunction with the other 2020 environmental awareness activities.

## 5.0 CONCLUSION

Environment Week celebrates Burnaby's ongoing commitment to environmental sustainability and stewardship and provides an opportunity to engage with our residents and community partners. The program for 2020 proposes adding two new elements: environmentally themed digital content on the City's social media channels to broaden public engagement and a Repair Café pilot project delivered by Metro Van Repair Café to support environmental sustainability and build community. A more detailed schedule and program for Environment Week will be brought forth to the Environment Committee and to Council for approval this coming March.

It is recommended that the Committee seek Council approval of the proposed approach for the 2020 Environment Week program and that the Committee seek Council approval of three expenditures, \$4,500, \$3,400 and \$5,900, to promote and advertise Environment Week and to partner with MVRC to deliver a series of three Repair Cafés as a pilot project for the City.



E.W. Kozak, Director  
PLANNING AND BUILDING

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