

TO: CHAIR AND MEMBERS
ENVIRONMENT COMMITTEE

DATE: 2021 January 5

FROM: DIRECTOR PLANNING AND BUILDING

FILE: 33000-01
Reference: Environment Week

SUBJECT: 2021 ENVIRONMENT WEEK PROGRAM

PURPOSE: To seek approval for the proposed approach for 2021 Environment Week.

RECOMMENDATIONS:

1. **THAT** Council declare Sunday, May 30, 2021 to Saturday, June 5, 2021, as Burnaby Environment Week.
2. **THAT** Council approve the proposed approach for 2021 Environment Week.
3. **THAT** Council approve an expenditure of \$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 for the proposed approach for the 2021 Environment Week program and authorization for an expenditure of \$5,500 from the Boards, Committees and Commissions operating budget to promote, advertise and activate the program.

For this year, the Environment Week program will be adapted to align with public health regulations and city policies for COVID-19, which may change going forward. A second report presenting a more detailed program for Burnaby Environment Week 2021 will be brought to Environment Committee and Council for approval in March.

2.0 POLICY AND PLANNING FRAMEWORK

The following City policies support environmental awareness:

- *Official Community Plan* (1998) Section 3.2.2 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 Official Community Plan* 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'.
- *Environmental Sustainability Strategy* (2016) is a plan for Burnaby's 'green future' and sets directions for environmental protection, stewardship, enhancement, and resilience in the city. The "Manage" theme of the *Environmental Sustainability Strategy* 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)

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 – Encourage 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 PROGRAM FOR 2021 BURNABY ENVIRONMENT WEEK

3.1 Schedule

Environment Week is proposed to be from Saturday, May 30, 2021 to Saturday, June 5, 2021 to coincide with Canadian Environment Week and World Environment Day on Saturday, June 5, 2021.

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3.2 Program Elements

The goal of Environment Week is to promote environmental awareness and stewardship. The following activities, events and communications are proposed for 2021 to align with this goal. This past year presented unforeseen challenges for hosting outreach events such as Environment Week, with the City adapting programming to respond to and follow the health restrictions around social gatherings. For this year, the events outlined below are planned to be adaptive, where possible, so they can be changed or become virtual in response to social distancing guidelines that may be in place when Environment Week occurs.

The finalized program, including a detailed description of each program element, will be presented in a report to the Environment Committee in March. To date the following events and programs have been confirmed and are scheduled to take place as part of Environment Week.

- **Bike to Work Week** (May 24 to May 30) and the **Commuter Challenge** (May 30 to June 5);
- **2021 Environmental Awards Program** (Recipients to be announced at the Regular Council Meeting on May 31);
- **Burnaby Parks Recreation and Cultural Services, Eco-sculpture Planting Activity;**
- **Ecosystem restoration event lead by Lower Mainland Green Team;** and,
- **Environmental Awareness, Sustainability and Stewardship Digital Content** (promoted on City social media channels from Monday to Friday during Environment Week).

The following are unconfirmed at this time, as these events and activities are more dependant on public health gathering restrictions. Events will be confirmed with further details in the March report to Council.

- **Repair Café** (proposed and approved by Environment Committee on 2020 January 29);
- **Guided Nature Walk** (Great Blue Heron and Invasive Plants) at Deer Lake Park;
- **Guided Nature Walk, Mandarin language;**
- **Guided Canoe Trips on Deer Lake;**
- **Car Trunk Sale, Environment Week Edition;**
- **Burnaby Eco-Centre Open House;** and,
- **Wild About Burnaby Lake**, a community stewardship event delivered jointly with Metro Vancouver Regional Parks and Burnaby Lake Park Association.

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 amounts approved in previous years. 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 City Connect. 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.

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5.0 CONCLUSION

The Environment Week program celebrates Burnaby's ongoing commitment to environmental sustainability and community-based stewardship of the environment. The 2020 program faced challenges and was ultimately cancelled due to the global pandemic and regulations regarding social distancing. For this year, the 2021 program will aim to re-establish the planned events from last year (e.g. Burnaby's guided nature walks, the community stewardship activity and the eco-sculpture display, provided that they can be delivered in a manner consistent with provincial health orders). The daily online digital release of sustainability and stewardship content will complement the aforementioned stewardship activities and provide options for online engagement.

It is recommended that the Committee seek Council approval of the preliminary program for the 2021 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.



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PLANNING AND BUILDING

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