



ESS Public Engagement (Phase 2) *“Exploring Further”*

www.burnaby.ca/ess-input



What We
Heard!

2014 December 12

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Phase 2 “Exploring Further” Public Consultation Summary

Highlights

- The ESS Phase 2 public consultation “Exploring Further” took place between **March and June 2014**.
- Overall, the engagement was **positively received**, with a **high response rate** and **strong attendance** at events.
- There was a **high level of support** for the **draft vision statement, 10 draft ESS goals** and **51 strategies** presented for public feedback.
- A variety of approaches and techniques was used to engage **over 1,600 people**, with an online questionnaire being one of the primary methods, supported with one-on-one outreach.
- **Ideas for action** on the part of the City, as well as individuals, were solicited.
- **Over 800** questionnaire responses were completed and **3,900 ideas** were submitted.
- There was good representation from a **variety of age groups** among the public, with the ESS team targeting groups that are harder to engage like youth and seniors.
- Over **60 staff** participated in two workshops and contributed **over 700 ideas**.
- The results from Phase 2 will be used to help to **inform development of the draft ESS structure and draft report**, which will be shared with the public for their review during Phase 3, prior to finalizing the report and Council adoption.



Introduction

Burnaby's Environmental Sustainability Strategy (ESS) is expected to assist the City to evolve and build on its strengths, to become an even more vibrant, resilient and sustainable community, integrated with healthy ecosystems. At the time the Phase 2 public consultation was initiated in March of 2014, the ESS process was well underway and was past the half-way point.

The second phase of public consultation "*Exploring Further*" was proposed to continue engaging the general public, for deeper and more focused feedback as input to the draft theme-based goals and strategies for the ESS.

This summary report presents the approaches used, the events attended, the techniques used, and the results collected - the key messages heard from the public and staff during the Phase 2 public consultation.

Three Phases

As shown in **Figure 1** (below), the first phase of public consultation for the Environmental Sustainability Strategy (ESS), "*Issues and Priorities*", took place between May and June 2013 and focused on raising awareness about the ESS process, invited feedback on the proposed scope of the ESS, and identified issues and opportunities that were most important to the community. This input, together with extensive stakeholder input gathered through a series of Sub-Committee meetings, was used to draft a framework consisting of a vision, ten goals and 51 supporting strategies.

Figure 1. ESS Process Diagram



Phase 2 ESS public consultation, “Exploring Further”, took place between March and July 2014 and presented this framework to the community for feedback. The public provided specific suggestions to aid in identifying actions to support the goals and strategies. Phase 2 used a variety of techniques to engage over 1,600¹ people.



Input from Phase 2 will help to inform development of the draft structure and draft report for the ESS, which will be shared with the public in the third phase of public consultation for further comment, prior to the final report being adopted by Council.

Objectives

The second phase of public consultation “Exploring Further” was proposed to continue engaging the general public, for deeper and more focused feedback as input to the draft theme-based goals and strategies for the ESS.

The primary and secondary objectives of the Phase 2 public engagement were to:

Primary Objectives

- Increase ESS **awareness** (and support).
- Seek feedback on the draft ESS **goals and strategies**.
- Identify key **actions** to support the draft ESS goals and strategies.
- Confirm that the **draft vision statement** reflects public values and priorities.

Secondary Objectives

- Increase awareness of **issues** and **solutions**.
- Confirm **issues** are accurately represented.
- Ask for **priorities** (which themes are most important).
- Identify **areas of convergence** (with other plans: social, economic, and environmental).

¹ 1,600 people including about 100 sub-committee participants; about 550 sub-committee networking participants; about 150 participating in “Sustain-a-Bucks” during presentation workshops; and over 800 “My Green Goals” questionnaire respondents.



Approaches

To achieve these objectives, a dedicated effort was made to engage a broad spectrum of the community. In general, Phase 2 “Exploring Further” was twice as long, included attendance at twice as many public events, and engaged over twice as many people compared to Phase 1 “Issues and Priorities”. A mix of broad and deep engagement approaches was used.

Public Events and Presentation Workshops

The ESS Team attended 15 public community events to engage a broad spectrum of the public, using display boards, handouts, and online questionnaires. As listed in **Table 1** (below), the events took place at a variety of locations across the city, and were attended by people of a variety of ages, demographics and cultural backgrounds. Only two of the events were environmentally focused.



Table 1. Summary of 2014 ESS Phase 2 Public Events and Presentation Workshops

Event	Date	Location
Mayor at Moscrop*	March 10	Moscrop Secondary School
SFU	March 19	SFU Burnaby campus
BCIT	March 26	BCIT Burnaby campus
“Feel Good Fridays”	March 28	Brentwood Mall
Flea Market	March 29	Confederation Seniors’ Center
BBOT “State of City”*	April 2	Delta Burnaby Hotel
Kidstuff Swapmeet	April 13	Bonsor Recreation Centre
Seniors’ engagement	April 16	Cameron Seniors’ Centre
Public Workshop	May 3	Alan Emmott Centre
Rhododendron Festival	May 4	Shadbolt Centre
Great Salmon Send-Off	May 10	Stoney Creek Elementary School
BBOT “Green Talks”*	May 13	Electronic Arts
Victoria Day	May 19	Burnaby Village Museum
Carnival	May 23	Maywood Elementary School
Farmer’s Market	May 24	Burnaby City Hall
Environment Festival	May 31	Burnaby City Hall
European Festival	June 1	Swangard Stadium
Hat’s Off Day	June 7	Hastings St.

* Presentation workshop.



Sample photos from these events are located in **Appendix A** and a video of the BCIT event can be viewed at: <http://www.youtube.com/watch?v=L9jexb847r0>

In addition to public events listed above, special attention was given to connect with the following often hard to reach groups.

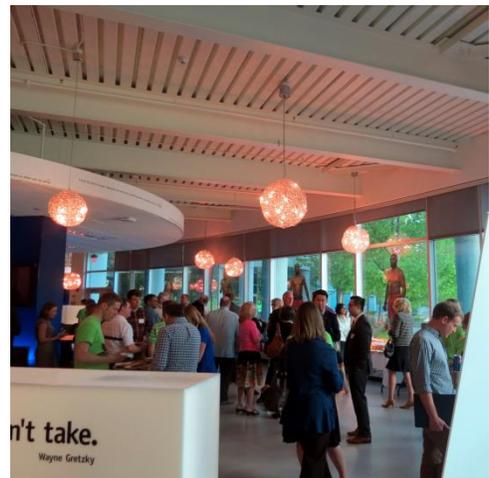
Engagement of Youth and Seniors:

Youth and seniors are two age groups that sometimes prove harder to engage in City initiatives. Events were held at a high school, a seniors' centre, and youth were engaged with the "My Green Goals" Youth Video Contest, as described in the previous section.



Engagement of the business community:

Two Burnaby Board of Trade events were attended to engage members of the business community.



Public workshop:

A public workshop was held on 2014 May 3 at the Alan Emmott Centre, where material could be reviewed in more detail. This event provided an opportunity for the public to learn about



and contribute to the development of the draft goals, strategies and example actions. Everyone was welcome at this free event.

Staff engagement:

In addition to the public engagement events, two inter-departmental staff engagement workshops were carried out in order to identify existing projects that would support the ESS, as well as to, further develop the draft goals, strategies and actions for the ESS.

Techniques

As shown in **Table 2** (below), the following techniques were used for Phase 2 (*Exploring Further*), employing similar methods as those used successfully in Phase 1 (*Issues and Priorities*). The techniques highlighted in **bold** are described in more detail below.

Table 2. Phase 2 Public Consultation Techniques

Technique	Description
Website	www.burnaby.ca/ess-input - includes background information and links to the “My Green Goals” questionnaire, events, documents and ESS-related activities.
Information displays and brochures	Display boards, brochures, and bookmark, used at public events.
“My Green Goals” questionnaire	Online questionnaire promoted via website, Facebook/Twitter, and in person at public events.
“My Green Goals” youth video contest	Online video contest based on 10 ESS themes, coordinated with Burnaby Youth Sustainability Network.
ESS “Now and Future” presentation	An inter-active presentation that featured information on each of the 10 ESS petals of sustainability (themes), presented at two speaking events.
Facilitated discussions	Several rounds of facilitated discussions in which participants share their ideas on new actions that would support the ESS goals.
Kids’ eco-crafts	Interactive activity demonstrating how to turn waste products into items of increased value, artistic quality, or function.
“Ideas Wall”	Large printed version of the 10 ESS goals on which participants could share their thoughts spontaneously, at various facilitated events.
“Sustain-a-Bucks”	Interactive game to collect input on priorities amongst the themes. Each participant has \$100 to spend on ESS Goals and chooses how to distribute the funds in \$10 increments.
Green Map	Large air photo map and icons for environmentally-themed places.
Community Engagement Volunteers	Volunteers from the community, trained to assist at events.



The mix of these different techniques used at each event is listed in **Appendix B**.

Information Displays and Brochures:

A series of 15 display panels were created to share information on: the ESS; sustainability; draft vision; ESS themes; and each of the 10 draft ESS goals and supporting draft strategies; and information on how to get involved. The 10 display panels for the draft goals and supporting draft strategies can be viewed at:

www.burnaby.ca/ess-phase2displaypanels

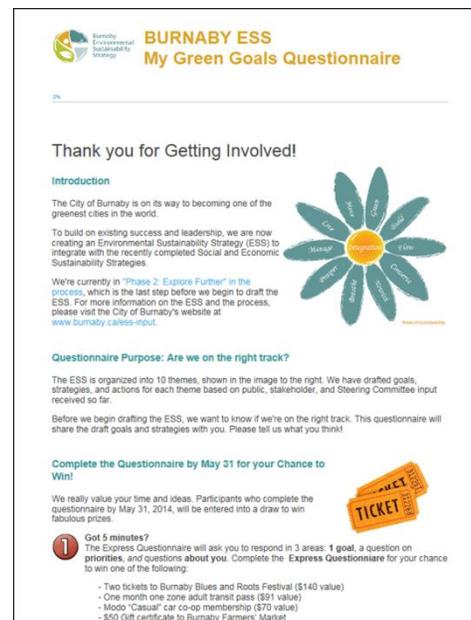
In addition to the ESS display panels being set up at prominent public events, three presentation workshops and one project specific public open house were also held.



“My Green Goals” Questionnaire

An online questionnaire was developed, with supporting information, to present the draft vision statement and draft theme-based goals and supporting strategies for the ESS, and to solicit feedback from citizens in a guided format. The online questionnaire was promoted through the website, with social media like Facebook and Twitter, using the youth video contest, and in person at events. The questionnaire was open to the public between March 19 and June 23, and contained the following:

- Introduction and purpose of the questionnaire.
- Promoting a chance to win a variety of prizes for completing the questionnaire.



- The choice of answering questions about only one, or all ten, draft goals and supporting strategies (*Green, Flow, Breathe, Live, Move, Build, Prosper, Nourish, Conserve, and/or Manage*).
- Each page of the questionnaire provided background information on the draft goal including why it matters, what Burnaby is currently doing to support the goal, as well as the draft strategies for future action.
- Participants were invited to indicate whether they support or don't support the strategies, as well as to suggest any ideas or specific actions that the City of Burnaby (and/or its partners), as well as individuals, could take to support the draft strategies.

Participants were also invited to comment on the draft vision statement as well as to rank the ten draft goals in order of priority using the “Sustain-a-Bucks” activity.

In addition to the online version of the questionnaire, complementary hard copy versions were also used at various public events.

A copy of the paper version of the “My Green Goals” questionnaire is included in **Appendix C**.



“My Green Goals” Youth Video Contest

The ESS team worked with the Burnaby Youth Sustainability Network to develop a contest that would encourage youth engagement. A video contest was developed that invited Burnaby secondary school students between the ages of 13-18 to review the ten draft goals of the ESS by taking the online questionnaire, choose the goal of their choice, and create a 3-minute video based on the following two questions:



- Why is this goal important?
- What actions can be taken to support this goal?

11 video submissions were received of which five finalists and one grand prize winner were selected based on the level of understanding of the goal, creativity and innovation, as well as how engaging, inspirational, and fun the entries were.

The five finalists were announced at the City of Burnaby’s Environment Festival, held on 2014 May 31 at Burnaby City Hall, and were awarded environmental-themed prizes including garden composters, rain barrels and reusable water bottles. The grand prize winner received a sustainable community walking tour of the award-winning UniverCity neighbourhood on Burnaby Mountain and tickets for a concert held at Deer Lake.

The winning video and the four other finalists can be viewed at: <http://www.burnaby.ca/ess-videocontest>

Facilitated Discussions

Facilitated discussions were used at the **public workshop** held on 2014 May 3 at the Alan Emmott Centre. The workshop consisted of both small and large group problem-solving and facilitated discussions focused on each of the draft theme-based goals and supporting directions.



Green Map

An updated version of the Green Map activity was used to build upon the geographic information gathered in Phase 1 consultation, *“Issues and Priorities”*. Using a large printed airphoto of the City, in this activity, participants were asked to identify environmentally friendly ‘places’ in the community, focusing on the built environment, such as stores selling locally made or second hand goods, buildings with green features, car-share or bike-share locations, food gardens and farms, etc. Businesses that have taken the Burnaby Board of



Trade (BBOT) Pledge for Sustainability were also pre-identified on the map. Participants placed icons to identify these sites, and information about the site was also recorded by staff, and entered into an online version of the map using Google Maps.

Community Engagement Volunteers (CEVs)

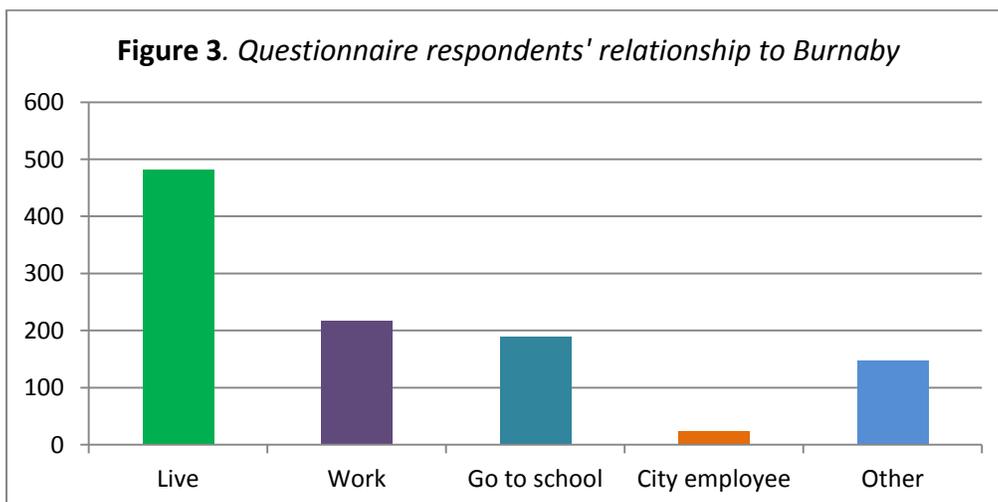
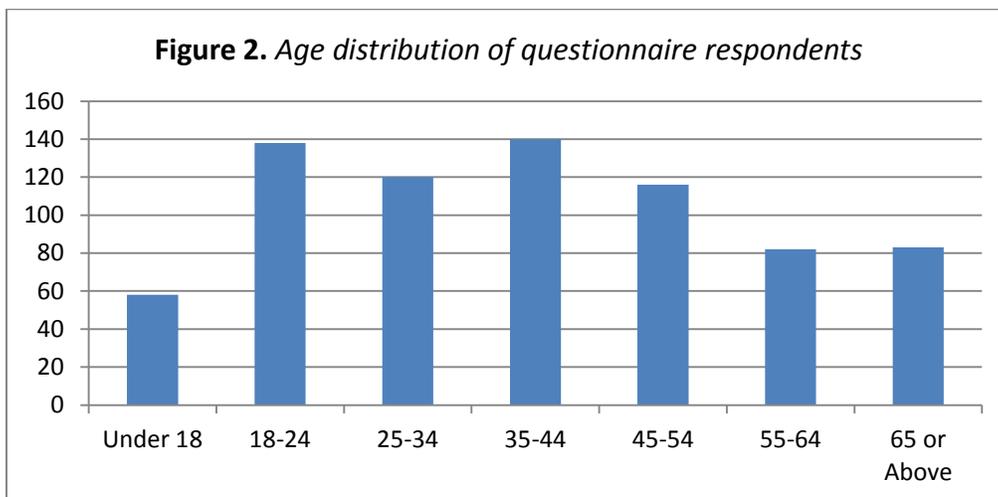
Community Engagement Volunteers were engaged to assist staff with public outreach at several of the events for both the first and second phases of public consultation. Volunteers were recruited with online notices and targeted email to existing community groups and networks and, once selected, were provided with training by staff prior to the events. They provided assistance with various activities at public events including the Green Map, Sustain-a-Bucks, Kids eco-crafts, and roaming questionnaires on iPads. This assistance allowed the project team to expand the reach of the consultation to more individuals, and provided opportunities for the volunteers to be involved in the community and to gain relevant experience.



Results

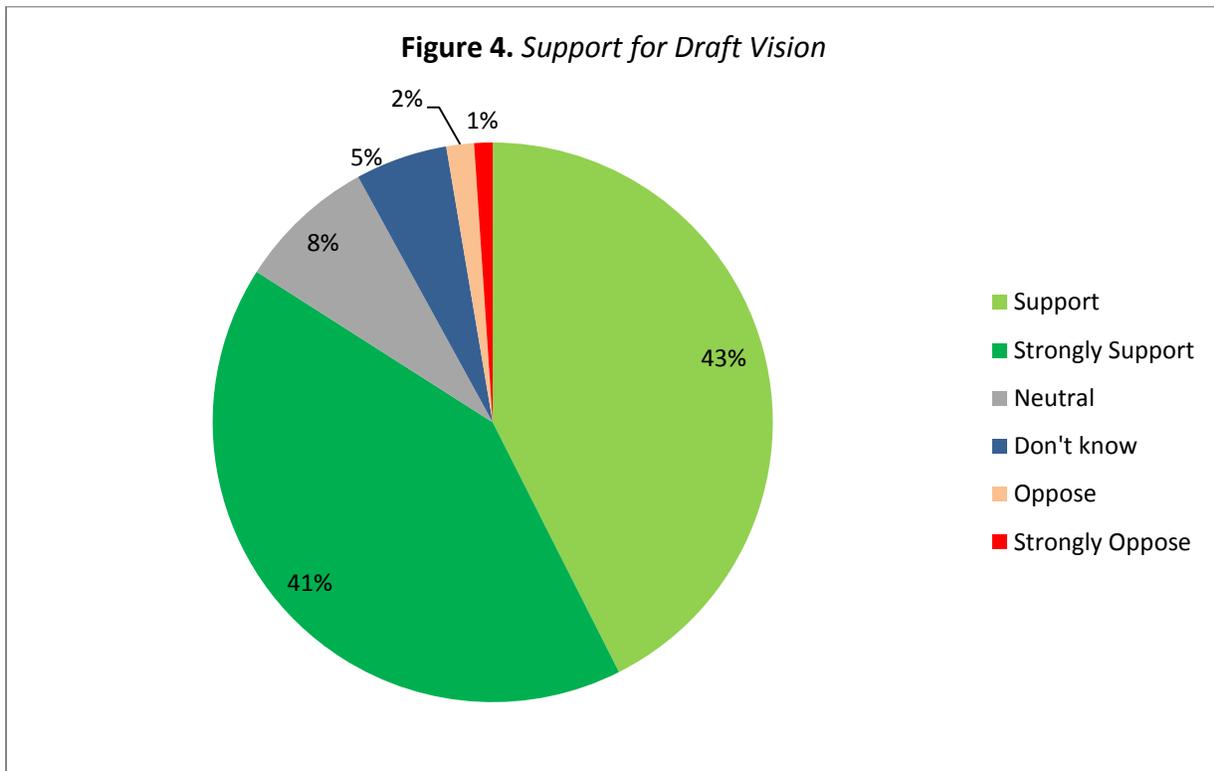
Overall, the consultation was **positively received**, with a **high response rate** and **strong attendance** at events.

- Over 800 questionnaire responses were completed.
- There was good representation from a variety of age groups among the public, with ESS team targeting demographics typically harder to engage like youth and seniors – **Figure 2, below**.
- Most respondents live in Burnaby, while others work and/or attend school in Burnaby, as shown in **Figure 3, below**.
- Over 60 staff participated in two workshops and contributed over 700 ideas.



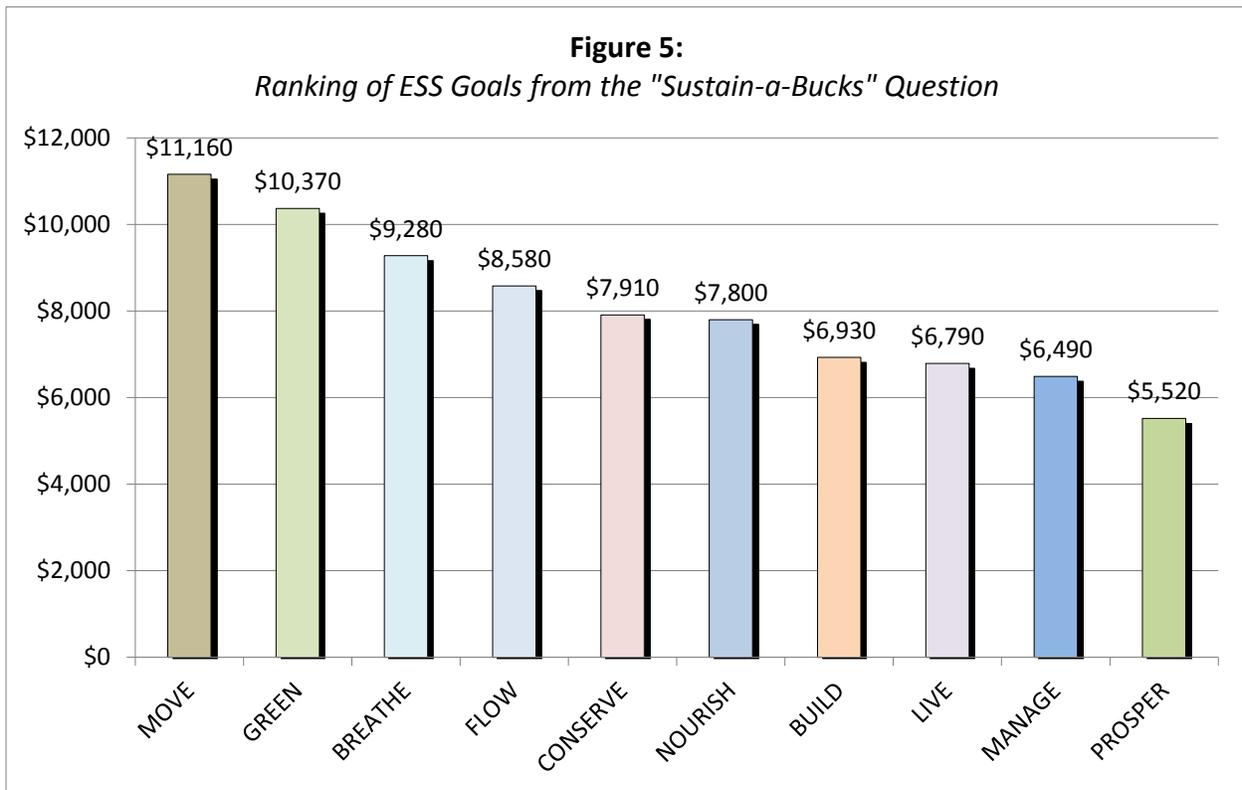
There was generally a **high level of support** for the proposed ESS vision, goals and strategies.

- Draft vision statement was well received with 84% support or ‘strongly support’, as shown in **Figure 4**, below.
- Draft goals and strategies were well received and strongly supported with 80%-97% support.
- The top 10 priority strategies are shown in **Table 3**, on page 16.
- No major ‘missing pieces’ or areas of focus were noted at the goal level.
- No “red flags” or major concerns were identified.



As part of the questionnaire, people were asked to rank the 10 draft ESS goals. Respondents had \$100 to spend, in \$10 increments. They could spend \$10 on each goal equally, or choose to spend more on some goals and less/none on others. The values shown in **Figure 5**, below, are the total amount respondents spent on each goal. This ranking indicated:

- *Move, Green and Breathe* were the top three priorities.
- The highest (*Move*) was ranked twice as high as the lowest (*Prosper*).
- The difference between each goal, moving from highest to lowest, was fairly modest.
- There were no large gaps, tiers, or major groupings of goals.



It is interesting to note that the results of a similar “Sustain-a-Bucks” exercise used with a large group of high school students and the one used with a group from the business community yielded very similar results for the ranking of the draft ESS goals, as shown in **Figure 6**, next page. Notable differences between these two groups included different relative priorities for *Breathe, Manage, and Move*.



Figure 6. “Sustain-a-Bucks” results – youth responses and business community responses.

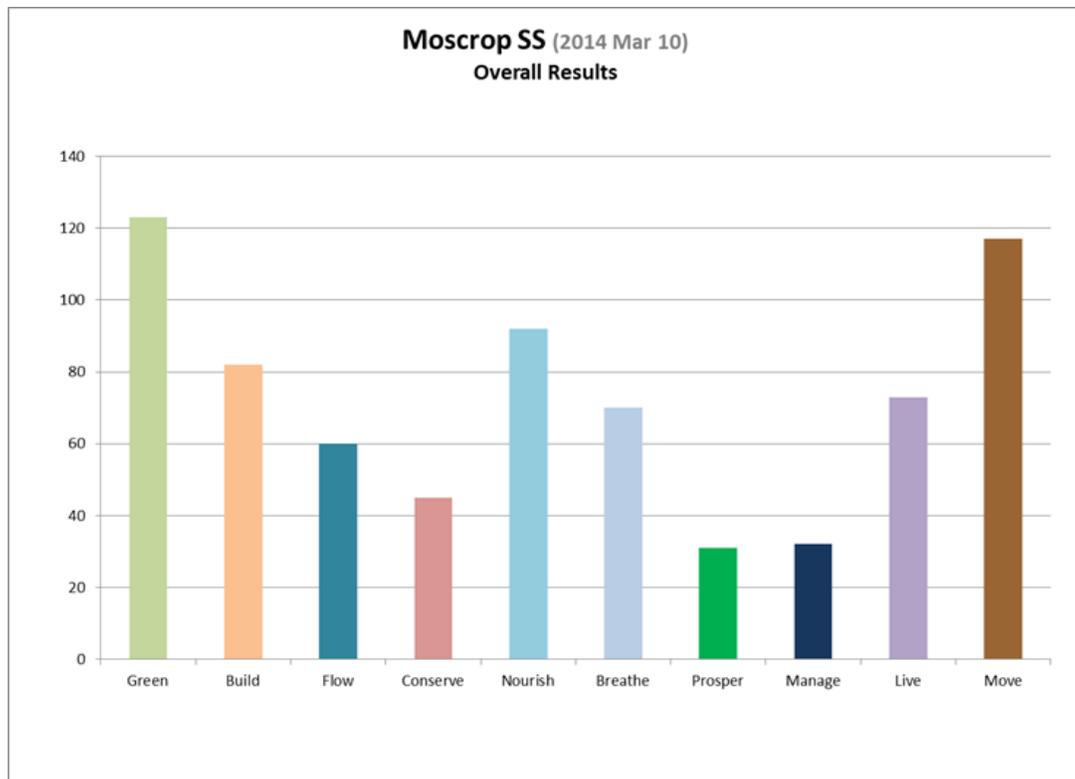
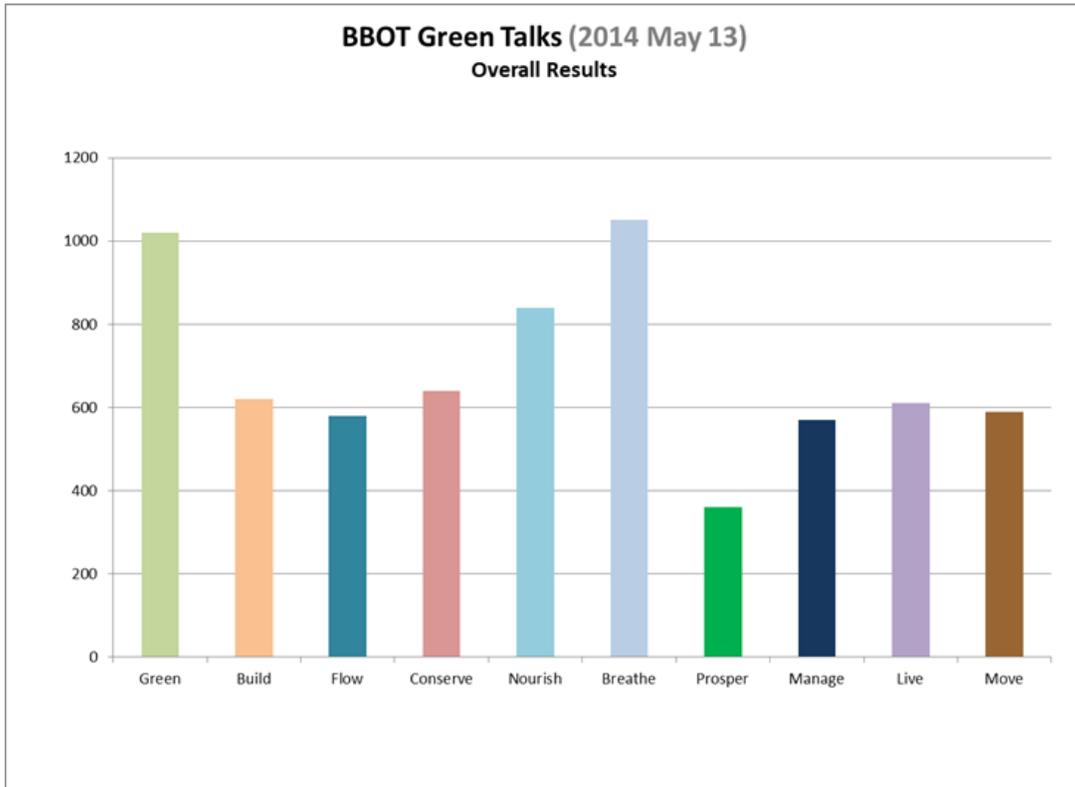


Table 3: “Top 10” Strategies in level of support.

Goal	Strategy (# and Description)	Support*
GREEN	2) Continue to identify and protect <i>important habitat areas</i>	97%
PROSPER	5) Encourage businesses and other organizations to make <i>smart environmental choices</i> .	97%
CONSERVE	4) Increase <i>solid waste diversion</i> , increase <i>recycling</i> and <i>up-cycling</i> .	96%
MOVE	2) Make <i>cycling</i> and <i>walking</i> easy, safe, and comfortable.	95%
NOURISH	2) Strengthen the <i>local food industry</i> in Burnaby, including local food production, processing and distribution.	95%
BREATHE	4) Reduce emissions and health impacts of <i>air pollutants</i> (other than greenhouse gas (GHG)).	95%
FLOW	2) Protect, restore and improve <i>aquatic ecosystems</i> like ponds, lakes, streams, wetlands and marine areas	95%
BUILD	1) Design and construct <i>buildings</i> so they use less energy, less water, produce less GHG emissions, and are built with healthy (non-toxic) and recycled materials	95%
LIVE	2) Create outstanding <i>outdoor public spaces</i> that encourage active transportation, socializing and interacting with nature.	94%
FLOW	3) Protect and improve <i>water quality</i> in our aquatic ecosystems, like ponds, lakes, streams, wetlands, and marine areas.	94%

*% support means the percentage of respondents who indicated they ‘support’ or ‘strongly support’ the strategy.

Two questions on ‘actions’ were also asked:

1. What can the City and its partners do to help reach the stated goal and strategies?
2. What can you (as individual citizens) do to help reach the stated goal and strategies?

Many ideas were submitted in response to these two questions in the online questionnaire.

- Almost 3,900 suggestions and comments were received.
- Many constructive ideas were submitted, indicating people are very well informed.
- About 2,300 (2,329 or 60%) ideas were received for the first question - “What **We (City) Can Do**”. See **Table 4, attached**, for a summary of the top 3 responses for each draft goal.
- About 1,600 (1,554 or 40%) ideas were received for the second question - “What **You (Public) Can Do**”. See **Table 5, attached**, for a summary of the top 3 responses for each draft goal.
- **Table 6, attached**, shows the number of ideas received for each goal with the top three goals highlighted in yellow, by source.



Several cross-theme ‘families’ of ideas were noted under multiple goals, indicating they have support for multiple outcomes and benefits.

- Cross-theme actions for the City and partners included:
 - ‘Transportation shift’ (support/investment for active modes and transit) – noted under the goals *Move, Live* and *Breathe*.
 - Education – noted under the goals *Nourish, Manage, Conserve, Green, Flow, Breathe,* and *Build*.
 - Conserving water and managing rainwater – noted under the goals *Flow, Build* and *Green*.
- Cross-theme actions for the public included:
 - ‘Transportation shift’ (using active modes and transit) – noted under the goals *Move, Breathe* and *Live*.
 - Buying and shopping responsibly – noted under the goals *Nourish, Prosper, Conserve* and *Live*.
 - Getting involved and engaged – noted under the goals *Green, Manage, Live, Move, Prosper, Nourish* and *Conserve*.

The ideas were analyzed in detail using a key word approach to group similar ideas. This detailed analysis was then used as key input to help develop the draft ESS structure and draft report.

Conclusion

Phase 2 ESS Public Consultation, “*Exploring Further*”, was well received, and the project team received many thanks from the public at events, indicating citizens appreciated the efforts of the City to engage people in a direct and meaningful way. A variety of techniques was used to engage the public, and in particular the use of mobile online questionnaires and ‘crowd-sourcing’ by volunteers and staff at public events was highly effective. Many thoughtful and well informed comments and opinions were received, ranging from general support for policy directions, to very specific recommendations for priority program areas.

The draft ESS structure and report will reflect many of the priority areas identified by the public, helping to lend a solid foundation to guide sustainability for Burnaby in the future.



Table 4: Top 3 responses from online questionnaire for “*What We (City) Can Do*” for each goal.

Goal	Description	Count
GREEN	Protect/enhance habitat - trees; protect existing habitat; native plants; increase greenspace; gardens	68
	Invasive species - action by City; education; volunteer removal; regulations	44
	Education - youth, public, businesses, immigrants; ecosystem signage; tours	36
FLOW	Water conservation - regulations/incentives to save water; using less water; water re-use	37
	Education - watersheds, water conservation, programs; dogs	32
	Regulation and governance - pollution (spills/leaks); habitat protection	28
BREATHE	Reduce vehicle emissions (community) - encourage walking/biking; more EV's; improve transit; no idling	32
	Reduce fossil fuel dependence - advocate; oppose Kinder Morgan; encourage shift to low-carbon; divestment	15
	GHG policy and regulations - targets, carbon tax, CEEP	11
LIVE	Complete communities - mixed-use; small businesses; avoid sprawl; commercial in residential neighbourhoods	40
	Transportation - more walkable/bikeable; improve transit; reduce cars	37
	Greenspace - protect/enhance; connections; expand parks	38
MOVE	Transit - improve (general); improve bus service; more affordable; bus/SkyTrain stops; SkyTrain expansion; gondola; HandyDART	121
	Cycling infrastructure - expand/improve routes; separated bike paths; bike infrastructure	108
	Support and Incentives for walk/bike/transit - encourage active modes and less driving	62
BUILD	Energy / GHG's - building energy policy; renewable energy; reducing energy use; district energy; City buildings; retrofits	116
	Waste - building materials (reduce, re-use); construction & demolition waste; building re-use/reno instead of demo; plastics; resource recovery	30
	Incentives for green buildings - homeowners, developers; fuel switching; appliances; furnaces	23
PROSPER	Encourage 'green' economic development and green businesses	23
	Incentives for green practices and being eco-friendly: subsidies, tax rebates	19
	Create green standards for business: ie. waste reduction, recycling, reuse, repurposing, composting, energy	13
NOURISH	Community gardens - establish more; on City land; encourage/incentives; in new development	68
	Education - workshops; urban age education; school curriculum; school gardens	55
	Promote/celebrate local food - encourage in local businesses; City purchasing; urban agriculture	43
CONSERVE	Recycling - general support; public areas; malls/businesses; expand service; more depots; multi-family	54
	Education & schools - recycling, composting, diversion, upcycling	39
	Food scraps and green waste - pick-up; expand/enforce programs; composting; seasonal (jack-o-lanterns, Xmas trees); malls; pest management; odour issues	27
MANAGE	Consultation & Communication - awareness; events; multi-media; public engagement; contests/awards; inclusion	67
	Education and awareness - schools/youth; general; community	43
	Partnerships - universities/high schools (research); other government (muni; Prov; Fed; FN); community groups; business and industry	32
		58%
		1,361



Table 5: Top 3 responses from online questionnaire for “What You (Public) Can Do” for each goal.

Goal	Description	Count
GREEN	Improve Habitat - prevent/remove invasive species; landscape with native plants; plant trees and gardens; plant bee habitat; protect and create habitat; less/no pesticides; increase green space in urban areas; restore parks and ecosystems	62
	Get Involved - volunteer; spread the word; engage locally; support City's green initiatives; encourage community stewardship; encourage others; follow guidelines	56
	Educate Others - community; children, youth, universities; individual awareness; individual learning	42
FLOW	Conserve water - use less water; recycle rainwater	99
	Protect water quality - properly dispose of chemicals; avoid using chemicals; use eco-friendly products	26
	Avoid pollution - avoid littering; use refillable water bottles	13
BREATHE	Sustainable travel - use transit; bike more; drive less; walk more	93
	Reduce vehicle emissions - purchase hybrids and electric vehicles; carpool; avoid idling; fly less; combine trips; maintain car; live close to work	31
	Conserve energy - improve energy efficiency; alternative energy	21
LIVE	Sustainable travel - use transit; cycle more; walk more; drive less; live in a walkable area	49
	Get involved - provide feedback to the City; advocate for walkability, cycling and transit; spread the word; conserve energy	27
	Cultivate - plant for beautification and gardening; grow food	12
MOVE	Use Transit	58
	Cycle - promote and encourage cycling; advocate for cycling infrastructure	53
	Walk	28
BUILD	Energy conservation at home (operation and repair) - conserve energy; replace light bulbs; repair/maintain house and appliances; seal air leaks	22
	Home renovations - energy retrofits; energy efficient appliances and products	16
	New green buildings - promote/support green buildings; energy efficient home/condos; recycle construction materials; use low-impact building materials	13
PROSPER	Support green businesses - shop at green businesses; buy local; use eco-friendly products	54
	Get engaged - volunteer; take action in the workplace; encourage corporate sustainability; promote Burnaby's good economic climate; identify things homeowners can do	20
	Reduce, recycle and reuse	12
NOURISH	Buy local food - farmer's market; organic; buy food from the farm; stop buying imported food; make decisions that respect my morals	86
	Grow Food - grow your own food; community gardens; sharing resources; start a school garden	67
	Communicate and network - tell friends and family; encourage people to grow their own food; use main stream and social media	20
CONSERVE	Reduce - buy less; reduce waste from packaging; buy responsibly; reduce garbage	117
	Recycle - school, work, at every level, sort trash, buy recycling bin, containers for batteries, oil, cans, bottles, paper, Eco-Centre items, return-it centre	75
	Reuse - freecycle, upcycling, find a use for materials, pass items down from family, friends or Facebook groups, donate, pieces of scrap paper, support reuse industry, attend swap meets, use re-usable bags, food containers	43
MANAGE	Educate - encourage others; educate children; educate yourself; be aware	25
	Get engaged - community leadership; reduce my impact on the environment; support environmental initiatives; support/volunteer with community groups	23
	Communicate and network - share ideas; start the conversation; promote/attend environmental events	19
		82%
		1,282



Table 6: Total Number of Suggestions by Goal (highlighting indicates ‘top 3’ from each source)

What Can We (City) Do?

Total Suggestions by Goal

	Public		Staff	Sub-Total	Staff	Sub-Cttee	Total
	questionnaire	display boards	survey		workshop	workshops	
Move	414	37	14	465	56	39	560
Nourish	275	23	28	326	74	40	440
Build	260	4	12	276	34	18	328
Live	190	16	12	218	32	43	293
Manage	197	4	9	210	33	42	285
Conserve	217	11	12	240	24	19	283
Green	189	16	12	217	27	39	283
Flow	153	4	12	169	13	20	202
Prosper	98	2	7	107		39	146
Breathe	79	7	15	101	11	17	129
Total	2,072	124	133	2,329	304	316	2,949

What Can You (Public) Do?

Total Suggestions by Goal

	Public		Staff	Sub-Total	Total
	questionnaire	display boards	survey		
Conserve	287	4	9	300	300
Nourish	190	4	7	201	201
Move	178	3	7	188	188
Green	173	6	9	188	188
Breathe	172	0	5	177	177
Flow	156	0	9	165	165
Live	110	1	4	115	115
Prosper	81	0	5	86	86
Manage	64	0	3	67	67
Build	62	2	3	67	67
Total	1,473	20	61	1,554	1,554

3,883

4,503



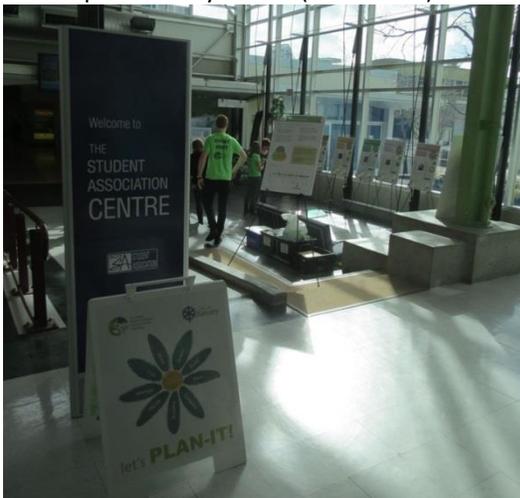
Appendix A. Photographs – Events and Techniques



Moscrop Secondary School (March 10th)



SFU (March 19th)



BCIT (March 26th)



Seniors' Flea Market (March 29th)



Kidstuff Swap Meet (April 13th)



Burnaby Board of Trade Green Talks (May 13th)





Victoria Day (May 19th)



Maywood Carnival (May 23rd)



Farmers' Market (May 24th)



Environment Festival (May 31st)



Environment Festival (May 31st) – Green Map



Environment Festival (May 31st)





European Festival (June 1st)



Hats Off Day (June 7th)



Youth Video Contest winners at Enviro Fest

Youth Video Contest Share This

CONGRATULATIONS to Aishwi Roshan and "Unity in Green" for their video "Nourish"

for winning the "My Green Goals" Youth Video Contest Grand Prize! Aishwi has been awarded the City of Burnaby "Sustainability and Culture package":

- » A "Sustainability Walking Tour" of the award-winning [LinnerCity](#) sustainable community for 8 people
- » 8 tickets to Tegan and Sara, Spoon, Arkells and others at the "CBC Music.ca Festival" at Deer Lake Park, June 14, 2014 (approx. \$600 value)!

Check out Aishwi's video at right, as well as the other finalists videos below!

Nourish Finalist: Aishwi Roshan

A food system that supports healthy people, a healthy community, and a healthy environment.



Conserve Finalist: Mischa Price

World-leading waste reduction, diversion, and management.



Green Finalist: Alice Huang

Healthy and resilient ecosystems.



Video Contest Winners announcement – ESS website



BBOT Green Talks – playing "Sustain-a-Bucks"



Kids eco-crafts activity table at ESS event





Staff workshop



Staff workshop



ESS Project Team



ESS Project Team



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Appendix B. Mix of Techniques Used at Each Public Event

Method	Description	Moscrop SS Env Com (Mar 10)	SFU (Mar 19)	BCIT (Mar 26)	Brentwood TC (Mar 28)	Flea Market (Mar 29)	BBOT State of City (April 2)	Kidstuff Swapmeet (April 13)	Cameron Senior's Centre (April 16)	Public Workshop (May 3)	Rhododendron Festival (May 4)	Great Salmon Send-Off (May 10)	BBOT "Green Talks" (May 13)	Victoria Day at BVM (May 19)	Carnival at Maywood (May 23)	Farmer's Market (May 24)	Environment Festival (May 31)	European Festival (June 1)	Hat's Off Day (June 7)
Website	www.burnaby.ca/ess-input - includes background info and links to events, documents and activities.	May 17, 2013 - present																	
Information Displays and Brochures	Display boards used at public events and in City Hall lobby.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
"My Green Goals" Questionnaire	Online questionnaire.	March 19, 2014 – June 23, 2014																	
	Mobile questionnaire taken to events on iPads.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
"My Green Goals" Youth Video Contest	Multi-media contest based on 10 ESS themes, coordinated with Burnaby Youth Sustainability Network	April 26, 2014 – May 31																	
ESS "Now and Future" Presentation	An inter-active presentation that features information on each of the 10 ESS petals of sustainability (themes).	✓					✓						✓						
Facilitated Small Group Discussions	Several rounds of facilitated discussions in which participants can share their ideas.									✓									
Upcycling Eco-crafts	Activity to turn waste products into items of increased value, artistic quality, or function.							✓		✓							✓		
Ideas Wall	Large printed version of the 10 ESS goals on which participants can share what each mean to them.									✓									
Sustain-a-Bucks	Interactive game to collect input on priorities amongst the themes.	✓											✓						
Green Map	Large airphoto map and icons for environmentally-themed places; online map.																✓		
Community Engagement Volunteers	Volunteers from the community trained to assist at events.		✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓



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Appendix C.
Paper Version of the “My Green Goals” Questionnaire





My Green Goals Questionnaire

Thank you for Getting Involved!

Introduction

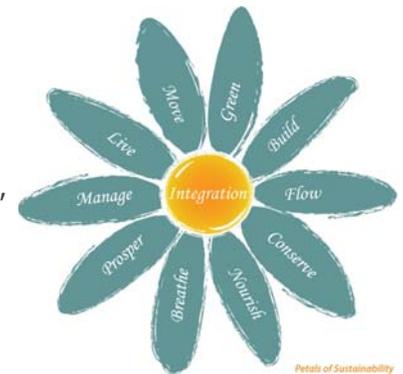
The City of Burnaby is on its way to becoming one of the greenest cities in the world. To build on existing success and leadership, we are now creating an Environmental Sustainability Strategy (ESS) to integrate with the recently completed Social and Economic Sustainability Strategies.

We're currently in "Phase 2: Explore Further" in the process, which is the last step before we begin to draft the ESS. For more information on the ESS and the process, please visit the City of Burnaby's website at www.burnaby.ca/ess-input.

Questionnaire Purpose: Are we on the right track?

The ESS is organized into 10 themes, shown in the image to the right. We have drafted goals, strategies, and actions for each theme based on public, stakeholder, and Steering Committee input received so far.

Before we begin drafting the ESS, we want to know if we're on the right track. This questionnaire will share the draft goals and strategies with you. Please tell us what you think!



Complete the Questionnaire for your Chance to Win!

We really value your time and ideas. Participants who complete the questionnaire by May 31 will be entered into a draw to win fabulous prizes.



1

Provide input on at least **one (1) goal and complete the questions about you** on the last page to be entered in a draw to win one of the following:

- Two tickets to Burnaby Blues and Roots Festival (\$140 value)
- One month one zone adult transit pass (\$91 value)
- Modo "Casual" car co-op membership (\$70 value)
- \$50 Gift certificate to Burnaby Farmers' Market

10

Provide responses to **all (10) goals and complete the questions about you** on the last page to be entered in a draw to win one of the following:

- iPad 2 (\$399 value)
- \$500 Gift certificate to Jubilee Cycle

The questionnaire will take between 10 and 45 minutes to complete, depending on how many goals you choose to provide feedback on.

Get to know the ESS Goals

The Environmental Sustainability Strategy (ESS) is organized around 10 goals.

Which of the 10 Goals matter most to you?

To begin this questionnaire, please take a moment to become familiar with the 10 ESS goals shown below.



Green

1. Healthy and resilient ecosystems.



Flow

2. Healthy and resilient watersheds.



Breathe

3. A community resilient to climate change, with clean air and low carbon emissions.



Live

4. A network of compact and complete communities, within a fabric of healthy ecosystems.



Move

5. A walkable, bikeable, and transit-supported city that supports a healthy community and environment.



Build

6. Buildings and infrastructure that have a positive impact on the environment.



Prosper

7. A prosperous economy that supports a healthy environment.



Nourish

8. A food system that supports healthy people, a healthy community, and a healthy environment.



Conserve

9. World-leading waste reduction, diversion, and management.



Manage

10. Environmentally aware and engaged community working together to improve Burnaby's environmental performance.

Goal 1: Green Healthy and Resilient Ecosystems



Why this Goal Matters

Healthy and resilient ecosystems matter, because:

- People, plants and wildlife all depend on healthy habitat.
- Green space makes our city more livable.
- It's a big part of Burnaby's identity. Healthy forests and wetlands clean our air and water.



Burnaby Today

Burnaby has protected a lot of green space within parks and conservation areas. These areas provide homes for birds and animals, and places for people to enjoy nature.

Did you know?

- Burnaby has over 150 parks covering about 2,400 hectares (6,000 acres) – that's six times the size of Stanley Park.
- 25% of Burnaby is park and conservation area.
- Burnaby is one of the greenest major cities in Canada.



Burnaby Tomorrow

We Will: Protect and connect green spaces, restore and improve habitat for plants and wildlife, and encourage everyone to support healthy ecosystems.

How can the City of Burnaby reach our GREEN goal?

The following are some strategies for how the City of Burnaby could reach our goal of healthy and resilient ecosystems. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	<i>Don't know</i>
1) Develop and implement an ecosystems strategy.	<input type="radio"/>					
2) Continue to identify and protect important habitat areas.	<input type="radio"/>					
3) Connect existing important habitat areas with habitat corridors.	<input type="radio"/>					
4) Restore and improve habitat on public and private lands.	<input type="radio"/>					
5) Reduce harmful impacts of human activities.	<input type="radio"/>					
6) Promote the value of habitat and ecosystems.	<input type="radio"/>					
7) Reduce the environmental and economic impacts of invasive species.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 2: Flow

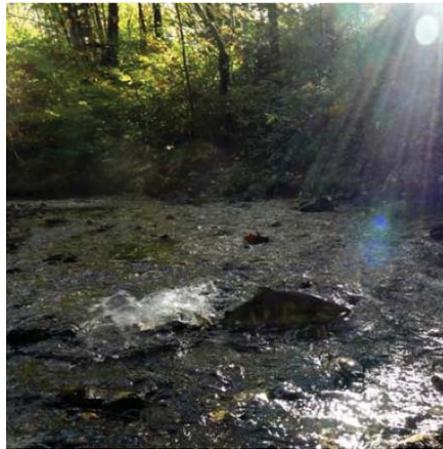
Healthy and resilient watersheds



Why this Goal Matters

Healthy and resilient watersheds matter, because:

- A clean and reliable source of water is fundamental to human health, healthy habitat and the functioning of any city.
- In Burnaby, water flows off buildings, land and other surfaces into local streams, lakes, wetlands and the ocean.
- Conserving water ensures that Burnaby can grow and prosper while reducing the amount of costly water and sewer infrastructure we have to build.



Burnaby Today

Burnaby has rich ecosystems that include streams, wetlands, lakes and ocean coastline.

Did you know?

- Burnaby has over 90 streams in three major watersheds – Burrard Inlet, Brunette Basin (Central Valley) and Fraser River.
- Burnaby has protected most open natural streams instead of piping them underground.
- Recently salmon have returned to streams in the heart of the city where they have not been seen for decades.



Burnaby Tomorrow

We Will: Protect and improve water quality, imitate nature's water flows, and conserve drinking water.

How can the City of Burnaby reach our FLOW goal?

The following are some strategies for how the City of Burnaby could reach our goal of healthy and resilient watersheds. **What do you think?**

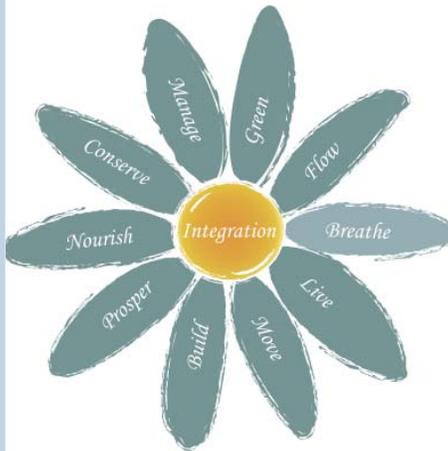
	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	<i>Don't know</i>
1) Manage water to restore its natural (pre-development) flows and quality.	<input type="radio"/>					
2) Protect, restore and improve aquatic ecosystems like ponds, lakes, streams, wetlands and marine areas.	<input type="radio"/>					
3) Protect and improve water quality in our aquatic ecosystems, like ponds, lakes, streams, wetlands, and marine areas.	<input type="radio"/>					
4) Conserve water.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 3: Breathe

A community resilient to climate change, with clean air and low carbon emissions



Why this Goal Matters

Climate change and air quality matter, because:

- Climate change is one of the most pressing local and global issues of our time, yet there are many things we can do to help.
- Adapting to climate change can improve the livability of our neighborhoods and Town Centres and make them less vulnerable.
- Air quality has a direct impact on our health.



Burnaby Today

Burnaby is currently developing a Community Energy and Emissions Plan (CEEP) focused on reducing energy use and greenhouse gas (GHG) emissions. This plan is also expected to improve air quality, make our buildings more efficient, support more sustainable transportation, and encourage clean and affordable energy.

Did you know?

- About \$300 million per year is spent on energy by everyone living and working in the City of Burnaby.
- Burnaby's per person greenhouse gas emissions (4.2 tonnes) are lower than many other cities including Toronto (8.2 tonnes), New York (7.2 tonnes), and London (6.2 tonnes).
- Burnaby's emissions are produced 50% by transportation, 45% by buildings, and 5% by solid waste.
- Burnaby's current target to reduce community GHG's by 5% is being reviewed in the CEEP.



Burnaby Tomorrow

We Will: Reduce emissions of greenhouse gases and other air pollutants and make neighbourhoods more resilient to a changing climate.

How can the City of Burnaby reach our BREATHE goal?

The following are some strategies for how the City of Burnaby could reach our goal of A community resilient to climate change, with clean air and low carbon emissions. **What do you think?**

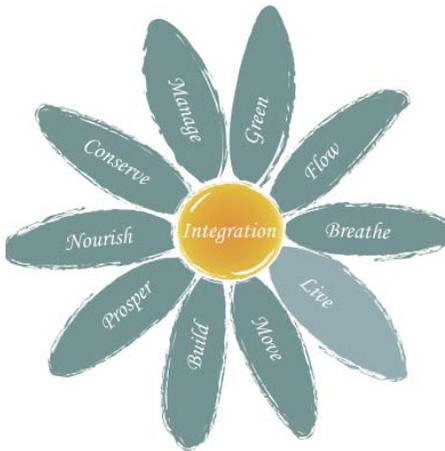
	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	<i>Don't know</i>
1) Reduce greenhouse gas (GHG) emissions at the community scale by implementing the Community Energy and Emissions Plan (CEEP).	<input type="radio"/>					
2) Reduce greenhouse gas (GHG) emissions associated with City services, facilities and activities.	<input type="radio"/>					
3) Improve community and ecosystem resilience in order to prepare for expected local effects of a changing climate. These effects include more severe rain and storm events, sea level rise and flooding, changes in regional drinking water supply, drought, and heat emergencies.	<input type="radio"/>					
4) Reduce emissions and health impacts of air pollutants (other than greenhouse gases (GHG)).	<input type="radio"/>					
5) Reduce dependence on fossil fuels such as oil and gas.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 4: Live

A network of compact and complete communities, within a fabric of healthy ecosystems



Why this Goal Matters

Land use planning and development matter, because:

- How we plan and develop our city, Town Centres and neighbourhoods directly affects our quality of life.
- Good planning contributes to a sense of place, allows for better mobility and affordability and can lower pressures on the natural environment.
- Planning our built environment with nature in mind will help us protect and restore our natural environment.



Burnaby Today

Burnaby has many opportunities for convenient urban living, a wide range of housing choices, easy access to SkyTrain, bus routes, parks and community services.

Did you know?

- Burnaby has been planning and building its four town centres - Brentwood, Lougheed, Edmonds, and Metrotown – for over 30 years.
- There are 66,000 more people living in Burnaby now than there were 20 years ago.
- Another 89,000 people are expected to live in Burnaby 20 years from now.
- Burnaby has many award-winning parks and recreation facilities.
- Nature is protected in many neighbourhoods, such as UniverCity and Forest Grove.



Burnaby Tomorrow

We Will: Plan and build walkable, compact, well-designed neighbourhoods that integrate nature into urban spaces.

How can the City of Burnaby reach our LIVE goal?

The following are some strategies for how the City of Burnaby could reach our goal of A network of compact and complete communities, within a fabric of healthy ecosystems. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	<i>Don't know</i>
1) Strengthen the network of complete, compact, and walkable neighbourhoods served by transit.	<input type="radio"/>					
2) Create outstanding outdoor public spaces that encourage active transportation, socializing and interacting with nature.	<input type="radio"/>					
3) Integrate more green space and nature into urban areas.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 5: Move

A walkable, bikeable, and transit-supported city that supports a healthy community and environment



Why this Goal Matters

Transportation matters, because:

- Active means of transportation such as walking and cycling as well as transit support healthier lifestyles, better air quality and lower carbon emissions.
- Transportation can accommodate a range of mobility needs for all ages and abilities.
- Good transportation planning, combined with thoughtful land use, supports our economy, improves affordability, and promotes positive connections with other people.



Burnaby Today

People in Burnaby have many transportation choices.

Did you know?

- Burnaby is served by 11 SkyTrain stations on two SkyTrain lines and 34 bus routes.
- 23% of Burnaby's daily trips are by transit – much higher than the regional average of 14%.
- 62% of Burnaby workers live within 10 kilometers of their jobs and 35% commute to work by transit.
- Burnaby has 145 kilometers of designated bike routes and trails.



Burnaby Tomorrow

We Will: Make it easier, safer, and more comfortable to move around without using a car.

How can the City of Burnaby reach our MOVE goal?

The following are some strategies for how the City of Burnaby could reach our goal of a walkable, bikeable, and transit-supported city that supports a healthy community and environment. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	Don't know
1) Develop transportation plans and policies that reduce pollution and support healthier, more active lifestyles.	<input type="radio"/>					
2) Make cycling and walking easy, safe, and comfortable.	<input type="radio"/>					
3) Encourage improvements in public transit, such as better levels of service and more bus routes.	<input type="radio"/>					
4) Provide programs, and lead by example, to encourage and reward a shift towards walking, cycling, and transit.	<input type="radio"/>					
5) Reduce impacts of vehicles on environmental health, personal safety and livable neighbourhoods.	<input type="radio"/>					
6) Transition to more efficient (including zero-emission) vehicles and more efficient use of vehicles.	<input type="radio"/>					
7) Reduce the environmental impacts of transporting goods.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 6: Build Buildings and infrastructure that have a positive impact on the environment



Why this Goal Matters

Green buildings and energy matter, because:

- Green buildings can help to reduce energy use, costs, air pollution, waste and water use, while improving ecosystem health.
- Buildings can last over a hundred years so making them more efficient and low-impact will have benefits now and in the future.
- Making existing and new buildings more “green” helps to support the green economy, creating jobs as well as markets for innovative technology.



Burnaby Today

Burnaby has many excellent examples of green neighbourhoods and green buildings.

Did you know?

- Burnaby’s award-winning UniverCity is a sustainable community home to over 3,200 people. It has green buildings (energy efficient and water efficient), and a district energy system.
- Harmony House in south Burnaby produces more energy than it uses, including energy to supply their electric car (“net-zero” energy).
- UniverCity Childcare Centre is a “regenerative”; building that produces all its own energy, treats its own waste water and uses only the safest materials.
- Burnaby’s new City facilities like the Edmonds Aquatic and Community Centre and the Tommy Douglas Library have green features that help to reduce operating costs and protect the environment.



Burnaby Tomorrow

We Will: Significantly reduce the environmental impact of buildings and infrastructure in Burnaby and encourage innovative and “regenerative” approaches.

How can the City of Burnaby reach our BUILD goal?

The following are some strategies for how the City of Burnaby could reach our goal of buildings and infrastructure that have a positive impact on the environment. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	Don't know
1) Design and construct buildings so they use less energy, less water, produce less GHG emissions, and are built with healthy (non-toxic) and recycled materials.	<input type="radio"/>					
2) Make existing buildings more "green" (e.g. more energy and water efficient).	<input type="radio"/>					
3) Reduce building demolition and construction waste.	<input type="radio"/>					
4) Share and/or re-use energy and water between buildings.	<input type="radio"/>					
5) Encourage a shift to renewable energy for buildings where possible.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 7: Prosper

A prosperous economy that supports a healthy environment



Why this Goal Matters

A prosperous, green and inclusive economy matters, because:

- Takes advantage of Burnaby's central location, strong knowledge-based and "clean-tech" sectors to create jobs and contribute to the tax base.
- Makes Burnaby businesses more competitive and attracts people to live, work and invest here.
- Businesses can play a leadership role in reducing waste, energy use and other environmental impacts, as well as contribute to environmental improvements.



Burnaby Today

Burnaby has an international reputation as a desirable location for a variety of businesses, including high technology companies.

Did you know?

- Burnaby has a balance of jobs and workers that makes living and working in the same community possible.
- Burnaby is home to many clean, green, and/or knowledge-based companies, including Alpha Technologies, Electronic Arts, IBM, Kodak, Pacific Blue Cross, PMC-Sierra, Rogers and Telus.



Burnaby Tomorrow

We Will: Evolve into a green, inclusive and more locally-based economy and business community.

How can the City of Burnaby reach our PROSPER goal?

The following are some strategies for how the City of Burnaby could reach our goal of a prosperous economy that supports a healthy environment. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	<i>Don't know</i>
1) Increase the green sector of Burnaby's economy.	<input type="radio"/>					
2) Support green social enterprises.	<input type="radio"/>					
3) Promote green businesses.	<input type="radio"/>					
4) Strengthen the business sector that facilitates recycling and reuse.	<input type="radio"/>					
5) Encourage businesses and other organizations to make smart environmental choices.	<input type="radio"/>					
6) Adopt City purchasing practices that support local businesses and encourage suppliers to adopt practices that support a healthy environment, like reducing waste.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 8: Nourish

A food system that supports healthy people, a healthy community and a healthy environment



Why this Goal Matters

Healthy food system matter, because:

- Food connects us in a personal and direct way with our environment.
- Strengthening local food production can contribute to local economic vitality and affordability, and reduce impacts from long-distance shipping.
- Healthy food is necessary for personal health and wellness.

Burnaby Today

Burnaby has been growing food for over 150 years.

Did you know?

- Burnaby has about 43 farms growing food on 129 hectares (318 acres) of land in south Burnaby.
- Vegetables and cranberries are the main crops grown in Burnaby.
- Burnaby's farms earned an average of \$269,000 per farm, 80% higher than the provincial average of \$149,000 per farm.
- Burnaby's largest community garden has 373 garden plots and is located in the Riverside neighbourhood in south Burnaby.
- Beekeeping is now allowed in seven residential areas in Burnaby.

Burnaby Tomorrow

We Will: Eat more locally produced food, support local food businesses and engage the community in local food production.

How can the City of Burnaby reach our NOURISH goal?

The following are some strategies for how the City of Burnaby could reach our goal of a food system that supports healthy people, a healthy community and a healthy environment. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	Don't know
1) Do more to protect, celebrate and improve productivity of existing farmland.	<input type="radio"/>					
2) Strengthen the local food industry in Burnaby, including local food production, processing and distribution.	<input type="radio"/>					
3) Develop a culture that is supportive of local, organic and healthy food.	<input type="radio"/>					
4) Encourage citizens to grow and process food within the City.	<input type="radio"/>					
5) Make sure that City policies and leadership support the growth of local and sustainable food initiatives.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 9: Conserve

World-leading waste reduction, diversion and management



Why this Goal Matters

Waste reduction, diversion, and management matters because:

- Using waste as a resource can have a positive impact on our economy while taking some of the pressure off of resource extraction.
- Landfills are a major source of greenhouse gas emissions.
- Using waste as a resource (e.g. creating new products from recycled material) creates more local “green” jobs.



Burnaby Today

Burnaby has a successful food-scrap collection and recycling program serving houses, townhouses and apartments.

Burnaby opened the Eco-Centre in 2013. Here, residents can take materials for recycling, yard waste for composting, and some toxic materials that may be harmful to our environment.

Did you know?

- Burnaby diverts almost half of its waste by recycling and composting.
- Burnaby has been home to the region’s Waste-to-Energy facility since 1998. Here 25% of the region’s garbage is burned, creating enough electricity to power 15,000 homes.
- Burnaby started accepting Styrofoam for recycling in 2012 as a pilot project.



Burnaby Tomorrow

We Will: Avoid and reduce waste and re-use and recycle as much as possible.

How can the City of Burnaby reach our CONSERVE goal?

The following are some strategies for how the City of Burnaby could reach our goal of world-leading waste reduction, diversion and management. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	Don't know
1) Reduce material consumption by citizens and businesses.	<input type="radio"/>					
2) Strengthen the sharing economy to use existing materials and resources more efficiently.	<input type="radio"/>					
3) Reduce and eliminate the sale and use of hard-to-recycle materials.	<input type="radio"/>					
4) Increase solid waste diversion, increase recycling and up-cycling.	<input type="radio"/>					
5) Explore new opportunities for using waste as a resource (both materials and energy).	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

Goal 10: Manage Environmentally aware and engaged community working together to improve Burnaby's environmental performance



Why this Goal Matters

Governance, education, and partnerships matter, because:

- City leadership, combined with partnerships and an engaged community, are key to achieving effective environmentally based management.
- Education provides a foundation of knowledge and understanding for tomorrow's leaders.



Burnaby Today

Burnaby was recognized as the "Best Run City in Canada" in 2009 by Maclean's Magazine.

Did you know?

- Burnaby was the first city to celebrate World Rivers Day in 1993.
- Burnaby partners with community Streamkeepers to help educate people about how to protect and look after our streams.
- Burnaby produces information to encourage people to use sustainable and pesticide-free lawn and garden care.
- Burnaby hosts annual Environment Week activities and presents Environment Awards.



Burnaby Tomorrow

We Will: Work together through leadership, education, partnerships, and community engagement to support successful implementation of the Environmental Sustainability Strategy.

How can the City of Burnaby reach our MANAGE goal?

The following are some strategies for how the City of Burnaby could reach our goal of environmentally aware and engaged community. **What do you think?**

	Strongly Oppose	Oppose	Neutral	Support	Strongly Support	<i>Don't know</i>
1) Educate and engage people of all ages about environmental sustainability.	<input type="radio"/>					
2) Demonstrate leadership and foster a culture of commitment to sustainability within the City and local organizations.	<input type="radio"/>					
3) Cooperate and integrate between City departments and with others.	<input type="radio"/>					
4) Develop programs to encourage and reward people who try new environmental practices.	<input type="radio"/>					

How can we take action to support these strategies?

How can YOU take action towards our goal?

If you were Mayor for the day...

If you were Mayor for the day and have \$100 to spend on the ESS goals, how would you spend your Sustain-A-Bucks?

Circle the Sustain-A-Bucks that you would spend on each goal.

Don't forget that you have a \$100 budget total for all 10 goals!



1. GREEN - Healthy and resilient ecosystems.



2. FLOW - Healthy and resilient watersheds.



3. BREATHE - A community resilient to climate change, with clean air and low carbon emissions.



4. LIVE - A network of compact and complete communities, within a fabric of healthy ecosystems.



5. MOVE - A walkable, bikeable, and transit-supported city that supports a healthy community and environment.



6. BUILD - Buildings and infrastructure that have a positive impact on the environment.



7. PROSPER - A prosperous economy that supports a healthy environment.



8. NOURISH - A food system that supports healthy people, a healthy community, and a healthy environment.



9. CONSERVE - World-leading waste reduction, diversion, and management.



10. MANAGE - Environmentally aware and engaged community working together to improve Burnaby's environmental performance.



Get to know the ESS Vision

The ESS Vision was drafted in Phase 1 by the ESS Steering Committee and staff based on input received on the "My Green Vision" survey last June and July. The text below describes the vision in more detail.

A Draft Vision for Burnaby's Future

Burnaby is a global leader in protecting and regenerating ecosystems, supporting a healthy and prosperous community.



What do you think of the draft Vision?

- Strongly Oppose**
- Oppose**
- Neutral**
- Support**
- Strongly Support**
- Don't know*

Comments on the draft Vision?

The following text describes how this vision could look in "Burnaby 2065":

Burnaby's Town Centres and Urban Villages are vibrant and compact "complete communities", with street-fronting shops and cafes, art galleries and theatres, and pedestrian-only streets buzzing with activity amid a lush landscape.

Efficient and convenient transit, and a network of bike routes, connect walkable neighbourhoods, making it much easier to get around without using a car. Streets are quiet and safe, and provide space for people to play and gather. Many residents grow food, and all have access to healthy, affordable and regionally produced food.

Despite the increase in population, access to nature is as easy as walking or cycling to one of the many neighbourhood parks or large conservation areas, or along the multi-use greenways, each teeming with birds and wildlife. Burnaby's many waterways have been restored and are alive with native fish, frogs, birds and other species.

So much depends on community, and on working and living together. People understand and care about how their actions affect each other, and environmental responsibilities are shared by citizens, businesses, and governments. Eco-education is a key focus in schools and universities.

Burnaby has helped to pioneer innovative, clean and green development practices, including buildings and energy systems of various scales. As a well known premier science and technology centre, Burnaby attracts many businesses and industries that contribute to the local economy and export their expertise to other communities worldwide.

Virtually everything is re-used or recycled – "waste" is an outdated concept. Instead, cycles of energy, nutrients, carbon and water have been restored to mimic nature, helping to regenerate ecosystems, reduce emissions and provide economic value.

Thank you for your feedback!

If you would like to be entered into our prize draw, please complete all questions below. Your responses to these questions will be kept confidential.

What is your relationship to Burnaby?

Please select all that apply. **This question is mandatory.**

- I live here.
- I work here.
- I go to school here.
- Other, please specify...

Enter the Prize Draw!

To be entered into the prize draw, please enter the following information.

Name: _____

Street Address: _____

Email or Phone Number: _____

- Check here to receive email updates about the ESS.

Help us understand the results better

To help us understand how representative this survey response is for Burnaby, we're collecting age and geographic information. Please help us out by responding to the following:

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 25-34 | <input type="checkbox"/> 65 or Above |
| <input type="checkbox"/> 35-44 | <input type="checkbox"/> Prefer Not to Answer |



Questions

We welcome questions, comments, and feedback.

- ecoplanning@burnaby.ca
- 604-294-7400
- <http://www.burnaby.ca/ess-input>



Submit your Feedback

Please send your feedback by May 31 to:
ecoplanning@burnaby.ca
or

4949 Canada Way,
Burnaby, British
Columbia, V5G 1M2