



REEL
EARTH DAY
CHALLENGE

2022 REEL Earth Day Challenge Report



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SUMMARY

In 2022, the second annual REEL Earth Day Challenge encouraged local film crews, productions, sponsors, and other industry stakeholders to raise funds for Metro Vancouver Regional Parks Foundation, an independent registered charity supporting Metro Vancouver Regional Parks.

REEL Earth Day provides an opportunity for film productions in British Columbia, who have consistently filmed in the regional parks over the years, to give back to the parks where they work, live, and play.

Industry sponsors contribute to the top teams' daily challenge totals, and the production that raises the most funds overall is recognized as the winner. In 2022, team "The Night Agent" took home the first-place trophy.

Presented by Creative BC's Reel Green™ program and industry partners, Metro Vancouver Regional Parks Foundation, and Earth Day Canada, **REEL Earth Day raised \$109,435 in 2022 to support Metro Vancouver Regional Parks.** These funds were used to advance seven transformational park projects across the Metro Vancouver region.

As of March 2023, most of the 2022 projects proposed in the challenge have been completed, with the outstanding impacts of that work summarized here. Some 2022 projects, including the efforts to increase indigenous visibility, are still ongoing.

It is important to note that restoration is a process and not an event. It may take years to restore the health and resiliency of parklands

2022 IMPACTS: Park Projects

| Project Name | Area Restored | New Area Protected | Trees Planted | Bushes + other plants planted | Volume Invasive Species Removed | # Volunteers # Volunteer Hours |
|---|----------------------------|----------------------------|---------------|-------------------------------|---------------------------------|---|
| Restore creekside habitat | 1382m ² | n/a | 15 | 400 | 1024kg | 0 |
| Climate action at Acadia Beach | 771m ² | n/a | 35 | 1,513 | 0 | <ul style="list-style-type: none"> • 32 Volunteers • 80 Hours |
| Protect amphibian habitat | 814m ² | n/a | 50 | 666 | 250kg | <ul style="list-style-type: none"> • 119 Volunteers • 298 Hours |
| Build a wetland home for frogs & other amphibians | 1,530m ² | 2,300m ² | 15 | 717 | n/a | <ul style="list-style-type: none"> • 46 Volunteers • 138 Hours |
| Total: All Projects | 4,497 m² | 2,300 m² | 115 | 3,296 | 1274kg | <ul style="list-style-type: none"> • 197 Volunteers • 516 Hours |

2022 IMPACTS: Indigenous Programming

| Project Name | # People Reached # Youth Participants # Adult Participants # Volunteers | Benefits to the community | Groups included/ involved | Description of Events |
|---|---|---|---|--|
| Support Indigenous summer programs for youth | <ul style="list-style-type: none"> • 50 youth participants • 5 adult participants • 11 volunteers | <ul style="list-style-type: none"> • Honours Métis culture, history, arts and craft, and storytelling | CTS Youth Society, Stream of Dreams, North Fraser Métis Association | <ul style="list-style-type: none"> • Arts and crafts • Games • Food and cooking • Culture and storytelling • Overnight camping |
| Connect Indigenous youth with ancestral lands | <ul style="list-style-type: none"> • 20 youth participants • 19 adult participants • 13 volunteers | <ul style="list-style-type: none"> • Provide easier access and transportation to this important site for Tsleil-Waututh Nation members to continue to develop personal connections and experience at t̓əmt̓əmix̓w̓t̓ən • Allow Nation members access to connect with the land | Tsleil-Waututh Nation, Metro Vancouver Regional Parks, and water taxi provider(s) | <ul style="list-style-type: none"> • 10 family water taxi trips from Whey-Ah-Wichen (Cates Park) to t̓əmt̓əmix̓w̓t̓ən/Belcarr a Regional Park including catered lunch and other prizes • Remaining funding towards trips in 2023 |
| Increase Indigenous Visibility | n/a | <ul style="list-style-type: none"> • Honours Tsleil-Waututh culture, history, and contemporary connection to t̓əmt̓əmix̓w̓t̓ən/Belcarr a Regional Park | Tsleil-Waututh Nation, Metro Vancouver | <ul style="list-style-type: none"> • Installing a Welcome Pole at the ocean-front area of t̓əmt̓əmix̓w̓t̓ən/Belcarr a Regional Park • Summer / Fall 2023 pole raising ceremony |
| Collaborate on Indigenous programming | <ul style="list-style-type: none"> • 4,380 people reached | <ul style="list-style-type: none"> • Opportunity for Lower Mainlanders to learn more about First Nations perspectives (for example, Indigenous tools and plant uses) | Kwantlen elder Karen Gabriel, Coast Salish educator Carman McKay, Metro Vancouver Regional Parks interpreters, Campbell Valley Nature House Host volunteers | <ul style="list-style-type: none"> • 7 programs/events, including: <ul style="list-style-type: none"> • guided walks • displays, props, and stories at the Campbell Valley Nature Centre • Remaining funding towards Indigenous plant signs, display, or brochure |



Restore creekside habitat

This project is a continuation from the 2021 project to improve important riparian habitat along the Capilano River. Invasive species were removed and the site was mulched and replanted with native plants to prevent regrowth of invasive species. Additional plantings were completed in riprap areas along the shoreline. Ongoing monitoring and maintenance of the site will take place for at least 3-5 years to support successful long-term outcomes at the site. Some results from 2022 and future work:

- More of the site was cleared of invasive English ivy and existing invasive removals areas were maintained.
- Additional plants and mulch were added to existing planted areas.
- Bioengineering was added to riprap areas with the addition of 15 cottonwood trees and more staking and ivy removal will take place in spring 2023.
- Signage about the project was installed on site.

Area Restored/Protected

Trees Planted

Bushes/Other Plants Planted

Invasive Species Removed

Other measures:

1382'

15

400

1024kg

20 cubic yards of soil and mulch was added and 20 cubic yards of invasives were removed.

New Area Protected:

No. Work Parties:

No. Volunteers

No. Volunteer Hours:

n/a

0

0

0





Take climate action at Acadia Beach

The Acadia Beach picnic area has become severely eroded in recent years due to climate change impacts. These impacts are part of a natural process and instead of fortifying the shoreline, Regional Parks has chosen to adopt a 'managed retreat' approach to these changes. Recent slide areas and upper slopes were revegetated using bioengineering techniques as well as traditional plantings of native trees and shrubs. This project aims to provide an ecologically sensitive approach to managing these impacts in this sensitive beach area. Some results from 2022 and future work:

- Volunteers worked with staff to prep the site using mulch and coffee bags to suppress weeds.
- The shoreline was planted with native trees and shrubs by contractors and volunteers during EcoBlitz.
- Soil was added and plugs installed over a section of decommissioned trail to restore it to beach riparian habitat.
- Signage about the project was installed.
- Bioengineering eroded sections will be complete in spring 2023.

Area Restored/Protected

Trees Planted

Bushes/Other Plants Planted

Invasive Species Removed

Other measures:

771m²

35

1,513

0

8 cubic yards of soil were added to the site.

New Area Protected:

No. Work Parties:

No. Volunteers

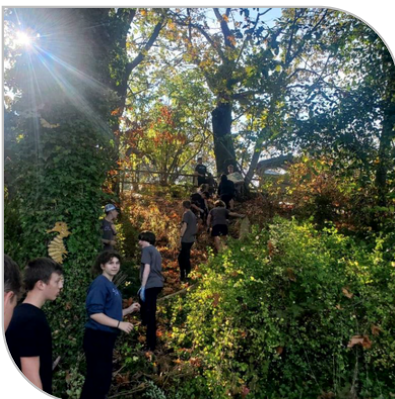
No. Volunteer Hours:

n/a

2

32

80





Protect amphibian habitat

This new project aimed to enhance known amphibian breeding areas to improve biodiversity in one of our busiest parks. Two ponds were deepened, native plants were added to restore shorelines, and protective fencing was added. The impacted areas will be monitored and maintained to ensure they are working as intended. Some results from 2022 and future work:

- Two known amphibian breeding areas were deepened to promote larvae survival.
- Two hundred meters of protective fencing was added to the trails adjacent the ponds to protect them from off leash dogs.
- Community volunteers including CTS Youth Society helped with site prep and planting native species.
- Park operation staff provided materials support for the project.
- Signage was installed.
- Environmental DNA (eDNA) sampling will be used in the spring of 2023 to monitor the use of the by native amphibians and identify other areas in the park that may need protection.

Area Restored/ Protected

Trees Planted

Bushes/Other Plants Planted

Invasive Species Removed

Other measures:

814m²

50

666

250kg

n/a

New Area Protected:

No. Work Parties:

No. Volunteers

No. Volunteer Hours:

n/a

6

119

297.5





Build a Wetland Home

This wetland project is part of the implementation of the Campbell Valley Management Plan update completed in 2020. The plan calls for the extension of the perimeter trail for bikes/pedestrians around the park. The pond is expected to become habitat for Pacific tree frogs, red-legged frogs, western toads and a variety of salamanders and newts. It will also be an interesting feature along the new trail. A new culvert was installed at the outlet of the pond to maintain the proper water level in the pond and to direct water under the trail into a natural depression. Some results from 2022 and future work:

- 330 m² of pond area (0.5 – 0.75m deep)
- 400 m² of swale area (wide, shallow channels to direct water)
- 800 m² of newly planted area
- 574 native plants were planted
- Some additional sedge/rush plugs will be added in the spring and the site will be monitored for plant survival and amphibian use.

| Area Restored/Protected | Trees Planted | Bushes/Other Plants Planted | Invasive Species Removed | Other measures: |
|-------------------------|---------------|-----------------------------|--------------------------|-----------------|
|-------------------------|---------------|-----------------------------|--------------------------|-----------------|

| | | | | |
|---------------------|----|-----|-----|-----|
| 1,530m ² | 15 | 714 | n/a | n/a |
|---------------------|----|-----|-----|-----|

| New Area Protected: | No. Work Parties: | No. Volunteers | No. Volunteer Hours: |
|---------------------|-------------------|----------------|----------------------|
|---------------------|-------------------|----------------|----------------------|

| | | | |
|---------------------|---|----|-----|
| 2,300m ² | 1 | 46 | 138 |
|---------------------|---|----|-----|





Support Indigenous summer programs for youth

This summer CTS Youth Society, Stream of Dreams and the North Fraser Métis Association will partner in free outdoor education programs bringing Indigenous and Non-Indigenous Youth (aged 12-18) together in regional parks. Through programming created and presented by Indigenous community representatives, youth will acquire knowledge from Métis and First Nations worldviews and culture, learn leadership and cultural competency skills, and have fun in nature.

The first ever launch of Mishkoopitum Camps were at full capacity (plus a waitlist) this summer, showing great interest from youth. Camps ran on August 5-7 at Tynehead Regional Park and August 18-21 at Pacific Spirit Regional Park. We have had great feedback on the privilege it was for our local youth to learn about Métis culture with an environmental focus.

The REEL Earth Day Challenge made the development of this pilot program possible, and established framework that will be used to continue the success of Mishkoopitum Camps in the future.

No. People Who Participated:

Benefits to the Community

Groups Included/Involved

66

- Free and accessible summer outdoor camps for youth
- Honours Métis culture, history, arts and craft, and storytelling

- CTS Youth Society, Stream of Dreams, North Fraser Métis Association

No. Work Parties:

No. Volunteers

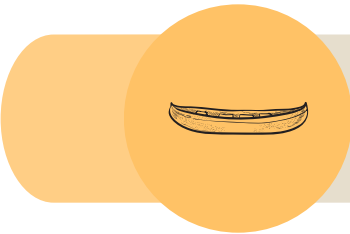
No. Volunteer Hours:

n/a

11

110





Connect Indigenous youth with ancestral lands

Tsleil-Waututh have current and ancestral ties to təmtəmixʷtən/Belcarra Regional Park, but conversations with community members revealed that access to this area from the north shore is difficult for the community. This project ensured regular, consistent access for the community to təmtəmixʷtən via return water taxi trips over the summer months on select dates. These trips focused on youth of the Tsleil-Waututh community who expressed interest in participating in the Beachkeepers volunteer program and sharing their story and connections to təmtəmixʷtən with visitors. Remaining boat spots (where applicable) were open to any members of the community who have interest in deepening their ties to təmtəmixʷtən. With 2022 being the pilot year of the project, the aim was to raise awareness of these water taxi trips and access to təmtəmixʷtən/Belcarra within the community. Remaining funds will support additional water taxi trips for the community in 2023. This could include transportation for members of the Tsleil-Waututh community to attend the Summer/Fall Welcome Pole raising ceremony, another project funded by the REEL Earth Day Challenge.

No. People Who Participated:

Benefits to the Community

Groups Included/Involved

39

- Provide easier access and transportation to this important site for Tsleil-Waututh Nation members to continue to develop personal connections and experience at təmtəmixʷtən
- Allow Nation members access to connect with the land
- Metro Vancouver Regional Park staff, Tsleil-Waututh Nation staff and community members, water taxi provider(s), Beachkeepers

No. Work Parties:

No. Volunteers

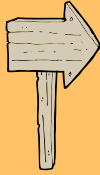
No. Volunteer Hours:

0

13

65





Increase Indigenous visibility

These funds are scheduled to be expended in 2023 to facilitate a number of cultural visibility initiatives outlined in the plan. Funds will be allocated towards the installation of a Welcome Pole at the ocean-front area of t̓əmt̓ə́míx̓wt̓ən/Belcarra Regional Park. This will be one cultural visibility project that will acknowledge and honour the strong, ongoing cultural ties that Tsleil-Waututh Nation has to their largest ancestral village site. As a permanent feature of the park, it will be oriented to face across Burrard Inlet towards another ancestral site at Whey-ah-Wichen (Cates Park), where a second Welcome Pole will also be raised. A local Tsleil-Waututh carver has been hired to carve a unique design for each Welcome Pole. At t̓əmt̓ə́míx̓wt̓ən/Belcarra Regional Park, MVRD staff will prepare the site for installation and help facilitate a pole raising ceremony, which is being planned for the summer/fall of 2023. Metro Vancouver and Tsleil-Waututh Nation are in discussions about additional cultural visibility projects that will be completed over the next 1-3 years. Any surplus funds from the project will be earmarked to specific cultural visibility initiatives to be determined in 2023.

No. People Who Participated:

Benefits to the Community

Groups Included/Involved

n/a

- These initiatives share the goal of honouring Tsleil-Waututh culture, history, and contemporary connection to the land which Tsleil-Waututh Nation has occupied since time out of mind until colonization.

n/a

No. Work Parties:

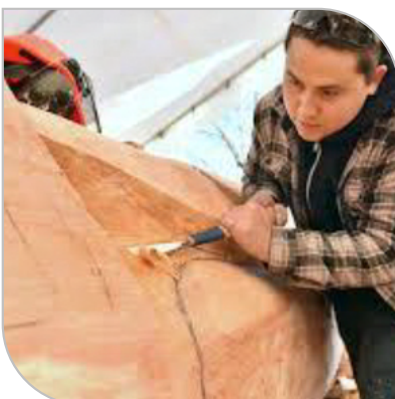
No. Volunteers

No. Volunteer Hours:

n/a

n/a

n/a





Collaborate on Indigenous programming

Introducing people to Indigenous ways of knowing is an important step to Truth & Reconciliation. Regional Parks are spaces that can facilitate these firsthand experiences with local First Nations. Campbell Valley Regional Park has a Nature House where an expert from Kwantlen First Nation expressed a desire to deliver programs with Metro Vancouver to support this work. With some of this funding, Kwantlen First Nation elder Karen Gabriel and Coast Salish educator Carman McKay engaged the public at seven programs/events during summer 2022. Events included guided walks in the park as well as displays, props and stories about local wildlife, plants, constellations and Indigenous tools at the Campbell Valley Nature Centre. \$1550 of the funds were used in 2022. The remaining funding is scheduled to be used in 2023 to create Indigenous plant signs and/or an Indigenous display and/or brochure, and to continue the previous success of providing Indigenous programs in Metro Vancouver Regional Parks.

No. People Who Participated:

Benefits to the Community

Groups Included/Involved

4,380

- People from all over the Lower Mainland were able to learn more about First Nations perspectives in regards to Indigenous tools & plant uses, constellation stories, animal knowledge and taste traditional bannock.

Kwantlen elder Karen Gabriel, Coast Salish educator Carman McKay, Metro Vancouver Regional Parks interpreters, Campbell Valley Nature House Host volunteers

No. Work Parties:

No. Volunteers

No. Volunteer Hours:

n/a

n/a

n/a



2022 Sponsors

These sponsors donated over \$80,000 in support of the REEL Earth Day Challenge projects. This included an initial \$10,000 contribution from the Metro Vancouver Regional Parks Foundation via the George Ross Legacy Fund.



2022 Challenger Teams

A HUGE thank you to the 2022 Production Teams. You made all of these projects possible. It's the individual team members who make this event so wonderful.



Donors

In addition to the \$81,000 raised in sponsored donations, we had 75 individuals contribute over \$28,435, for a grand total of \$109,435. Thanks to these amazing fundraising efforts, seven park projects will be brought to fruition.

Special thanks to MBS Equipment Co., who came forward with a very generous \$15,000 donation to support the restoration of Acadia Beach. Their donation ensured a climate-resilient environment for future generations.

104
donors

127
gifts

\$138*
average gift

*Does not include sponsored donations

| Donor Name | Sum of Gifts |
|----------------------------|--------------|
| MBSE | \$16,000.00 |
| SHAWN RYAN | \$3,000.00 |
| SHOW THYME CATERING | \$1,000.00 |
| TODD LAPP/LIGHTING MISFITS | \$1,000.00 |
| JIMMY DODSON | \$500.00 |
| LOCATION FIXER | \$500.00 |
| PREM GILL | \$500.00 |
| SHALINI WICKREMASINGHE | \$300.00 |
| RAMAA MOSLEY | \$250.00 |
| JONATHAN KING | \$250.00 |
| ACADEMY/CAN CINEMA/TV | \$200.00 |
| SUSAN CRAWFORD | \$175.00 |
| JESSICA WADSWORTH | \$165.00 |
| DANNY ECHO | \$150.00 |
| LAUREN M STEIN | \$150.00 |
| EDY MENDIOZA | \$150.00 |
| TOM BELL PIC CARS | \$150.00 |
| ZBISH SCHELLER | \$150.00 |
| KEEJ MULLEN | \$150.00 |
| JULIE STANGELAND | \$125.00 |
| JENNA CRAWFORD | \$115.00 |
| CATHERINE EILERTSEN | \$100.00 |

| Donor Name | Sum of Gifts |
|-----------------------|--------------|
| TESSA WILLIAMS | \$100.00 |
| COURTNEY ASHFORTH | \$100.00 |
| LEAH VACHON | \$100.00 |
| ANDRE ANTHONY | \$100.00 |
| LECILY CORBETT | \$100.00 |
| REAGAN SUTHERLAND | \$100.00 |
| ANDREA CONNACHER | \$100.00 |
| ANTHONY B COSTA | \$100.00 |
| SMIELY KHURANA | \$100.00 |
| JULIA GHERSINI | \$100.00 |
| ORANGE RIVER HOLDINGS | \$100.00 |
| JULIE ANITA BERNARD | \$100.00 |
| PATRICIA CONRAD | \$100.00 |
| DES YOUNG | \$100.00 |
| JENNIFER SANDOVAL | \$100.00 |
| LARA ROPER | \$100.00 |
| TERRI VAN SLEUWEN | \$75.00 |
| LUCIANE BUCHANAN | \$75.00 |
| LEILENG | \$50.00 |
| PY | \$50.00 |
| RACHAEL FORTIER | \$50.00 |
| CAROLINE DEHNER | \$50.00 |

| Donor Name | Sum of Gifts |
|--------------------|--------------|
| ROSELYN NARAYAN | \$50.00 |
| OWEN BROWN | \$50.00 |
| TONYA HARTZ | \$50.00 |
| ANGELA CRUIKSHANK | \$50.00 |
| ROBERT MARK HARVEY | \$50.00 |
| KEATON VACHON | \$35.00 |
| CARLA HETLAND | \$25.00 |
| ARIFA JESSA | \$25.00 |
| VINEEL DEWAN | \$25.00 |
| JULIA GUNN | \$25.00 |
| JANET ANTONIO | \$25.00 |
| LAURIE KEAN | \$25.00 |
| KENZIE NARAYAN | \$25.00 |
| DOUG ABRAHAMS | \$25.00 |
| L. S. TODD | \$25.00 |
| YVETTE LAGRANGE | \$25.00 |
| DAVID MOREY | \$25.00 |
| GRACE FRIESEN | \$25.00 |
| PRODUCTION :) | \$20.00 |
| CHRIS REYNOLDS | \$20.00 |
| PRODUCTION OFFICE | \$15.00 |
| ANONYMOUS DONORS | \$765 |



**Thank you for
your generosity.**

**Your continued support for
Metro Vancouver Regional
Parks allows us to keep up the
good work (and good news).**

Questions?

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