



AGENDA

<https://us06web.zoom.us/j/84624989602>

Meeting ID: 846 2498 9602

A. CALL TO ORDER

B. NEW MEMBER

- Introduction of new AMS-designate, Alexandra Bailey, to replace Sofia Ngieng.

C. APPROVAL OF AGENDA

- **Motion:** THAT the Committee approve the May 25, 2022 agenda as circulated.

D. APPROVAL OF MINUTES

- **Motion:** THAT the Committee approve the April 27, 2022 minutes as circulated.
- **Attachment:** Draft Minutes (April 27, 2022)

E. ITEMS / REPORTS

- **Community Engagement Survey: Presentation of Results**
 - i. **Introduction** (Glenda Ollero, CEAC Staff Liaison)
 - ii. **Presentation** (Ryan Williams, TWI Surveys)
 - **Attachment:** Summary Report – UNA Community Engagement Survey 2022
 - iii. **Discussion**
 - iv. **Motion:** That the CEAC receive TWI Surveys' report on the results of the Community Engagement Survey and submit it to the UNA Board of Directors for presentation at the June 2022 Board Meeting.
- **CEAC Web Page Content**
 - i. **Introduction** (Matt Ramsey, CEAC Member)
 - ii. **Discussion**
 - **Attachment:** Draft CEAC Web Copy
 - iii. **Motion:** That the CEAC approve the content for the CEAC web page as provided and instruct staff to create the page on the UNA website using the approved content.

F. ADJOURNMENT

- **Motion:** THAT this meeting of the CEAC be adjourned.



MINUTES

PRESENT:

Jane Kang, Chair
Ran Keren, Vice-Chair
Alice Bradley

Sofia Ngieng
Nidhi Raina
Matthew Ramsey

REGRETS:

David Hahn

Michelle Niu

STAFF:

Glenda Ollero, Communications Manager

RECORDING SECRETARY:

Debbie Reimer, Mosaic Writing Group (via teleconference)

A. CALL TO ORDER

Jane Kang, Chair, called the University Neighbourhoods Association (UNA) Community Engagement Advisory Committee (CEAC) meeting to order at 4:06 p.m.

B. APPROVAL OF AGENDA

Draft agenda of the March 23, 2022 UNA CEAC meeting was provided with the agenda material.

It was moved (Jane Kang) and seconded (Ran Keren)

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the April 27, 2022 agenda, as circulated.

Carried

C. APPROVAL OF MINUTES

Draft minutes of the March 23, 2022 UNA CEAC meeting was provided with the agenda material.

It was moved (Jane Kang) and seconded (Alice Bradley)

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the March 23, 2022 minutes, as circulated.

Carried

D. ITEMS/REPORTS

1. Update on Community Engagement Survey

i. Introduction

Glenda Ollero, CEAC Staff Liaison, provided an update on the engagement survey and highlighted:

- There were 809 respondents to the survey:
 - 692 respondents used the email link

- 117 respondents used the postcard
- A reminder email will be sent on April 29, 2022
- Survey closes at 11:59 p.m. on May 2, 2022.

ii. Discussion

Discussion ensued on:

- Data will be tabulated and presented at the May 25, 2022 CEAC meeting
- 809 respondents are considered a good representation of the UNA population:
 - The offering of prizes offered could have had a bearing on the high participation rate
- Some respondents noted difficulty with using the Google Translate application
- The survey could serve as a benchmark for comparison for future surveys
- The email database does contain inactive addresses.

2. CEAC Members' Role in Engagement in the Neighbourhood

i. Introduction

The Chair introduced the terms of reference and highlighted:

- The CEAC is a bridge between residents and the UNA Board
- The CEAC can make recommendations to the Board
- The CEAC's role is to reach out to the residents.

ii. Discussion

Discussion ensued on:

- Suggestion to open CEAC meetings to the public
- Suggestion to review survey data prior to making decisions:
 - The survey results should provide insight into resident concerns
- The Land Use Advisory Committee is providing feedback to the Campus Vision 2050.

3. Engagement and Communication

i. Introduction

The Chair noted the need to communicate well with other UNA committees.

ii. Discussion

Discussion ensued on:

- Effective communication means having something to communicate
- The survey should inform the path of the CEAC
- The survey data will identify targets and communication and engagement can be tailored to that information.

4. CEAC Page on UNA Website

i. Introduction

The Chair introduced the possibility of a CEAC page on the UNA website and noted information that could be included:

- An email address for suggestions or input
- CEAC terms of reference
- Biography of CEAC members
- Multiple language translation.

ii. Discussion

Discussion ensued on:

- Suggestions:
 - Advertise the CEAC website page in the newsletter and social media feed
 - Include highlights of the CEAC's goals and objectives
 - Include occasional blog posts
- The need to assign responsibility for monitoring email feedback
- Suggestion to include a form requiring feedback to a written question from CEAC rather than supplying an email address.

iii. Motion

It was moved (Matthew Ramsey) and seconded (Jane Kang)

THAT the University Neighbourhoods Association Community Engagement Advisory (CEAC) approves Matthew Ramsey to produce content for the UNA CEAC web page and present a draft to the CEAC.

Carried

F. ADJOURNMENT

The next UNA CEAC meeting is scheduled to be held on May 25, 2022 at 4:00 p.m.

It was moved (Jane Kang) and seconded (Alice Bradley)

That the University Neighbourhoods Association Community Engagement Advisory Committee meeting be adjourned at 4:46 p.m.

Carried



UNIVERSITY
NEIGHBOURHOODS
ASSOCIATION

Community Engagement Survey 2022

Summary of Findings

*“I would like UBC to be one of the greenest, most livable,
and sustainable neighborhoods in Canada.”*

Resident Comment

Methodology



Total number of surveys sent (approx.) – overlap in distribution	EMAIL: 4,936 MAILOUT/WEBSITE: 6,510 NEWSLETTER: 3,387
Responses (85% EMAIL/NEWSLETTER & 15% MAILOUT/WEBSITE)	876
The data is valid 19 times out of 20 within a margin of error of (based on estimated population of 15,000)	+/- 3.21%
Administration dates	April 11 – May 2, 2022
Participants were given the opportunity to enter an optional draw to win	\$50 Save-on-Foods Gift Card
The survey was hosted and reported by	

Highlights



79% feel it is **important to be involved** in community decision-making opportunities and are interested in participating in UNA Community events, facilities, and services

71% are **satisfied with community life** within the UNA neighbourhoods

Highlights



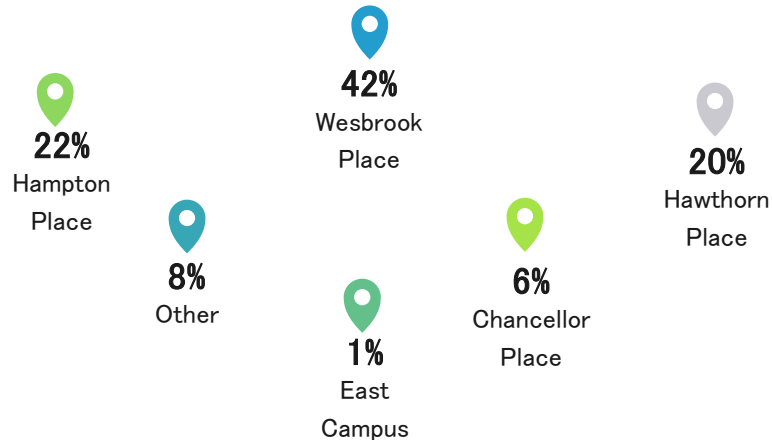
- ✓ **63%** are well informed about community events
- ✓ **57%** are well informed about UNA services
- ✓ **88%** prefer the Email newsletter as the source of events and community news
- ✓ **70%** are most interested in Community events
- ✓ **58%** visit the UNA website monthly or periodically, every few months
- ✓ **66%** have attended a UNA event

Tell Us About Yourself



Which neighbourhood/building do you live in?

(N = 871)



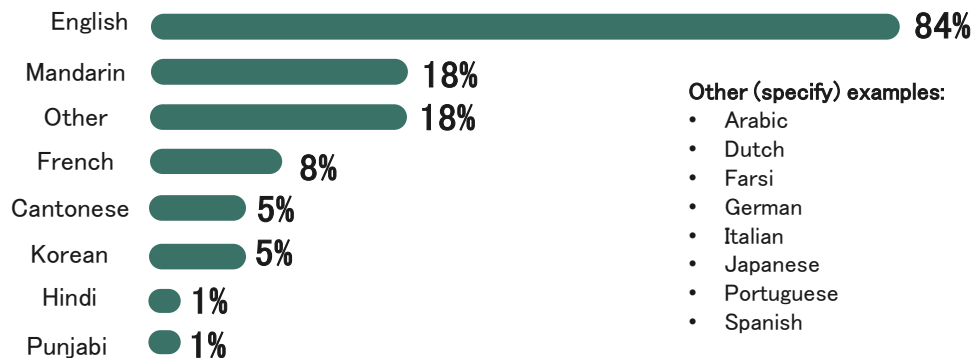
How long have you lived in the UBC neighbourhoods?

(N = 869)



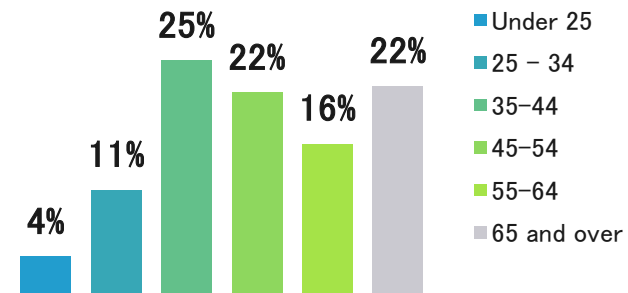
What languages do you speak at home?

(Pick all that apply) (N = 874)



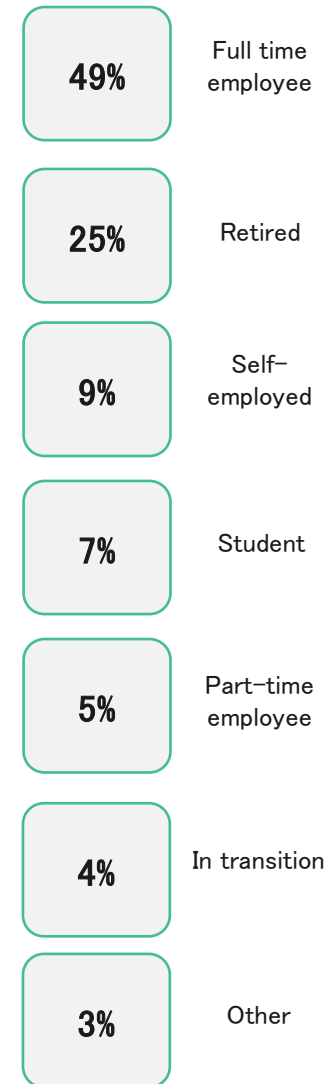
How old are you?

(N = 869)



What is your primary employment status?

(N = 872)

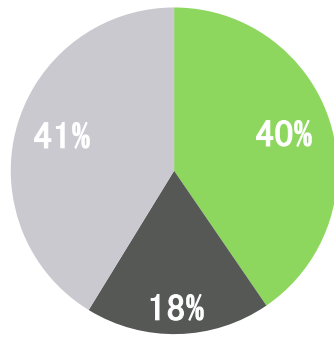


Tell Us About Yourself



Are you likely to attend public consultations held by UBC Campus + Community Planning?

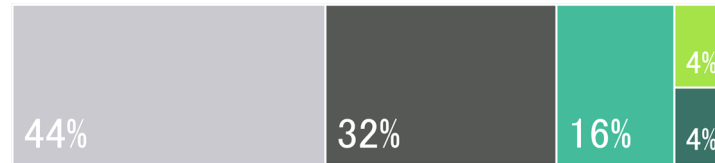
(N = 873)



■ YES ■ NO ■ NOT SURE

How many hours a month do you expect to volunteer next year?

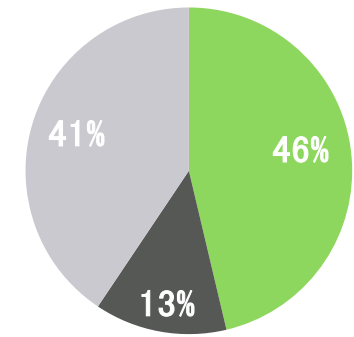
(N = 861)



■ I don't volunteer ■ 1 - 10 hours
■ 11 - 50 hours ■ 51 - 100 hours
■ 100 plus hours

Would you consider volunteering with the UNA?

(N = 869)

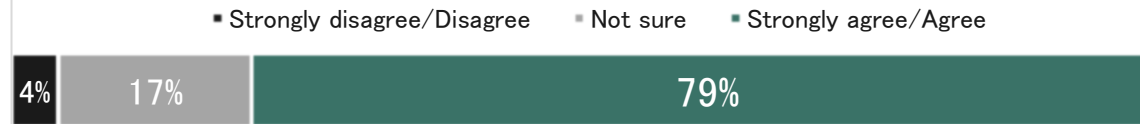


■ YES ■ NO ■ NOT SURE

Outcome measures



It is important to be involved in community decision-making opportunities (examples: elections, AGMs, committees, board meetings).



I am interested in participating in UNA community events, facilities, and services.



I am satisfied with community life within the UNA neighbourhoods.



I feel well informed about community events.



I feel well informed about UNA services.



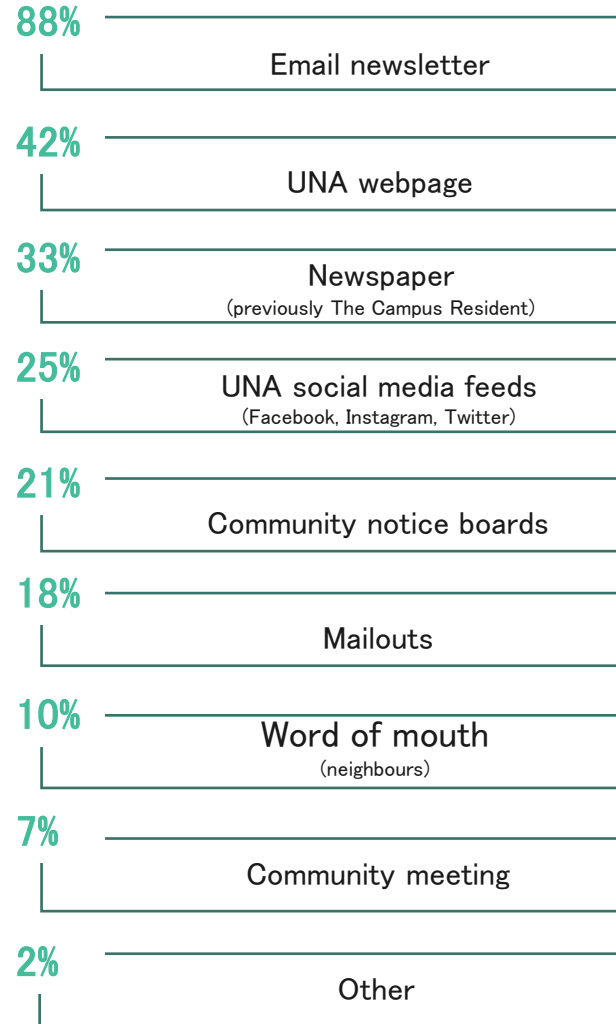
Outcome measures

HEATMAPS – PERCENT OF AGREEMENT

	Chancellor Place (N = 56)	East Campus (N = 12)	Focal Building (N = 3)	Hampton Place (N = 190)	Hawthorn Place (N = 175)	Wesbrook Place (N = 369)	Other (N = 66)
It is important to be involved in community decision-making opportunities (examples: elections, AGMs, committees, board meetings).	80%	42%	33%	83%	85%	78%	70%
I am interested in participating in UNA community events, facilities, and services.	66%	58%	0%	77%	85%	81%	74%
I am satisfied with community life within the UNA neighbourhoods.	59%	75%	67%	68%	72%	73%	72%
I feel well informed about community events.	61%	58%	0%	65%	69%	60%	63%
I feel well informed about UNA services.	56%	50%	0%	58%	65%	53%	52%

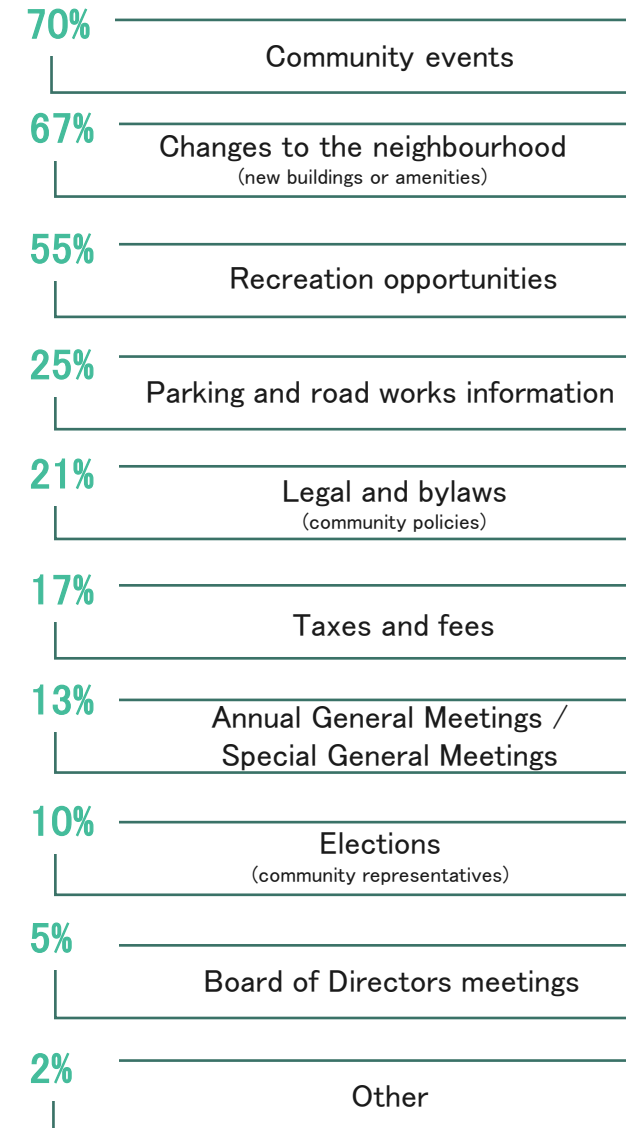
	Under 25 (N = 36)	25–34 (N = 97)	35–44 (N = 216)	45–54 (N = 187)	55–64 (N = 140)	65 and over (N = 193)
It is important to be involved in community decision-making opportunities (examples: elections, AGMs, committees, board meetings).	61%	70%	73%	87%	85%	83%
I am interested in participating in UNA community events, facilities, and services.	53%	79%	84%	87%	76%	73%
I am satisfied with community life within the UNA neighbourhoods.	69%	69%	75%	73%	66%	70%
I feel well informed about community events.	54%	38%	62%	68%	68%	68%
I feel well informed about UNA services.	53%	38%	55%	61%	60%	62%

How would you like to receive communication on events and community news? (Select up to three options) (N = 875)

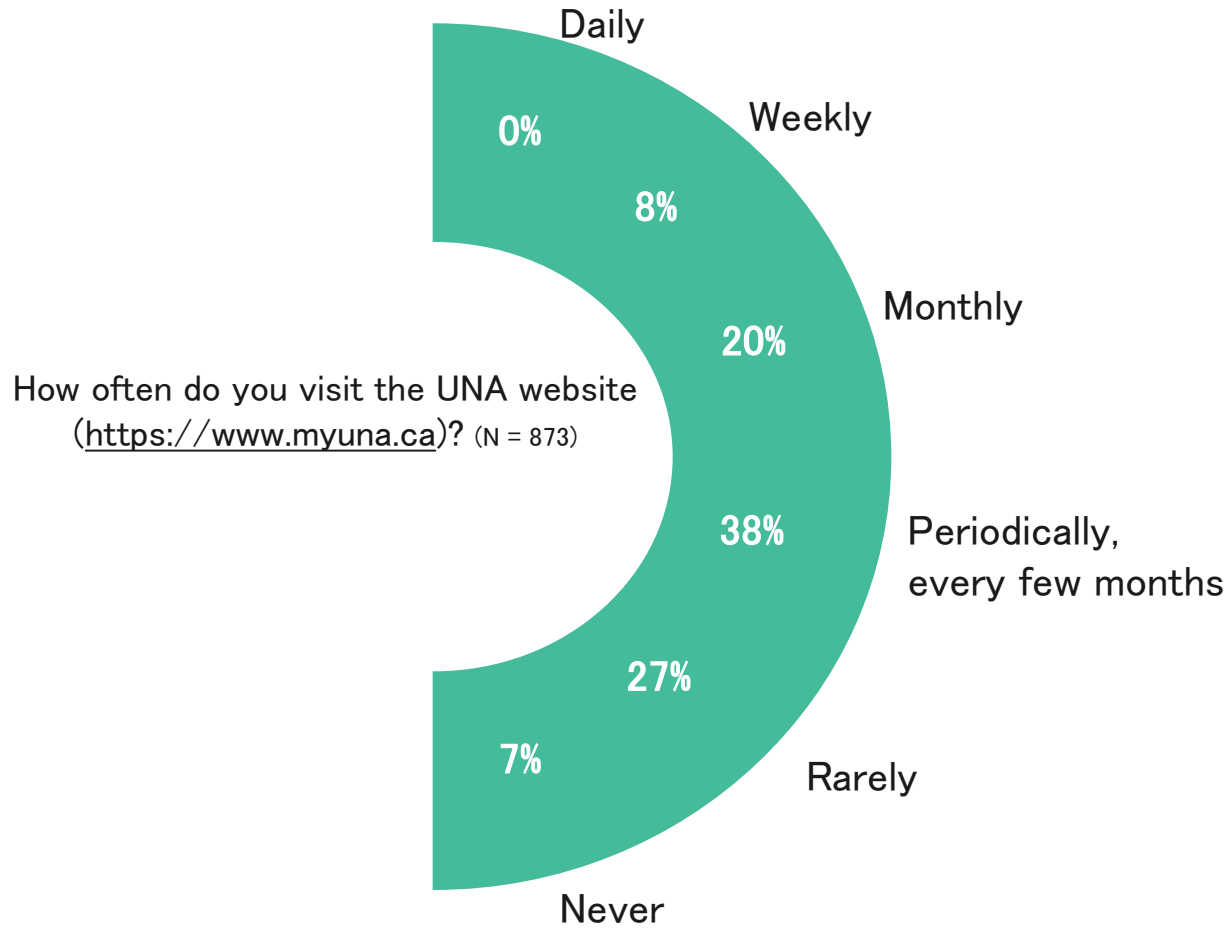


What topics are you most interested in?

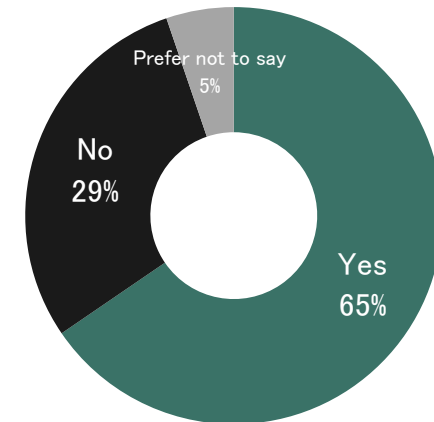
(Select up to three options) (N = 874)



Communications



Have you attended a UNA event? (N = 862)

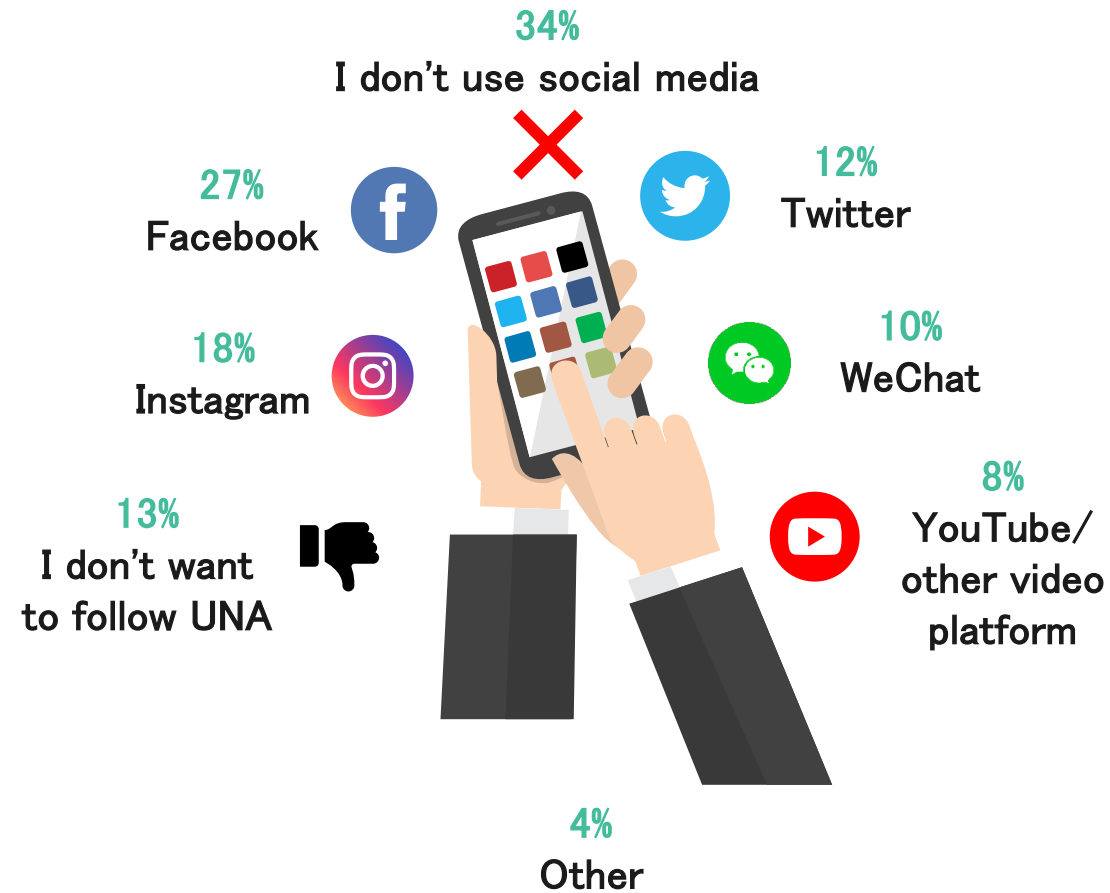


Communications



Which UNA social media sites do you follow, or are you likely to follow?

(Pick all that apply) (N = 836)



Communications



HEATMAP – PERCENT OF USAGE

	Under 25 (N = 34)	25-34 (N = 94)	35-44 (N = 206)	45-54 (N = 178)	55-64 (N = 134)	65 and over (N = 183)
I don't use social media	15%	23%	28%	26%	36%	56%
Facebook	27%	20%	35%	32%	25%	18%
Instagram	35%	32%	19%	19%	16%	3%
I don't want to follow UNA	18%	25%	11%	11%	11%	7%
Twitter	9%	15%	16%	16%	10%	6%
WeChat	15%	4%	21%	21%	13%	3%
YouTube/other video platform	9%	3%	7%	7%	11%	10%
Other	6%	5%	3%	3%	5%	8%

Would consider volunteering with the UNA

Profile 46% (N = 402)

Lived in neighbourhood
for 7 years or more **42%**

Lives in Wesbrook
Place **45%**

Between the ages of
35–54
54%



Speaks English **78%**
and/or Mandarin **26%**

Works full-time **49%**

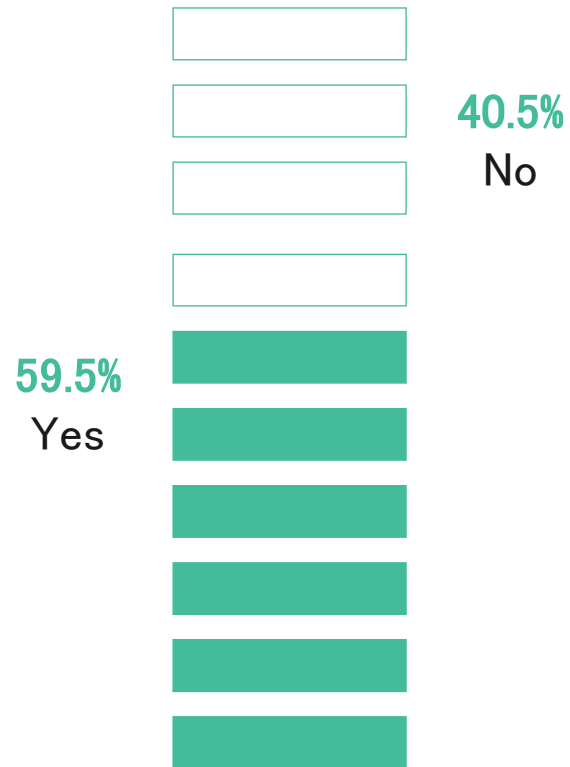
Expects to volunteer
1–10 hours in the next
year **55%**

Campus Vision 2050



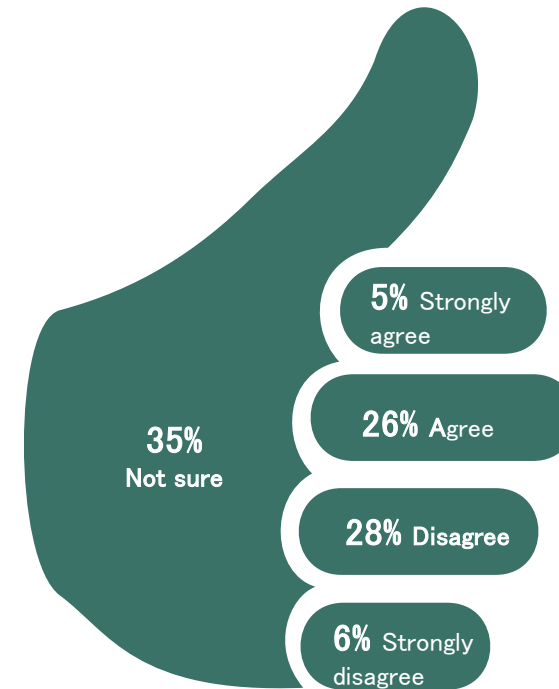
Have you heard about Campus Vision 2050?

(N = 869)



I feel engaged in Campus Vision 2050.

(N = 507)



Campus Vision 2050



HEATMAPS – PERCENT OF YES & AGREEMENT

	Chancellor Place (N = 55)	East Campus (N = 12)	Focal Building (N = 3)	Hampton Place (N = 185)	Hawthorn Place (N = 175)	Wesbrook Place (N = 368)	Other (N = 66)
Have you heard about Campus Vision 2050?	56%	75%	67%	56%	71%	58%	49%
	Chancellor Place (N = 31)	East Campus (N = 9)	Focal Building (N = 2)	Hampton Place (N = 99)	Hawthorn Place (N = 123)	Wesbrook Place (N = 213)	Other (N = 28)
I feel engaged in Campus Vision 2050.	26%	44%	50%	20%	33%	33%	43%
	Under 25 (N = 36)	25-34 (N = 97)	35-44 (N = 215)	45-54 (N = 186)	55-64 (N = 139)	65 and over (N = 189)	
Have you heard about Campus Vision 2050?	31%	50%	64%	67%	60%	57%	
	Under 25 (N = 11)	25-34 (N = 47)	35-44 (N = 135)	45-54 (N = 124)	55-64 (N = 82)	65 and over (N = 104)	
I feel engaged in Campus Vision 2050.	27%	28%	32%	33%	33%	28%	

Campus Vision 2050



What are the key elements of the UBC neighbourhoods that should be preserved? (N = 694)



What do you hope does NOT happen in the Land Use Plan? (N = 664)





What would you want the UBC neighbourhoods to look like in 30 years? (N = 658)



Open-Ended Questions



What would make the UNA a great community to live in? (N = 582)



What can the UNA do to best support your involvement in our community? (N = 470)



To help people see each other to pursue a healthy,
harmonious and productive world.



DRAFT: CEAC WEB COPY

What is the CEAC?

The Community Engagement Advisory Committee (CEAC) was formed in 2021 to represent community interests in providing advice to the UNA Board of Directors on matters related to improving the engagement of University Neighbourhoods residents at both the community and civic levels.

The CEAC meets once a month to discuss how to best build engagement of all residents in the University Neighbourhoods and how enhance communications from the UNA to residents.

The Committee's purposes are:

- To represent community interests in providing advice to the Board of Directors (the "Board") on matters related to improving the engagement of residents at the community level.
- To assist the Board in identifying and implementing initiatives that will improve the level and effectiveness of resident participation in community life, with a view towards improving the quality of life in the University Neighbourhoods.
- To propose initiatives to the Board that will help new residents, especially immigrants, integrate into the community and to assist in implementing the initiatives.

For details on the meeting schedule, please go [here](#).

For details on the CEAC terms of reference, please go [here](#).

For details on CEAC membership, please go [here](#).

What can you do?

We all know the University Neighbourhoods are unique and great places to live, work and grow.

We want to make them even better and you can help.

Please take a moment to tell us your ideas about how to boost resident participation in community life and how to help new residents feel they are part of the community.