



AGENDA

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

Meeting ID: 846 2498 9602

A. CALL TO ORDER

B. RESIGNATIONS

The Chair would like to recognize the resignations of CEAC members Eileen Le Gallais and Lee Weinstein. We thank them for their service to the community.

C. APPROVAL OF AGENDA

- **Motion:** THAT the Committee approve the February 23, 2022 agenda as circulated.

D. APPROVAL OF MINUTES

- **Motion:** THAT the Committee approve the January 26, 2022 minutes as circulated.
- **Attachment C:** Draft Minutes (January 26, 2022)

E. ITEMS / REPORTS

1. Updated Community Survey Plan and Questionnaire and Next Steps

- i. **Introduction** (Glenda Ollero, CEAC Staff Liaison)
- ii. **Presentation** (Ryan Williams, TWI Surveys)
 - **Attachment D1:** Updated Survey Plan and Questionnaire
- iii. **Discussion**
- iv. **Motion:** That the CEAC submit the draft survey plan and questionnaire to the Board of Directors for approval at the March 15 Board meeting, and, if approved by the Board, ask staff and TWI Surveys to implement and begin roll-out of the survey to the community.

2. Proposed Additions to CEAC Work Plan 2021-2023

- i. **Introduction** (Jane Kane, CEAC Chair)
 - **Attachment D2:** CEAC Work Plan 2021-2023
- ii. **Discussion**
- iii. **Multiple Motions (one per additional task):** That the CEAC approve Chair Kang's proposed addition to the CEAC Work Plan 2021-2023 to...

F. ADJOURNMENT

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



MINUTES

PRESENT:

Jane Kang, Chair
Ran Keren, Co-Vice-Chair
Susan Eadie, Co-Vice-Chair
Alice Bradley
Maria Gallo

David Hahn (arrived at 4:50 p.m.)
Eileen Le Gallais (departed at 5:39 p.m.)
Sofia Ngieng
Michelle Niu (arrived at 4:57 p.m.)
Nidhi Raina

REGRETS:

Lee Weinstein

GUESTS:

Madeleine Zammar, Campus and Community Planning (departed at 5:24 p.m.)

STAFF:

Glenda Ollero, Communications Manager

RECORDING SECRETARY:

Debbie Reimer, Mosaic Writing Group

A. CALL TO ORDER

Jane Kang, Chair, called the University Neighbourhoods Association (UNA) Community Engagement Advisory Committee (CEAC) meeting to order at 4:37 p.m.

B. NEW MEMBERS

1. New Appointed Members

The Chair introduced and welcomed the new members to the UNA CEAC:

- Maria Gallo, UNA Board of Directors appointee
- Sofia Ngieng, Alma Mater Society (AMS) appointee.

C. APPROVAL OF AGENDA

Draft agenda of the January 26, 2022 UNA CEAC meeting was provided with the agenda material.

It was moved (Jane Kang) and seconded (Nidhi Raina)

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the January 26, 2022 agenda, as circulated.

Carried

D. APPROVAL OF MINUTES

Draft minutes of the November 24, 2021 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 November 24, 2021 minutes as circulated with the following amendments:

- Correct titles of Susan Eadie and Ran Keren to Co-Vice-Chairs
- Indicate that Susan Eadie and Nidhi Raina were accessing audio only.

Carried

Member Arrived

David Hahn joined the meeting at 4:50 p.m.

E. EXTERNAL GUESTS/PRESENTATIONS

1. Madeleine Zammar, Manager, Engagement; Community Development and Engagement; Campus and Community Planning

i. Introduction

Ms. Zammar, led the review of the presentation titled “UBC Campus Vision 2050 Roadshow” dated January 2022 and highlighted:

- Campus Vision 2050 is a 30-year comprehensive land use planning and public engagement process:
 - Campus Vision 2050 will take two-and-a-half-years to complete
- The 2010 plan required changes related to mobility, affordability, and connectivity.

Member Arrived

Michelle Niu joined the meeting at 4:57 p.m.

- Campus Vision 2050 will include:
 - Overall spatial layout and sustainability
 - Areas of growth and no growth
 - Development and density ranges for academic and neighbourhood areas
 - Proportions of services, amenities, and open space
 - Coordination with broader regional planning
 - Quick start projects
- The engagement approach of the Campus Vision 2050 is centered on equity, diversity, and inclusivity for under-represented communities
- An online engagement platform is available for use by panels, pop-up events, and surveys
- Campus Vision 2050 engagement with diverse communities involved in the UBC community
- Purpose of engagement:
 - To seek insights into experiences of the campus
 - Feedback on a set of themes that emerged from the pre-planning process
- Mandarin translators will be available for some events.

ii. Discussion

There was no discussion.

Guest Departed

Madeleine Zammar departed the meeting at 5:24 p.m.

F. ITEMS/REPORTS

1. Approved Amendments to the CEAC Terms of Reference

The following documents were provided with the agenda material:

- *Community Engagement Terms of Reference Report*
- *Terms of Reference Extract and Approved Amendments.*

i. Introduction

The Chair referenced the documents provided with the agenda material and highlighted:

- Language barriers impact engagement in the community
- Initiatives should be designed to specifically address the new residents
- The types of initiatives that could be considered by the CEAC for new residents include:
 - Seminars and workshops
 - Use of languages, other than English, in UNA communications, including the weekly email newsletter and The Campus Resident
 - Social events
 - Annual bus tours
- CEAC members will provide additional ideas to increase new residents' community engagement.

Member Departed

Eileen Le Gallais departed the meeting at 5:39 p.m.

ii. Discussion

Discussion ensued on:

- Suggestion to conduct interactive townhalls
- Policies are difficult to change without supporting data and documentation.

2. CEAC 2022 Meeting Schedule

Document titled "CEAC 2022 Meeting Schedule" was provided with the agenda material.

i. Introduction

The Chair referenced the document provided with the agenda material.

ii. Discussion

Discussion ensued on:

- The Chair and Co-Vice-Chairs will determine the length of the meeting
- Suggestion to create a platform for members who attend other workshops to report back to the UNA CEAC
- Suggestion to change the meeting time to 4:00 p.m. from 4:30 p.m.

iii. Motion

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

THAT the University Neighbourhoods Association Community Engagement Advisory Committee approves the CEAC 2022 meeting schedule with the amended start time of 4:00 p.m.

Carried

3. Community Survey: Request for Additional Quotes

The following documents were provided with the agenda material:

- Argyle PR – UNA CEAC Engagement Survey Estimate
- Delaney – UNA CEAC Engagement Survey Estimate.

i. Introduction

Ms. Ollero, CEAC Staff Liaison, referenced the documents provided with the agenda material and noted:

- Estimates have been provided from two additional survey companies that incorporate additional languages
- Further conversations could be scheduled with the submitting companies.

ii. Discussion

Discussion ensued on:

- TWI Surveys provided an estimate of \$10,000 with no additional language options
- A request for additional funds could be presented to the Board for a multi-language survey:
 - Requests to be submitted to the Board by February 15, 2022
 - The current CEAC budget year terminates on March 31, 2022
- Concern for the necessity of multiple languages and costs involved
- Workshops offered by the UNA could provide data on demographics of participants:
 - Previous surveys conducted would have differing goals than the CEAC
- The need for to be clear about the goal of the survey to avoid survey fatigue.

iii. Motion

It was moved (Jane Kang) and seconded (David Hahn)

THAT the University Neighbourhoods Association Community Engagement Advisory Committee (CEAC) engages TWI Surveys Inc. in an English language survey with potential further engagement initiatives for other languages.

Carried

(Opposed: Ran Keren)

G. ADJOURNMENT

The next UNA CEAC meeting to be held on February 23, 2022 at 4:00 p.m.

It was moved (Jane King) and seconded (Maria Gallo)

That the University Neighbourhoods Association Community Engagement Advisory Committee meeting adjourned at 6:25 p.m.

Carried

Community Engagement Advisory Committee Survey Plan and Questionnaire 2022

Contents

- Project plan
- Goal and objectives for the survey
- Distribution priorities and tactics to achieve the survey objectives
- Content framework and draft questionnaire

Survey Goal

- To understand residents' attitudes, behaviours, and demographics in relation to their use and experience of the UNA's services and communication methods.

Objectives

- Capture feedback from the community
- Capture expectations and experiences
- Inform future engagement activities
- Inform UNA planning
- Support an ongoing conversation about how to best serve the community

Survey Administration

Timeline (Tentative Dates)

- Finalize draft – March 29 (Tues.)
- Complete communications – March 29 (Tues.)
- Administer survey – April 5
- Report the findings – May/June

Reaching the Audience (Activities to achieve the objectives)

Incentivize participation

- Content that is relevant to residents
- Communicate about the value of participation and use of the data to enrich their community
- A short survey
- Anonymous feedback opportunity
- A draw

Data Management and Validating

- Ask descriptors (demographics), attitudes, and behaviours
- Confirm protocols for handling the data (collection, access, reporting)
- Results can be built on in future discussions (follow up to representative groups to validate or test ideas)

Distribution

- UNA Newsletter Electronic Mailing List: 4,637 subscribers
- UNA Members Electronic Mailing List: 5,284 subscribers
- Postcard Mailing (Canada Post): 6,500 addresses (approx. \$1500-2000)

Invitation

Subject Line

Tell us what our community needs – Please take the UNA Community Survey today!

Body

The University Neighborhoods Associations (UNA) is conducting a survey to understand residents' expectations and needs in their community. Please provide your feedback by completing the survey. In recognition of your participation, you will be entered into a draw for a wonderful prize listed below.

Your responses will support an ongoing conversation about how to best serve the community. All answers will remain anonymous and will be collected by our external research firm, TWI Surveys. TWI will provide only aggregate or anonymized data to the UNA.

The survey will take approximately five minutes to complete. Note the survey link will take you to TWI Survey's secure website.

[START THE SURVEY]

The deadline to respond is midnight, Monday, **April 18**.

To thank participants for the time they spend completing the survey, they can enter a draw for a chance to win a \$50 Save-on-Foods gift card.

To enter these draws, simply provide your name and contact information at the end of the survey. (Note that all survey responses are confidential; names will only be used for draw purposes and are not correlated with survey responses.)

This community survey is an initiative led by the UNA Community Engagement Advisory Committee. Learn more about the CEAC by visiting the [UNA website](#).

Thank you in advance for taking part in this important initiative.

Survey Content

Definitions

- **UNA community/neighborhoods** – Residents of Chancellor Place, East Campus, Hampton Place, Hawthorn Place, Wesbrook Place, Focal Building and Central Building
- **UNA Member** – Residents eligible to vote in UNA elections and participate in general meetings.
- **Community events** – Events open to the UNA community organized by the UNA, including festivals, fairs, elections, AGMs, holiday-related events
- **UNA facilities** – Wesbrook Community Centre, Old Barn Community Centre, Community Field, Collings Field, the Green Depot, UNA community gardens
- **UNA services** – Services offered by the UNA
- **Engagement** – Participation in any event, use of any facility, interactions with UNA staff, volunteering with the UNA, sending feedback

Outcome measures

Scale [Strongly disagree, Disagree, Not sure, Agree, Strongly agree]

1. I am interested in participating in UNA community events, facilities, and services.
2. I am satisfied with community life within the UNA neighborhoods.
3. I feel well informed about community events.
4. I feel well informed about UNA services.
5. It is important to be involved in community decision making opportunities (examples: elections, AGMs, committees, board meetings).

Communications

6. **How would you like to be communicated with about events and community news?** (Select up to three options)
 - Community newspaper
 - Community notice boards
 - Community meeting
 - Email newsletter
 - Mailouts
 - Social media feeds (Facebook, Instagram, Twitter)
 - UNA webpage
 - Word of mouth (neighbors)
 - Other (Please specify)

7. What topics are you most interested in? (Select up to three)

- Annual General Meetings / Special General Meetings
- Board of Directors meetings
- Changes to the neighborhood
- Community events
- Elections (community representatives)
- Legal and bylaws (community policies)
- Parking and road works information
- Recreation opportunities
- Taxes and fees
- Other (Please specify)

8. How often do you visit the UNA website (<https://www.myuna.ca>)?

- Daily
- Weekly
- Monthly
- Periodically every few months
- Rarely
- Never

9. Which social media sites/platforms do you or are likely to follow or join UNA? (Pick all that apply)

- Facebook
- Twitter
- YouTube/other video platform
- Instagram
- WeChat
- None

10. Have you attended a UNA event?

- Yes
- No
- Prefer not to say

Who are the respondents?

11. How long have you lived in the UNA?

- Less than 1 year
- 1-2 yrs
- 3-6 yrs
- More than 6 yrs

12. How old are you?

- Under 25 yrs
- 25 – 34 yrs
- 35-44 yrs
- 45-54 yrs
- 55-64 yrs
- 65 and over yrs

13. What are the languages you speak within your home? (all that apply)

- Cantonese
- English
- French
- Korean
- Mandarin
- Punjabi
- Other (Please specify)

14. What is your employment status?

- Student
- Self-employed
- Part-time employee
- Full time employee
- Retired
- In transition
- Other

15. I am likely to attend community consultations held by UBC Campus + Community Planning?

- Yes
- No
- Not sure

16. How many hours did you spend volunteering in any capacity in the past year?

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

17. Would you consider volunteering with the UNA?

- Yes
- No
- Not sure

18. What would make the UNA a great community to live in? (Open comment)

19. What can the UNA do to best support your involvement in our community?

Win a \$50 Save-on-Foods Gift Card

If you would like to enter the prize draw, please enter your contact information below. This information will not be associated with your survey responses in any way and will only be used to contact you if your name is drawn.

First Name:

Last Name:

Email:

Phone:

Community Engagement Advisory Committee Work Plan (2021-2023)

The Community Engagement Advisory Committee (CEAC) Work Plan is based on the mandate of the committee as laid out in the [Terms of Reference](#) (TOR), as well as the brainstorming session held on June 1, 2021. Ideas from committee members were compiled and condensed into four work plan goals.

The plan spans the CEAC's two-year term, and is broken into tasks and general priorities, with an opportunity to review the work plan periodically.

Learn about the community

To learn about community interests, needs and ideas about how residents want to engage with the UNA.

Tasks:

- Examine existing surveys done by UBC and other partner groups
- Create and promote a community survey
- Review the survey results and create a report

Be a voice for the community

To advise the UNA Board of Directors and staff on the opinions and interests in the community and offer suggestions on how to engage residents in the UNA based on what the committee members learn from the residents.

Tasks:

- Report on survey results to UNA Board of Directors and share results with UNA staff and other appropriate partner groups
- Recommend alternative communications strategies and tools for engaging with the community
- Participate in focus groups that will help the UNA guide its recreational programs, events planning and service delivery strategies



Connect the community

To identify community groups and identify ways to connect them with each other.

Tasks:

- Explore ways to build better communication lines between community leaders and stakeholders
- Create and monitor a general email inbox for the CEAC as a central place to receive information from resident and community groups, and report this information to the UNA Board of Directors and/or UNA staff

Support UNA engagement initiatives

To use the committee’s network to broaden the reach of the UNA’s engagement initiatives.

Tasks:

- Support in the recruitment of qualified residents to join advisory committees
- Support in the promotion of a UNA membership drive to encourage civic engagement and participation in the community
- Support in the promotion of a newsletter subscription campaign to help increase the reach of established UNA communications tools.

Proposed Timeline

Below is a proposed estimated timeline that shows the order in which the tasks outlined in the plan might be undertaken. It proposes that the committee start with the tasks under the learning goal to have a good foundation for decision-making. It also proposes that the committee may undertake multiple tasks concurrently.

SEASON	TASK
Summer 2021	Examine existing surveys done by UBC and other partner groups
Fall 2021	Create and promote a community survey
Fall 2021	Participate in focus groups that will help the UNA guide its recreational programs, events planning and service delivery strategies
Winter 2021	Review the survey results and create a report



Winter 2021	Report on survey results to UNA Board of Directors and share results with UNA staff and other appropriate partner groups
Winter 2022	Explore ways to build better communication lines between community leaders and stakeholders
Year-round or As needed	Recommend alternative communications strategies and tools for engaging with the community
Year-round	Create and monitor a general email inbox for the CEAC as a central place to receive information from resident and community groups, and report this information to the UNA Board of Directors and/or UNA staff
As needed	Support in the recruitment of qualified residents to join advisory committees
Year-round	Support in the promotion of a UNA membership drive to encourage civic engagement and participation in the community
Year-round	Support in the promotion of a newsletter subscription campaign to help increase the reach of established UNA communications tools