



# Pop-Up Consultation Series

## January - February 2013 Public Consultation Summary

February 15, 2013

campus + **community** planning



a place of mind

THE UNIVERSITY OF BRITISH COLUMBIA

## Table of Contents

<b>1. Background and Summary of Feedback .....</b>	<b>3</b>
1.1 Summary of Consultation Feedback .....	3
<b>2. Notification .....</b>	<b>4</b>
<b>3. Pop-Up Events .....</b>	<b>4</b>
3.1 Schedule of Pop-Up Events .....	4
<b>4. What We Heard .....</b>	<b>5</b>
<b>5. Participant Demographics .....</b>	<b>6</b>
<b>6. Next Steps .....</b>	<b>7</b>
<b>7. Appendices .....</b>	<b>7</b>
7.1 Appendix I: Pop-Up Consultation Display Boards.....	7
7.2 Appendix II: Questionnaire.....	8
7.3 Appendix III: Mind Map Example.....	9

# 1. Background & Summary of Feedback

This report provides a summary of what we heard during at the January 28<sup>th</sup> to February 3<sup>rd</sup>, 2013, pop-up consultation events aimed at receiving the campus community's thoughts, feedback and ideas on how to make UBC a more sustainable and livable community. Background information on the consultation events, notification, and what we heard at the five events are presented in the sections that follow.

The purpose of this public consultation was to engage the campus community (both academic and residential) at UBC, outside of a planning process, in order to gain insight into what the community thinks UBC is doing well when it comes to sustainable community development, and where there are opportunities for improvement.

The format of the pop-up consultations was spontaneous and informal, and participants were actively engaged in impromptu discussions at busy locations around campus. The events collected public input in two ways:

- a **mind map activity** where C+CP staff acted as hosts and invited people to come enjoy coffee/hot chocolate at a 'café' with small bistro tables and chairs, while they discussed ideas and provided input on a poster board/idea wall (see Appendix III for an example)
- **online questionnaires** using iPads and engaging passersby in conversation, asking them to complete a questionnaire.

Two of the pop-up public consultations were held on the academic campus (Irving K. Barber Learning Centre and Student Union Building) and three took place in campus neighbourhoods (Save-On-Foods in Wesbrook Village, Acadia Park Commons Block and the Old Barn Community Centre). Consultations were scheduled in two hour time blocks on January 28, 31, February 1 and 8, 2013.

Total participation numbers for all five pop-up consultation events were as follows:

- **167** ideas were collected on an interactive mind map wall (see picture in Appendix III)
- **103** online questionnaires were taken at events

## 1.1 Summary of Consultation Feedback

When asked what a sustainable and livable community at UBC means to them, participants expressed general support for sustainable community development practices (55%), particularly in terms of neighbourliness (10%) and access to services and amenities in close proximity (7%). Participants were also in support of good waste management practices (31%), particularly when it comes to recycling (9%) and composting (5%) on campus. Support was also expressed for green spaces and a nature-friendly campus (16%), sustainable transportation (12%) and green building initiatives (10%).

When asked what UBC is doing well in terms of sustainable community development, participants were in support of UBC's existing green building initiatives on campus (24%), sustainable transportation

(14%) and waste management practices (25%), particularly in terms of recycling (11%) and composting (7%). Participants were generally satisfied with current sustainable community development practices at UBC (48%), particularly in terms of access to services and amenities in close proximity (7%) and the UBC Farm (5%).

When asked where there are areas for improvement, participants were in support of more community building on campus (20%), more sustainable community development initiatives, such as more affordable housing and access to services and amenities in closer proximity (17%), support for more green spaces (14%) and sustainable transportation (14%).

The information collected through the pop-up events will be used to inform planning work at UBC.

## 2. Notification

Given the spontaneous nature of the pop-up consultation series, no advertisement was published in advance of public consultations. Short-term notifications were posted on Twitter one hour prior to each of the five pop-up consultations and throughout the events.

## 3. Pop-Up Events

Pop-up consultations on how to make UBC a more livable and sustainable community took place between January 28<sup>th</sup> and February 8<sup>th</sup>. Participation numbers were as follows:

- **103** respondents to the in-person questionnaires (using iPads)
- **167** ideas were collected through the interactive mind map activity (see Appendix III for an example)

### 3.1 Schedule of Pop-Up Events

Four pop-up events were held on:

- January 28<sup>th</sup>, 2013 from 11:30-1:30 at I.K. Barber (online questionnaire)
- January 31<sup>st</sup>, 2013 from 11:30 – 1:30 on the SUB Concourse (mind map) and from 3:30-5:30 outside Save-On-Foods in Wesbrook Place (online questionnaire)
- February 1<sup>st</sup>, 2013 from 3:30-5:30 at Acadia Commons Block (mind map)
- February 8<sup>th</sup>, 2013 from 3:30-5:30 at the Old Barn Community Centre (mind map)

### Format A. Mind Map Exercise

Two display boards were set up at the corners of the café installations and one large 6' x 6' idea wall was used to conduct the mind map building activity. Small tables and chairs were also available for participants to sit and discuss what makes a vibrant, livable and sustainable community at UBC. Refreshments were provided.

In order to help build the mind map, participants were asked to write an idea on a coloured circle and post it to the mind map, answering the following question: "Fill in the blank: To me, a sustainable and livable community at UBC means \_\_\_\_\_."

In the event that participants had more time to spend at the pop-up consultation, iPads were available for them to complete a slightly longer online questionnaire (see Format B below) in addition to participating in the mind map activity.

### Format B. Conducting Online Questionnaires:

C+CP staff had a booth set up with hot chocolate and cookies and proactively engaged passersby to ask them three questions about sustainability and livability at UBC (see Appendix II for a copy of the questionnaire). Answers were entered directly onto the iPads using FluidSurveys.

## 4. What We Heard

The detailed feedback received in the questionnaire is presented below. Note that only comments with occurrences over 5% are represented in the tables below.

### Question 1.

A total of 270 ideas about 'what would make UBC a more sustainable and livable community' were collected through the mind map and questionnaire. Percentages are **calculated out of 270**.

Question: Fill in the blank - "To me, a sustainable and livable community at UBC means\_\_\_\_\_"

Comments	No of references	Percentage
Support for sustainable community development practices, including <ul style="list-style-type: none"> <li>neighbourliness at 10% (28);</li> <li>access to services and amenities at 7% (19)</li> </ul>	148	55%
Support for good waste management, including <ul style="list-style-type: none"> <li>recycling at 9% (24);</li> <li>composting at 5% (13)</li> </ul>	84	31%
Support for having green spaces and a nature-friendly campus	43	16%
Support for sustainable transportation	33	12%
Support for green building initiatives on campus	28	10%

### Question 2.

This question is **calculated over 103**, the total number of online questionnaire responses received.

Question: What do you think we're doing well in terms of making UBC a sustainable and livable community?

Comments	No of references	Percentage
Support for sustainable community development practices, including <ul style="list-style-type: none"> <li>access to services and amenities at 7% (7);</li> <li>UBC Farm at 5% (5);</li> <li>clean, comfortable and safe community at 7% (7)</li> </ul>	49	48%
Support for good waste management, including <ul style="list-style-type: none"> <li>recycling at 11% (11);</li> <li>composting at 7% (7)</li> </ul>	26	25%
Support for green building on campus	25	24%
Support for green spaces and a nature-friendly campus	18	17%
Support for sustainable transportation	14	14%

### Question 3.

This question is **calculated over 103**, the total number of online questionnaire respondents.

Question: Where do you see areas for improvement?

Comments	No of references	Percentage
Support for more community building on campus	21	20%
Support for more sustainable community development initiatives (including more access to services and amenities and more affordable housing)	17	17%
Support for more sustainable transportation	14	14%
Support for more green spaces and a nature-friendly campus	14	14%
Concern regarding lack of information on and disruption caused by construction on campus	11	11%
Satisfied (no need for improvement)	10	10%
Support for more waste management	9	9%
Support for more green building on campus	7	7%

## 5. Participant Demographics

The following represents information gathered only in the online questionnaires. Participant demographics are **calculated over 103**, the total number of online questionnaire respondents. Please note that for each of the questions respondents could check all categories that applied.

How are you associated with UBC?	Count	Percentage
Student	30	29%
UBC Resident	21	20%

Other	8	8%
Alumni	6	6%
Faculty	2	2%
Staff	2	2%
No direct association	2	2%
Professor Emeritus	0	0%

Of the 8 of 'Other' responses:

- 5% (5) were University Hill students (Elementary or secondary school not specified)

Where do you live?	Count	Percentage
UBC, please specify which student residence or neighbourhood	34	33%
City of Vancouver	27	26%
Other	5	5%
UEL Resident	3	3%

Of the 34 'UBC, please specify which student residence or neighbourhood' responses:

- 10% (10) were from Wesbrook Village

## 6. Next Steps

Results of what was heard during the pop-up consultations will be disseminated through social media, the Campus + Community Planning website and monthly e-newsletter.

## 7. Appendices

### 7.1 Appendix I: Pop-Up Event Information Display Boards (Attachment)

## 7.2 Appendix II: Questionnaire

### What's your point of view?

1. Fill in the blank: "To me, a sustainable and livable community at UBC means \_\_\_\_\_"

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2. What do you think we're doing well in terms of making UBC a sustainable and livable community?

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3. Where do you see areas for improvement?

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### Tell us about you:

1. How are you associated with UBC? (*please check all relevant boxes*)

- ☐ Student ☐ Faculty ☐ Staff ☐ Alumni ☐ Professor Emeritus ☐ UBC Resident  
☐ No direct association ☐ Other: \_\_\_\_\_

2. Where do you live? (*please check all relevant boxes*)

- ☐ UBC, please specify which student residence or neighbourhood \_\_\_\_\_  
☐ UEL ☐ City of Vancouver ☐ Other: \_\_\_\_\_



