

UBC
campus
vision
2050

2050



Needs and Aspirations

ENGAGEMENT SUMMARY REPORT

REVISED SUMMER 2022



THE UNIVERSITY OF BRITISH COLUMBIA
Campus + Community Planning

campusvision2050.ubc.ca

Land Acknowledgment

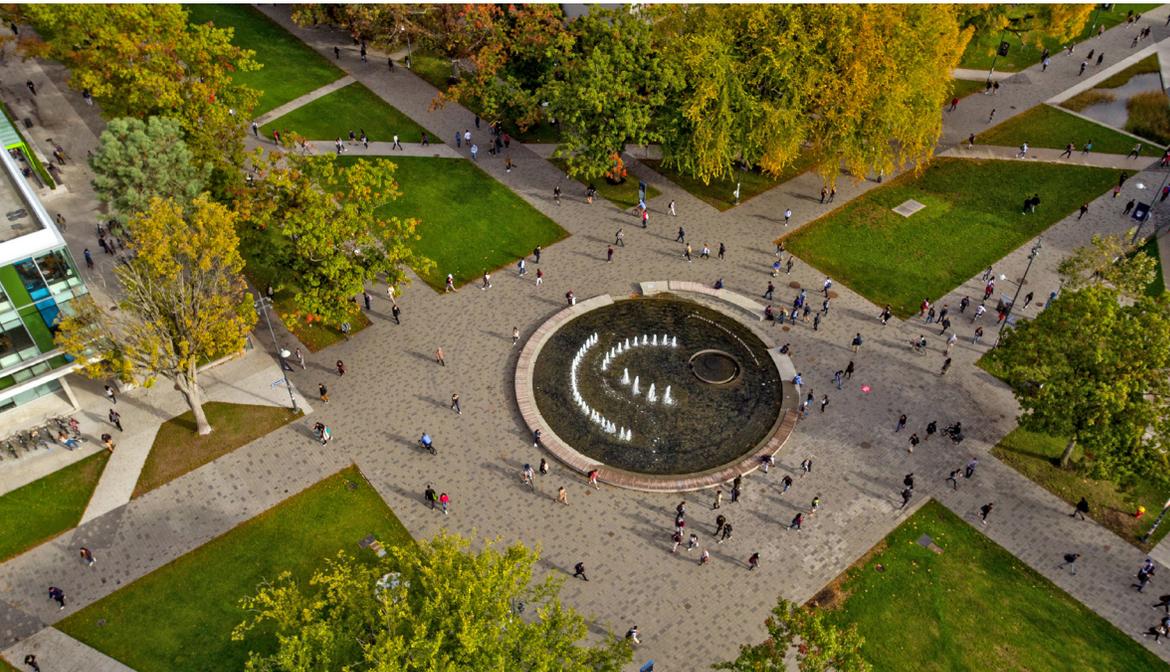
The UBC Vancouver campus is situated on the traditional, ancestral and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people. For millennia, the xʷməθkʷəy̓əm people have been stewards and caretakers of these lands, and have passed their history, traditions and culture on from one generation to the next. UBC strives toward building meaningful, reciprocal and mutually beneficial partnerships with xʷməθkʷəy̓əm and learning from their traditional relationship with the land. Through Campus Vision 2050, UBC is committed to deepening its relationship with xʷməθkʷəy̓əm to ensure that the future direction of the campus builds on what makes UBC a special place, enhances the livability, sustainability and character of the lands and advances the university’s broader commitments to reconciliation through the Indigenous Strategic Plan.



sʔi:4qəy̓ qeqən by Brent Sparrow, xʷməθkʷəy̓əm | Photo Credit: Paul H. Joseph, UBC Brand and Marketing

How are we defining the UBC community?

- **Campus or the Vancouver campus** refers to the academic and neighbourhood areas on the Vancouver campus. In some instances, specific references may be made to the neighbourhoods to highlight concerns that pertain to those areas, and are intended to be more inclusive of residents who may not see themselves as part of the campus or believe that the term refers to the academic areas only.
- **UBC community, university community, campus community, community and community members** are used interchangeably and are intended to include students, faculty, residents, staff, emeriti and alumni at the UBC Vancouver campus.
- **Campus residential areas or neighbourhoods** refer to the neighbourhood housing areas located on the Vancouver campus.



Martha Piper Plaza | Photo Credit: Hover Collective

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THANK YOU!

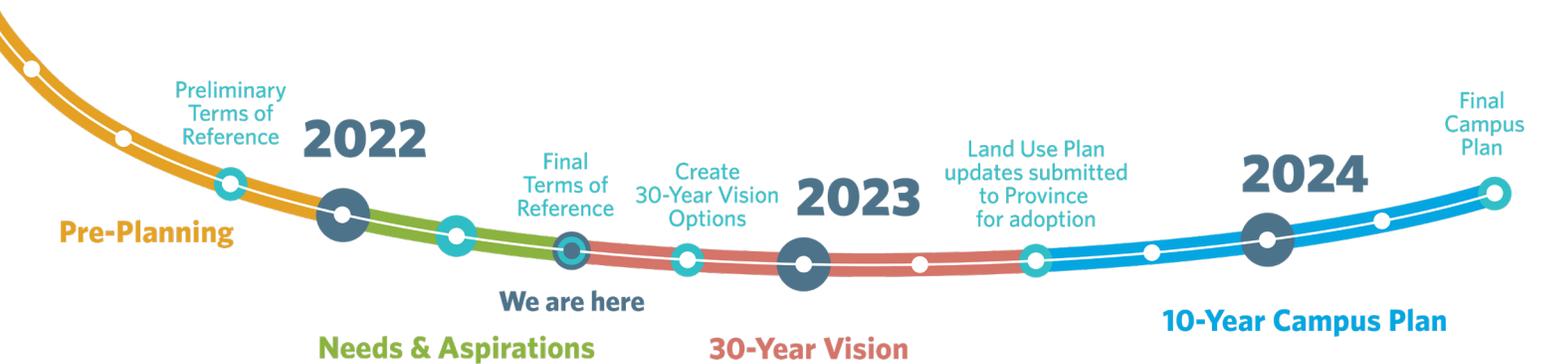
Credit : The engagement activities and findings
: detailed in this report were designed,
implemented and analyzed by UBC
Campus + Community Planning staff.

Executive Summary

Introduction

UBC is engaging the university community and xʷməθkʷəy̓əm (Musqueam) in a comprehensive land use planning process called Campus Vision 2050 to help us imagine the campus and community of the future. This process will shape how the physical Vancouver campus changes and grows over the next 30 years, and result in a long-term plan that supports the needs of the university and balances the multiple interests of the UBC community, xʷməθkʷəy̓əm and broader region. Two key land use policy documents for the Vancouver campus will be updated through Campus Vision 2050: the Land Use Plan and the Vancouver Campus Plan.

Campus Vision 2050 officially launched in early 2022 with broad public engagement focused on needs and aspirations. This report provides an overview of the Needs and Aspirations period, which included two rounds of public engagement that took place between January and April 2022. Campus + Community Planning is committed to reporting back to the community on what we heard during engagement to ensure transparency throughout the Campus Vision 2050 process.



Needs and Aspirations Engagement

The Needs and Aspirations period consisted of two rounds of public engagement:

- In January and February, we sought to better understand the UBC community's experience of the campus, as well as hopes and dreams for the future. We also asked for feedback on the eight themes that emerged from the pre-planning process. Community input enabled staff to identify challenges and opportunities to address through Campus Vision 2050 and informed the development of a set of draft guiding principles and strategies.
- In March and April, after incorporating university and community input, draft guiding principles and strategies were presented to the public for further feedback and refinement. The final guiding principles and strategies reflect this feedback and seek to address the challenges and opportunities identified through the entire Needs and Aspirations engagement period.

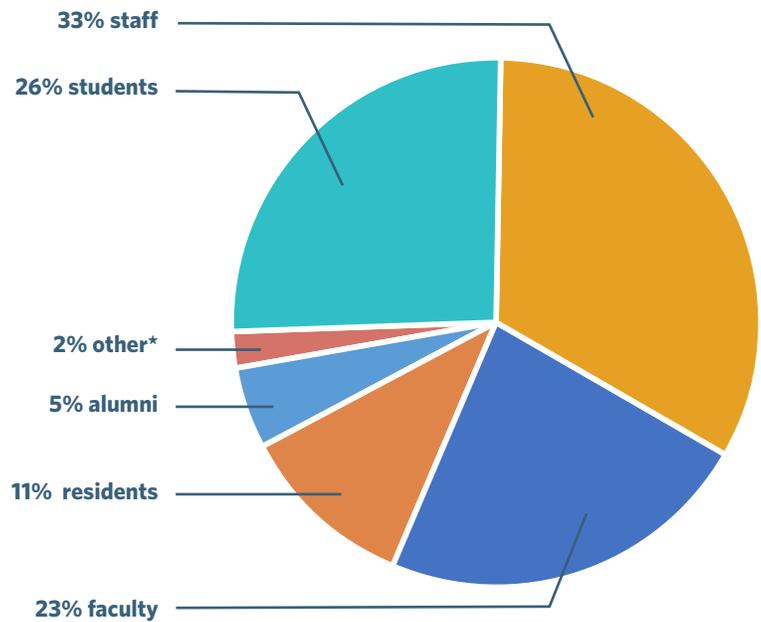
The Needs and Aspirations period also included meetings with x^wməθk^wəyəm to understand interests and receive comments on the Terms of Reference, and the eight themes and the draft guiding principles and strategies. x^wməθk^wəyəm and UBC are co-developing a process for deeper land use engagement on Campus Vision 2050 and other initiatives that will share information and seek to integrate x^wməθk^wəyəm values, interests and comments.

In late 2021, Campus + Community Planning developed a Preliminary Terms of Reference for Campus Vision 2050, with input from the administration, discussions with x^wməθk^wəyəm representatives and focus groups with the UBC community. Insights generated from the pre-planning process were organized under eight themes and served as the basis for further exploration through broad public engagement focused on community needs and aspirations.

Engagement Highlights

Over 3,300 people participated during the Needs and Aspirations engagement period from January to April 2022.

Affiliation to UBC



How We Reached People



LAUNCH EVENT

154 participants



ROADSHOWS

1,437 participants



COMMUNITY CONVOS

262 participants



DIGITAL TOOLS

113 participants



POP-UPS

470 participants



WORKSHOPS + CMTE MTGS

231 participants



ONLINE SURVEYS

510 participants



OPEN HOUSES

136 participants

*Includes participants such as emeritus professors, external stakeholders (e.g. Pacific Spirit Park Society), and non-affiliated community members from the Vancouver region.

Targeted Engagement Activities

ROADSHOWS AND COMMUNITY CONVERSATIONS

The Needs and Aspirations period included 80 roadshows and community conversations with a variety of groups across campus and in the neighbourhoods, including 13 groups representing equity-deserving communities. Roadshows involved presentations and group discussion at student, faculty, resident, staff and alumni meetings, whereas community conversations involved small dialogue sessions co-facilitated with affinity groups on campus.

Groups engaged include the following equity-deserving groups:

- Black Caucus
- Black Graduate Student Network
- Black Student Union
- Centre for Accessibility
- Disabilities United Club
- Equity and Inclusion Office
- Equity Student Advisory Council
- First Nations House of Learning
- IDEAS@UBC
- National Organization for Minority Architecture Students (UBC Chapter)
- Planning Equity Coalition
- SCARP BIPOC Caucus
- Vancouver Indigenous Students' Collegium

Of the 80 sessions, there were **11 sessions with frontline staff**, including custodial, food services and campus security staff.

MEETINGS AND WORKSHOPS

Targeted engagement meetings and workshops were also held with key advisory groups and subject matter experts.

Groups engaged included:

- University Neighbourhoods Association (UNA)
- Property and Planning Advisory Committee (PPAC)
- President's Advisory Committee on Campus Experience (PACCE)
- Senate Academic Building Needs Committee (SABNC)
- School of Community and Regional Planning (SCARP)
- School of Architecture and Landscape Architecture (SALA)
- Campus Biodiversity Initiative: Research and Demonstration (CBIRD)

The [full list](#) of groups we engaged with can be found on page 31. A summary of what we heard during these engagement activities can be found in Appendix 2.

Overview of What We Heard

Feedback on Eight Preliminary Themes

CHALLENGES AND OPPORTUNITIES

[Eight preliminary themes](#) identified during the pre-planning process were presented to the public during the January to February engagement period. Public input on these themes revealed the following set of core challenges and opportunities to address through Campus Vision 2050.



Guest facilitator at workshop

Photo Credit: Macy Yap

- **Addressing the affordability crisis** — we heard that life on campus is unaffordable for many, and getting worse, and that more housing needs to be built for the UBC community.
- **Accessibility and safety of campus** — we heard that campus can be inaccessible to some, difficult to get around and unsafe at times.
- **Meeting the needs of our diverse communities** — we heard a strong call for more amenities and services (e.g., grocery stores, daycares and schools) to enable thriving communities.
- **How UBC uses land to finance campus needs** — we heard concern that market housing is outpacing housing for students, faculty, and staff, and that it is coming at the expense of livability, campus character and green space.
- **xʷməθkʷəy̓əm and Indigenous campus presence** — we heard strong interest from the community in honouring and celebrating xʷməθkʷəy̓əm and Indigenous ways of knowing.
- **UBC's mission** — we heard a strong desire to emphasize UBC as a university and place of learning above all else.
- **Climate emergency and campus resilience** — we heard calls for UBC to lead climate action by example and to build more climate-adaptive and green infrastructure.
- **Managing growth and the preservation of green space and biodiversity** — we heard strong calls to protect campus green space and to consider the capacity of the campus to grow.

Feedback on Draft Guiding Principles and Strategies

Insights generated from the first engagement period helped inform the development of [draft guiding principles and strategies](#), which were presented to the public in March and April for feedback and refinement. A summary of key insights can be found below.

- **Overall support for the draft principles and strategies** — we heard from a majority of participants that the draft principles and strategies were on the right track. We also heard a call for the principles and strategies to be bolder and more aspirational.

81% of survey respondents indicated support for the draft principles and strategies.

FEEDBACK BY PRINCIPLE

- **Supporting excellence in teaching, research and learning** — we heard participants emphasize that people are at the heart of academic mission, and that meeting the breadth of community needs is essential to the success of this principle.
- **xʷməθkʷəy̓əm and the Indigenous Strategic Plan (ISP)** — we heard a strong call to co-develop the principles and strategies with xʷməθkʷəy̓əm and to provide transparency on how xʷməθkʷəy̓əm and campus Indigenous communities have been involved throughout the planning process.
- **Supporting affordability and everyday needs** — we heard that affordable housing is a top community concern, as well as the need for more affordable and diverse food options on campus.
- **Inclusion, belonging and community building** — we heard support for more gathering spaces and improvements to safety on campus, and received suggestions to use more specific, inclusive and plain language in the strategies.
- **Campus ecology, livability and funding UBC's priorities** — we heard strong feedback that funding and housing development does not fit within considerations of ecological stewardship, and that green spaces and forested areas should be preserved on campus.
- **Responding to the climate emergency** — we heard a call for stronger language and targets to demonstrate institutional commitment to this principle, as well as support for climate adaptable and resilient buildings. We also heard a call for biodiversity loss to be considered under this principle.
- **Strengthen campus and regional connectivity** — we heard support for the arrival of SkyTrain to UBC and concern around potential impacts that result from new transportation infrastructure investment. We also heard support for more cycling infrastructure on campus, and a call for ecological connectivity and biodiversity to be considered under this principle.

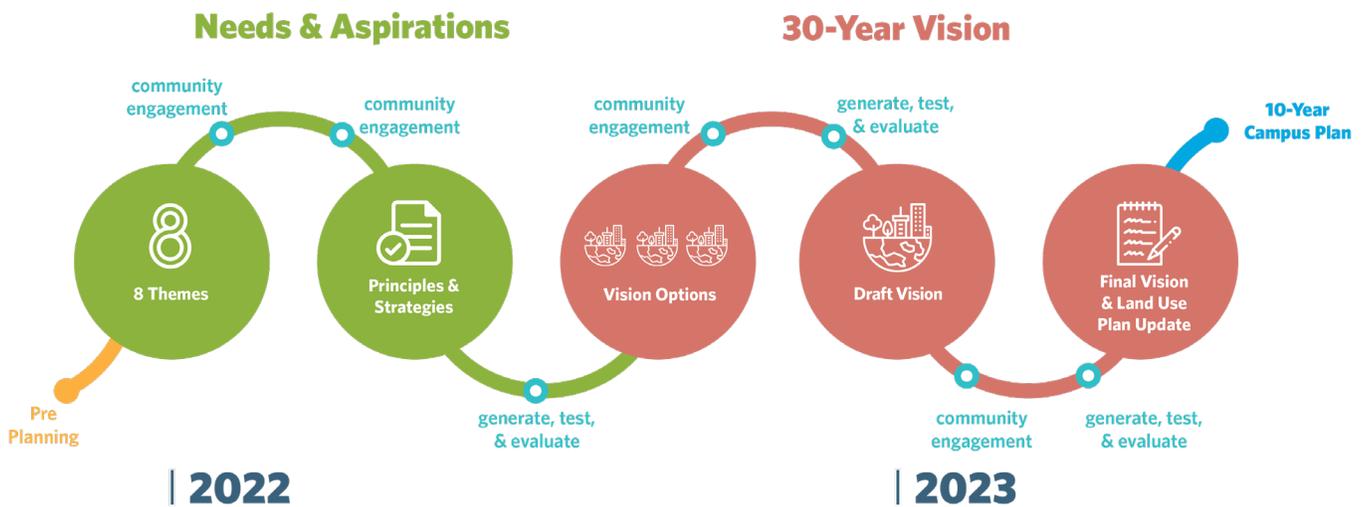
Next Steps

The guiding principles and strategies will be included in a Final Terms of Reference, which will be presented to the Board of Governors in June 2022 for approval. A draft of the Final Terms of Reference, which also includes more detailed planning and growth assumptions, will be shared with targeted groups, including advisory committees, the University Neighbourhoods Association Board and x^wməθk^wəyəm before being finalized and presented to the Board.

Over the summer, guided by the approved Terms of Reference, Campus + Community Planning and an integrated team of planning consultants will generate, test and evaluate a range of possible options for the 30-Year Vision, which will be shared with the community for discussion and feedback in the fall, through the next period of public engagement.

Based on feedback from the community and the university, and further testing and evaluation, a draft 30-Year Vision and recommended Land Use Plan updates will be presented to the community in early 2023 for feedback.

Once the 30-Year Vision is approved by the Board of Governors, updates to the Land Use Plan will be submitted to the Province of BC for adoption in fall 2023. Based on the 30-Year Vision and updated Land Use Plan, a 10-Year Campus Plan will be developed, which will focus primarily on academic lands and involve similar levels of engagement as for the 30-Year Vision. The 10-Year Campus Plan will be submitted to the Board of Governors in late 2024.



Engagement Approach and Analysis Methodology

Engagement Approach

The engagement approach builds on Campus + Community Planning's [Engagement Charter](#), as well as lessons learned from previous planning processes. This includes emphasizing principles of equity, diversity and inclusion, building trust, providing diverse ways to meaningfully engage and ensuring clear communication and transparency. xʷməθkʷəy̓əm and UBC are also co-developing a process for deeper land use engagement on Campus Vision 2050 and other initiatives that will share information and seek to integrate xʷməθkʷəy̓əm values, interests and comments ([see page 12 for more details](#)).

Campus + Community Planning engaged with a wide range of communities, units, departments, clubs and organizations across the campus through broad public engagement. Key advisory groups and subject matter experts also participated in targeted engagement meetings and workshops, and meetings were held with xʷməθkʷəy̓əm to gather their feedback and input.

The Campus Vision 2050 Community Advisory Committee (CAC) consists of representatives of xʷməθkʷəy̓əm, students, faculty, residents, the University Neighbourhoods Association, the Senate Academic Building Needs Committee, staff, and alumni who have an interest in the future of the Vancouver campus. The CAC meets on a regular basis to provide input on the public engagement process, advice on how to enhance the transparency of and participation in the planning process, and provide ongoing community input into the development of the plan.



Roadshow with staff at Vanier Dining Hall

Photo Credit: UBC Campus + Community Planning

Campus Vision 2050 includes comprehensive and diverse engagement, and intentionally seeks to lower barriers to participation. This includes building collaborative relationships with underrepresented groups on campus, as well as meeting the community where they are—such as by attending scheduled faculty and staff meetings, like the midnight and early morning meetings for shift workers, meetings of strata councils and other groups. Other approaches include, but were not limited to, providing honoraria to support student participation in workshops and community conversations, providing childcare support at in-person events, offering both in-person and online options to participate and translating promotional and informational materials to reach broader ethnocultural communities in the neighbourhoods.

The breadth of engagement activities generated in-depth feedback that has been invaluable to the planning process. Moving forward, Campus + Community Planning is committed to integrating the lessons and insights generated from the past engagement period to ensure future engagement continues to build upon collaborative partnerships, actively engages with underrepresented and historically marginalized groups and offers a variety of ways to participate that reflect the diversity, needs and ideas at UBC.

A summary of January to April 2022 engagement activities can be found in Appendix 1. A detailed list of the communities, groups and organizations we reached are listed in the [Thank You](#) section of this report.

Communications Outreach Strategy

The following communication tactics were used to raise awareness about the opportunities to engage and provide feedback for Campus Vision 2050:

- Social and web advertising campaigns (paid and organic)
- Residential mailouts (postcards and brochures)
- Broadcast message
- Features in UBC President's Office Weekly Updates
- Communication toolkits for campus partners
- Email updates to Campus Vision 2050 website subscribers
- Targeted outreach to campus groups
- Campus Vision 2050 video
- Posters and display boards around campus
- E-newsletters
- Campus digital signage

Analysis Methodology

Staff used a qualitative theming analysis methodology, which involved grouping the feedback collected into themes and sub-themes according to common topics, ideas and patterns that came up repeatedly. Themes that were the most frequent in the feedback were then summarized for both rounds of engagement. The online surveys also included some quantitative data, which were aggregated directly through the survey software.

Staff also aimed to identify the insights, attitudes and emotions expressed by community members who have been systemically or historically marginalized, bringing an equity lens to our analysis process. The goal was to ensure the diversity of perspectives, interests and concerns we heard from the UBC community are integrated into the Campus Vision 2050 process. To that end, we strived to supplement quantitative metrics with an analysis and reflection of the underlying sentiments behind a comment. Additionally, staff paid attention to input from marginalized and underrepresented communities, whose feedback may not have arisen as the most frequently heard, but still represented valuable insights.

The team also collected spatial data about the things that are working and not working on campus through an online mapping tool. Data was downloaded as discrete points and used to create heat maps (see Appendix 4). Mapping data helped the design team understand how people who learn, work and live at UBC view the campus by identifying the spaces that are important to them and where improvements may be needed.

Campus + Community Planning staff **analyzed over 4,200 comments** generated from online surveys, digital engagement tools, emails, workshops, roadshows, community conversations, pop-ups, open houses and advisory meetings.

What Engagement Looked Like



Info brochure



Pop-up feedback board



Discussion in front of Open House info boards



Neighbourhood residents table at workshop



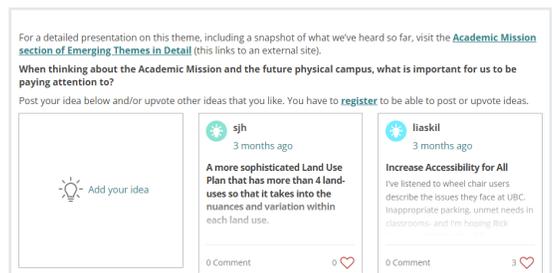
Instagram ad



Community Conversation poster



Roadshow with food services staff



Online feedback board



Workshop host, Aslam Bulbulia



Outdoor pop-up



Midnight meeting with custodial staff

xʷməθkʷəy̓əm Engagement

xʷməθkʷəy̓əm and UBC are working together to transform the long-standing relationship with a new Relationship Agreement. This is an important part of UBC's institutional commitment to deepening the university's relationship with xʷməθkʷəy̓əm and to reconciliation more broadly. As part of Relationship Agreement discussions, xʷməθkʷəy̓əm and UBC met several times to share information and comments on the Terms of Reference, including the eight themes and the draft guiding principles and strategies. xʷməθkʷəy̓əm and UBC are also co-developing a process for deeper land use engagement on Campus Vision 2050 and other initiatives that will share information and seek to integrate xʷməθkʷəy̓əm values, interests and comments. This will complement and build upon ongoing initiatives between xʷməθkʷəy̓əm and UBC, as well as incorporate learnings from the engagement approach used by xʷməθkʷəy̓əm for their Comprehensive Community Plan, including activities and events to engage both xʷməθkʷəy̓əm Council and the broader xʷməθkʷəy̓əm community.



xʷməθkʷəy̓əm Flag at UBC | Photo Credit: Paul H. Joseph

Summary of What We've Heard

As part of Relationship Agreement discussions, xʷməθkʷəy̓əm and UBC are co-developing an engagement process for Campus Vision 2050. The process seeks to integrate xʷməθkʷəy̓əm values, interests, and comments, including on the Terms of Reference. The following is a summary of what we have heard over several meetings from xʷməθkʷəy̓əm:

- xʷməθkʷəy̓əm must be seen, heard and honoured on their traditional territory.
- xʷməθkʷəy̓əm community members aspire to feel proud and that they fully belong on their traditional territory when on campus.
- xʷməθkʷəy̓əm express a responsibility to ensure family and community learn about the ways of the natural world, how the people are connected to it, strengthening the campus ecology.
- xʷməθkʷəy̓əm supports deeper, formalized engagement on land use with UBC in general, and a co-developed engagement process for Campus Vision 2050, in particular.
- xʷməθkʷəy̓əm understand the campus community and landscape as one part of the whole peninsular ecosystem and the importance of having a healthy and thriving ecology.
- The SkyTrain extension is one of xʷməθkʷəy̓əm's strategic priorities.
- xʷməθkʷəy̓əm has raised questions about the need for continued growth on campus and the importance of balancing the built and natural environment. This includes preserving greenfield sites where possible when siting new buildings.



xʷməθkʷəy̓əm artist Brent Sparrow and his cast bronze ʔəlqsən
Photo Credit: Paul H. Joseph

January - February: Feedback on Eight Preliminary Themes

During the January and February engagement, we sought to better understand the university community's needs and aspirations for the future of the campus by asking for feedback on the following eight preliminary themes that emerged from the pre-planning process.

Overview of the Eight Themes



Academic Mission -

planning for teaching, learning and academic program spaces, research facilities, and educational amenities that anticipate change, respond to new needs, and ensure the land endowed to the university continues to serve the primary purpose of supporting research and teaching excellence.



xʷməθkʷəy̓əm and Campus Indigenous Communities -

deepening the relationship with xʷməθkʷəy̓əm and campus Indigenous communities, enriching the campus with a stronger Indigenous presence and creating spaces that are welcoming to and inclusive of Indigenous people.



Climate Action -

supporting implementation of the Climate Action Plan targets for reducing GHGs, energy and water consumption through sustainable land use planning, and climate-responsive building and landscape strategies.

“ How can the academic mission put people first? The heart of the academic mission should be people and meeting basic needs, to support them in excelling at learning, teaching, research, etc. ”

- Workshop participant



Affordable Housing -

supporting Housing Action Plan policies, including the role that land use planning can play in student, faculty, staff and community housing affordability.



Wellbeing -

ensuring a campus that fosters livability, diversity, accessibility and inclusion with buildings, open spaces, and neighbourhoods that reinforce UBC as a special place and enhance individual and community wellbeing through their design.



Ecological Sustainability -

harnessing the unique environment of the campus, as well as Indigenous knowledge and the university community's expertise, to increase the ecological health of the Vancouver campus, support ecosystem services, and increase the social wellbeing of the campus community.



Connectivity and Mobility -

exploring the suite of transportation needs of a growing campus to ensure a safe, convenient and efficient transportation network that prioritizes walking, cycling and transit—this includes planning for the arrival of SkyTrain.



Innovation and Partnerships -

creating innovative research and learning environments in partnership with industry, government, Indigenous communities and non-profits on campus and using the campus as a test bed for innovation and transformative relationship building.

“ Housing is one of the biggest problems, but I worry about building more and losing the forest. ”

- Roadshow participant

“ We should have more seniors' homes on campus near daycares to allow for mixing of generations. ”

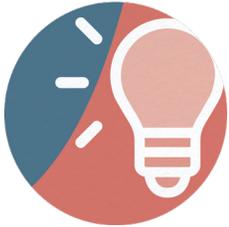
- Roadshow participant

“ Transportation needs to change to a lot more public transit. We need the Skytrain line to UBC! ...Transportation is one of the most significant remaining contributors to our CO2 emissions. ”

- Anonymous survey respondent

How We Reached People

2,279 people participated during the January to February engagement period on the eight preliminary themes.



LAUNCH EVENT

154 participants



ROADSHOWS

1,090 participants



COMMUNITY CONVOS

181 participants



DIGITAL TOOLS

113 participants



POP-UPS

324 participants



WORKSHOPS

166 participants



ONLINE SURVEYS

227 participants



OPEN HOUSES

24 participants



Pop-up mapping activity | Photo Credit: Shane Hunt

Key Takeaways

Community input in response to the eight themes enabled staff to identify challenges and opportunities to address through the Campus Vision 2050 planning process. The following section provides an overview of the core challenges and opportunities. A detailed summary of our data analysis can be found in Appendix 2.

Challenges

ADDRESSING THE AFFORDABILITY CRISIS

- Housing and food insecurity were top comments heard throughout the engagement, most notably among students and front-line staff.
- We heard that rising costs of living (e.g., housing, tuition, groceries and parking) make it very difficult for students, faculty, residents and staff to afford living on campus.
- A frequently heard sentiment was that the unaffordability of campus has negative impacts on the wellbeing of our campus community, such as mental health issues, inability to perform at work or school and feelings of isolation and stress.
- There is broad interest in deeper discussions around affordability programs, housing type and tenure of housing on campus.

“ I continue to see a large gap [in] the lack of awareness around accessibility issues... If you see someone in a chair struggling to roll up that incline, stop and offer to help them, do not pretend we are invisible and walk on by. There have been days when I have cried when someone offers to help me. This is the exception, not the rule. ”

- Anonymous survey respondent

ACCESSIBILITY AND SAFETY OF CAMPUS

- We heard strong input from some participants that they feel unheard and marginalized due to inadequate accessibility standards on campus. Participants clearly indicated that accessibility is a fundamental need.
- We heard that neighbourhood residents are looking for safer access and more connections between the academic and residential areas on campus.
- We heard that there is a need to retrofit and upgrade older buildings to increase their safety, usability and functionality (e.g., seismic upgrades and technology upgrades in classrooms).
- Feedback clearly showed that there are mobility challenges for getting around campus, both for those with physical challenges (e.g., those who use wheelchairs and seniors) and also those who are able-bodied (e.g., moving between far locations on campus).
- Specific safety concerns were very clearly heard around traffic (e.g., the roundabout at 16th Avenue and Westbrook Mall) and the lack of nighttime lighting. This was especially true for youth and nighttime shift workers.

MEETING THE NEEDS OF OUR DIVERSE COMMUNITIES

- Current unmet community needs were heard loudly across two broad categories:
 - Basic and surviving needs: Insufficient and unaffordable services and amenities (e.g., groceries, daycare, shopping and late-night food options).
 - Secondary and thriving needs: Lack of sense of belonging or “home”, not feeling included or emotionally and spiritually unsafe.
- We heard that there is a large need to plan for more culturally diverse community services, amenities and spaces (e.g., cultural gathering spaces and culturally diverse food options).
- We also heard a call for more amenities and programming tailored to meet the needs of those with young children on campus.
- There was a strong call for designing and creating more physical spaces that foster equity, diversity and inclusion (e.g., universal washrooms, prayer spaces and spaces to celebrate cultural diversity).
- Participants expressed concern with campus population growth and overcrowding of current campus amenities, difficulties with getting to and from campus and lack of supporting infrastructure for commuters (e.g., storage and spaces for respite).
- We also heard a strong desire to design green spaces according to community needs, such as creating more parks and outdoor spaces for community gatherings.
- We heard a call for arts and culture to be integrated into long-term planning for the campus and include approaches that have a focus beyond infrastructure (e.g., embed more holistically into the university community).

“ Balancing the need and public expectation for UBC to focus on affordable housing solutions (subsidized, co-op etc.) while needing significant proceeds from development to accomplish this and other important academic and research goals. Transparency about the math will help. ”

- Anonymous survey respondent

HOW UBC USES LAND TO FINANCE CAMPUS NEEDS

- Community members frequently mentioned a lack of transparency about how UBC business operations funds the academic mission of the university.
- We heard concern that UBC is not building the right kind of housing to serve community needs, and that the university’s approach to financing campus needs is coming at the expense of livability, campus character and the preservation of green space.
- Some participants expressed disagreement and distrust with how the university develops its lands, and indicated that they see this approach as a pursuit of short-term gains.

Opportunities

xʷməθkʷəyəm AND CAMPUS INDIGENOUS PRESENCE

- We heard strong interest from the community about honouring and celebrating xʷməθkʷəyəm and Indigenous ways of knowing (e.g., integrating into curriculum and planting Indigenous plants of significance to xʷməθkʷəyəm).
- There were many comments about planning and designing new spaces to create a sense of place for Indigenous students, faculty, residents and staff, beyond the First Nations Longhouse.
- Feedback included a call for UBC to intentionally center Indigenous voices throughout the Campus Vision 2050 process.
- We also heard interest in creating campus landscapes to renew xʷməθkʷəyəm traditional practices (e.g., places where elders can teach youth about plants and harvesting).

“ Deepening and adjusting our relationships where needed to support decolonization and reconciliation can support the academic mission (by changing what and how we teach and research), as well as climate action, sustainability, and wellbeing (particularly for Indigenous students, staff and faculty, but also for all in having better relationships with the owners of the lands on which we are located). ”

- Anonymous survey respondent

UBC'S MISSION

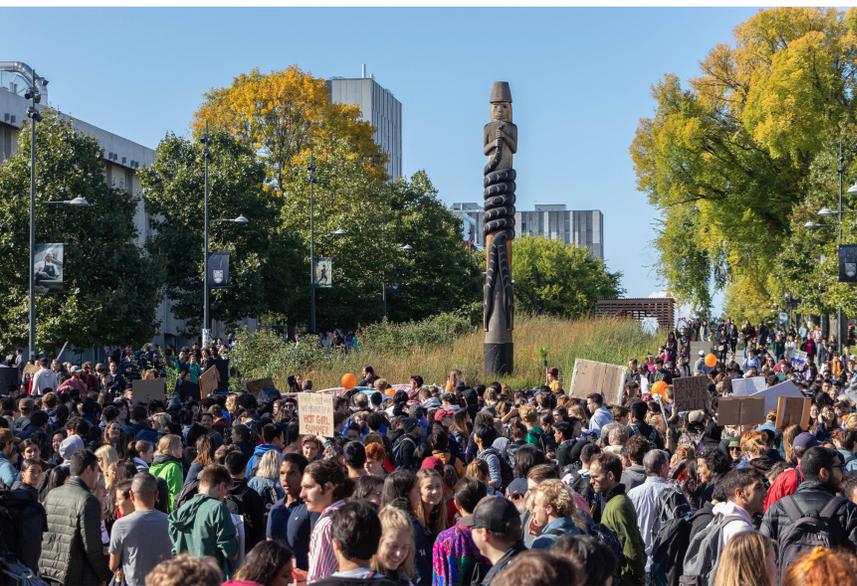
- There was a strong desire to emphasize UBC as a university and place of learning first, noting that other community priorities, such as neighbourhood amenities and services, should come second to the academic mission.
- There was clear support for the future SkyTrain extension to UBC, notably because it will be a huge opportunity to connect UBC to the region and ease affordability and public transit pressures to, from and on campus.
- We heard a need for more flexible and adaptable spaces, both to adapt to new remote working and learning needs (e.g., hybrid classrooms) and to provide flexibility for different types of working and learning (e.g., silent study spaces and group work and meeting spaces).
- Feedback also supported creating more interdisciplinary local and regional partnerships to strengthen the academic mission and promote collaboration for tackling critical issues (e.g., climate change and affordability crisis).
- Participants also stated that UBC has a responsibility as a university to foster arts and culture, creativity and curiosity to enhance campus vitality, increase Indigenous cultural presence and create opportunities for community building.

CLIMATE EMERGENCY AND CAMPUS RESILIENCE

- We heard clear interest in opportunities for climate-adaptive building design, and for green infrastructure to be designed to withstand future climactic shifts (e.g., extreme temperatures).
- There was significant feedback reflecting the responsibility of the university to lead climate action by example (e.g., fund more climate action research and expand policy commitments by creating a Climate Action Plan for the campus residential areas).
- We also heard an evident connection between climate inaction and negative human health and wellbeing outcomes (e.g., climate anxiety and health impacts from forest fires).
- There was frequent conversation about the need for UBC to responsibly manage growth while preserving campus green space and biodiversity.
- We clearly heard that campus green space provides the UBC community with significant ecological and social benefits, making green space essential for campus livability.
- There was a strong call to think carefully about the need for growth and identify appropriate limits on growth, community needs and the mission of the university (i.e., how big is too big?).
- We heard significant concern about the need to address both the climate and biodiversity crises by protecting and preserving natural areas on campus to ensure a sustainable future for all.

“ RADICAL change is necessary to push back against climate anxiety and very real natural disasters. Climate anxiety is visceral, affecting all of us because of the urgent, immediate need for climate action. ”

- Workshop participant



UBC Climate Strike | Photo Credit: Zubair Hirji

The Engagement Process

We also heard a number of comments about the Campus Vision 2050 process itself:

- There was a strong call to examine underlying assumptions behind UBC planning processes, as well as to center wellbeing and embrace different worldviews (e.g., Indigenous perspectives).
- There were some questions about the scope of Campus Vision 2050, including suggestions for the planning process to cover more or less than 30 years, and exploring other regional sites off campus (e.g., new Surrey location).
- There was a strong push to work closely with academics across campus (e.g. SCARP, SALA, Forestry and Sauder) where professors are researching and/or working on projects examining similar topics (e.g. affordable housing and indigenizing landscapes).

“ I really appreciate the search for feedback and the transparency, which isn't all too common for UBC. ”

- Survey response

“ Not a lot of faculty and staff know what a [long range] vision means, not many people know what going to the Board of Governors means either[...] ”

- Survey response

Engagement and Communication Activities

There were also several comments related to the engagement and communication activities for Campus Vision 2050:

- There were observations that we are not reaching the right people (e.g., x^wməθk^wəyəm and neighbourhood residents).
- Participants want clarity on how tensions and tradeoffs between different groups will be managed during the Campus Vision 2050 process.
- There was also a desire for clear, consistent and transparent communication throughout the planning process.

March - April: Feedback on Draft Principles and Strategies

During the March and April engagement, we asked the public to evaluate draft guiding principles and associated strategies based on how closely they reflected what was important for the future of the campus. We also asked for feedback on what participants would change about the draft principles and strategies. The following section provides an overview of the feedback we heard during our public engagement events and through the online survey. A detailed summary of our data analysis can be found in Appendix 2.

High Level Takeaways

- 81% of survey respondents indicated that the draft principles and strategies capture what is important for the future of the campus.
- We heard a call to identify concrete targets and outcomes as part of the planning process in order to better monitor and report on the progress of the strategies.
- We also heard a desire to provide definitions of key terms used in the principles and strategies, and to employ stronger aspirational language to demonstrate institutional commitments.
- Affordability was a top community concern, and we heard a strong call for more affordable housing and food options on campus.
- Many participants cited their love for natural, green and open spaces on campus and voiced support for their continued preservation and stewardship.
- There was overwhelming support for the arrival of SkyTrain to campus to enhance UBC's regional connectivity, along with some concern that it will lead to increased housing costs on campus and serve as a rationale to build more housing that does not meet the needs of the community.

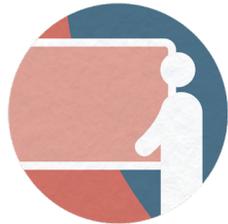
How We Reached People

1,034 people participated during the March - April engagement period on the draft guiding principles and strategies.



POP-UPS

146 participants



ROADSHOWS

347 participants



COMMUNITY CONVOS

81 participants



CMTE. MEETINGS

65 participants



ONLINE SURVEYS

283 participants



OPEN HOUSES

112 participants



Open house | Photo Credit: Campus + Community Planning

Detailed Takeaways

Draft Guiding Principle 1 Support UBC's pursuit of excellence in research, teaching and learning.

DRAFT STRATEGIES

- Provide capacity to meet UBC's teaching, learning and research needs, prioritizing development in the campus core.
- Enable innovative environments which are responsive to evolving needs, including more virtual and hybrid working and learning.
- Create spaces that invite interaction, collaboration and community partnerships.
- Use the campus as a living lab.

"As the nature of hybrid and remote work environments become the preferred lifestyle for professionals, consider repurposing existing office suites[...]"

- Survey respondent

WHAT WE HEARD

- We heard general support for flexible and innovative spaces that are responsive to evolving needs (e.g., the increase in virtual and hybrid working and learning) and invite interdisciplinary collaboration, partnerships and community engagement.
- There was support for more study spaces for both individual and collaborative study needs.
- There was some concern around further development in the campus core and calls to define what this looks like.
- Participants underscored that people are at the heart of UBC's academic mission and emphasized that this principle can only be realized through the success of all other principles. Participants affirmed that meeting the breadth of community needs is essential to supporting UBC's pursuit of excellence in research, teaching and learning.

79% said love it/
almost there

8% said no opinion

13% needs work/
way off



Draft Guiding Principle 2 Deepen UBC's relationship with xʷməθkʷəy̓əm and advance the Indigenous Strategic Plan (ISP).

DRAFT STRATEGIES

- Co-develop new ways to engage xʷməθkʷəy̓əm in land use planning through the xʷməθkʷəy̓əm-UBC Relationship Agreement.
- Embrace xʷməθkʷəy̓əm's traditional ways of knowing and practices.
- Enrich the campus with a stronger xʷməθkʷəy̓əm presence and create spaces that are welcoming to and inclusive of all Indigenous people.
- Create campus landscapes that continue the tradition of and renew xʷməθkʷəy̓əm practices (e.g., places where elders can teach youth about plants and harvesting).

“For new students, the Musqueam identity on campus is not as evident as it should be. How can planning push an unapologetically Musqueam place?”

- Community conversation participant, SCARP BIPOC Caucus

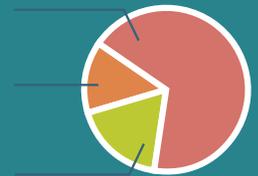
WHAT WE HEARD

- We heard a strong call to ensure that the principles and strategies are co-developed and approved by xʷməθkʷəy̓əm, and to provide transparency on how xʷməθkʷəy̓əm and campus Indigenous communities have been involved in the planning process.
- There were some concerns that this principle will result in more symbolic gestures of reconciliation.
- We heard a desire for the principles and strategies to more explicitly include and support other Indigenous peoples and groups in addition to xʷməθkʷəy̓əm.
- There were concerns from some community members that this principle would lead to xʷməθkʷəy̓əm perspectives being prioritized over the rest of the campus community, and a desire to see equal weight put into addressing other critical issues.

68% said love it/
almost there

14% said no opinion

18% needs work/
way off



Draft Guiding Principle 3

Support affordability and everyday needs of the campus community.

DRAFT STRATEGIES

- Explore new ways to improve housing affordability and access through the UBC Housing Action Plan review (e.g., location, amount, type, tenure and cost).
- Provide diverse housing types to meet student, faculty and staff needs and enhance livability.
- Support access to daily needs (e.g., groceries, schools and childcare) close to where people teach, learn and live.
- Provide community amenities that are essential to wellbeing (e.g., open spaces, recreation, prayer space and community uses).

“The new normal is nano suites, which are extremely tiny. They’re mostly for undergraduates [and do] not consider family/couples housing [...]”

- Roadshow participant,
Black Caucus

WHAT WE HEARD

- Affordability is a top community concern and we heard frequent calls to define what it means, particularly through an equity lens.
- We heard a strong call for more affordable housing options for the UBC community, including home ownership programs, as well as support for diverse and innovative types of housing (e.g., co-op housing) that meet the needs of different groups on campus (e.g., student families).
- We also heard a strong call for more affordable, diverse and high-quality food and grocery options on campus.
- We heard frustration that UBC is not building the right kinds of housing (i.e., too high-end) to serve community needs. A small number of participants expressed distrust in the university’s ability to meet the urgent need for affordable housing.
- In addition to building new affordable housing, many community members voiced the need to upgrade existing infrastructure (e.g., older residences).
- We heard that transportation and parking costs are a significant concern for frontline staff.
- There was a call to see UBC prioritize and expand childcare options.

81% said love it/
almost there

4% said no opinion

15% needs work/
way off



Draft Guiding Principle 4 Foster inclusion, belonging and community-building.

DRAFT STRATEGIES

- Create diverse spaces that welcome and support historically marginalized, equity-seeking groups, including Indigenous peoples.
- Design a barrier-free, universally accessible campus.
- Design for safety and personal security.
- Develop a compact, walkable and mixed-use campus.
- Create spaces for interaction, artistic and cultural expression, and community building.

“[...]We need spaces where
200-250 people can eat
and pray together, and build
community[...]”

- *Community conversation
participant, University
Multifaith Chaplains
Association*

WHAT WE HEARD

- We heard frequent support for the creation of more large gathering spaces, particularly for religious and cultural affinity groups on campus.
- We heard a desire to define terms such as “barrier-free” and “universal accessibility,” and to provide concrete examples of what that will look like on campus.
- There were suggestions to use more inclusive language in the strategies (e.g., “walkable” only speaks to able-bodied people).
- We heard enthusiasm for supporting and strengthening a thriving arts and culture district at UBC, including adding more amenities (e.g., night time food options) to the north end of campus to attract more visitors.
- Nighttime safety is a significant concern. We heard calls to improve lighting on campus, especially near older residences (e.g., Acadia, Fairview, Gage) and in the Marine Drive area, as well as enhanced SafeWalk services.
- There was some fear that the focus on equity-seeking groups will result in an unequal prioritization of people and needs and counter values of inclusion.

78% said love it/
almost there

10% said no opinion

12% needs work/
way off



Draft Guiding Principle 5 Steward the land to enhance the campus ecology and livability and fund UBC's priorities.

DRAFT STRATEGIES

- Explore residential housing development to fund the Trek Endowment, community housing, infrastructure and amenities and a potential financial contribution towards the SkyTrain extension.
- Learn from the Musqueam practice of long-term care by balancing what one takes from and gives back to the land.
- Enhance biodiversity and natural systems, and preserve key natural and research assets (e.g., UBC Farm, UBC Farm, Botanical Garden and Rhododendron Wood).
- Create livable, compact and thriving communities.

“This is a chance for UBC to once again be a world & regional leader in its decision making & become a tangible leading model for the rest of the world, especially in terms of respecting Indigenous knowledge, addressing the climate emergency, green city & building design, ecological conservation & accessibility.”

- Survey respondent

WHAT WE HEARD

- We heard strong feedback that the strategy on funding and housing development does not fit with considerations of ecological stewardship. Participants expressed concern that linking the two together makes this principle and the planning process feel disingenuous.
- Some participants were concerned that future development will negatively impact campus ecology and biodiversity, and expressed opposition to further growth and development. At the same time, we also heard wide support for UBC to build more affordable housing to meet the needs of the community and region.
- There were frequent suggestions for ecology to be considered as a standalone principle or for it to be included under the climate principle.
- There was a strong call for the preservation of green spaces and forested areas on campus. We also heard support for controlling invasive plant species.

75% said love it/
almost there

8% said no opinion

17% needs work/
way off



Draft Guiding Principle 6 Lead in responding to the climate emergency.

DRAFT STRATEGIES

- Implement the Climate Action Plan 2030 through a transit-oriented campus that integrates SkyTrain.
- Reduce carbon and water consumption through building design, infrastructure and landscapes.
- Promote climate-adaptive and resilient campus systems, incorporating Indigenous ways of knowing.
- Promote circularity in waste, water and energy systems.
- Explore development scenarios that account for climate change impacts and minimize carbon emissions as a result of new building construction and operations.

“The heat dome taught us we need to retrofit for cooling. Also, with more serious wildfire season and potential flooding (and of course, The Big One), the campus plan needs to have well-rehearsed emergency procedures and facilities[...].”

- Survey respondent

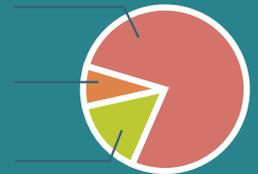
WHAT WE HEARD

- We heard a call for stronger language to demonstrate institutional commitment to responding to the climate emergency, and a desire for more ambitious carbon emission reduction targets.
- We heard support for climate adaptable and resilient buildings. Many participants made references to adapting building design and materials so that they can withstand higher temperatures (e.g., extreme heat waves).
- We heard calls to explicitly include accessibility considerations in the Climate Action Plan 2030, as there were concerns that a focus on a transit-oriented campus may not include the needs of those with accessibility constraints (i.e., those who are reliant on vehicle use).
- There were suggestions to incorporate strategies that address the loss of biodiversity alongside the climate emergency.
- We heard support for more community gardens on campus and increasing public education around personal sustainability practices (e.g., sorting waste).

77% said love it/
almost there

8% said no opinion

15% needs work/
way off



Draft Guiding Principle 7 Strengthen connectivity within the campus and to the broader region.

DRAFT STRATEGIES

- Plan for the arrival of SkyTrain, including enabling academic growth, housing options and partnerships.
- Prioritize the use of active and sustainable transportation modes on campus, and respond to future mobility trends.
- Create a safe and comfortable public realm network that is easy to navigate.
- Coordinate with academic planning at UBC sites across the region.
- Coordinate planning of future UBC neighbourhoods and amenities with other regional jurisdictions.

“Great to hear that the SkyTrain extension is of top priority! UBC needs this to be able to continue to attract top students and staff from the Lower Mainland.”

- Survey respondent

WHAT WE HEARD

- There is strong support for more cycling infrastructure (e.g., protected bike lanes, bike storage, end-of-trip facilities) and enhanced connectivity on campus (e.g., increase campus shuttle service, safer pedestrian networks and more evenly dispersed amenities).
- We received some feedback that this principle is missing strategies on ecological connectivity and road and traffic safety.
- We heard strong support for SkyTrain to UBC, as well as some concern around its emphasis across the different principles and strategies. Some participants noted that SkyTrain will not be the only solution to addressing critical issues relating to affordability, transportation and the climate emergency.
- There was some concern that the arrival of SkyTrain will lead to increasing housing costs on campus and serve as a rationale for building more housing that does not meet the needs of the community (i.e., too high-end).
- We heard a call for this principle to include affordability considerations. We also heard support for subsidized transit options for lower income transit users arriving to campus (e.g., students and hourly wage workers).
- We heard a call for improved campus safety in anticipation of the higher volume of people that will be at UBC through the arrival of SkyTrain.

76% said love it/
almost there

11% said no opinion

13% needs work/
way off



Thank You!

Agronomy Garden
Alma Mater Society
Anti-Racism and Inclusive Excellence Task Force*
Belkin Gallery
Black Caucus
Black Graduate Student Network
Black Student Union
Building Operations
Campus Biodiversity Initiative: Research and Demonstration
Campus Security
Campus Vision 2050 Community Advisory Committee
Centre for Accessibility
Childcare Services
Collegia Staff and Student Advisors
Conferences and Accommodations
Corus and Argyle East Strata Councils
Custodial Staff Crews: Midnight, Evening and Morning
Department of Geography
Dining Hall Staff - Open Kitchen, Totem and Place Vanier
Disabilities United Club
Disability Affinity Group*
Emeritus College
Equity and Inclusion Office
Equity Student Advisory Council
Faculty of Applied Science
Faculty of Arts
Faculty of Forestry
Faculty of Land and Food Systems
Faculty of Law Faculty Council
Faculty of Medicine
Faculty of Pharmaceutical Sciences
Faculty of Science
First Generation Student Union
First Nations House of Learning
Free Periods UBC
Geography Students' Association
Global Lounge
Graduate Student Society
Hillel BC
IDEAS@UBC
IBPOC Connections*
Library Operations

We would like to thank everyone who participated in the Needs and Aspirations engagement for Campus Vision 2050. Your ideas, perspectives, hopes, dreams and concerns have been critical to the process, and we are committed to strengthening our relationship and building further opportunities for collaboration moving forward. Groups are organized in alphabetical order.

* In some cases, while we were unable to meet with the group, we are grateful to the representatives with whom we connected.

Muslim Students Association*
Museum of Anthropology
National Organization for Minority Architects
Norma Rose Parents Advisory Council
Pacific Spirit Park Society
Planning Equity Coalition
Point Grey Islamic Society
President's Advisory Committee on Campus Experience
Property and Planning Advisory Committee
Residence Advisors
Residence Life Managers
Sauder School of Business
School of Architecture and Landscape Architecture
School of Community and Regional Planning
School of Community and Regional Planning BIPOC Caucus
School of Music
School of Public Policy and Global Affairs
Science Undergraduate Society
Senate Academic Building Needs Committee
Seri Malaysia Club
Sexual Violence Prevention and Response Office
Smart Cities Club
Sustainability Ambassadors
Tandem Language Club
Tapestry Seniors Living
The Association for Population and Public Health Students
The Council of Senates Budget Sub-Committee
Third Quadrant Design Team
Trans, Two-Spirit, and Gender Diversity Task Force*
UBC CAPACity
UBC Feminists for a Feminist Architecture
UHill Elementary School Parent Advisory Council
UHill Secondary School Parent Advisory Council
University Multifaith Chaplains Association
University Neighbourhoods Association (UNA)
UNA Board of Directors
UNA Community Engagement Advisory Committee
UNA Land Use Advisory Committee
UNA-UBC Liaison Committee
UTown@UBC Pre-Teen Leadership Program
UTown@UBC Youth Leadership Program
Vancouver Indigenous Students' Collegium
Wasternaut