



Engaging Vancouver's Chinese community in achieving a one-planet ecological footprint

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Overview

The City of Vancouver seeks to be the Greenest City in the world by 2020 with guidance from the *Greenest City 2020 Action Plan*. The City can only achieve its ten goals with extensive engagement and participation from its diverse residents, organizations and businesses. In 2006, the broader Chinese community became one of the largest ethnic groups in Vancouver, with a growing impact on the social fabric, economy and ecological integrity of the city. At the same time, diverse groups amongst the Chinese community became important allies in greening our city. As the 2011 'Survey Report on Engaging the Chinese Community in a Green Future' reveals, Chinese residents have a high awareness of and interest in sustainability, but have a lower level of participation in the Greenest City 2020 Action Plan (Wang.M. 2011). This project aims to understand this gap in participation by addressing how the City of Vancouver can better engage the broader Chinese community in taking action towards Greenest City goals and a one-planet ecological footprint.

Highlights from this report include:

1. A brief overview of the diversity within the broader Chinese community and a map of key community influencers and opinion leaders
2. A glimpse into broader Chinese attitudes and behaviors towards the Greenest City goals and priority actions
3. Best practice multicultural engagement strategies and tactics, including a Chinese media strategy
4. Recommendations on translation and interpretation guidelines for future Greenest City initiatives that reach out to the Chinese community



Background & Objectives

The UBC Sustainability Initiative (USI) has partnered with the City of Vancouver to provide some of UBC's visionary graduate students with the opportunity to serve as Greenest City Scholars; developing research that contributes towards the implementation of the Greenest City 2020 Action Plan. As part of this initiative, I am working with the City of Vancouver's Corporate Communications department to answer the following question: how can the City of Vancouver better engage diverse groups in the broader Chinese community in taking action towards Greenest City goals and actions? Engagement refers to the process of informing, consulting, involving, and collaborating with multicultural groups to make the Greenest City 2020 Action plan meaningful and empowering. The Greenest City goals emphasized in this project are those that require extensive civic leadership and participation to be successful. They include: green buildings, green transportation, zero waste, clean water and local food.

This project builds upon 2011 Greenest City Scholar Maggie Wang's 'Survey Report on Engaging the Chinese Community in a Green Future'. By incorporating her findings on the broader Chinese community's information channels of choice, language preferences and general attitudes towards the environment, this project aims to investigate:

1. The City of Vancouver's current engagement approaches and communication channels with the Chinese community
2. Best practice multicultural engagement strategies for "going green"
3. A map of community "influencers" and eco-champions from the broader Chinese community
4. Human-interest stories of eco-leaders from the broader Chinese community taking action towards a lighter ecological footprint
5. A sample of Chinese attitudes and behaviors towards specific Greenest City goals and actions, including:
 - Green Buildings: reduce energy use and greenhouse gas emissions in existing buildings by 20% over 2007 levels.
 - Green Transportation: make the majority (over 50%) of trips by foot, bicycle, and public transit.
 - Zero waste: implement the food scraps composting program.
 - Clean water: reduce per capita water consumption by 33% from 2006 levels
 - Local food: Grow more food in the city and increase food assets by a minimum of 50% over 2010 levels
6. The challenges and opportunities posed by a non-Chinese researcher learning from and working alongside different groups in the Chinese community

Methodology

This study draws from an empirical approach, using a mixed methods design with two parallel phases. In the first phase, quantitative data was collected using in-person spot surveys at community events and survey questionnaires during individual interviews. In the second parallel phase, a qualitative multiple case study approach was used to collect data from individuals and small groups through semi-structured interviews and a focus group. The rationale for this mixed approach is that the quantitative data and results provide a sample of Chinese attitudes and behaviors towards Greenest City goals and actions, while the qualitative data provides more in-depth information on ideal communication channels and engagement strategies between the City of Vancouver and the broader Chinese community.

The focus group, semi-structured interviews, and survey questionnaires were conducted through a snowball sampling technique. Community “influencers” were chosen by means of their contact with the City of Vancouver and renown amongst the broader Chinese community. They were also chosen because of their known leadership, contributions and tendency to communicate new ideas and opinions to diverse groups in the community. Their observations and perceptions are not fully representative of all groups within the Chinese population but provide valuable insight into some culturally relevant perceptions, behaviours and engagement needs. City employees were chosen for semi-structured interviews based upon their departments past and present work in community engagement and multicultural outreach.

Random sampling was used to conduct spot surveys with the general public, whereby members of the Chinese community present at four community events had an equal and random chance of being selected.

Because of the small sample size, survey respondents are not fully representative of all groups in the broader population. The pool of available respondents was biased to four community events where the City of Vancouver had set up booths from June – July 2012. The spot survey results were, however, compared to the results of the interviews and survey questionnaire and found to be consistent.

Overall,

- 20 staff from 10 City of Vancouver departments and boards participated in semi-structured interviews
- 24 community influencers from diverse community hubs, social services, environmental clubs, faith groups, Chinese media outlets, and leadership groups participated in semi-structured interviews and surveys
- Eight community influencers from Oakridge and Marpole participated in a focus group
- 40 members of the broader Chinese community completed spot surveys at four community events held in Marpole, Oakridge, Grandview-Woodland, and the West End.

The Chinese Community in Vancouver

The City of Vancouver’s Chinese community is one of the largest and most diverse ethnic groups. There are over 168,215 people and 29.4% of the City’s total population that are of Chinese-descent (Statistics Canada, 2006). The broader Chinese community can be looked at from a number of perspectives, including age, gender, Country of origin, language preference, generation of migration to Canada, socio-economic status and ecological traditions. Here is an overview of some of these perspectives.

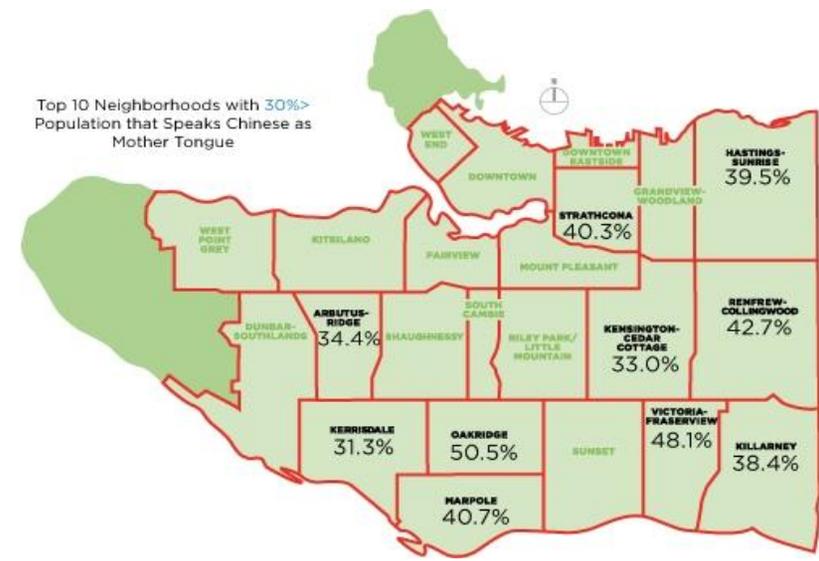
Country of Origin

Chinese immigration began in Canada in the 1780’s and expanded in 1858 with the lure of the Fraser Canyon Gold Rush. In the 1880’s, Chinese labourers from Mainland China were contracted to construct the Canadian Pacific Railway. Thereafter, Chinese labourers and their families established deep roots and social networks in the City of Vancouver (City of Vancouver, 2011). In the 1980’s, with the threat of political instability in Hong Kong, a stream of newcomers came to Vancouver becoming the largest sub-group (~50%) of Chinese immigrants. Newcomers and long-established Canadians from Mainland China are the second largest sub-group (~40%), followed by a smaller number from Taiwan (~10%) (Wang, M. 2011). Since 2004, the number of immigrants from Mainland China has been steadily increasing, surpassing the number emigrating from Hong Kong and Taiwan (Wang, M. 2011).

Language Preferences

Ten neighbourhoods in the City of Vancouver have more than 30% of their population speaking Chinese as their mother tongue (see image below). Chinese residents within these neighborhoods are highly diverse and have a variety of language preferences. Newcomers and long-established Canadians from Hong Kong tend to be highly proficient in English and Cantonese, as these are the two official languages of Hong Kong.

Newcomers and long-established Canadians from Taiwan tend to be proficient in Mandarin or Taiwanese Hokkien (“Taiwanese”). The majority of newcomers from Mainland China speak Putonghua (“Mandarin”), and a small number speak Cantonese (Wang, M. 2011). In terms of written Chinese, ‘A Survey Report on Engaging the Chinese Community in a Green Future’ reveals 54% of respondents are comfortable reading both traditional and simplified Chinese. The younger generation (15-30 years old) may, however, feel more comfortable reading English or simplified Chinese as that is what is commonly taught in Canadian –Chinese language schools (Community Influencer, interview. 2012).



Socio-Economic Status

Chinese immigrants that came to Vancouver between 1980 and 2000 tend to have a lower economic status than the general public. Their total income is half (\$15,000 vs. \$30,000) that of the general population, with their total employment income ~15% less and self-employment income 6% less (Wang, M. 2011). The broader Chinese communities investment income, however, remains high at approximately 34% greater than the general public (Wang, M. 2011). Newcomers and long-established Canadians from Hong Kong tend to amass the largest incomes. This could be due to a number of factors, such as their high English language proficiency (Wang, M. 2011). Newcomers that face unemployment and underemployment can also return to Hong Kong for work and establish 'satellite' families in Vancouver (Fung, W. personal interview. 2012). Newcomers and long-established Canadians from Taiwan tend to have the highest investment income and educational success (Wang, M. 2011). Middle-income newcomers from Mainland China, however, tend to face the greatest barriers to settlement in Vancouver (Wang, M. 2011). This could be due to their lower levels of English language proficiency, and adjustments required to Canada's decentralized government environment (Wang, M. 2011). While immigrants that belong to the investor immigrant class are highly financially successful in Vancouver.

Ecological Perceptions, Traditions & Framing

Newcomers and long-established Canadians from Hong Kong, Taiwan and Mainland China have a rich history of ecological beliefs and customs. 'A Survey Report on Engaging the Chinese Community in a Green Future' shows members of the Chinese community have a good understanding of "green language" in both English and Chinese and participate as individuals and families in daily behaviours that contribute towards a lighter ecological footprint. They have a low level of participation, however, in group and citywide "green" activities (Wang, M. 2011). Some of the Chinese community influencers interviewed here have shed light on cultural customs and ecological traditions to draw from in making Greenest City relevant and meaningful.

'Make it about "We"'

Chinese cultures tend to be collectivist, placing high value on the wellbeing of the group and family and interpersonal and intergenerational relationships. Let's celebrate collectivism in the green movement.

Celebrate Ecological Traditions

China has been an agrarian society for centuries with its political history, and philosophical systems of Confucianism, Taoism and Buddhism tied to notions of harmony between humans and nature (Wang, M. 2011). Newcomers and established Canadians may still be tied to these customs, be it through direct participation in the agricultural sector or through their philosophical beliefs, annual holidays, ties to the lunar calendar system and other customs (Wang, M. 2011).

Frugality & Diligence

Since the establishment of the People's Republic of China in 1949, the red Maoist era ushered in the notion of "building our country through diligence and frugality" and "[practicing] strict economy and combating waste" (Wang, M. 2011). Popular "green" slogans included "honour to frugality; shame to extravagance", and "ample food and clothing come with your own hands". These notions of 'simple living' continue today in the lived experiences of many people from China (Wang, M. 2011).

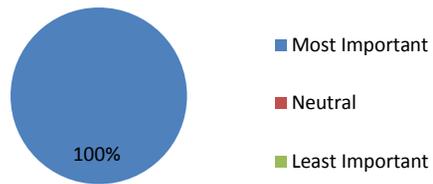
Greenest City Attitudes & Behaviors

Spot surveys and survey questionnaires conducted with a small sample of Chinese residents and community influencers provide a glimpse into the community's attitudes and behaviors towards Greenest City goals that require extensive citizen participation, including green buildings, zero waste, local food, clean water and green transportation. Community influencers from the Chinese community were asked to rate on a scale of

1-5 (1=most important, 5=least important) which of the goals and priority actions their community finds most and least important. The results reveal some interesting trends that require further research with a larger sample size to verify. The *most important* goals highlighted by the community influencers were green transportation, zero waste, clean water and green buildings (see results below).

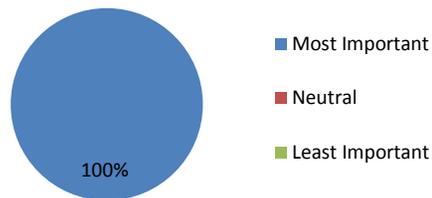
1. Green Transportation

Green Transportation: Make Majority (Over 50%) of Trips by Foot and Public Transit



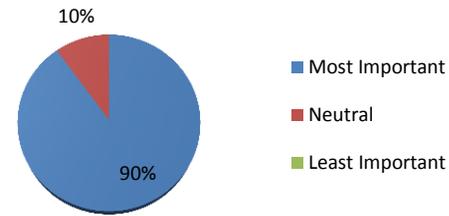
2. Zero Waste

Zero Waste: Reduce Solid Waste through Food Scraps Composting



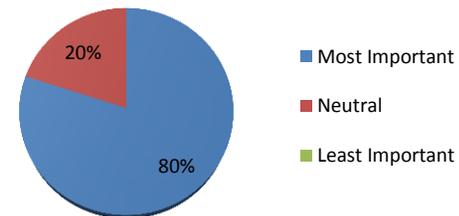
3. Clean Water

Clean Water: Reduce Per Capita Water Consumption



4. Green Buildings

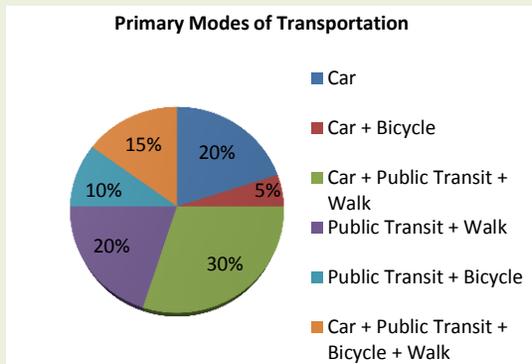
Green Buildings: Reduce Energy Use in Existing Buildings



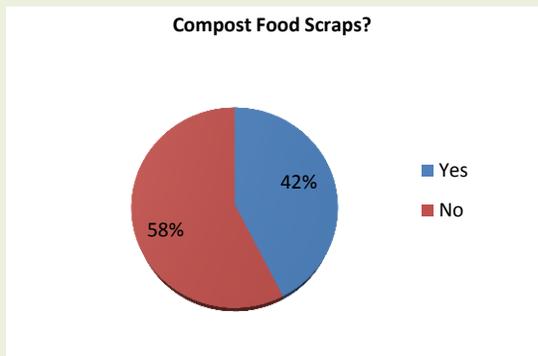
Spot surveys were conducted with a small sample size (N=40) of Chinese residents to get an initial idea of the Greenest City behaviours they take action towards on a daily basis. Here are some of the behaviours Chinese

residents participate in that are aligned with the above attitudes. Once again, further research with a larger sample size is required to generalize these results to the whole population.

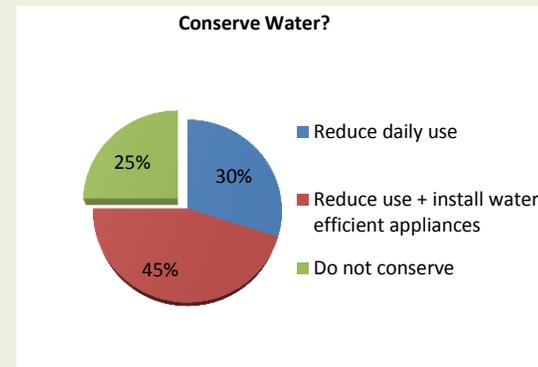
1. Green Transportation



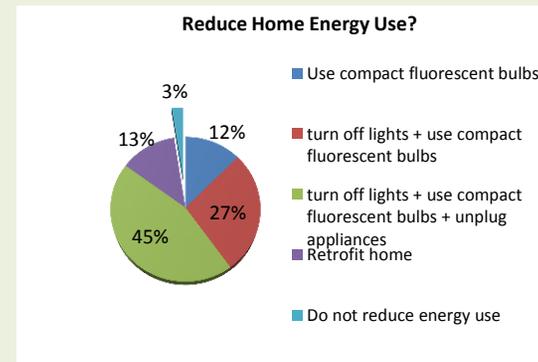
2. Zero Waste



3. Clean Water



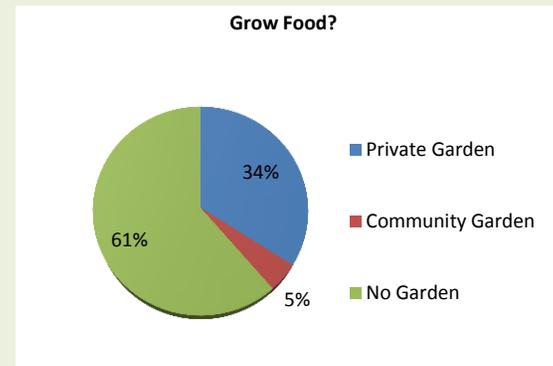
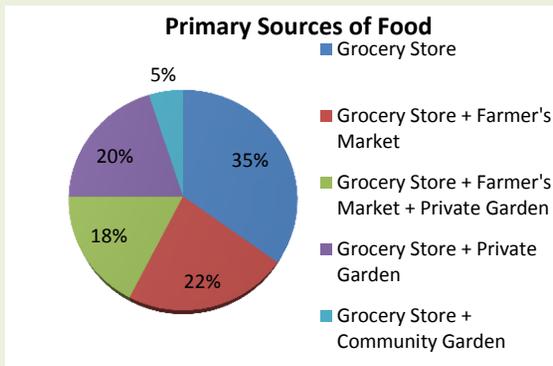
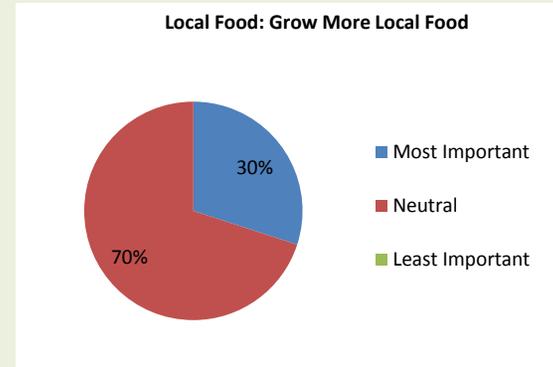
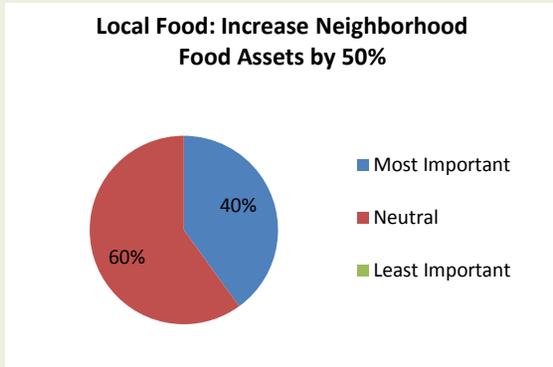
4. Green Buildings



Community influencers rated their broader community as *neutral* towards the Greenest City goal of local food. Findings from the spot surveys reveal

65% of respondents participate in multiple neighbourhood food assets, such as gardens and local farmer’s markets (see results below).

1. Local Food

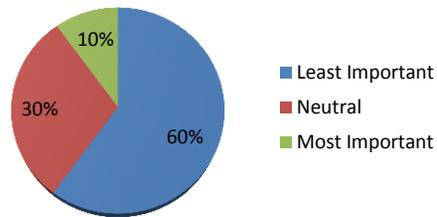


The *least important* goals identified by community influencers were green transportation (specifically making the majority of trips by bicycle) and green buildings (reducing GHG emissions in existing buildings). This is further revealed in the spot survey where 70% of respondents do not currently bicycle. The top two reasons identified for not bicycling were

safety and the city’s hilly terrain. Respondents also did not fully understand the meaning of “reducing greenhouse gas (GHG) emissions”. Further research is required to assess the broader public’s knowledge of GHG emissions.

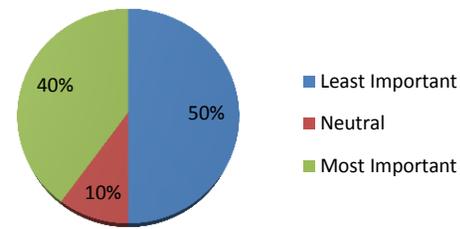
1. Green Transportation

Green Transportation: Make Majority (Over 50%) of Trips by Bicycle

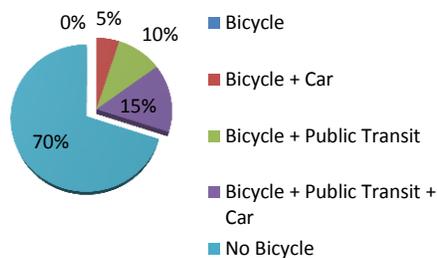


2. Green Buildings

Green Buildings: Reduce GHG Emissions in Existing Buildings



Bicycle?



Multicultural Engagement in the Greenest City 2020 Action Plan

This section presents best practice multicultural engagement strategies with the aim of promoting Chinese engagement in the Greenest City 2020 Action Plan. By providing eight steps to consider, with valuable insight and perspective from City staff and community influencers, this is meant to complement frameworks already in use at the City of Vancouver.

The steps are:

- 1 Setting Objectives
- 2 Conducting Audience Research
- 3 Developing the Message
- 4 Deciding on the Best Strategic Approaches
- 5 Understanding Communication Channels
- 6 Developing a Chinese Media Strategy
- 7 Implementation & Program Tactics
- 8 Following Translation/Interpretation Guidelines

Setting Objectives

Some sample objectives to guide an engagement process with the broader Chinese community:

- Improve the City of Vancouver’s relationship with opinion leaders and community influencers in the broader Chinese community
- Learn more about what motivates different groups in the Chinese community to “go green”
- Inform and involve the Chinese community in co-developing Greenest City programs with the aim of building a sense of ownership and civic agency
- Empower the Chinese community to take action towards Greenest City goals by integrating community influencers and eco-champions into the governance and management structure (i.e. committees, task forces, trainees etc.)
- Collaborate with Chinese media to educate and engage residents on how to participate in the Greenest City 2020 Action Plan
- Develop targeted and effective engagement strategies with the guidance of staff and community cultural connectors
- Invest in multicultural engagement through program budgeting, multilingual staff allocations and creativity in engagement approaches

Conducting Audience Research

Effective and targeted engagement strategies require the City have a better grasp of all the diverse groups in the Chinese community.

Tools

Tools currently in use at the City of Vancouver to conduct audience research include:

- Census Data
- Neighborhood Profiles
- Consultation processes (i.e. focus groups and message testing)
- The Environics Analytics Prizm Tool (i.e. demographic estimates & projections)

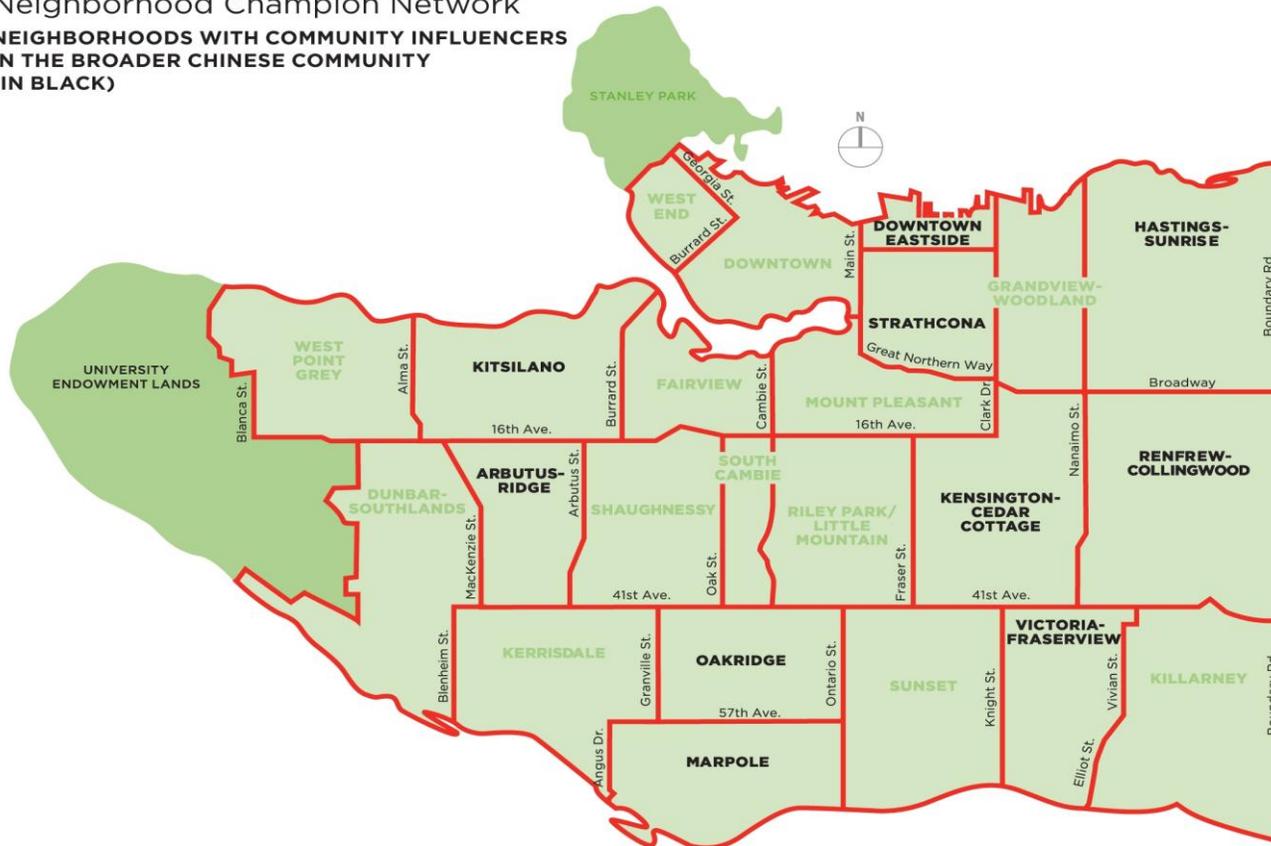
Mapping the Audience

Limited information is available to map all of the diverse groups in the Chinese community. Nevertheless, it is possible to track the profiles of key opinion leaders that have extensive knowledge of their broader community’s perceptions, behaviours, and preferred levels of engagement in Greenest City goals and actions. The most well-known community “influencers” in 2012 are listed in the Neighbourhood Champion Network map below (see page 14) because they meet one or more of the following:

- They set trends and influence broader opinions in their community
- They have served as eco-champions with extensive knowledge of the Greenest City 2020 Action Plan
- They have made positive contributions to their broader community and have been recognized for doing so
- They are willing to advise, consult and collaborate with the city while engaging their community in city initiatives
- They are familiar with Chinese culture, and specific engagement needs surrounding language, customs, and social interactions
- They have legitimacy at a neighborhood and/or city scale because they work directly with the public

Community “influencers” may vary over the years, but the organizations they serve have long-standing ties to the broader Chinese community and serve as pivotal sources of social and political capital.

Neighborhood Champion Network
**NEIGHBORHOODS WITH COMMUNITY INFLUENCERS
 IN THE BROADER CHINESE COMMUNITY
 (IN BLACK)**



1. OAKRIDGE

Joseph Lin, Founder
 Green Club
 Wai Sin, Vice-President
 Oakridge Marpole Community Association

2. VICTORIA-FRASERVIEW

Koyali Burman, Community Dev. Coordinator
 South Vancouver Neighborhood House

3. RENFREW-COLLINGWOOD

Jennifer Gray-Grant, Executive Director
 Collingwood Neighborhood House
 Diane Wilmann, Director of Family and Senior's Planning
 Frog Hollow Neighborhood House
 Vagner Castilho, Teacher
 Windemere Secondary School

4. MARPOLE

Felix Loo, Deacon
 Westside Baptist Church
 Cecilia Chueh, CEO
 Taiwanese Cultural Society
 Beatrice Ying, District Coordinator
 Tzu Chi Foundation
 Lancy Siu, Pastor
 Marpole Baptist Church
 Scarlett Pan, Director
 Marpole Business Improvement Association
 Meena Wong, Activist and Green Campaigner
 Civic Engagement Society
 Kevin Ko, Taiwan Chamber of Commerce
 Luke Liang, Program Manager
 S.U.C.C.E.S.S. Granville Service Centre

5. STRATHCONA

Liang Tang Ho
 Greater Vancouver Taiwanese Senior's Association
 Ron Suzuki, Recreation Programmer
 Strathcona Community Centre
 Claudia Li, Founder
 Shark Truth
 Judy McGuire
 Strathcona Residents Association

6. HASTINGS-SUNRISE

Harry Mah, Secretary
 Community Policing Centre

7. ARBUTUS RIDGE

Jen-Li Tsai, Reverend
 Taiwanese Presbyterian Church

8. KENSINGTON-CEDAR COTTAGE

Ivory Ha, Senior Coordinator
 Kensington Neighborhood House

9. DOWNTOWN EASTSIDE

Dennis Chan, Chair
 S.U.C.C.E.S.S. Headquarters
 Linton Chokie, Board Member
 Vancouver Asian Heritage Month Society
 George Chow, Founder
 Chinese Benevolent Association of Canada
 Timothy Tse
 Chinese Entrepreneurs Association of Canada
 Michael Leung, Owner
 Harvest Community Foods
 Albert Fok, President
 Chinatown Business Improvement Association
 Tony Lam, President
 Chinatown Merchants Association

10. KITSILANO

Winnie Hwo, Climate Change & Clean Energy
 Campaigner, David Suzuki Foundation

11. UNIVERSITY ENDOWMENT LANDS

Alan Lu, President
 UBC Chinese Students and Scholars Association
 Amy Chen, UBC Taiwan Association

Target Audience

A targeted engagement strategy should involve selecting key groups to mobilize first before reaching out to the broader Chinese community. They should be selected based upon their willingness to participate in city initiatives, previous knowledge of “green” actions, and capacity to dedicate time and energy towards motivating their broader community to get involved. Both city staff and community influencers identified the following groups as potential ‘messengers of change’:

Age:

- Youth (15-30 years old)
- Young parents and families (20-40 years old) that have children in the school system and are invested in the community
- Seniors who participate in walking clubs, gardening, and reducing waste and energy use

Generation of Migration

- First generation families that have lived in Vancouver for over 20 years and are accustomed to Vancouver’s green initiatives

Socio-Economic Status

- Middle income households that have some affluence, are invested in their community, are willing to participate in city initiatives and can be mobilized to become ‘footprint conscious’
- Emerging entrepreneurs interested in meeting the demands of a green economy

City staff and community influencers also identified the following groups as difficult to engage in Greenest City initiatives:

Generation of Migration

- New immigrants that have lived in Vancouver for less than 10 years. They may be focused more on settling into Vancouver and learning English.

- Immigrants that have lived in Vancouver for over 20 years and came when the economy was booming may prioritize economic development over the environment.

Socio-Economic Status

- Low-income youth and new immigrants that face high financial burdens may prioritize making a living for their family over “going green”
- High-income individuals and families may value material wealth and abundance over environmental sustainability

Obstacles and Enablers to Engagement

Some topics to consider when launching a Greenest City engagement process:

1 Knowledge/Education

- Obstacles: program-specific knowledge and English language proficiency may be lower in a target community
- Enablers: community influencers and in-house bilingual staff can consult on program designs and translation services

2. Socio-cultural Context

- Obstacles: limited number of in-house staff that speak Chinese and understand community beliefs, social hierarchies (i.e. wealth), cultural protocols (i.e. reaching out to leaders before broader community), and divisions between diverse groups (i.e. residents from Hong Kong, Mainland China and Taiwan)
- Enablers: Chinese cultures tend to be collectivist and enable strong relationships to be developed between City and community. City staff that are culturally and linguistically mobile can shed light on culture-specific customs, communication styles, and divisions between groups

3. Location

- Obstacles: limited resources available to be creative and reach out to the Chinese community where “they already are”
- Enablers: the city can build partnerships with community hubs, agencies and the Chinese media

4. Finances

- Obstacles: cost of translation services
- Enablers: in-house multilingual staff that can provide translation services

Developing the Message

Community influencers shared some valuable insight on how to better message five Greenest City goals for the broader Chinese community. Here are their tips:

Green Transportation

Branded statements need to:

- Convey message that walking, cycling and public transit are connected to improving family health & neighborhood safety and walkability
- Address concerns and demand for more frequent and accessible public transit outside the downtown core
- Address community fears around bike lanes (i.e. increasing property taxes, exclusivity to mainstream society, dangerous paths and terrain, and high costs for low number of cyclists)
- Recognize stories of new immigrants and low- to middle-income families that rely on public transit and walking
- Convey the practicality of green transportation, showing possible transitions from car to carpool to public transit
- Improve the "prestige" of walking, cycling and public transit by showing how it is connected to material success, abundance and community connection

Local food

Branded statements need to:

- Convey message that neighborhood food assets are relevant to everyone and a source of economic and social capital
- Address concerns that 'local food' initiatives are seasonally-bound and may limit access to culturally relevant food
- Convey how community gardens are great for newcomers that may not have access to land, but want to grow food and build a sense of belonging in their community

- Show prestige, health and safety benefits associated with children, families and elders that eat local, fresh food
- Celebrate everyday stories of residents that grow food in their private gardens. There are also great news stories of families living inter-generationally where the elders are teaching their grandchildren to garden.

Zero Waste

Branded statements need to:

- Convey message of the costs and benefits of food scraps composting, such large landfill sites, high incinerator costs or loss in valuable fertilizer
- Be short, concise and show the basic steps to composting
- Address community's concern about lack of cleanliness of food scraps composting program, such as potential accumulation of pests, foul odours and mold build-up.
- Provide easy-access to free or affordable food scraps kitchen containers that kill food odors and prevent pests and fruit flies. Some families will not compost without proper kitchen containers, while others freeze their food scraps in plastic containers before placing both in the compost bin on the day of pick-up.
- Adapt food scraps composting program to accommodate multi-family apartment buildings. There is interest amongst renters and apartment dwellers to compost.

Clean Water

Branded statements need to:

- Convey message that Vancouver needs to maintain quality and quantity of water for future generations to come
- Celebrate stories of families that reduce their daily water consumption and have installed water efficient appliances
- Enhance water education and show cost savings associated with reduced water consumption and reduced water bottles

Green Buildings

Branded statements and programs need to:

- Show multiple motivating factors and rewards associated with reducing one's home energy use (i.e. health, safety, resilience, community belonging, and wealth)
- Use short, concise and simple stories that clearly define greenhouse gas emissions for the public. Community influencers revealed that their broader community has limited knowledge of greenhouse gas emissions. Further message testing and education is required.
- Provide green building education by showing facts and testimonials of families that have retrofitted their homes
- Enhance energy education by showing the costs and benefits of all of the major types of renewable and non-renewable energy systems available in Vancouver
- Convey message that green home retrofits can increase a homeowner's prestige by increasing peace and quiet, energy and cost savings, property values and home safety. People want to participate in green programs that are popular, have clear benefits and enable financial savings
- Address community concerns associated with the process of greening one's home. For the City's Home Energy Loan Program (HELP), the presence of government officials in one's private home for an energy audit may be problematic to newcomers not accustomed to Canada's government. Residents also question the jurisdiction of the City to control green building bylaws. Others associate green buildings with the Olympic Village and the image of unaffordable housing. Others believe that home retrofits increase building costs and property values which may lead to increasing property taxes
- Provide diverse financing tools for the Chinese community to retrofit their homes or businesses. The Home Energy Loan requires the public to take out a loan to retrofit their home. Some members of the Chinese community do not feel comfortable

financing home retrofits over the long term and prefer paying upfront. Financing tools should convey how the public can save costs and avoid paying interest over the long term.

Green Economy

Branded statements need to:

- Show the most prestigious "green jobs" that the public can aspire towards and that bring diverse communities material wealth and abundance.
- Celebrate stories of successful businesses that have made the shift to renewable energy and reduced greenhouse gas emissions.
- Enhance "green economy" education by showing young and emerging entrepreneurs building new "sustainability skills" and entering key "green" sectors

Green Messaging Tips

- "Let's work together to ensure future generations enjoy what you treasure about living in Vancouver - economic opportunity, the natural beauty, green space, clean air, great education, nutritious food, and safe neighbourhoods."
- "Take care of your family! Go green to improve the safety, health and harmony of your neighborhood. Reduce crime and traffic, increase property values, improve air quality, and inspire your children to walk/bike more and drive less."
- "I am doing it, so can you!" (Eco-leader)
- "Consume less; save money and energy; reduce your environmental impact"
- Going green shows "you've made it" – you are successful

Deciding on the Best Strategic Approaches

Here is a brief overview of some guiding steps to consider in planning a multicultural engagement strategy with the broader Chinese community. The recommendations highlighted below have been collected from over 20 City staff and 20 community influencers.

Build Connections

City Directors and multilingual staff can play a pivotal role in developing long-term relationships with community influencers, media representatives, family/clan associations and organizations in the broader Chinese community. These relationships will lay the foundation for any future engagement process.

Employ Eco-Champions

Community influencers with knowledge of the Greenest City 2020 Action Plan and experience championing green activities could be mobilized to serve as “green role models” for a Greenest City initiative. See page 19 for a list of eco-champions that inspire “green action” in the broader Chinese community.

Parallel Greenest City Multicultural Branding

Community influencers from the Chinese community felt that the Greenest City 2020 brand is exclusive to mainstream society. A parallel Greenest City brand for multicultural communities could be explored to show:

- Greenest City is people-centered, rather than program centered
- “multicultural people like me” are part of the green movement
- holistic imagery reveals both the costs and benefits of Greenest City

Develop Targeted Program

- Make Objectives SMART
- Conduct Chinese market research
- Explore how different groups relationship to the Greenest City by 2020 initiative may vary according to years spent in Canada. Targeted programs may then take a ‘generation of migration’ approach, engaging different groups according to the number of years spent in Canada.
- Conduct message testing to understand audience’s knowledge and comprehension of Greenest City goals, programs and materials
- Develop parallel English speaking and Chinese speaking programs from the outset to ensure budget, resources and staffing is allocated accordingly.
- Consult City staff that have knowledge of the Chinese community and can serve as intercultural connectors; providing advice, guidance, and introductions to community influencers.
- In the event that a City department does not have an in-house multilingual employee, the city can hire consultants to co-develop multicultural strategies and deliver program

Eco-Champions that Inspire Green Action in the Chinese Community

- 1 Vagner Castilho, Windemere Secondary's Sustainability leadership Teacher, offers diverse students, many of which are of Chinese descent, with an opportunity to promote social responsibility. Leadership students participate in growing fresh herbs/produce in an organic garden, in farming fish in an aquaculture plot, in reducing waste by composting food scraps, and in cycling around the neighborhood to pick-up and dispose of food waste. The school is also participating in Project ECO - a campaign to train student ambassadors and teachers to conserve electricity and build an energy-aware school culture.
- 2 Micheal Leung founded Harvest Community Foods, a local grocery store and organic eatery in Chinatown born out of "This Space" project which asked local residents to identify businesses they would like to see in their neighborhood. Harvest Community Foods that has been stocked with organic food from local farmers ever since and Micheal has become a respected leader in the community.
- 3 Ron Suzuki and Liza Tam, Programmers at the Strathcona Community Centre (SCC), have made it their mission to engage diverse Chinese groups in the broader Strathcona community to "go green". They organize an annual 'Go Green Day' during the summer day camps and inspire children to make presentations on how to reduce their home energy use. This year, the children decided to organize a green fashion show with clothes made of recycled materials. SCC also runs a number of programs to promote food security and improve neighborhood food assets. They have an on-site educational garden and composting system for children and families. They provide a weekly food program for families in need by freezing, drying, juicing, processing and redistributing leftover food that would normally be thrown out. They also organize walking clubs for seniors to show them how to get fit, be social, overcome fears and build a stronger sense of community.
- 4 Joseph Lin, the President of Green Club, offers members of the Chinese community fun-filled eco-tours, nature walks and environmental programs in both Mandarin and Cantonese.
- 5 Claudia Li founded Shark Truth and has since launched a network of Chinese environmentalists that gather regularly to organize events, discuss hot topics in the green movement and develop strong media relations.
- 6 Carmen Rosa launched the Still Moon Arts Society to provide diverse members of the Renfrew community with celebration arts performances that connect Chinese holidays with enhanced "green" education. 'Moon Festivals', walking tours and performances are held throughout the year to engage the public in going green and cover such topics as the health of the Renfrew ravine, improving green space, organizing local food harvests, and understanding fish life cycles.
- 7 Meena Wong is an eco-champion. She is working diligently to launch a community garden in Vancouver South. She is also working with the Civic Engagement Network to launch a monthly potluck that gathers pioneers, WWII veterans, long-standing Canadian families and newcomers to discuss what Canadian values are and what it means to be civically engaged.

Explore the Top Communication Channels

The impact of a Greenest City message will vary according to the communication channels used. “A Survey Report on Engaging the Chinese Community in a Green Future” reveals that the broader Chinese community prefers to receive information via friends/neighbors/social networks, internet, newsprint, and TV followed by radio, flyers, advertisements, community hubs, public meetings and social media. Community influencers also confirmed the importance of personalized relationships as the top communication channel of choice. It is, therefore, important for the City to be creative in activating internal and external social networks so that Greenest City messages are conveyed by real people. Here are the internal and external channels currently available:

Internal City Channels

- “Intercultural connector” staff that advise departments in multicultural programming, provide translation/interpretation services, and have relationships with opinion leaders and community influencers
- 311 Call Center has a multilingual line that serves as the main point of contact for multilingual citizens. The phone line requires more resources and staff trained in program services and translating program deliveries (i.e. conducting home energy audits and tabling at events)
- City of Vancouver website <http://vancouver.ca/>.

External Community Channels

- Community Influencers
- Community Hubs (i.e. organizations, associations, centers, houses, sky train stations, malls etc. – where the people already are)
- Chinese Media (TV, radio, newsprint and social media)
- Public relations and engagement consulting agencies



Community Influencers and city staff provided profiles of diverse groups in the broader Chinese community and their information channels of choice. This is preliminary data that requires further audience research.

Audience	Top Communication Channels of Choice
<p><i>Age</i></p> <ul style="list-style-type: none"> • Youth (15-30) • Adults (30-50) • Seniors (65+) 	<ul style="list-style-type: none"> • Social media, schools, social networks, school/library/community and internet • Chinese radio, Chinese TV, newsprint and family/clan associations, public meetings • Chinese radio, Chinese TV, newsprint and community centers/neighborhood houses
<p><i>Generation of Migration</i></p> <ul style="list-style-type: none"> • Newcomers (in Vancouver >10 yrs.) • Established Canadians (in Vancouver <20yrs) 	<ul style="list-style-type: none"> • Friends and neighbors, social media, Chinese radio, free community newspapers, TV, settlement service providers, Internet, and school/library/community hubs. • Friends and neighbors, Chinese radio, newsprint, TV, community hubs/settlement service providers, Internet, school/library/community hubs, public meetings and social media
<p><i>Country of Origin</i></p> <ul style="list-style-type: none"> • Hong Kong • Mainland China • Taiwan 	<ul style="list-style-type: none"> • Sing Tao Daily, Ming Pao, Fairchild Radio AM, Fairchild TV, Omni News • Sing Tao Daily, Ming Pao, Fairchild Radio FM, Fairchild TV, Omni News, free community newspapers • World Journal, Fairchild Radio FM, Fairchild TV, Omni News

Explore Synergies

Greenest City initiatives can be streamlined with other City departments. See table below for list of intercultural connectors and program synergies.

City Department	Intercultural Connector(s)	Program Synergies with Greenest City and Chinese Engagement
Board of Parks & Recreation	Lindsay Cole (Park Planner, Planning and Operations)	<ul style="list-style-type: none"> • SO GO Active program: empowers youth to get active (walking and cycling more, driving less) • Physical literacy legacy project: inspires families to embrace green transportation
Central Area Planning & Community Planning	Angela Ko (Community Engagement Facilitator)	<ul style="list-style-type: none"> • Community plans: embed Greenest City in neighborhood plans and “action while planning” programs
Corporate Communications	Joseph Li (Multilingual Communications Coordinator)	<ul style="list-style-type: none"> • Strategic communication plans: develop Greenest City communication plans for Engineering Services, Sustainability Group and Corporate Services Group • Strategic engagement plans: supports all departments in the City in engaging multicultural groups
Engineering Services	Marnie McGregor (Community Liaison Lead, Active Transportation) Kit Yue (Streets, Traffic and Electrical National Yard)	<ul style="list-style-type: none"> • Transportation Plan 2040: engages diverse citizens in the Greenest City goal of green transportation and walking, cycle and taking public transit
Mayor’s Office	Wendy Au (Assistant City Manager, Office of the City Manager) Tony Tang (Councilor) Raymond Louie (Councilor) Kerry Jang (Councilor)	<ul style="list-style-type: none"> • Public relations: convenes regular meetings with multicultural agencies and ethnic media and promote Greenest City • Multicultural Advisory Committee: enhances multicultural engagement in City plans
Social Policy	Baldwin Won (Social Planner) Steven Dang (Social Planner) Karen Fong (Dialogues Project Social Development Coordinator)	<ul style="list-style-type: none"> • “Newcomers Guide to the City” (2000): guide can incorporate Greenest City goals • Vancouver youth.ca: engages youth in city initiatives • CitizenU: empowers youth to build community through social responsibility projects • YouthPolitik: engages diverse youth in City politics and initiatives • Grants programming: develops local capacity for implementing city goals • Dialogues project: hosts dialogues between First Nations and immigrant communities • Urban health strategy: links public health to city policies including Greenest City
Sustainability Group	Amy Fournier (Project Analyst)	<ul style="list-style-type: none"> • Greenest City programs: engages the public in taking action towards Greenest City goals

Vancouver Public Library (VPL)	Daphne Wood (Director, Planning and Development)	<ul style="list-style-type: none"> • Greenest library plan: dedicates the library to advancing green plans and programs • Literacy and education program: develops conversation kits to gather input from the public on what is most important to them and what programs they would like to participate in. These could be an educational platform for Greenest City.
Vancouver Police Board	Wes Fung (Community Police Officer, Chinatown Policing Center)	<ul style="list-style-type: none"> • Community police centers: develop relationships with community influencers and service providers to improve neighborhood safety. Outreach programs include safety programs at schools, community centers, and settlement services.
Vancouver School Board (VSB)	Alan Wong (School Board Trustee) Kevin Millsip (Sustainability Coordinator) Jerry Wu (Program Coordinator, Settlement Workers in Schools)	<ul style="list-style-type: none"> • Greenest School District plan: the board works with schools, educators and students to make the VSB the most sustainable district in North America. • Learning Services: offers sustainability programs, such as organic food and cycling programs in schools and the climate change ECO Project • Settlement workers in schools: works with newcomers to determine their educational needs and how best to settle into Canadian school system. • School leadership programs: elementary and secondary schools teach students to engage in “green” activities

Chinese Media Strategy

“A Survey Report on Engaging the Chinese Community in a Green Future” reveals that 46% of Chinese respondents prefer to receive their local news from Chinese media outlets while 43% prefer Chinese and English media (Wang, M. 2011). A key component of any multicultural engagement strategy thus involves working with Chinese media outlets that attract the largest audiences, including radio, TV, newsprint and social media. Here are some tips in moving forward with a Chinese media strategy.

Build Strong Relationships

The City can build strong relationships with Chinese Media Executives by:

- 1 Convening regular roundtable dialogues
- 2 Hiring in-house multilingual and “cultural connector” staff
- 3 Nominating City spokespersons + elected officials (i.e. Tony Tang) to promote citywide initiatives (i.e. Greenest City) on a regular basis
- 4 Partnering with trusted community groups to work with the media and share human-interest stories

Radio Programs

Chinese radio stations have the largest reach within the broader Chinese community. The City can thus collaborate with Chinese Radio stations to reach the largest audience. For example, the City can work with Fairchild Radio to incorporate Greenest City initiatives in seven programs:

- 1 Music entertainment shows for youth (15-30 years old)
- 2 The public affairs show (5-6pm) for adults (30 years old +)
- 3 The weekday open-line show for youth, adults and seniors. The host invites guest speakers (ideally a Chinese speaking public figure) to take calls from the public to discuss hot topics, answer questions, solicit ideas and gather feedback.
- 4 Promotional segments (1min) for families. The City can provide factual tip sheets and action items on how to “go green”

- 5 Game shows for youth and families can be run during primetime (7am-10am), family time (12-3pm) and rush hour primetime (3-7pm). The City can provide Greenest City questions over 10 days to motivate the public to submit answers for the chance to win a prize.
- 6 Info-commercials (3-30min) reach families
- 7 The Saturday morning talk show reaches newcomers, families and seniors and provides a platform for City spokespersons to promote green initiatives

TV Programs

Fairchild TV targets adults over 35 years old and middle to upper class families that can afford annual subscriptions. Fairchild TV offers three programs the City can collaborate on:

- 1 The evening newscast talk show (5-6pm) has 5min set topic segments that relate to the city. The host also invites panels of local leaders and organizations to explain why the community should care about a particular topic
- 2 Daily news covers live programs and events and the consumer story segments (2min) educate the community on “how to’s ”
- 3 The public affairs feature show (30min) regularly addresses hot topics in the City

Newsprint Opportunities

There are many Chinese newsprint outlets that the City can work with. Ming Pao & Sing Tao target members of the Chinese community from Hong Kong (90% of readers) and Mainland China (10% of readers), and the majority of readers are over 40 years old (Community Influencer, interview. 2012). World Journal targets newcomers and established Canadians from Taiwan, with the majority 30-40 year olds (Community Influencer, interview. 2012). All three news outlets print articles in

traditional Chinese and offer four different opportunities to cover Greenest City topics:

- 1 Front page feature stories cover city-wide announcements and initiatives
- 2 The community page stories cover soft topics on a weekly basis that speak to specific sectors and community groups.
- 3 A monthly informational/opinion column could cover “green” topics and share good news stories
- 4 Advertisement are effective for strictly informing the public on critical information regarding city initiatives

Social Media

The main social media outlets used by the broader Chinese community are Twitter, Facebook and micro-blogging sites such as Sina Weibo. Social media sites appear to target youth between 15-30 years old and newcomers that have lived in Vancouver less than 10 years. The City could launch some of the following greenest city campaigns online:

- 1 “Viral” videos
- 2 Online contests that gather stories of eco champions
- 3 Twitter feeds that show how city staff and citizens participate in the green movement on a daily basis (i.e. taking the bus, composting food, going to the farmer’s market, gardening, cooking a meal with your neighbours etc.)

Hot Topics

- Human interest stories that inspire change, address issues within the community and proven by facts and figures! People want to see city spokespeople, celebrities, eco-champions and everyday people taking small scale actions to reduce their footprint and improve the quality of their life (health, safety, wealth, savings, sense of belonging etc.)
- “Green” issue-oriented stories: dispel myths that green economy means loss in revenue, local food means higher food prices and limited access to cultural food, cycling is dangerous and exclusive to athletic citizens and public transit is inefficient.

Implementation Tactics

Greenest City initiatives will succeed depending on the implementation tactics used. Here are some recommended tactics specific to the broader Chinese community.

Public Influence

- A Chinese advisory committee could facilitate communications between the City and community, act as interpreters and deliver Greenest City programs, such as informational sessions and demonstration booths
- Chinese community partners could each provide 2 volunteers to co-develop green messaging and a green project
- Eco-champions from the Chinese community could create pride around going green and represent Greenest City in the media

Promotional Materials

- Story books, coloring books and toolkits that show families why they should care about the environment and testimonies of eco-champions building a greener community
- Information boards that show the costs and benefits of Greenest City priority actions can be posted in community hubs.

Events

- Roundtable Dialogues: the City could host a roundtable dialogue with community influencers and elected officials to discuss updates on the Greenest City 2020 Action Plan.
- Event marketing and marketing at events: the City could sponsor cultural events with Greenest City branding
- Intergenerational Storytelling: the City could bring families together to share stories and learn about “going green through the ages”
- Film screenings: the City could partner with Cinevolution to organize screenings of cross-cultural films on sustainability

Imagine a Greenest City Amazing Race

Objective

- Raise awareness of the Greenest City 2020 Action Plan and sites
- Mobilize, educate and train multicultural youth groups to take action towards the Greenest City 2020 Action Plan

Target Audience

- Multicultural youth groups and young families

Strategic Approach

- Partner with the David Suzuki Foundation, Community Centres, Evergreen and the Windermere youth leadership group to run an annual amazing race during youth week and/or Earth Day.

Event Logistics

- Amazing race teams of four
- Teams must travel by public transit over the course of a one day race
- Teams are given three challenge sites around the City of Vancouver with 10 clues each. The challenge sites will feature Greenest city goals and multicultural heritage sites, such as an urban orchard, community garden, Renfrew ravine, false creek neighborhood utility centre, a green street, and farmer’s market.
- The winning team will be crowned “kings and queens of green” at a final celebratory event. They will also be profiled in ethnic media outlets.

Opportunities

- A fun, entertaining event that mobilizes multicultural youth, families and media
- Provide annual event-based education on the Greenest City 2020 Action Plan
- Build stronger relationships with broader Chinese community and media outlets that can publicize event

Challenges

- Multilingual staff need to (1) develop messaging, clues and promotional materials and (2) translate Greenest City features at the challenge sites
- Message testing is required across multiple languages for all event materials
- Budget required to pay for challenge sites, venue for the final celebration and

- Ideas Gathering: community organizations could host a “Green” ideas gathering to bring the City together with diverse community members
- Information Booths: the City could establish tables at the Chinatown Night Market, and other cultural events
- Guided walking and cycling tours: the City could partner with Green Club to host tours of Chinese historical sites and green spaces
- Family Fairs: the City could host a family-fun fair at multicultural community hubs such as Oakridge Centre or S.U.C.C.E.S.S.
- Greenest City Amazing Race (see side box)
- Earth Day Youth Summit: the City could partner with the Windermere Secondary student leadership group to market the Greenest City 2020 Action Plan at their annual summit

Community Capacity Building

- Greenest City Skills Training: the City could offer Business Improvement Associations, Community Centers and Neighborhood Houses green economic development training programs.

Measurement & Evaluation

Measurement and evaluation records are necessary to any Greenest City initiative. The 311 multilingual phone line could be a great venue for gathering feedback in Chinese from diverse groups in the Chinese community on a programs:

- Process: what, how, where and when was information communicated?
- Outcomes: what change occurred in audience “green” attitudes and behaviors?
- Impact: what impact does the Greenest City 2020 Action Plan have on the development of the city?

Translation/Interpretation Guidelines

The City of Vancouver seeks to deliver Greenest City programs that are universally accessible, relevant and timely. Because Cantonese and Mandarin are considered primary languages (other than English) spoken by residents, here are some guidelines for translation/interpretation that aim to promote equitable access to City services amongst individuals with limited English proficiency.

Methods of Translation

- Translation: conversion of written communication from one language to another in written form
- In-person Translation: conversion of written to oral communications from one language to another
- Interpretation: oral conversion of a spoken message from one language to another
- Employee Language Bank: list of City employees who have volunteered their foreign language skills. Each department should recruit at least one in-house staff that speaks Chinese
- 311 Language Line: the public can access interpretation services by phone
- Neighborhood Champions Network: community influencers can support the City in translating and interpreting city initiatives to their broader community

Guidelines

- City Departments delivering programs in a neighborhood where there is a large % of the population part of a diverse language group should translate documents in that language. English materials need to be translated into Chinese when disseminated to the top 10 neighborhoods with over 30% Chinese population.

- City Departments should always translate vital and critical documents into Chinese that affect the quality of life of Chinese residents, such as the City website, social media icons, and city fact sheets
- Departments providing a targeted program to a specific language group should translate all materials necessary
- Departments should use the staff language bank or multilingual language line to interpret, assist and inform residents about services that are directly affecting their lives
- Invitations to community meetings and events should be translated into Chinese and Chinese interpreters should be made available upon request
- Neighborhood-based events should provide multilingual interpreters where there are more than 10% residents from diverse language groups.

Content

- Accurate translations that convey the essential meaning of the original message and also the City's intent and purpose are necessary. Therefore, materials should not only be translated but also re-written to include necessary contextual and educational information.

Resources

- For information that is not critical, City staff can first seek employees in the Employee Language Bank to translate/interpret materials
- If multilingual City staff are not available, certified translators and interpreters can be used.
- A budget for translations/interpretations should be incorporated into any departments program when disseminating information to neighborhoods with over 10% of the population of Chinese descent. Note: it typically takes an additional 2-3 weeks to have materials translated and can cost anywhere between \$1,000-5,000.

Future Areas of Research

Investigate broader Chinese attitudes and behaviors towards Greenest City

- Survey a larger sample (N=1,000 – 5,000) of members from the broader Chinese community to uncover consistent trends in attitudes and behaviors towards all ten Greenest City goals and priority actions.

Develop and implement a Chinese media engagement plan

- Pilot a Greenest City communication plan with Chinese Radio, TV, newsprint and social media outlets.

Facilitate community-based research

- Select 3 neighborhoods within the City of Vancouver with over 30% population of Chinese descent, such as Oakridge, Victoria-Fraserview and Renfrew-Collingwood.
- Convene multicultural committees within each neighborhood that consist of community influencers, eco-champions and Chinese media representatives to leave a “green legacy”
- Community committees will identify, develop and implement Greenest City programs that contribute towards the success of the Greenest City 2020 Action Plan
- Greenest City initiative will be community-driven and action-oriented
- Resources can be provided by the Greenest City community grants program and city staff with “green” knowledge and skills to share through community capacity building

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Appendix

Interviewee List: City Staff

City Staff Interviewee	Title	Department
Steven Dang	Social Planner	Social Policy
Olive Dempsey	Greenest City Engagement Coordinator	Corporate Communications
Amy Fournier	Project Analyst	Sustainability Group
Wes Fung	Police Constable #1305 - Chinese CPC	Patrol District 2, Vancouver Police Department
Mark Hartman	Green Building Program Manager	Sustainability Group
Lara Honrado	Director, Community Relations	Mayor's Office
Angela Ko	Community Engagement Facilitator	Community Planning
Joseph Li	Multilingual Communications Coordinator	Corporate Communications
Marnie McGregor	Stakeholder & Community Relations Lead	Active Transportation
Kevin Millsip	Sustainability Coordinator	Vancouver School Board
Amanda Mitchell	Public Engagement specialist	Corporate Communications
Andrew Pask	Planner II	Community Planning
Lil Ronalds	Planner II	Community Planning
Alex Russell	Communications Manager	Corporate Communications
Holly Sovdi	Planner II	Central Area Planning Branch
Julianna Torjek	Planning Assistant	Social Policy
Tracy Vaughan	Public Engagement Manager	Corporate Communications
Daryl Wiebe	Superintendent #1162- i/c Personnel Services	Personnel Services, Vancouver Police Department
Daphne Wood	Director, Planning & Development	Vancouver Public Library
Baldwin Wong	Social Planner	Social Policy

Interviewee & Focus Group List: Community Influencers

Community Influencer	Title	Organization
Paula Carr	Community Strategist	Collingwood Neighborhood House
Cecilia Chueh	CEO	Taiwanese Cultural Services Society
Joey Chang	Community Activist	Marpole
Peter Cheung	Community Activist	Marpole
Pinky Dang	Youth Activist and UBC Student	Marpole and UBC
Alisa Choi Darcy	President	Quote EndQuote
Jennifer Gray-Grant	Executive Director	Collingwood Neighborhood House
Winnie Hwo	Climate Change and Clean Energy Campaigner	David Suzuki Foundation
Travena Kit-chee Lee	Director	Fairchild Radio AM 1470
Eileen Lao	Public Affairs Manager	S.U.C.C.E.S.S.
Claudia Lau	Senior Reporter, News and Current Affairs	Fairchild TV
Jessica Lax	BC Regional Program Manager	Evergreen
Luke Liang	Program Manager, Granville Service Centre	SUCCESS
Joseph Lin	President	Green Club
Felix Loo	Deacon	Westside Baptist Church
Dora Ng	Youth and Senior's Programmer	S.U.C.C.E.S.S.
Shing Shih	Community Activist and Leader	Marpole
Karen Shih	Community Activist and Leader	Marpole
Ron Suzuki	Recreation Programmer	Strathcona Community Center
Jess Van	Web Manager, Tweeter and Campaigner	Rangi Changi Roots
Meena Wong	Community Activist and Green Campaigner	Civic Engagement Network
Toney Yau	Director	Sing Tao
Todd Ye	Director	Fairchild TV
Beatrice Ying	District Coordinator	Tzu Chi Foundation

Chinese PR & Media Contact List

Media & PR Contact	Title	Agency
Johann Chang	Reporter	Rogers OMNI TV
Cliff Chang		Chinese Info Media
Andy Cheung	Director	AM 1320
Timothy Chow	Reporter	Ming Pao Newspaper
Alisa Darcy Choi	Director	Quote EndQuote
Harrison Ha	Daily Photographer	Sing Tao Daily
James Ho	Owner	Mainstream Broadcasting Corp. CHMB AM1320
Yuen Ho	Director	World Journal Daily News
Frank Huang	Director	Global Chinese Press
Bhupinder Hundal	Director	Omni News
Travena Kit-chee Lee	Director	Fairchild Radio AM 1470
Leon Lee		New Tang Dynasty TV
Albert Lin		Talentvision TV
Susanna Ng	Director	Ming Pao
Carmen Shao	Account Manager	Fairchild Radio FM96.1
Toney Yau	Director	Sing Tao Daily
Todd Ye	Director	Fairchild TV
Helen Yu	Owner	Choice Communication

Spot Survey Demographic Profile

Participants in the survey do not fully reflect the demographic composition of the broader Chinese community in the City of Vancouver. Due to the nature of the community events where the spot surveys were held, the majority of participants were between the ages of 15-39 and from Marpole and Grandview-Woodland. Participants were asked to identify the language they speak most often at home, the cultural background they most belong to and the Greenest City actions they participate in on a daily basis. 100% of respondents identified themselves as being of Chinese-descent. They did not however, identify their family's country of origin or generation of migration to Canada.

