

CULTURAL CONSIDERATIONS IN PRIVATE PROPERTY TREE PLANTING

A Study of Chinese and South Asian Perspectives

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EXECUTIVE SUMMARY

The primary objective of this report is to inform strategies for City of Vancouver's private property tree planting programs in order to help achieve Vancouver's Greenest City target of 150,000 newly planted trees by 2020. This project examines the cultural nuances, using interviews, surveys and relevant literature, within the Chinese and South Asian communities as they relate to private property tree planting.

Some **recommendations** for a tree planting program are as follows (see the 'Recommendations' section for a complete list):

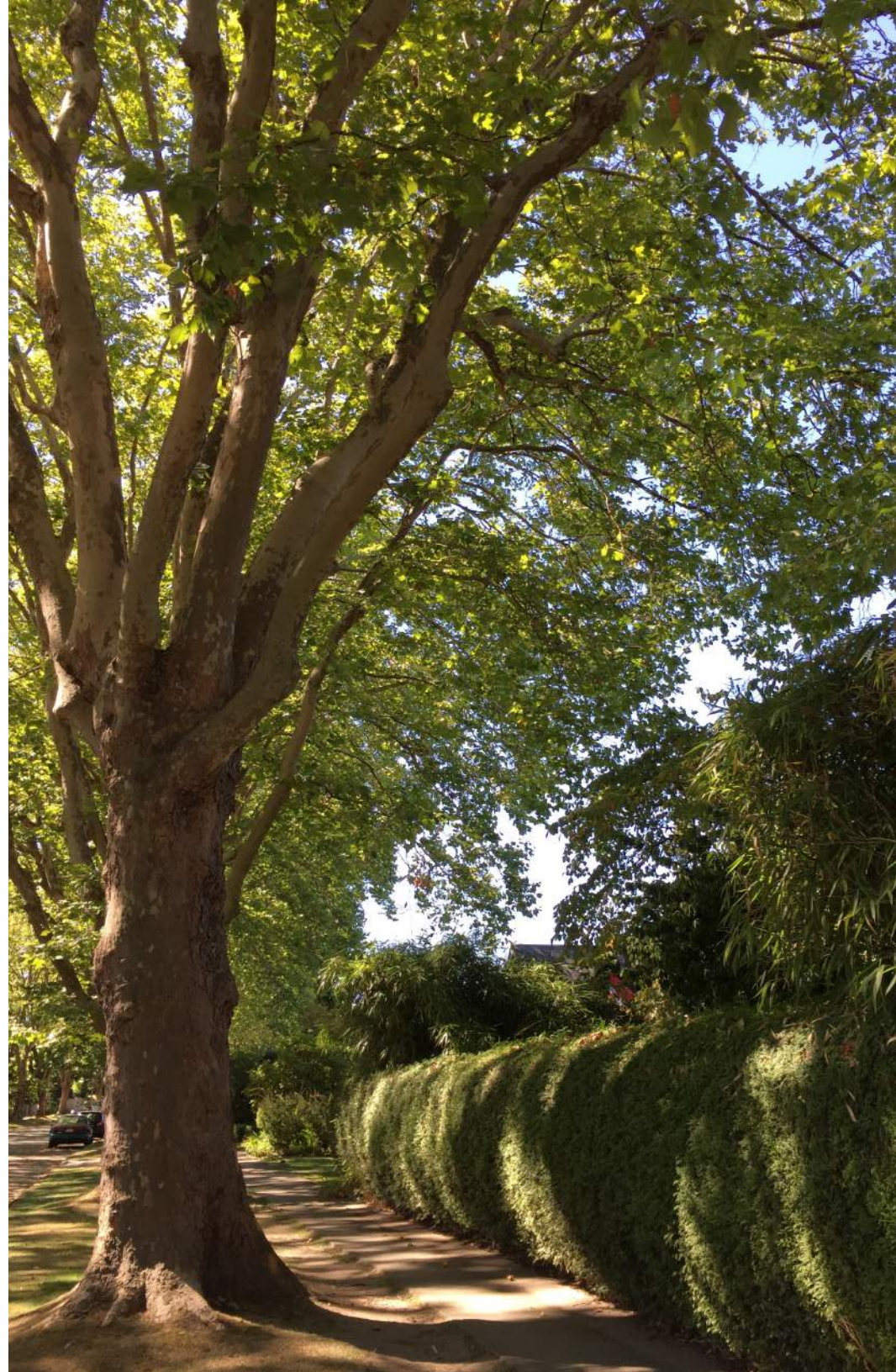
Languages - Disseminate Greenest City and tree bylaw information in multiple languages including Punjabi and Chinese

Groups - Establish relationships with Chinese and South Asian groups, such as the SUCCESS Foundation and Khalsa Diwan Society, which can use their networks to encourage people to plant trees

Marketing - Explicitly reinforce the positive attributes of trees on private property and address the perceived negative attributes in promotional and outreach materials

Program - Re-examine how the current tree planting program encourage tree planting and consider adopting a tree voucher program to compliment it

Trees - Chinese and South Asian communities prefer fruit trees such as cherry and plum. Promoting these over other trees may prove more successful.





EXECUTIVE SUMMARY

KEY FINDINGS

- In our survey, Chinese respondents agreed less strongly with seeing more trees planted in the city and considering trees as an important part of what makes Vancouver beautiful in comparison to South Asian and 'not a visible minority' communities.
- Having lived in Metro Vancouver longer resulted in less agreeability to seeing more trees planted and believing they're an important part of what makes Vancouver beautiful.
- 37% of the Chinese survey respondents, 49% of the 'not a visible minority' respondents and 62% of the South Asian respondents indicated strong agreement in caring about citywide initiatives, such as the Urban Forest Strategy.
- 60% of Chinese respondents, 72% of South Asian and 76% of the 'not a visible minority' respondents indicated 'yes' to seeing more trees planted at their residence.