

50%
30

**ADVANCING
RICHMOND'S
CLIMATE
LEADERSHIP**

ENGAGING OUR COMMUNITY

AT A GLANCE
June to November 2019

SURVEY

Number of people who completed our surveys:

386 **167**

Phase 1 Phase 2

Relationships with Richmond

- 505 live in Richmond
- 218 work in Richmond
- 35 have a business in Richmond
- 30 study in Richmond
- 87 own a property in Richmond*
- 36 visit Richmond
- 9 have no existing relationship
- 3 other
- 1 prefer not to answer*



What's your age?

- 0 – 0 to 12 years old*
- 29 – 13 to 18 years old
- 18 – 19 to 24 years old
- 116 – 25 to 39 years old
- 147 – 40 to 54 years old
- 215 – 55 to 75 years old
- 24 – over 75 years old
- 3 – prefer not to answer

Feedback

- "Climate Change Response is not an option. It is a must and the City must lead by example."
- "I'm glad the city is taking climate change and its risks seriously."
- "Look to diverse community groups to spread the message and importance of GHG reduction."

* Questions only asked in Phase 2 of the survey

EVENTS



1,000+ people were engaged in person at our public consultation

At our events...

We facilitated **67** EV test drives



We had the help of **100+** volunteers



14 items were fixed at the Fix-it Station, diverting waste from landfills



We hosted:

- 2 major public consultation events
- 2 community workshops
- 2 stakeholder meetings
- 12+ presentations and were on-site during
- 9 days of summer events



PROMOTION

To promote our events we...



Used posters and other promotional items available in City facilities, including community centres, libraries, and community service centres



Posted ads, contests and organic posts on Facebook, Twitter and Instagram



Published print and digital ads in *Richmond News/Glacier Media, Richmond Sentinel, Ming Pao and Sing Tao*



Emailed and conducted in-person outreach to stakeholders and community members



Created a new e-newsletter with 4 issues published already and 300 readers subscribed



Gave away bookmarks, bubble tea sets, and reusable straws to invite participants



Families



Volunteers



Solutions



Feedback