



# CITY OF RICHMOND GEN Z ENGAGEMENT STRATEGY

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## WHO WE ARE

SFU Semester in Dialogue is a one-semester, full-time program designed to inspire students with a sense of civic responsibility and encourage their passion for improving society.

## WHY GEN Z

In the City of Richmond's survey on Advancing Richmond's Climate Leadership (from July 17 to August 18 of 2019), 10% of responses came from Generation Z (between 13 to 24 years old). As per the most recent Census, 36% of people in Richmond belong to Generation Z. The challenge of keeping young people engaged must be addressed to continue civic engagement in sustainability. As Generation Z response rates to City of Richmond surveys have so far been low, a focus group was selected as our method of analysis for this population.

## OUTREACH METHODS & DEMOGRAPHICS

### SURVEY INVITATION

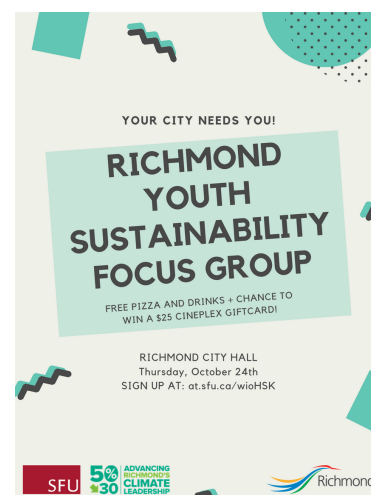
We connected with participants through an online invitation, noting attendees had a chance to win a \$25 gift card

### DIGITAL OUTREACH

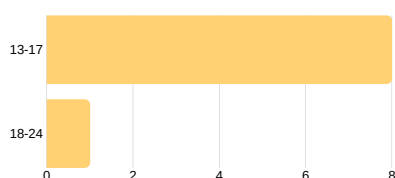
We then emailed our survey to youth organizations, universities, libraries and individual Richmond contacts

### OUTREACH COMPLETED

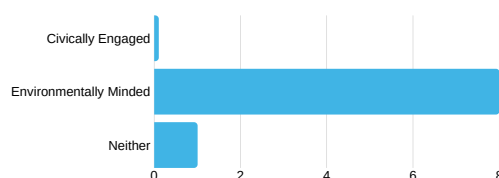
We had a total of 9 participants for our focus group, primarily ages 13 to 17



## FOCUS GROUP DEMOGRAPHICS



AGE



LEVEL OF ENGAGEMENT

## FOCUS GROUP GOALS

- To learn about the different barriers youth face in engaging with environmental and civic movements
- To create an engagement strategy through online platforms and in-person outreach

## FOCUS GROUP FINDINGS: BARRIERS TO ENGAGEMENT

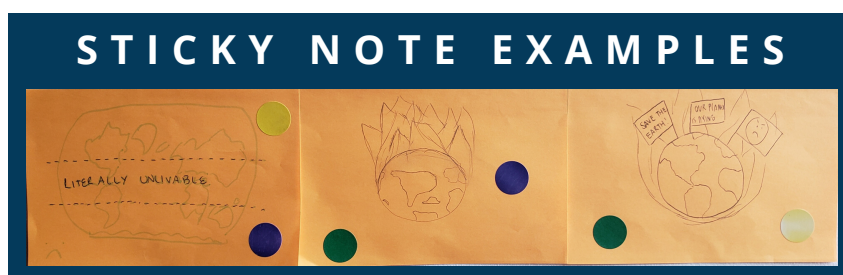
### OPENING ACTIVITY

*What does climate change mean to you?*

Participants were given two minutes to draw what came to mind when they thought of climate change on a sticky note. Participants were then asked to explain their drawing and place it on the wall for others to view. Each participant was then given two dots and asked to place them on the drawings they believed were most relevant to the effects of climate change in Richmond.

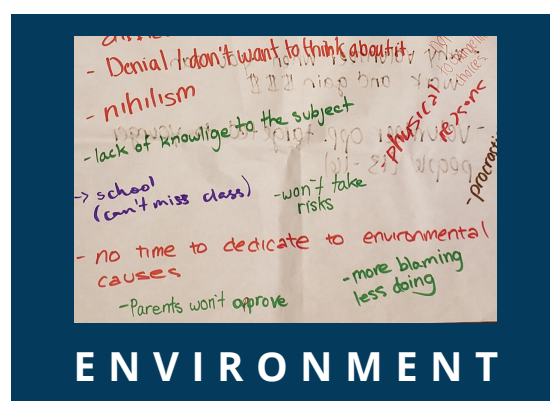
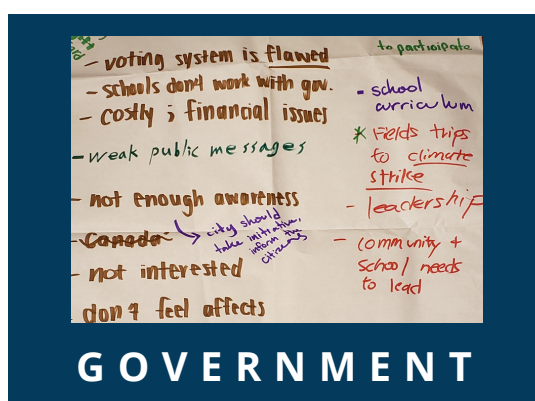
#### COMMON THEMES

- Earth on fire (6 dots)
- Protest (5 dots)
- Sea level rise (3 dots)



### BARRIERS ACTIVITY

Participants were split into two groups to brainstorm their ideas on flip chart paper. One group was dedicated to discussing barriers in engaging with environmental initiatives while the other brainstormed barriers to engaging with government and civic initiatives. Halfway through the activity, these groups switched topics and flip chart papers to review what others said and add information as needed. Once both prompts were reviewed, all participants came together to discuss commonalities.



#### CIVIC BARRIERS

*What barriers do you face in engaging with your city?*

- Awareness of opportunities
- Reasons to participate unclear
- Lack of incentives
- Frustration with government

#### SUSTAINABLE BARRIERS

*What barriers do you face in participating with environmental initiatives?*

- Systemic Issues (i.e. time)
- Feelings of helplessness
- Lack of incentives

## FOCUS GROUP FINDINGS: IMPROVING STRATEGIES

### IN-PERSON ACTIVITY

*What in-person outreach strategies do you find effective? What strategies do you find ineffective?*

Participants were shown several examples of in-person outreach strategies that varied in approach and dynamic. Participants were then split into small groups to discuss what outreach strategies they found effective and ineffective, and were asked to present examples of effective and ineffective outreach strategies from their perspectives.

#### PARTICIPANT SUGGESTIONS

- Bring in-person engagement into schools
- Games and activities increase the likelihood of engagement with outreach
- Include an actionable take away that gives youth the ability to further engage with the topic
- Ensure prizes are useful, and most of all, not wasteful

### WHERE CAN WE FIND YOU? ACTIVITY

*Where can we find you in-person? Where can we find you online?*

On a sheet of paper, participants were asked to draw a map of Richmond and were then asked to fill in this map with the locations at which they spend the most time. On the other side of the paper, participants were asked to draw a pie chart that depicted a break down of how and where they spend time online.

#### PARTICIPANT RESPONSES



- Facebook use was minimal
- Youtube and Instagram were most common
- School associated sites were also common



- Preferred in-school outreach
- Malls mentioned frequently
- Community centres
- Libraries

# IN-PERSON OUTREACH BEST PRACTICES

## OUTREACH IN SCHOOLS

Bring programs, events and other engagement into schools

## PEER TO PEER INTERACTION

Youth are more willing to engage with peers than professionals

## ACTIONABLE TAKEAWAYS

Ensure they leave with a sense of agency

## STRATEGY EXAMPLE

### SCHOOL ORIENTED OUTREACH

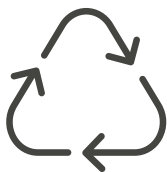
The City of Richmond creates an outreach strategy that focuses on the effects of climate change on Richmond and information about the City's current initiatives

The Green Ambassadors learn this outreach strategy and conduct in-person outreach such as classroom visits and tabling at their own schools

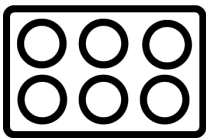
Before the Green Ambassadors end their interactions with their peers, they share actionable resources such as surveys or further volunteer opportunities



## INTERACTIVE ACTIVITY IDEAS



WASTE DIVERSION GAME



LEGO MODEL OF COMPLETE COMMUNITY



STANDING BIKE THAT CALCULATES ENERGY SAVINGS

## DIGITAL OUTREACH BEST PRACTICES

### RECONSIDER FACEBOOK

Decrease emphasis on Facebook for outreach, education and communication with youth ages 13 to 17

### UTILIZE VIDEO

Create video-based content for the purposes of outreach and education

### IMPLEMENT INSTAGRAM

Consider using Instagram as an outreach tool for youth

## STRATEGY EXAMPLE



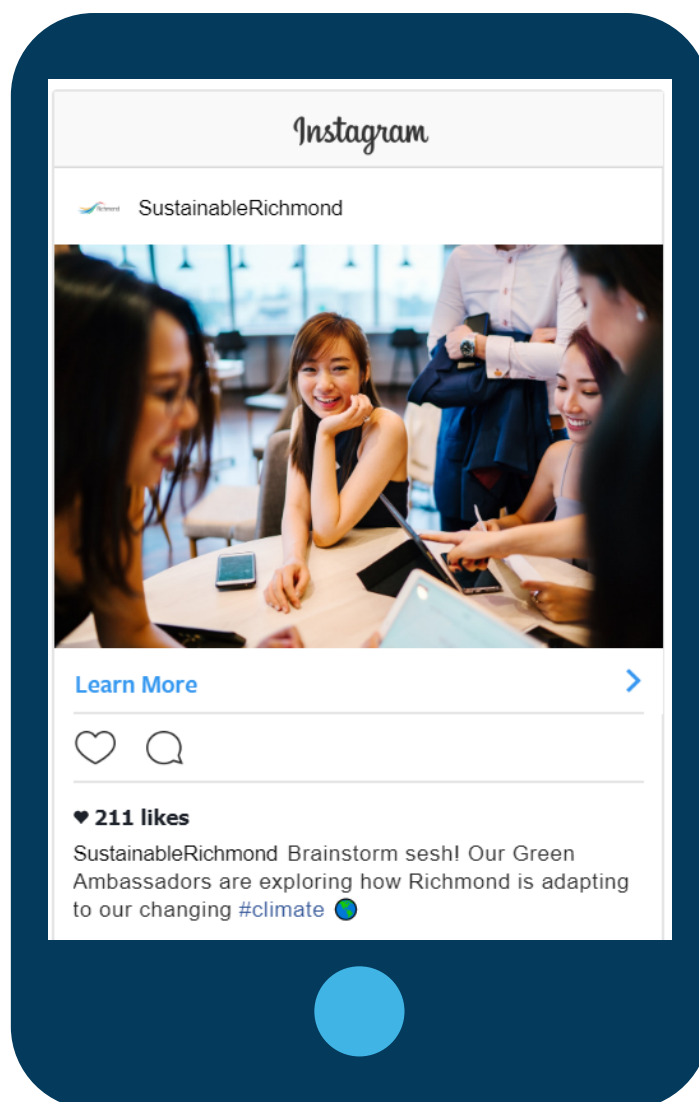
### IMPLEMENTING INSTAGRAM

Instagram is a visual-based social media platform popular with Gen Z as well as the Millennial population in Canada\*.

Task 2-3 members of the Green Ambassador program to create Instagram content and send this content to the appropriate City of Richmond representative.

Encourage these volunteers to focus on action oriented content, such as their volunteer work, Richmond events, and demonstrating sustainable actions you can take as a citizen of Richmond.

Use this platform to spread awareness about Richmond's Climate Leadership initiatives and how citizens can get involved in shaping these initiatives.



*\*Instagram & Facebook user statistics in Canada (2019)*

## CONTACT US

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