

THE ROLE OF AWARENESS AND ENGAGEMENT IN SAFEGUARDING THE MUSKWA-KECHIKA MANAGEMENT AREA

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Research Purpose and Questions

Purpose:

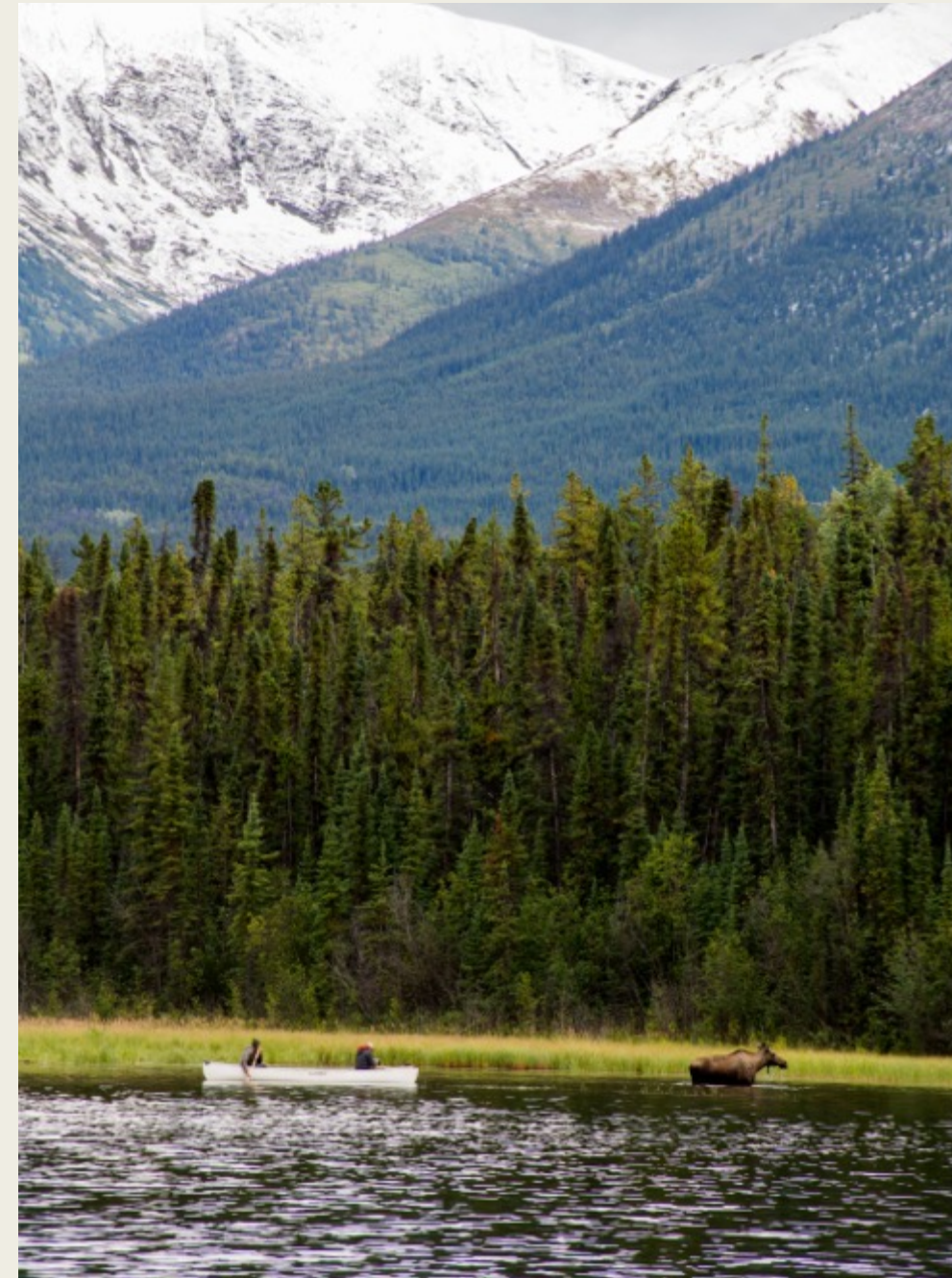
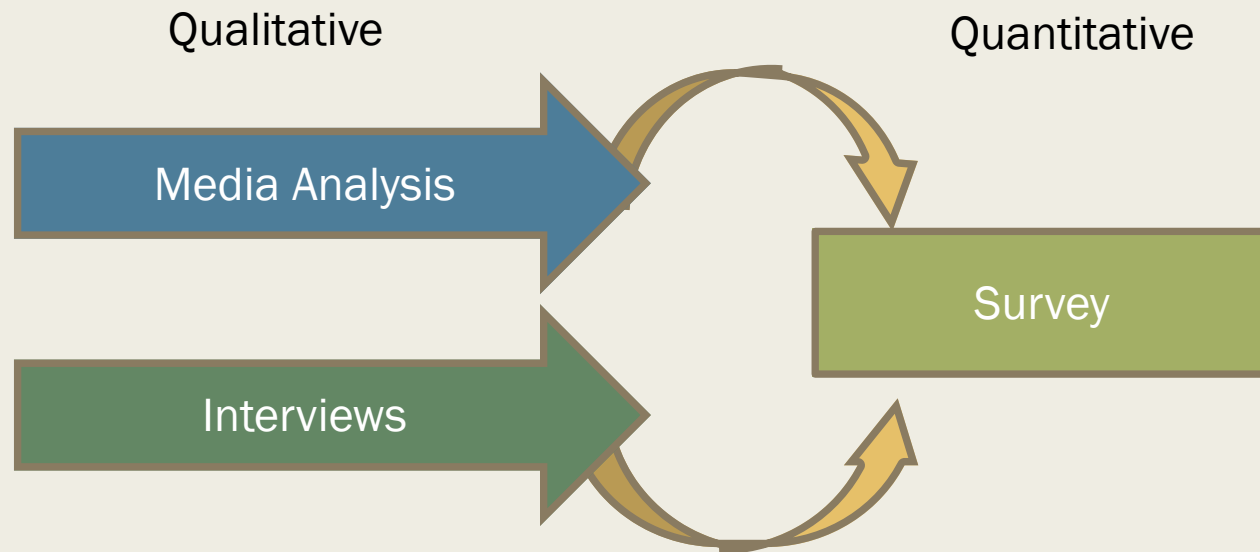
To examine the role of awareness and engagement in safeguarding the M-KMA

Questions:

- 1) What is the public's level of awareness of the M-KMA?
- 2) How has the M-KMA been characterized in the media?
- 3) What is important for the public to know about the M-KMA?
- 4) How is sense of place and branding related to awareness and engagement?



Mixed Methods Research



Mayfield Lakes, Dune Za Keyih Provincial Park

Table 1: Demographic characteristics of survey and BC population (British Columbia Census Profile 2016, 2019)

Characteristic	Proportion of Respondents	Proportion of British Columbians
Gender		
Female	58.7	50.4
Male	41.3	49.6
Age		
18–34	14.8	40
35–54	32.2	27.1
55+	52.9	32.9
Education		
High school or less	21.5	44.9
College/some university	48.8	30.5
University graduate	29.6	24.6
Income		
<\$40K	24.1	57.8
\$40K–\$60K	19.7	17.5
\$60K–<\$100K	26.8	16.8
\$100K+	29.4	7.9
Region		
Northern BC	16.8	6.5
Vancouver Island	18.6	17.4
Metro Vancouver	39.1	60.7
Southern Interior	25.5	15.4

public survey

What is the public’s awareness of the M-KMA?



Stone Mountain Provincial Park

What is the public's awareness of the M-KMA?

Have you heard of the Muskwa-Kechika Management Area (also known as the M-KMA)?

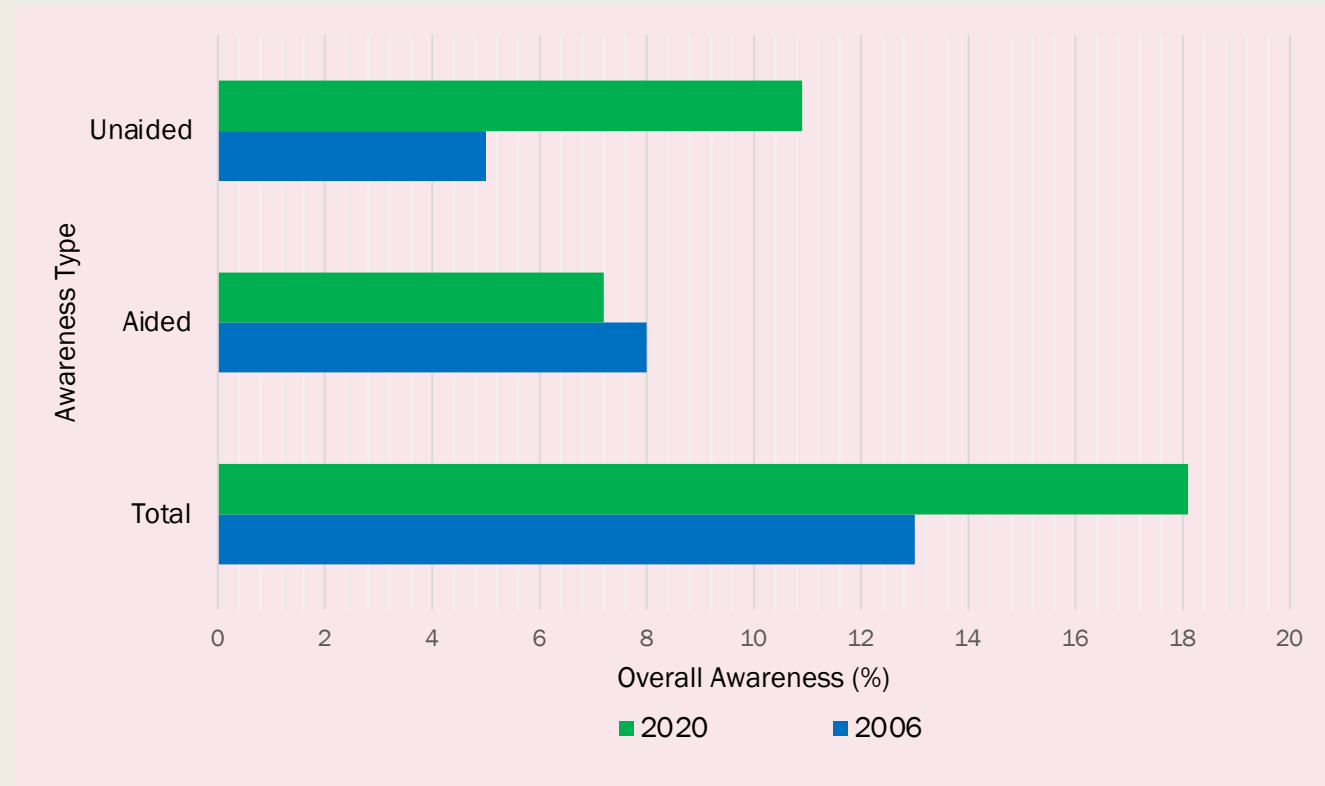


Figure 1: Unaided and Aided Awareness of the M-KMA, 2006 & 2020

Note: Given differences in sampling methodologies, statistical comparisons cannot be conducted between the two time periods.

Awareness of Key Characteristics

Were you aware of the following statements about the M-KMA?	Awareness (%)
The M-KMA was established to protect wildlife and ecosystems while allowing sustainable resource development ¹	61
The M-KMA was created by land and resource users, conservationists, First Nations, and the provincial government ¹	58
Indigenous communities are working to ensure more of the M-KMA is conserved through an Indigenous Protected and Conserved Area ¹	57
The M-KMA is intended to establish a world standard for sustainable management ¹	49
The M-KMA is the largest wilderness area in the Rocky Mountains ¹	38
There are both motorized and non-motorized recreation opportunities in the M-KMA ¹	37
The M-KMA is managed by a public Advisory Board who make recommendations to the government ¹	37
The M-KMA is 1/4 parks (resource extraction is prohibited) with 3/4 open for resource development (with high sustainability standards) ¹	28

Table 2: Awareness of the M-KMA's key characteristics for those who were aware (versus unaware) of the M-KMA¹ = significant difference based on awareness and region (northern BC & elsewhere)

Source of Information

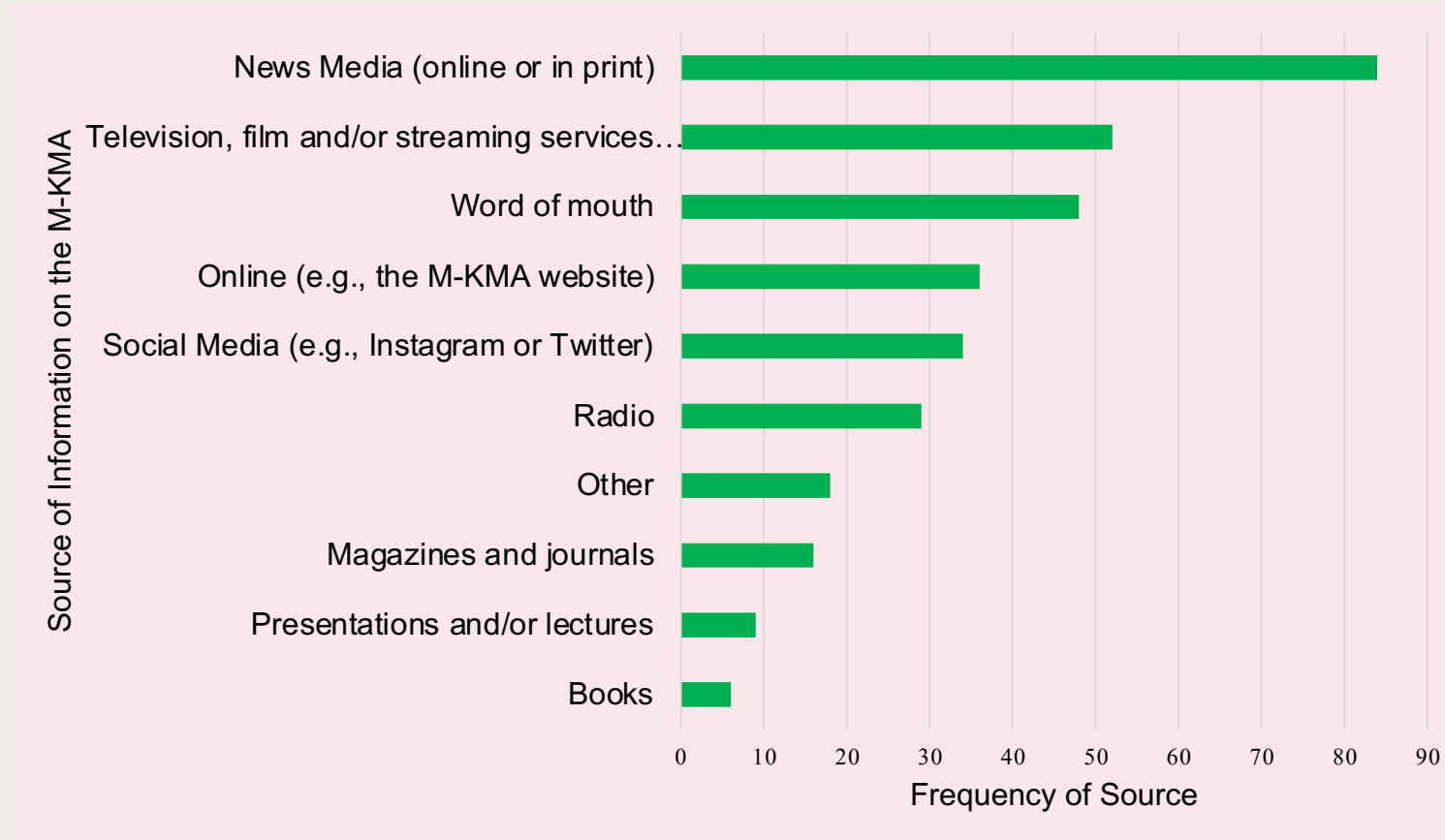


Figure 2: Source of information by frequency

Overall, how important would you say having an area like the M-KMA is...

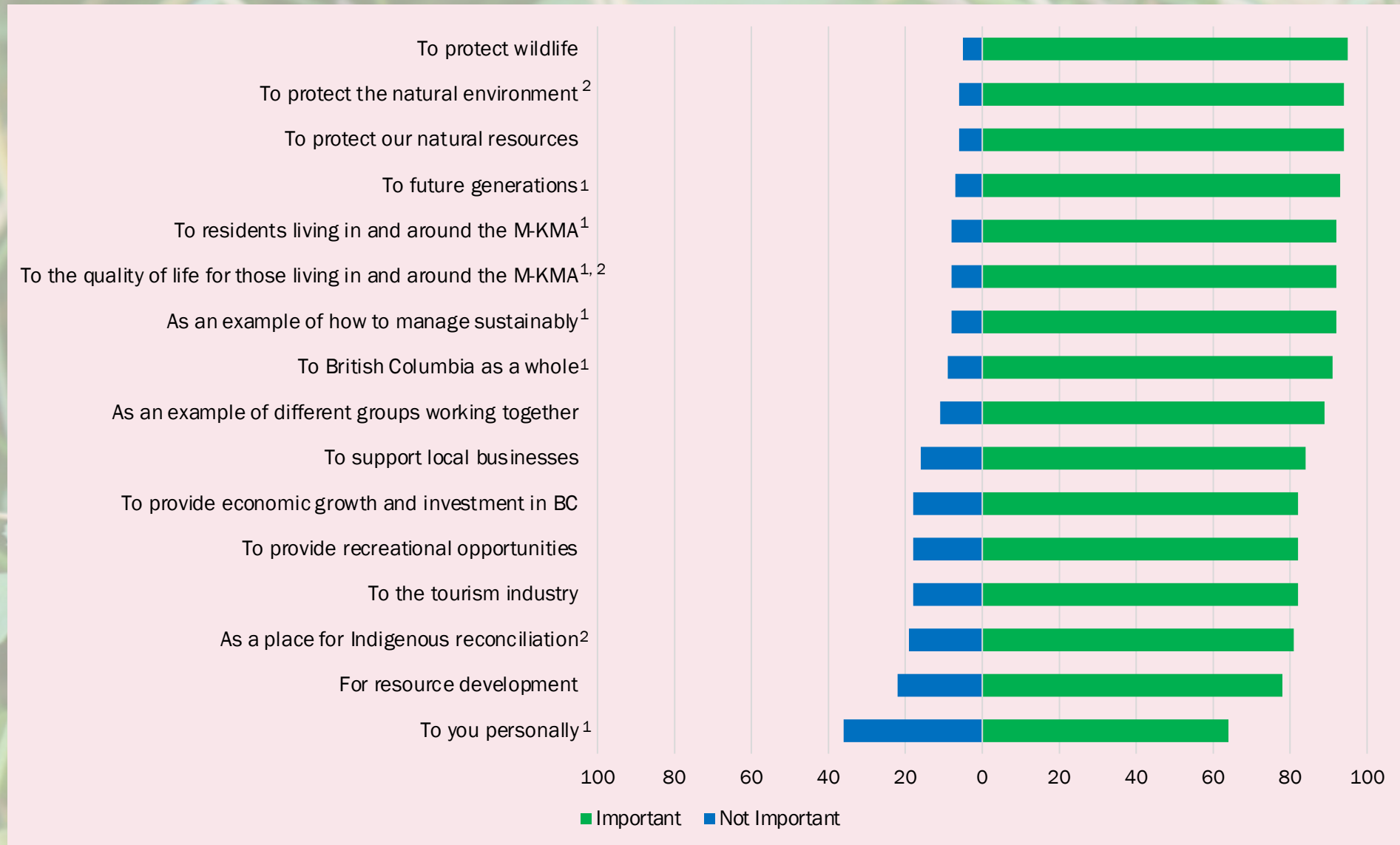


Figure 3: Importance of the M-KMA on a scale where 1 = not at all important, and 4 = very important. Respondents who were aware of the M-KMA were significantly more likely to indicate items marked with: ¹ as having greater importance. Respondents not from northern BC were statistically more likely to indicate higher importance to those items marked with ².

Respondents' Concern

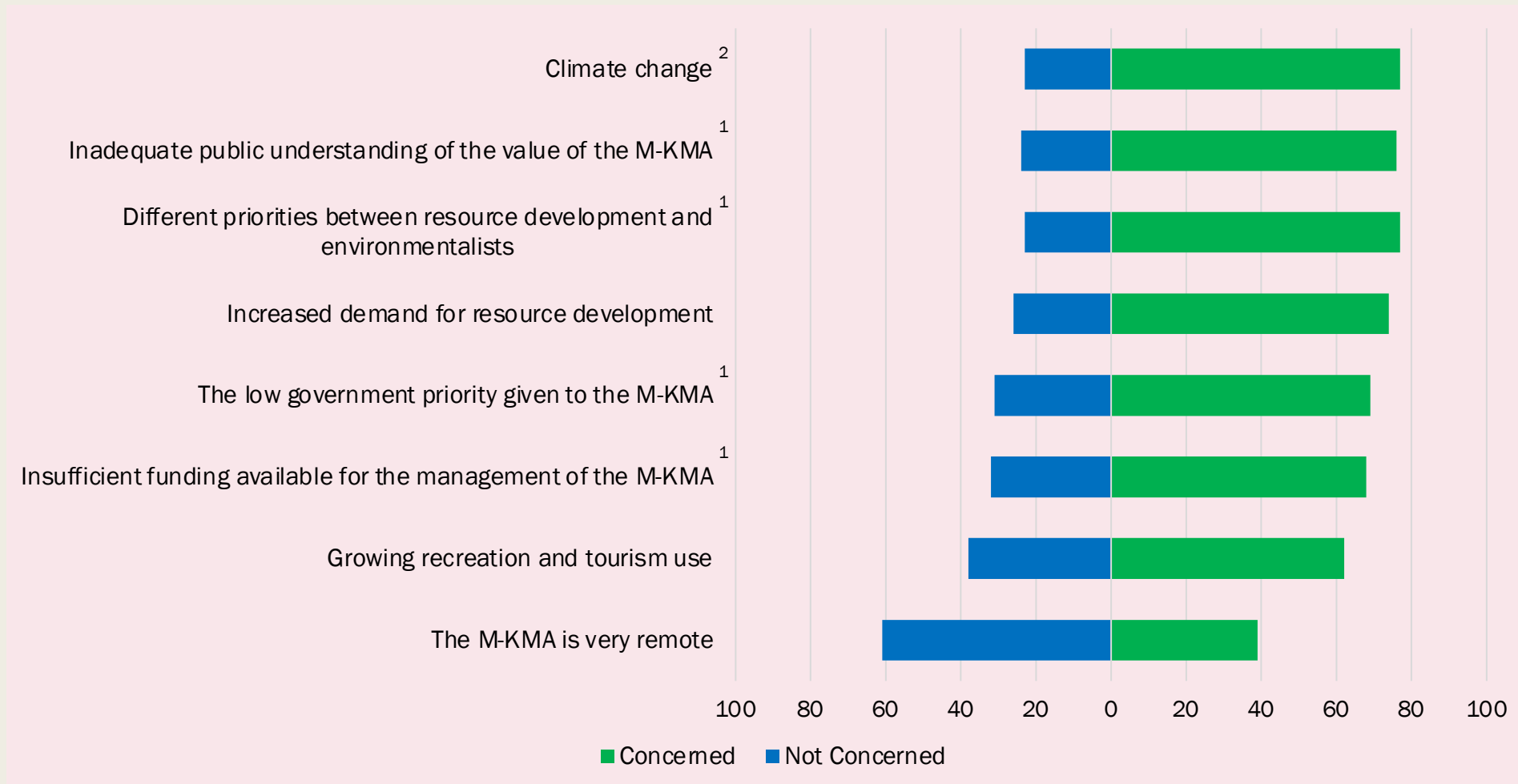


Figure 4: Concern for challenges facing the M-KMA on a scale of 1 = not at all concerned and 4 = very concerned. Respondents who were aware of the M-KMA were significantly more likely to indicate items marked with: ¹ as being more concerning. Respondents not from northern BC were statistically more likely to indicate higher concern for the items marked with ².

Sense of Place

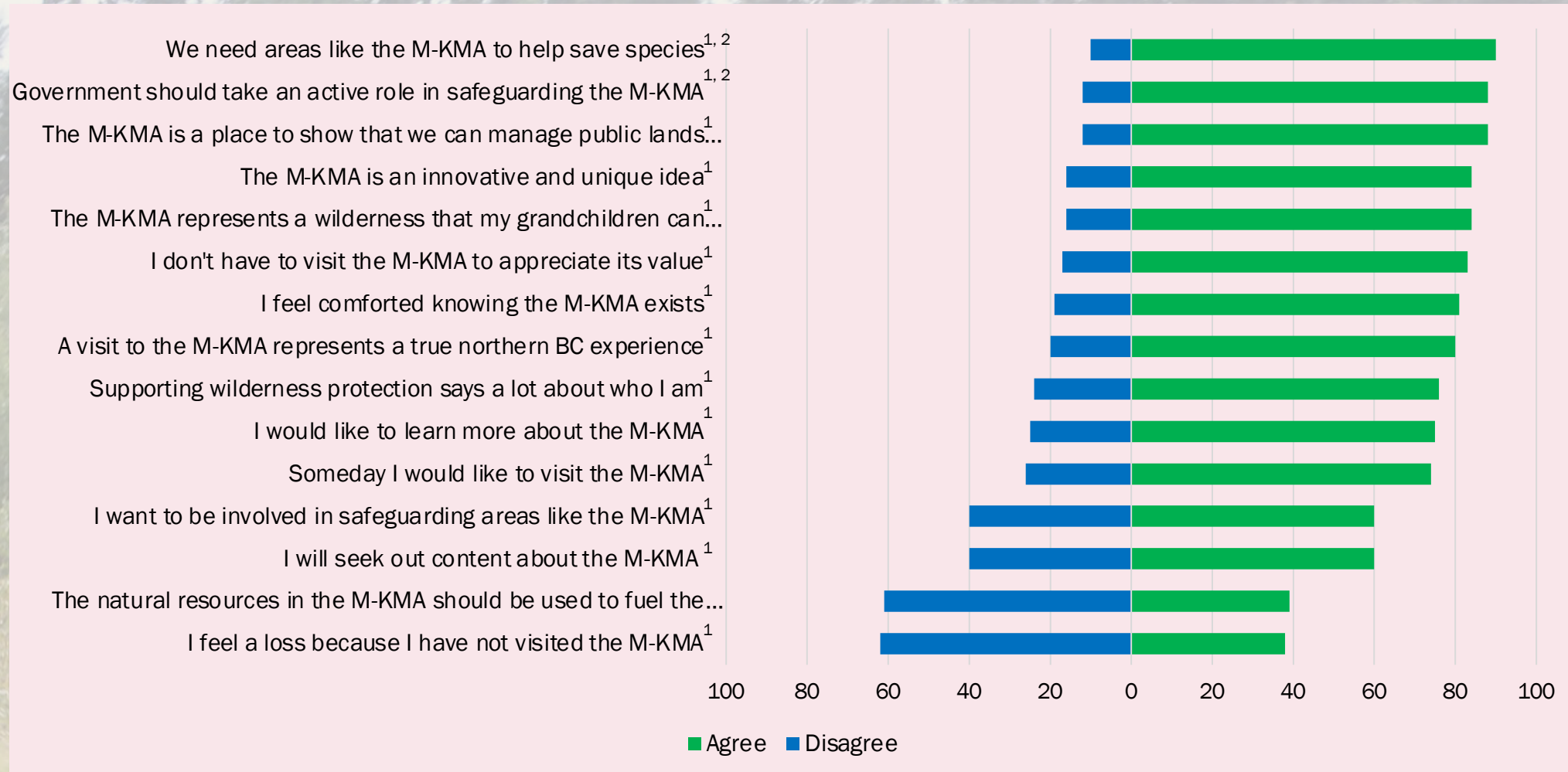


Figure 5: Agreement with the question's items was on a scale of 1 = strongly disagree to 4 = strongly agree. Respondents who were aware of the M-KMA were significantly more likely to more strongly agree with items marked with: ¹. Respondents not from northern BC were statistically more likely to indicate stronger agreement with the items marked with ².

Environmental Attitudes

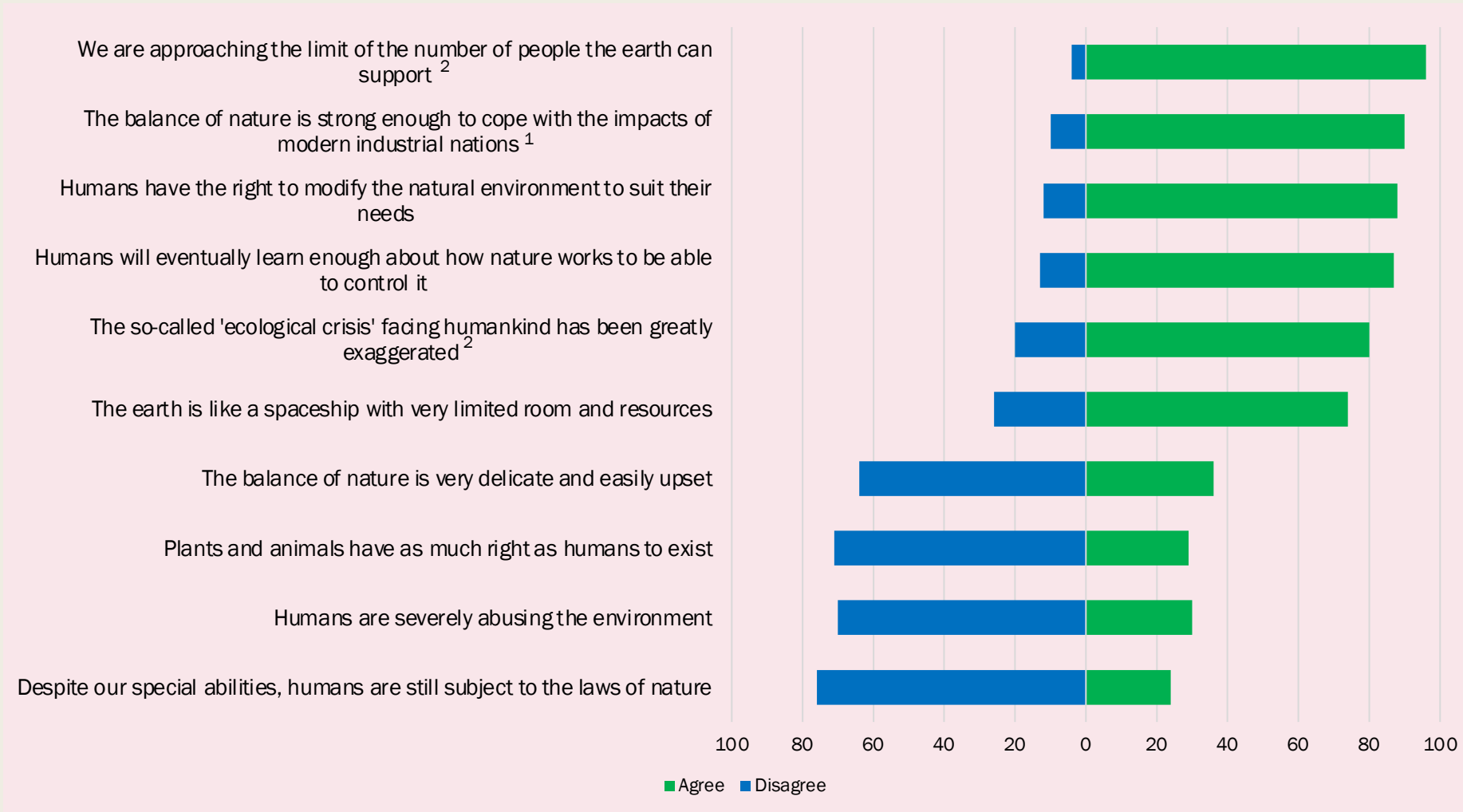


Figure 6: Agreement with the question's items was on a scale of 1 = strongly disagree to 4 = strongly agree. Respondents who were aware of the M-KMA were significantly more likely to more strongly agree with items marked with: ¹. Respondents not from northern BC were statistically more likely to indicate stronger agreement with the items marked with ².

Respondent Values

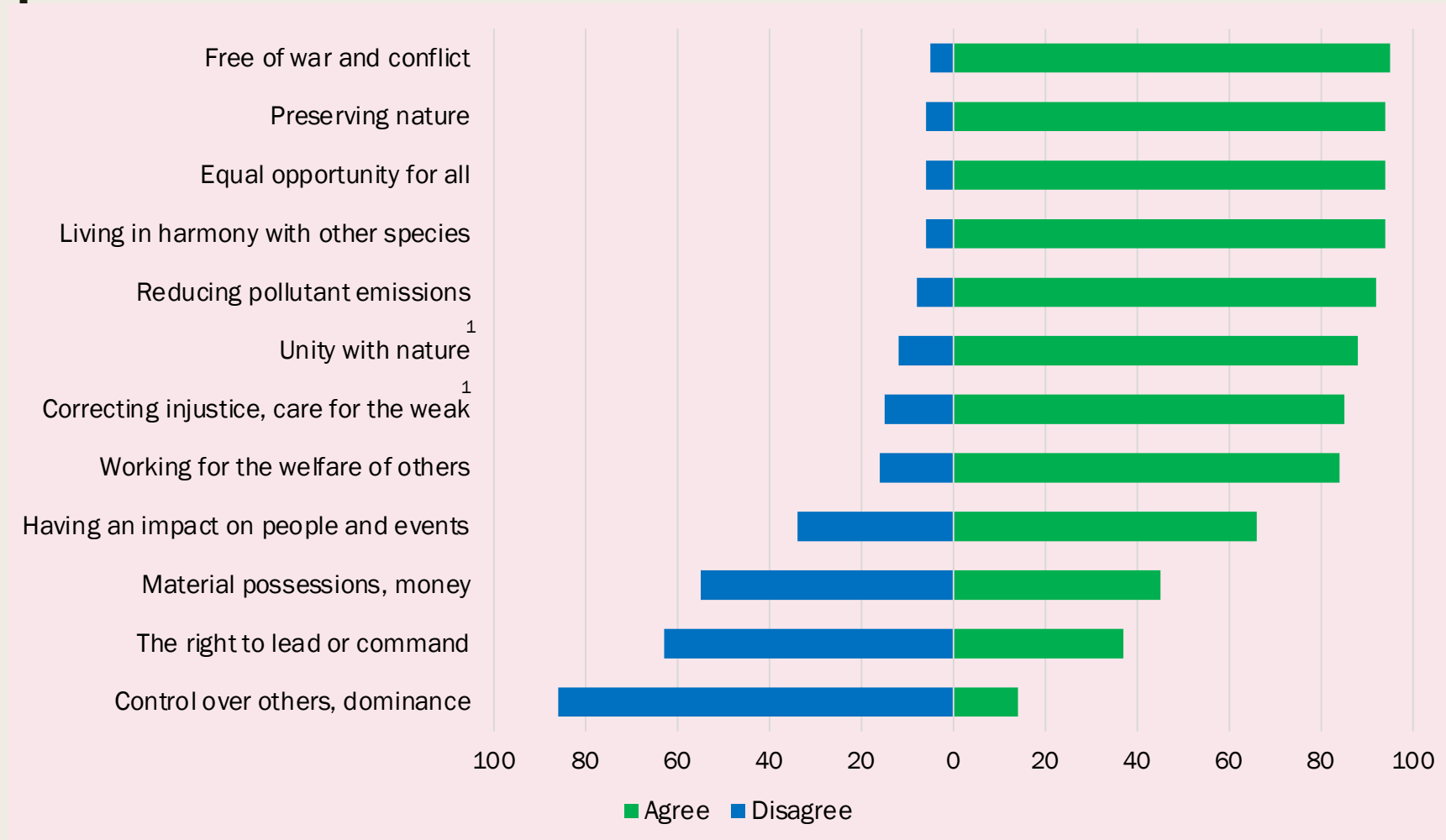


Figure 7: The importance of the question's items was on a scale of 1 = very important to 4 = not at all important. Respondents who were aware of the M-KMA were significantly more likely to more strongly agree with items marked with: ¹. There was no statistical difference between regions.

Next Steps

- Will soon be planning for a larger engagement on my results, today's presentation is just the highlights from the survey
 - Larger engagement with the whole M-KAB, participants, BC Parks, Y2Y & others
 - Create a Story Map (immersive story telling through text, interactive maps, and other media types)
- Aiming to have a complete draft by April 2021



QUESTIONS?

Thank you!

- My supervisor, Dr. Pam Wright, and committee members, Dr. Kathy Parker and Dr. Farhad Moghimehfar
- The M-KMA Advisory Board & the UNBC/M-KAB Working Group
- My interview participants



Muskwa-Kechika
Management Area

