

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

UNBC/M-KAB WORKING GROUP, DEC. 18<sup>TH</sup>, 2020

Rachelle Linde  
MNRES Candidate  
linde@unbc.ca  
University of Northern British Columbia

# Research Purpose and Questions

## Purpose:

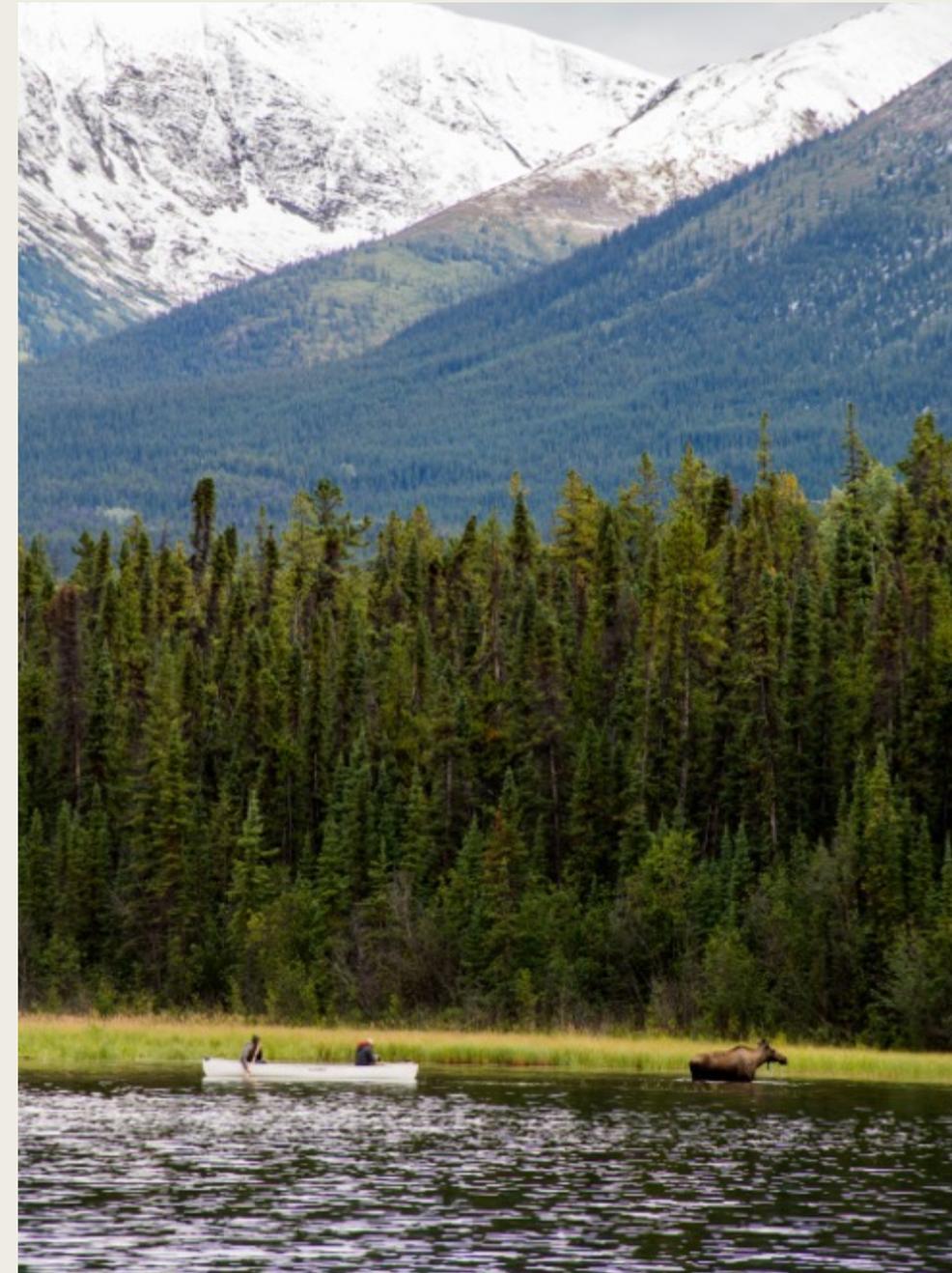
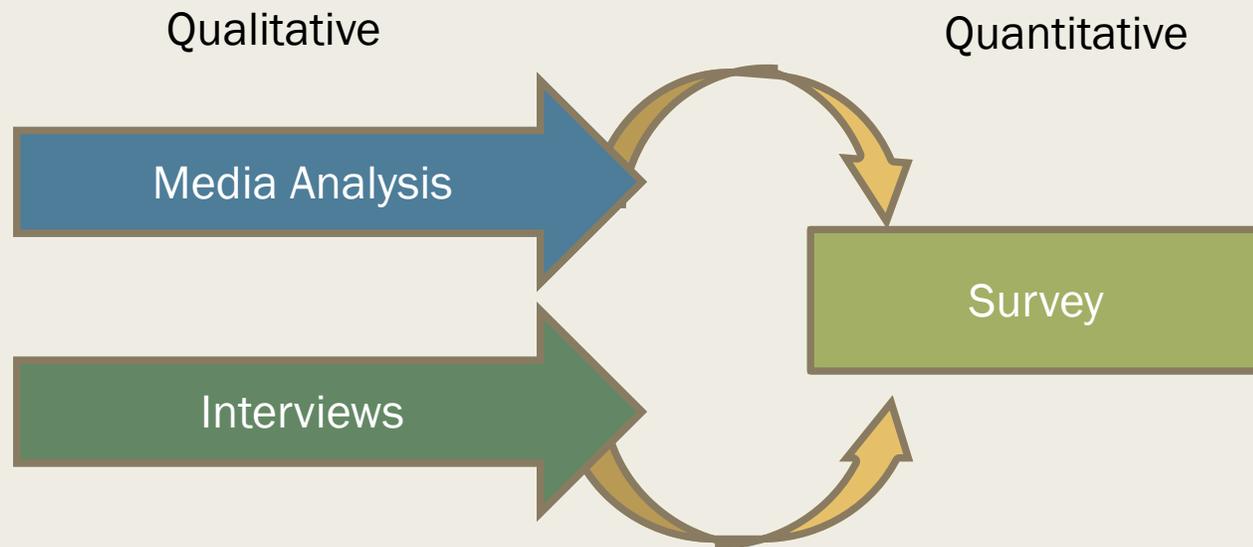
To examine the role of awareness and engagement in safeguarding the M-KMA

## 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
<b>Gender</b>		
Female	58.7	50.4
Male	41.3	49.6
<b>Age</b>		
18–34	14.8	40
35–54	32.2	27.1
55+	52.9	32.9
<b>Education</b>		
High school or less	21.5	44.9
College/some university	48.8	30.5
University graduate	29.6	24.6
<b>Income</b>		
<\$40K	24.1	57.8
\$40K–\$60K	19.7	17.5
\$60K–<\$100K	26.8	16.8
\$100K+	29.4	7.9
<b>Region</b>		
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

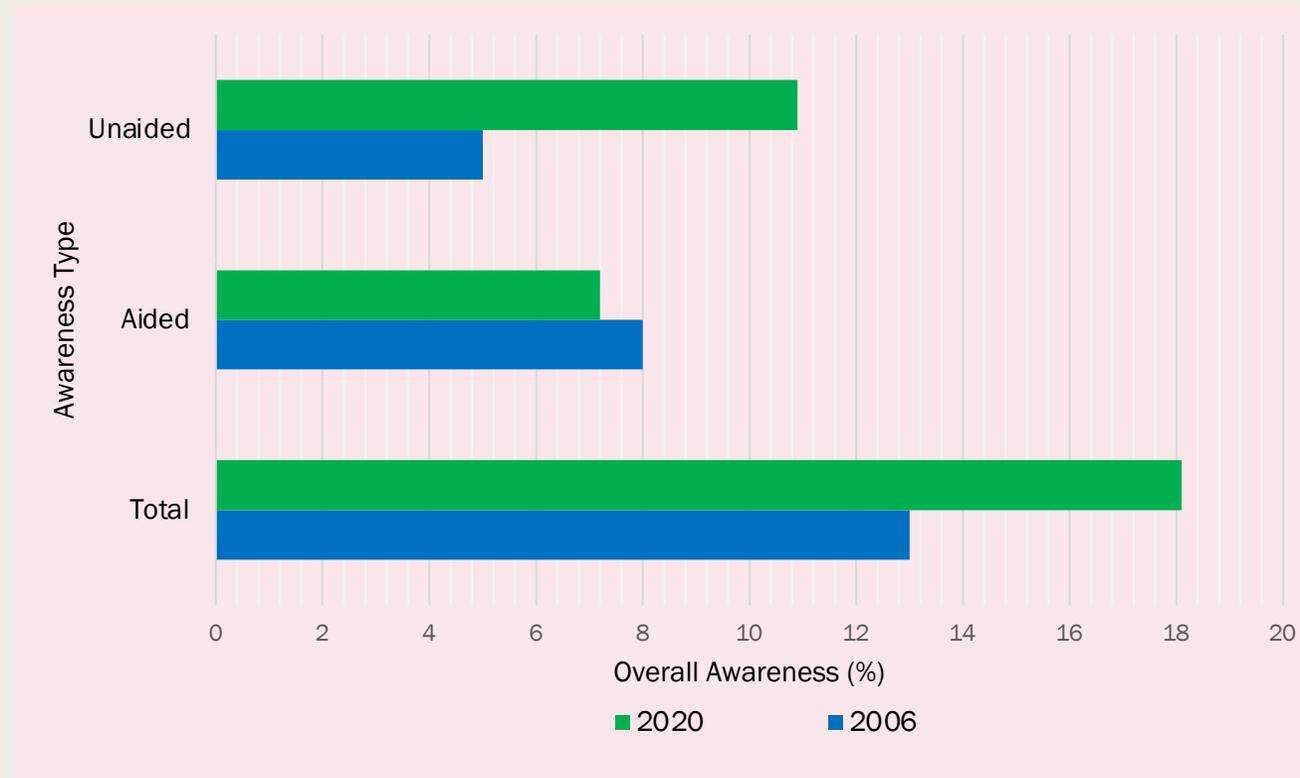
*What is the public's awareness of the M-KMA?*



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

*Table 2: Awareness of the M-KMA's key characteristics for those who were aware (versus unaware) of the M-KMA<sup>1</sup> = significant difference based on awareness and region (northern BC & elsewhere)*

# Source of Information

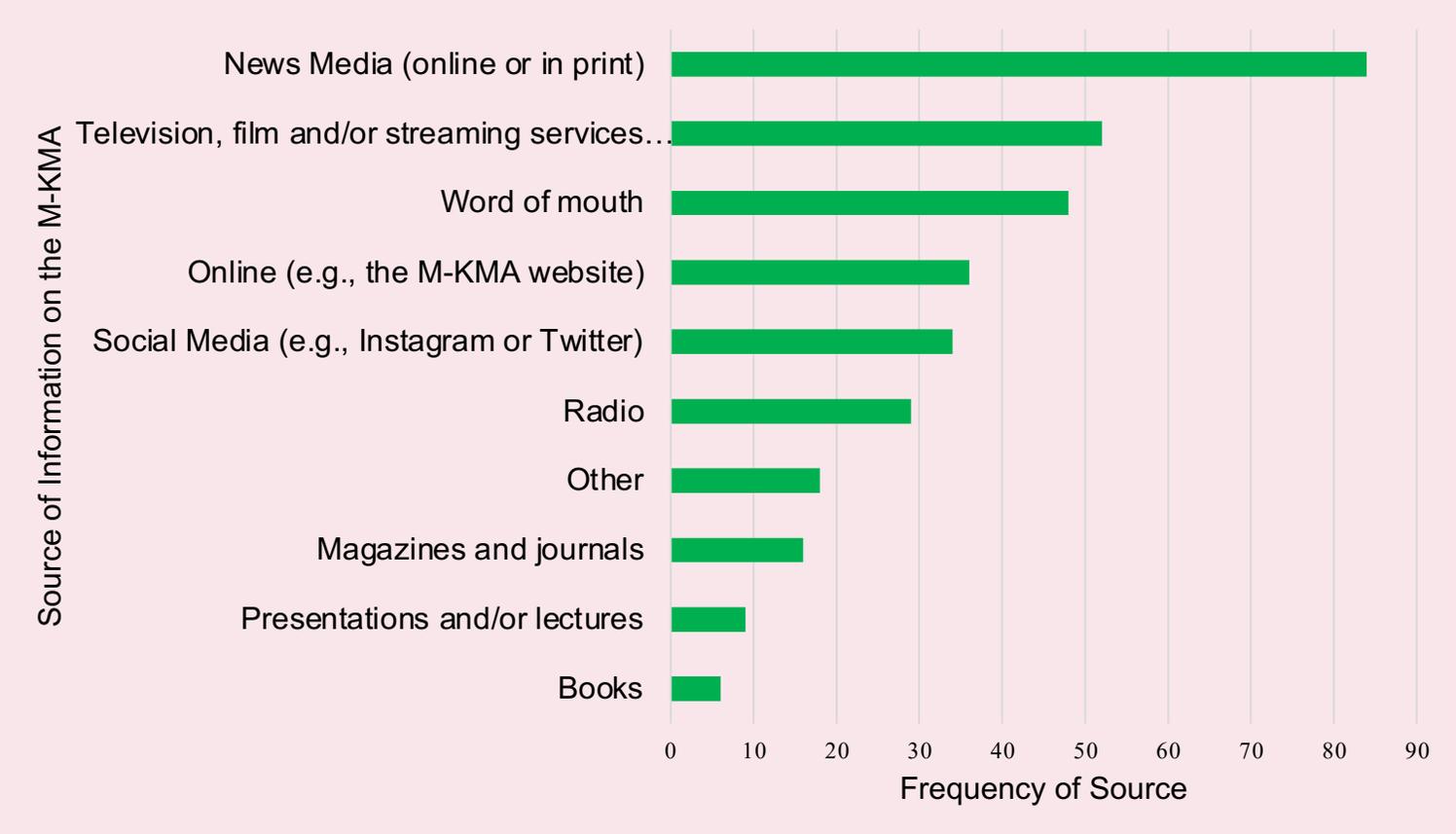


Figure 2: Source of information by frequency

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

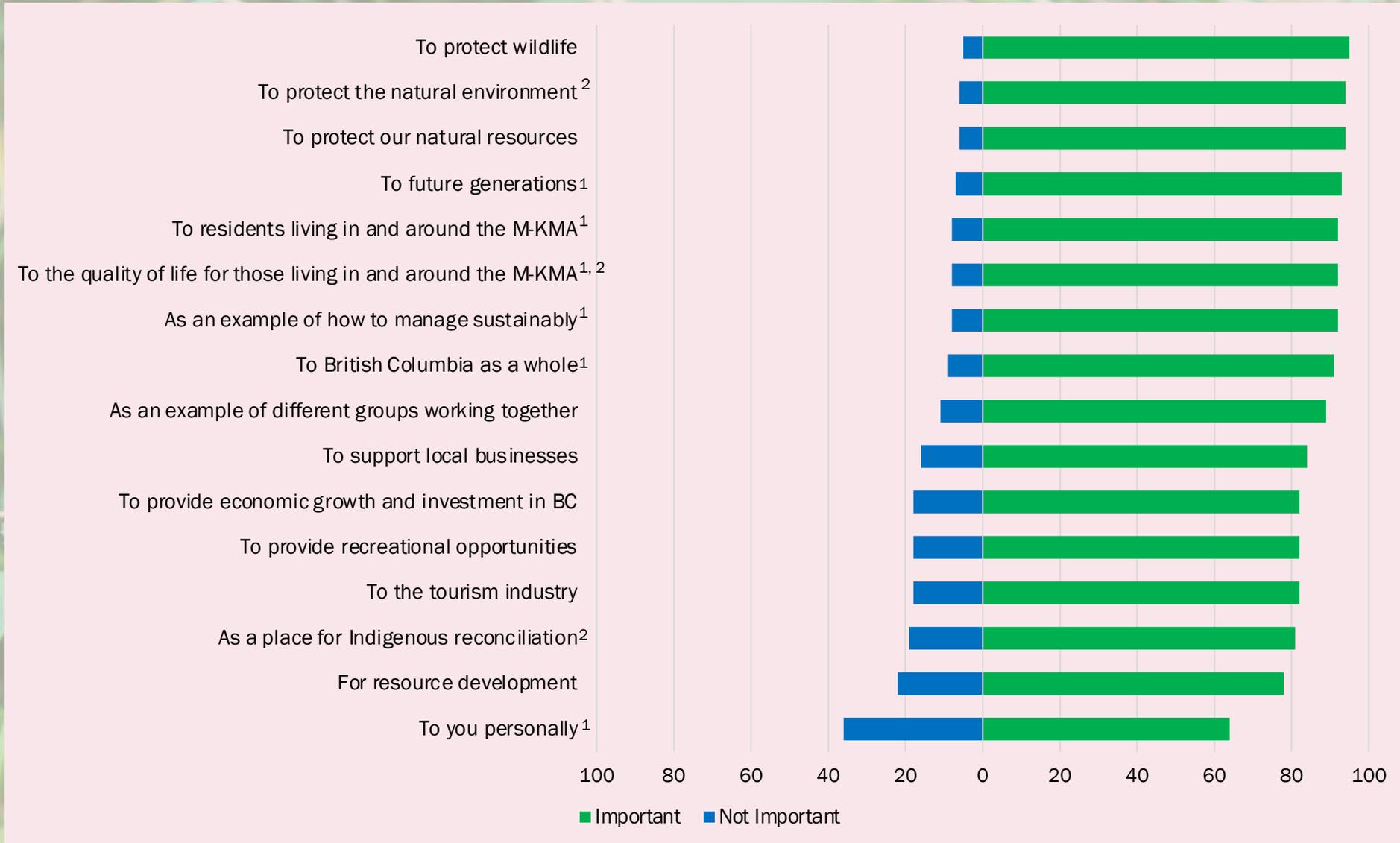


Figure 3: Importance of the M-KMA on a scale where 1 = not at all important, and 4 = very important. Respondents who were aware of the M-KMA were significantly more likely to indicate items marked with: <sup>1</sup> as having greater importance. Respondents not from northern BC were statistically more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

# Respondents' Concern

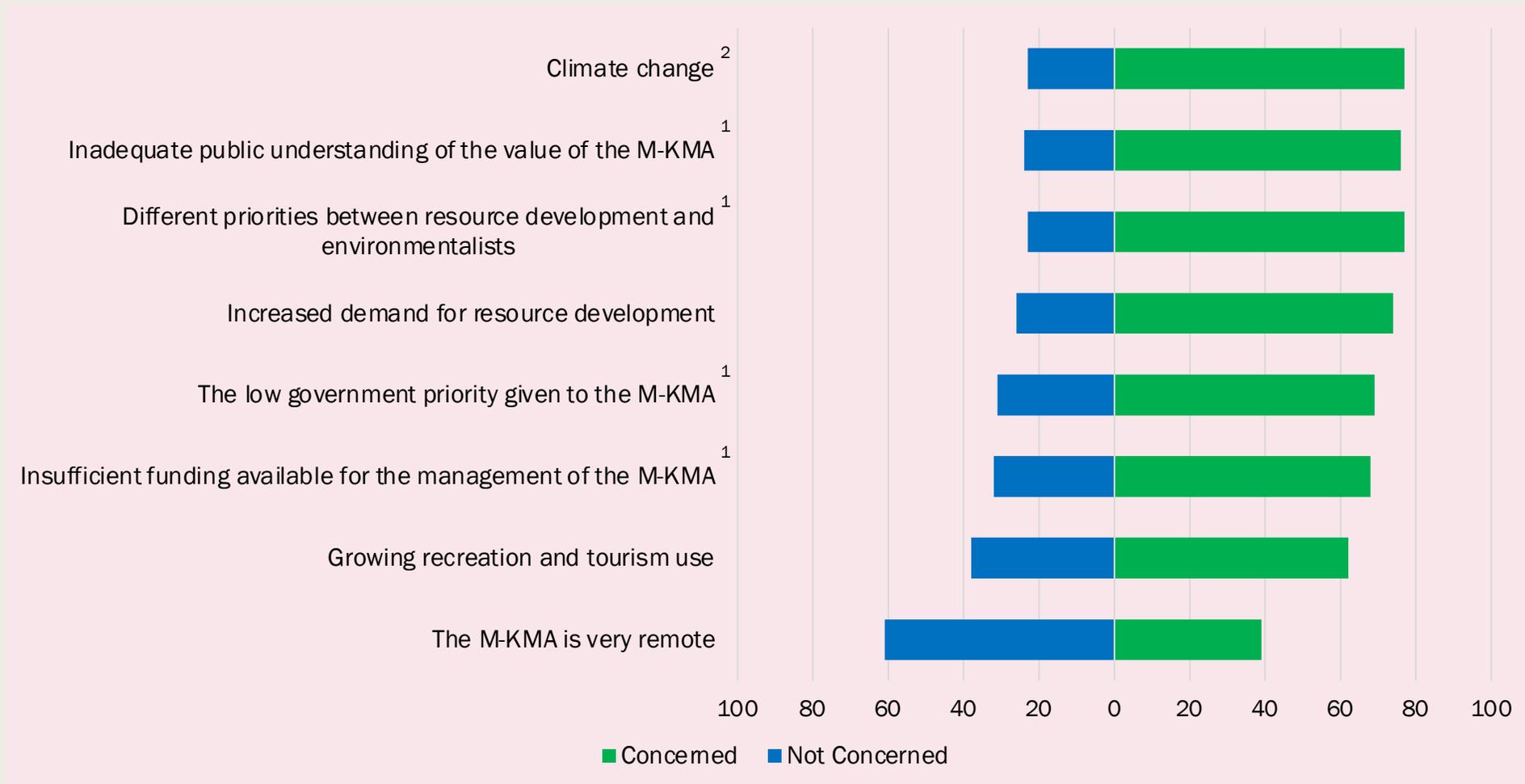


Figure 4: Concern for challenges facing the M-KMA on a scale of 1 = not at all concerned and 4 = very concerned. Respondents who were aware of the M-KMA were significantly more likely to indicate items marked with <sup>1</sup> as being more concerning. Respondents not from northern BC were statistically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

# Sense of Place

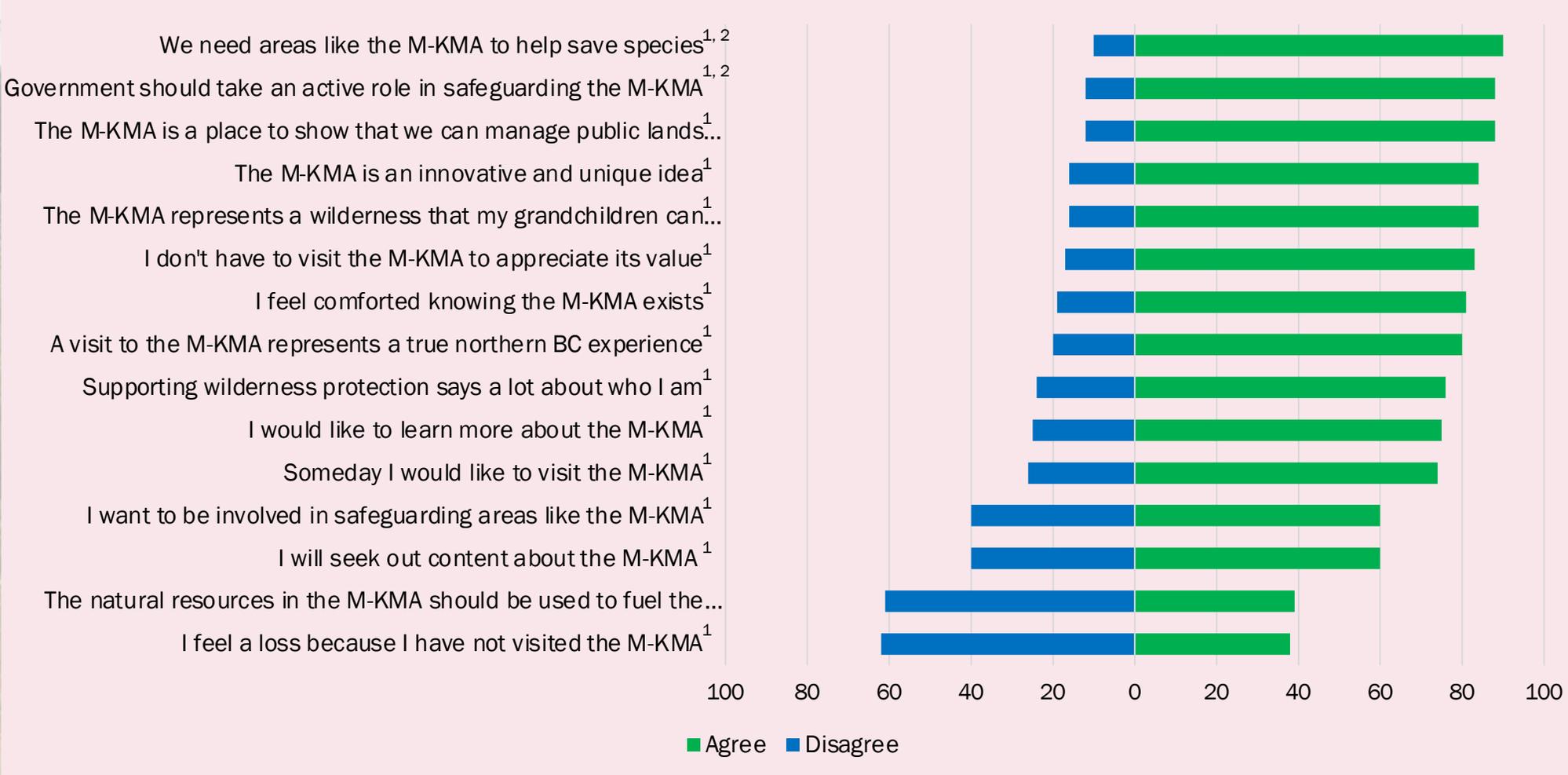


Figure 5: Agreement with the question's items was on a scale of 1 = strongly disagree to 4 = strongly agree. Respondents who were aware of the M-KMA were significantly more likely to more strongly agree with items marked with: <sup>1</sup>. Respondents not from northern BC were statistically more likely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

# Environmental Attitudes

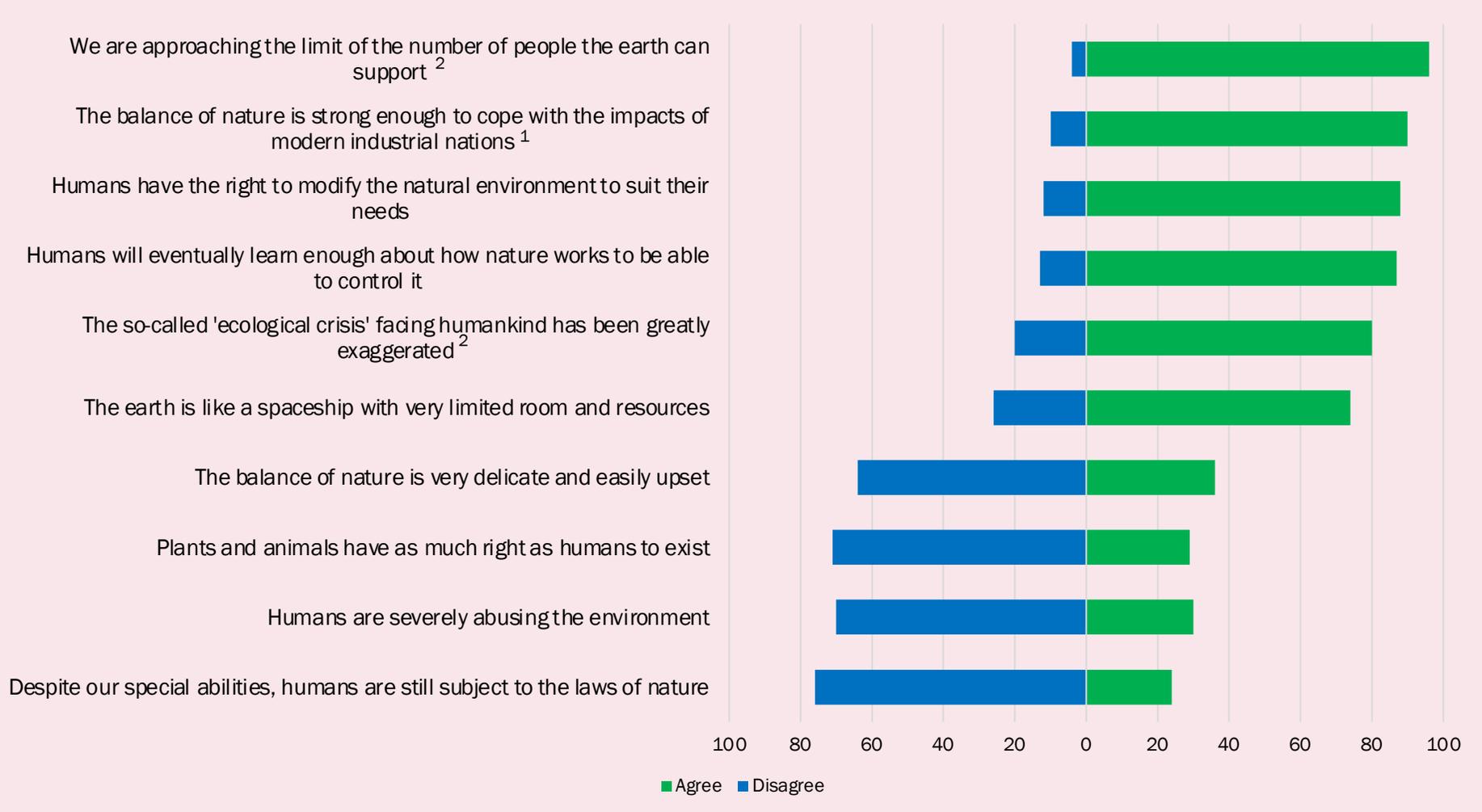


Figure 6: Agreement with the question's items was on a scale of 1 = strongly disagree to 4 = strongly agree. Respondents who were aware of the M-KMA were significantly more likely to more strongly agree with items marked with: <sup>1</sup>. Respondents not from northern BC were statistically more likely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

# Respondent Values

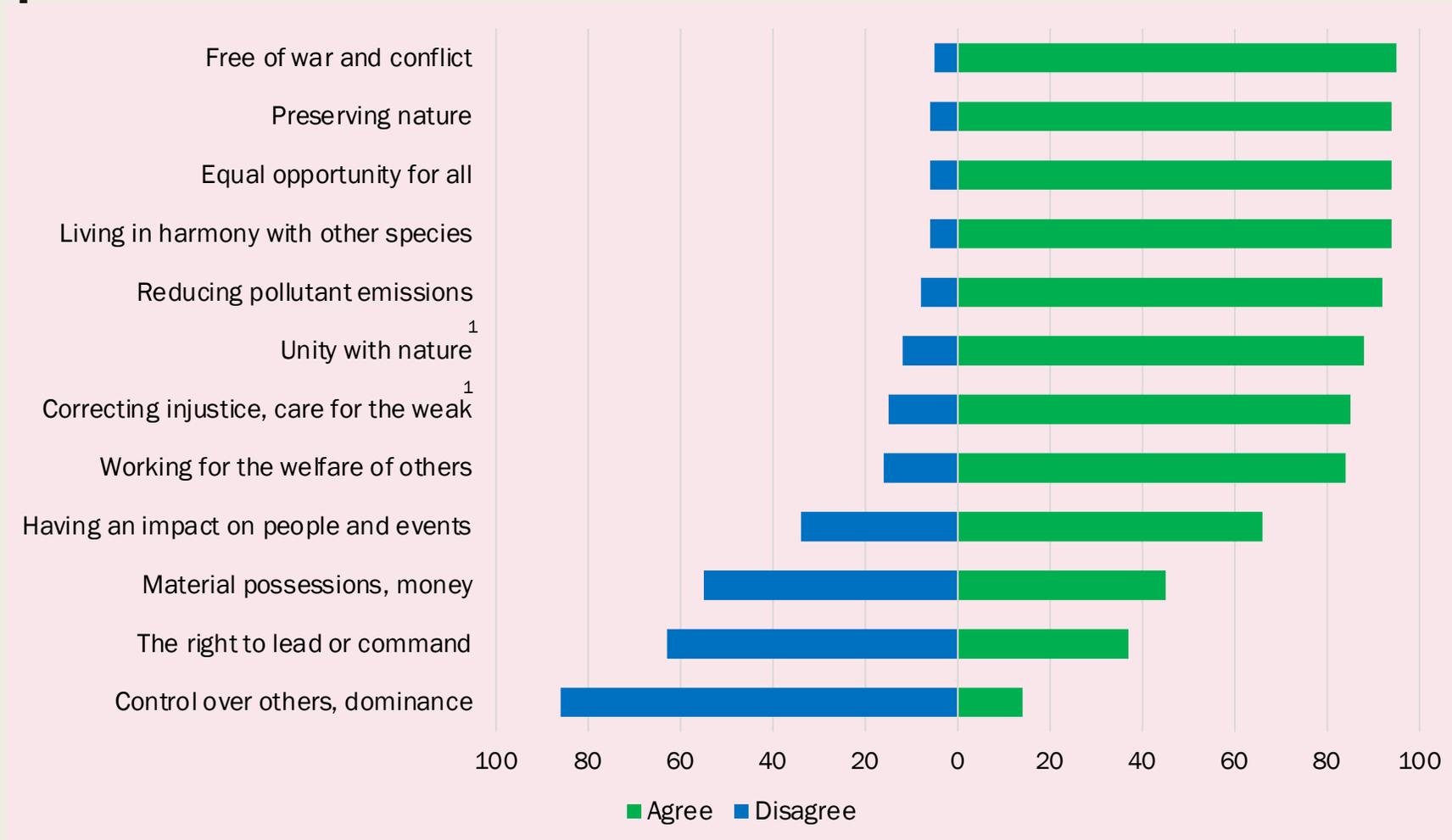


Figure 7: The importance of the question's items was on a scale of 1 = very important to 4 = not at all important. Respondents who were aware of the M-KMA were significantly more likely to more strongly agree with items marked with: <sup>1</sup>. There was no statistical difference between regions.

# 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

**UNBC** UNIVERSITY OF  
NORTHERN BRITISH COLUMBIA