

Coquitlam

For Committee

November 13, 2015

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To: City Manager

From: General Manager Planning and Development

Subject: **Canada Day Mural – Key Themes**

For: **Council-in-Committee**

Recommendation:

That the Committee receive the report of the General Manager Planning and Development dated November 13, 2015 entitled, "Canada Day Mural – Key Themes" for information.

Report Purpose:

This report provides an overview of the "I Love Canada because..." mural activity and key themes in participants' responses. This mural was a component of the Multiculturalism Advisory Committee's (MAC) Canada Day display.

Strategic Goal:

The MAC Canada Day display supports the City's strategic goals of promoting Coquitlam's cultural diversity, enhancing cultural experiences, and encouraging citizen engagement. It also aligns with the City's 2011 Multiculturalism Strategy and Action Plan's recommended action to work with local festival and event producers to explore opportunities to provide information on Coquitlam's diversity.

Background:

At its September 8, 2015 meeting, Council passed the following motion (484):

" That Council endorse the Multiculturalism Advisory Committee's request for a staff report related to the "I love Canada because..." mural project, as set out at its meeting held on Wednesday, July 15, 2015."

MAC has hosted a display as part of the City's Canada Day celebrations for the past four years. The display contains information about the City's multicultural initiatives as well as interactive activities designed to encourage participants to think about multiculturalism in Coquitlam. The "I love Canada because..." mural activity was introduced to the display in 2015. Complementing two other activities used in previous years, Generations and Where Were You Born, the mural provided a new form of engagement at the display with a strong multicultural component.

Background cont'd/

Visitors to the MAC display were asked to write or draw a response to the question "I love Canada because..." on the mural board. To reflect the multicultural intent of the display, the question was asked in nine different languages (official languages and top mother tongues as reported in the 2011 census). The final mural emerged over the course of the day as individual participants added their input.

People interacted with the mural in a number of different ways. This included:

- Responding in several different languages;
- Writing and drawing responses;
- Maximizing available space; and;
- Taking pictures with the mural (selfies and/or pictures of their children participating).

After the event, the mural was displayed at City Hall for two weeks and then at the Coquitlam Public Library – City Centre Branch for two weeks.

Discussion/Analysis:

Mural responses were summarized, transcribed and translated by City staff. Languages translated were Chinese, Korean, Farsi, Tagalog, Spanish, French, Italian and Russian. While the mural was designed as a fun Canada Day activity, key themes in participants' responses provide a window into what Coquitlam's population appreciates about Canada.

The top six themes derived from mural comments were:

- Natural Environment – landscape, natural beauty, wildlife, space;
- People – loving, welcoming, friendly, diversity;
- Values and Culture – freedom, social justice, respect, multiculturalism;
- Canada is Great – amazing country, the best, cool, fun;
- A Safe Place – safe to walk on the streets, no wars, free country, and;
- Family - family-oriented, my family and friends are here.

Sample comments from the mural include;

- "Its natural beauty, friendly people and harmony";
- "Canada is beautiful and free";
- "It is very multicultural, multilingual, nice to live here";
- "My two boys were born here and they are safe";
- "Everyone is welcoming and friendly," and;
- "Canada: freedom, beauty, respect, dignity, volunteers".

Attachment 1 illustrates all of the comments received in two sample word clouds while Attachment 2 provides the transcribed results organized by theme.

Next Steps:

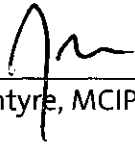
As it was very popular with both participants and MAC members, and based on Council feedback in this regard, staff will refine and utilize the "I love Canada because..." mural activity at the 2016 MAC Canada Day display.

Financial Implications:

There are no financial implications associated with this report.

Conclusion:

The "I love Canada because..." mural was a successful addition to the MAC Canada Day display. It added to the positive energy in Coquitlam House and reflected the fun, inclusive and patriotic nature of the overall celebration. Continuing this activity at future events will have a minimal impact on City resources.



J.L. McIntyre, MCIP, RPP

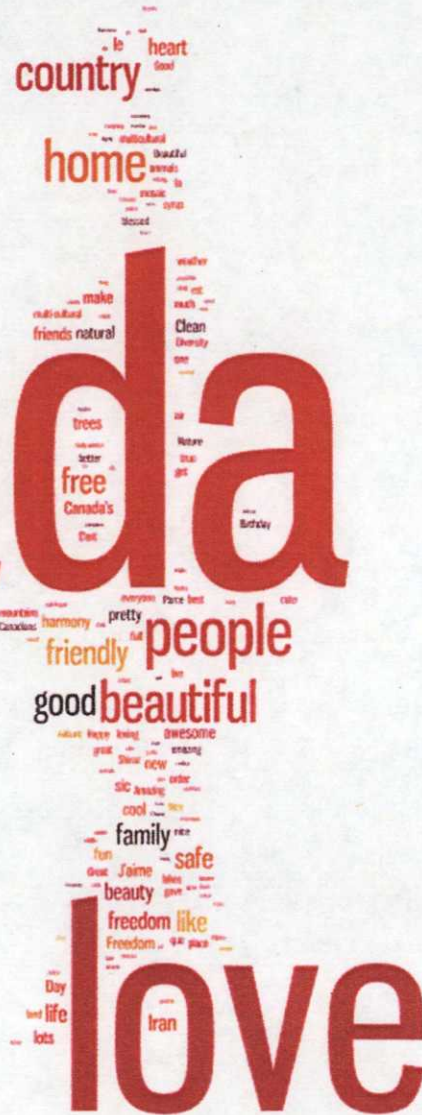
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Attachments:

1. Two example word cloud diagrams developed using the transcribed mural responses (Doc# 2119297.v1)
2. Complete transcribed responses (Doc# 2056747.v2)

This report was prepared by Amber Nicol, Community Planner, and reviewed by Steve Gauley, Senior Planner, and Carl Johannsen, Manager Community Planning.

Canada



Multiculturalism Advisory Committee – Canada Day Display Mural Responses - I ♥ Canada because...

Mural responses were transcribed and when required, translated by City staff. Languages translated were Traditional Chinese, Korean, Farsi, Tagalog, Spanish, French, Italian and Russian. The results are grouped by theme below. In addition to the written responses, a number of images were drawn on the mural. The most common of these was the maple leaf.

Common Themes

Responses which Combine Common Themes

- I love Canada because freedom and safety for all.
- Canada is beautiful and free.
- I love Canada for its education, health care, mountains, trees, wildlife and freedom to move around.
- I love Canada because of its natural beauty, friendly people, order and harmony. This is the first Canada Day after my citizenship.
- I love Canada because of its natural beauty, harmony and friendly people.
- It is multicultural, beautiful. We love hockey. Canadians are polite. Canada rocks!
- Canada is beautiful and free. It is my one and only home.
- Freedom, jobs for everyone, nature.
- Beautiful natural environment, nice people.
- Canada is beautiful and free country.
- Safe and fresh air.
- Canada has amazing people and lots of trees.
- It's beautiful – multicultural – a great example of people living together peacefully.
- Diversity, harmony and full of helpful people.
- Canada is a free, friendly, gracious and safe nation - so blessed to make it my home.
- Free and safe.

Environment

- Amazing animals!
- I love Canada because of the animals.
- Beautiful land and good air quality.
- It is eco-friendly.
- It's so pretty.
- Because of the beautiful landscapes.
- Nature.
- Ultimate beauty.
- Great walks, trails and lakes.
- Canada has great lakes and trees.
- It has lots of space.
- Clean water.
- I am growing up here and it is beautiful!

Environment cont'd/

- I love nature.
- It is beautiful.
- It is magnificent.
- I like Canada snowy mountains. Especially summers.
- Clean and Cold.
- Because it's a beautiful country and God is with us.
- Nature in Canada is beautiful.

People

- They have loving people.
- I love Canada because it is very friendly.
- Everyone is welcoming, friendly.
- It has the best people.
- I love Canada because we can be ourselves.
- People are so friendly and caring.
- I love Canada because of its natural beauty, harmony and friendly people.
- I love Canada because home is where the heart is and Canadian's have lots of heart
- Amazing people!
- Canadians have a true heart.
- Because of its people.
- Would be a good friend.
- They have loving people.

Values and Culture

- Diversity.
- I love Canada, multicultural people get along, wonderful.
- I love Canada because of its open doors with much love.
- We are all equal!
- Because we have a lot of freedom.
- Canada is social justice.
- A country full of acceptance and pride.
- It is very multicultural, multilingual, nice to live here.
- I love Canada because no one is judged by the colour of their skin. You can be Asian, African, Indian, Filipino – it doesn't matter.
- I love Canada because multiculturalism.
- I love Canada because of its mosaic.
- Because it's like a mosaic.
- Freedom to Choose.
- I love Canada because she is free and democracy.
- Because we have freedom.
- Canada: freedom, beauty, respect, dignity, volunteers.
- We are blessed beyond measure and we are at liberty to worship freely.
- Freedom and rights.
- I love Canada because Canada loves us.

Canada is Great

- Canada is Paradise!
- Canada is awesome!
- Canada is amazing.
- Great Country.
- Canada's pretty cool – I like their accent.
- No other country can match Canada.
- Canada's pretty cool.
- I love Canada because it's awesome.
- Canada is super cool.
- Cause it is fun.
- Because it is very cool.
- I love Canada because it is the best place in the world.
- We have everything!
- Canada the best country.
- It is very fun to play in it.

A Safe Place

- It's safe to walk on the streets.
- My two boys were born here and they are safe!
- Because it's safe.
- I love Canada because it's a free country and there aren't any wars.
- It is the country of order and planning.
- I love Canada because we have never had a war on our soil
- Because it saved us, and gave us a new, freer life.

Family

- I love Canada because I have friends and family here.
- Good opportunity for me and my family!
- Because it's family-oriented. So many fun things to do. I'm from Arizona.
- I love family.
- Canada gave us family member.
- Because I have friends.
- A new life for my family.

Other Themes

My Home

- Canada is my home
- Canada is my new home
- Because I live here
- Because I am part of it now! I love Canada
- Canada is my home – Quesnel
- I love my home so much.

Climate

- Nice weather – good to make better life.
- I love Canada because I love the snow.
- Nice weather – good to make better life.
- I love Canada because of the seasons.
- I love Canada because of the summer.
- Candy and no tornadoes.

Missing Another Place

- Though Canada is a perfect country, still I love my own
- Love Iran
- I wish my friends were here
- Vancouver is beautiful but I like Shiraz
- Iran was a good country too
- I am missing my home.

Food

- Good food.
- Maple syrup.
- I love Canada because it is unique and it invented maple syrup and poutine.
- I love Canada because of its mini donuts.

Other Comments

General Comments

- Because Canada is our neighbor! Happy Canada Day!
- We have an awesome flag!
- We are true North strong.
- Born here, and I get to say 'eh'.
- Thanks Canada.
- My place is good.
- Canada is so cute (three times).
- Job for everyone.
- I love Canada because I can learn English.
- Canada is land of my dreams.
- I want to become a citizen