



HI, I'M SARAH MORRISON

THE WORKING MOM

"Everything we do relates to the environment - what we eat, where we live and what we do. We need to do all we can to provide the best for our children's futures."

AGE 42

GENDER FEMALE

LOCATION PORT MOODY

OCCUPATION PART-TIME TOXICOLOGIST
@ Golder Associates

PART-TIME MASTERS STUDENT
@SFU

PERSONALITY TRAITS

Meticulous

Organized

Loyal

Diligent

MY TYPICAL DAY



I wake up early at 7.30 AM everyday.



I prepare breakfast and lunch for the kids and get them ready for school.



I drop them off at school around 9 AM and then head to the office.



I work at the office until 2 PM, and then pick my kids up at 3 PM.



I spend time with my kids or take them to their extra-curricular activities.



I prepare dinner for my family.

SFU

Some evenings I will take evening classes at SFU.



I make sure I'm home to tuck my daughters in by 9:30 PM.



I study till 11 PM and then go to bed.

TASKS AT THE HATCHERY

WATER QUALITY TEAM



Get field data and water samples



Conduct analyses in laboratory



Manage finances and administration

MY MOTIVATIONS



65%

I've always had a keen interest in the environment and protecting it.

35%

I also want to be a good role model to my daughters and show them the importance of preserving nature.

FRUSTRATIONS



It takes a long time for the meters to provide the results - that's why I don't like to conduct the colorimeter tests in the laboratory.



I dread cleaning and organizing the lab space, but it should get done so it's less cramped in the laboratory.

MY GOALS

END GOALS

- Get field data efficiently
- Conduct analyses efficiently and accurately

EXPERIENCE GOALS

- Cultivate a deep relationships with the other members
- Feel at ease when conducting analyses in lab
- Feel satisfied contributing to the society

LIFE GOALS

- Be accomplished by striving hard for my own career goals
- Develop good relationships with my family and friends

RELATIONSHIP WITH SOCIETY

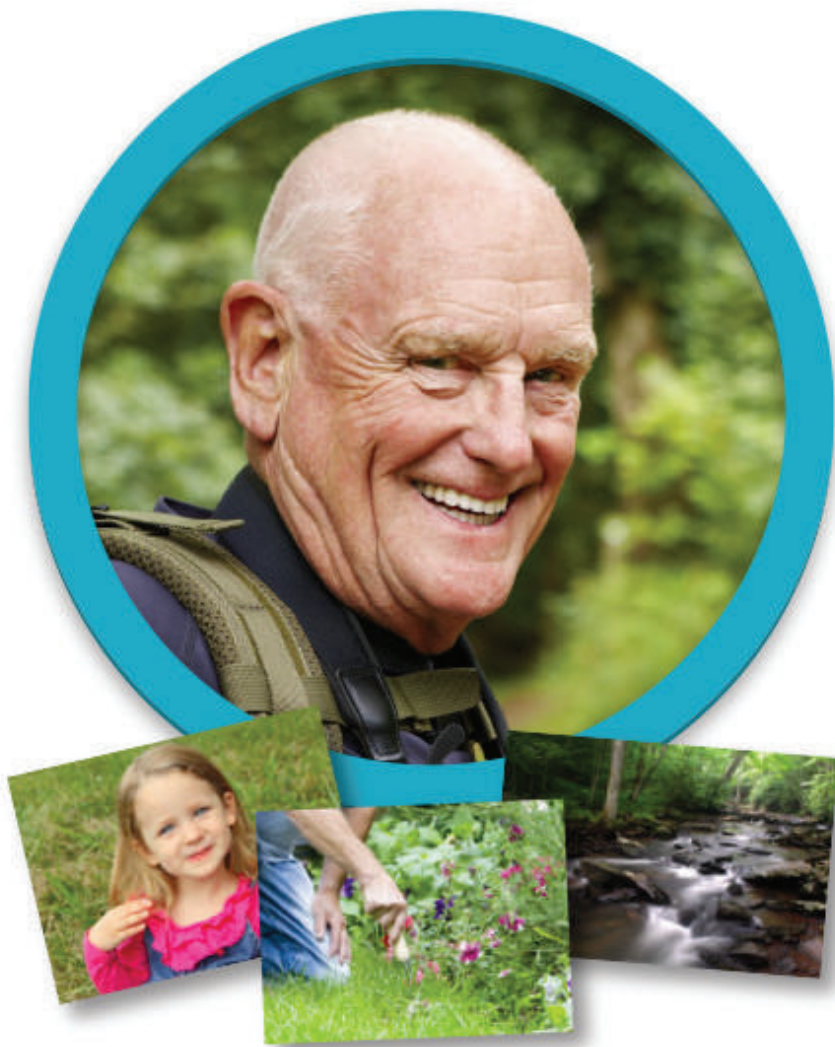
2 YEARS

Participates in all duties of the Water Quality Team and more.



1 TIME/WEEK

Volunteering only on Saturdays.



HELLO, I'M DAN JENSEN

THE RETIRED SENIOR

"I love relaxed, peaceful walks. I love working with people who want to protect the creeks as much as I do even more. It gives my life a greater purpose that cannot be found anywhere else."

AGE 65

GENDER MALE

LOCATION PORT MOODY

OCCUPATION RETIRED SENIOR

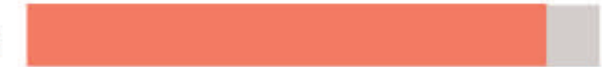
(USED TO BE LOGISTICS COORDINATOR)

PERSONALITY TRAITS

Spontaneous



Outgoing



Laidback



Disorganized



MY TYPICAL DAY



I wake up early at 6.30 AM everyday.



I slowly savour my breakfast.



I head to the hatchery and help out with any team.



It takes 15 minutes for me to walk back home.



I have lunch with my wife.



I usually like gardening in the afternoon.



I help my wife cook and then we eat dinner together.



After dinner, we walk in the nearby park.



My typical day ends around 10 PM.

TASKS AT THE HATCHERY



Salmon Team:

Feed the fish, monitor water temperature at the hatchery



Water Quality Team:

Get field data and water samples



Event coordinator within the society:

Plan for events like the Fingerling Festival

MY MOTIVATIONS



60%

I like hiking and taking walks in the parks, enjoying the beautiful scenery.

40%

Over the years, I have seen how construction negatively affects the environment from working at my past company.

FRUSTRATIONS



I am not comfortable with technology, and therefore I avoid conducting the analyses in the laboratory when I am helping the Water Quality Team.



I also dislike coming to the hatchery at night to check on urgent issues, as it disrupts my relaxation time before sleeping at 10 PM.

MY GOALS

END GOALS

- 🔴 Gather field data efficiently
- 🔴 Take care of salmon fry

LIFE GOALS

- 🔴 Live a restful lifestyle
- 🔴 Raise public awareness in environmental issues
- 🔴 Contribute to the things I value
- 🔴 Go on as many different hikes as possible

EXPERIENCE GOALS

- 🔴 Enjoy interacting with the other members
- 🔴 Feel laidback and relaxed when gathering field data
- 🔴 Feel a sense of satisfaction when working with members

RELATIONSHIP WITH SOCIETY

6 YEARS

Being heavily involved with the Port Moody Ecological Society.



4-5 TIMES/WEEK

Volunteering after I retired.



HEY, I'M GRACE LAI

THE UNIVERSITY STUDENT

"It's great volunteering with these people! Not only do I get experience, but I also enjoy the random conversations we have."

AGE 21

GENDER FEMALE

LOCATION BURNABY

OCCUPATION UNIVERSITY STUDENT

(STUDYING BIOCHEMISTRY AT SFU)

PERSONALITY TRAITS



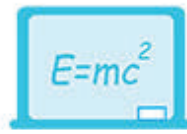
MY TYPICAL DAY



I usually wake up at 8 AM when I have to go to school.



I rush my breakfast so I won't be late for classes.



My classes are usually in the morning and afternoon.



It takes me 35 minutes to travel between home and school.



I catch up on readings while I eat my lunch.



I hang out with friends and attend club meetings.



I return home for a dinner prepared by my parents.



After dinner, I study and complete my homework.



My typical day ends around 2 AM.

TASKS AT THE HATCHERY

WATER QUALITY TEAM



Get field data and water samples



Conduct analyses in the lab

MY MOTIVATIONS



57%

I love Vancouver's beautiful scenery and am proud to live in this city, therefore I want to be involved in the local community.

43%

I have no experience in a laboratory setting, so I volunteer at the hatchery to gain experience. Hopefully it will help me find a job in the future!

FRUSTRATIONS



I dislike having to wake up early to volunteer as the Water Quality Team meets at 9 AM on Saturday mornings.



I dislike the long wait for the temperature readings and colorimeter analyses, as these tools and equipment are not as advanced.



I also dislike the large workload I get when the other members do not show up.

MY GOALS

END GOALS

- Gather field data efficiently
- Conduct analyses efficiently and accurately

LIFE GOALS

- Feel a sense of belonging when chatting with the other members
- Feel accomplished when I get more familiar with the lab tests

EXPERIENCE GOALS

- Gain relevant experience in the industry to succeed in my career

RELATIONSHIP WITH SOCIETY

3 MONTHS

Dedicates and participates in all the duties of the Water Quality Team.



1 TIME/WEEK

Volunteering only on Saturdays.