

STAFF REPORT TO COUNCIL

Date: March 10, 2005

To: George Paul, City Manager

From: Christine Russell, Quality & Communications Analyst

Subject: 2004 Public Engagement Efforts – Focus Group Sessions and UNBC

RECOMMENDATION:

Receive this report for information and discussion.

DISCUSSION:

There is a range of considerations that Council must consider in making decisions around the services it provides. In assisting Council in this exercise, two comprehensive engagement processes were carried out in the Fall of 2004. It is hoped the results from the Fall 2004 Public Engagement Program, which saw Councillors and Administrative staff meet with representatives from nine focus groups and the Public Information Survey conducted by UNBC's Institute of Social Research and Evaluation, will assist Council in understanding the opinions of its citizens around capital project priorities, service satisfaction levels, palatability for tax and user fee increases, and a number of other specific service issues. Also, this information may aid Council in determining the fit between the need or desire for a particular program or service and its Vision direction and priorities for the community.

Through focus group sessions during the months of November and December we obtained some valuable qualitative information on the views and needs of representatives from nine agencies. Invitations were forwarded to 13 groups. During the month of October the Quality of Life survey was conducted with results providing information on more quantitative issues.

Focus Group Sessions

Appendix A provides a list of issues expressed by each of the group meetings. Overall the essence of the effort revealed, number one that the group members were pleased to have an opportunity to meet with City Council and Administrative representatives. While primarily the intent was to solicit input into priorities around capital expenditures and service levels, and to share information on City Council's Vision and Mission for the community, it quickly became apparent, that for this initial engagement opportunity the focus group attendees were more desirous of discussing broader, relational issues. To some degree every session eventually included a dialogue around the need and desire to improve or increase working relationships between the citizen groups and the City. That being said, there were also specific recommendations made in how the City could improve the services it provides. Once a fuller evaluation of the effort is conducted, the pilot engagement program will be expanded into a more

strategic approach for 2005 and beyond. It is anticipated that with more regular annual round table discussions, the broader issues will give way to specific improvement opportunities.

During the sessions, there were occasions when issues raised were dealt with immediately by providing direction on where the attendees or group representatives could go for assistance, i.e. Automated Garbage questions, beetle tree removal program, taxation information, etc. An overall summary of the issues follows. While an overall summary of issues follows, Appendix A provides a list of the specific issues taken from each session.

Overall Summary of Focus Group Issues

- Continue to engage and build relationships between the community, and Council and Administration.
- Youth Around Prince George and Partners for a Healthy Downtown would like the RCMP to be more involved/have a higher presence in the downtown area
- Community Associations would like to have more collaboration on the use of closed and open schools.
- Greater promotion of the good work done by Council and staff.
- Increase involvement of outside agencies when improving City process, i.e. tendering practices.
- Greater support by City staff to Community Associations and the Community Arts Council.
- Continue with efforts to ensure the City is delivering its services in the most efficient manner and continue to develop measures to monitor same.
- Further development of strategies for downtown revitalization, parking, long term financial planning, and assistance required by seniors and youth agencies.

Assessment of Public Engagement Program Pilot

All in all, both employees involved in the program and those from the agencies we met with expressed the opinion that the effort was well worth it. As previously mentioned some of the issues raised during the sessions have already been followed up and those listed in this report will be reviewed and assessed. A letter has been forwarded to each of the groups we met with seeking confirmation that the issues presented in this report are those the groups identified as important and that they are the issues that were to be brought to City Council's attention.

Once a more thorough evaluation of the Public Engagement Pilot has been conducted, a more strategic approach will be developed for public engagement efforts in 2005 and beyond. Included in that strategy will be ongoing surveys administered by the Institute for Social Research and Evaluation and earlier involvement of broad and specific focus groups.

Summary - Institute for Social Research and Evaluation (ISRE) 2004 Public Opinion / Quality Of Life Survey

In partnership with the City of Prince George, UNBC's Institute for Social Research and Evaluation has conducted another public opinion survey. This year's survey was intended to help evaluate several services delivered by the City, and to relate the quality of service delivery to the quality of life in Prince George.

Questionnaires were sent to a random sample of 2500 households in the City. The average age of the respondents was 50.93 years, with 93% of respondents completing high school, or receiving some form of secondary education (trades, college, university). Appendix B to this report includes an explanation and statistical data on the results of that survey.

386 completed surveys were returned to the University. The survey results for the three years are statistically valid. The error margins for the 2004 survey are considered to be accurate 95% of the time within +/- 6 percentage points. Because this is the third year in four years that this type of survey has been conducted, there is the added benefit of beginning to see trends in some of the data. You will see we have included some of the statistics taken from the year 2000 survey because the questions were similar to those asked in 2003 and 2004. As well, it should be noted that the year 2000 and 2003 surveys were conducted in the spring, whereas the year 2004 survey was as mentioned conducted in the fall. The results reflect the seasonal issues facing the community.

It is pretty clear by these results that most of the survey respondents are comfortable with completing surveys of this nature and that the level of college and university training in the respondents is quite high. Normally ISRE gets a disproportionately high representation from those kinds of people but for this survey that proportion is higher because the survey was somewhat longer than most.

City of Prince George directors and financial and communication staff have analyzed the survey results and where required, have provided summaries on the information.

Conclusion

The City of Prince George thanks those who participated in the Focus Group sessions and the Year 2004 Quality of Life Survey effort. The information obtained will assist Council to make decisions concerning the City's short and long term financial plan and direction for the community. In addition, the information will assist staff to continue its efforts to improve its services to its customers and will become part of the research in developing the 2005 and Beyond Public Engagement Strategy.

Respectfully submitted



Christine Russell

APPENDIX A – 2004 FOCUS GROUP SESSIONS' ISSUES
Specific Group Concerns***Chamber of Commerce - October 28, 2004***

1. Auditing processes should be in place to evaluate current and new initiatives.
2. The City should continue with the process of identifying key performance indicators.
3. In deciding how to pay for a service City Council clarifies whether a service is for the public good or a specific user group. If it is for the public good, the expenditures are paid for out of general taxation, if a specific user group benefits, they pay the user fees for the service. Rather than charging on benefits, City Council bases its rates on ability to pay, which can be challenging. There are grant and subsidy programs to assist those less fortunate to build in some proactive formula to cover the costs of the services they require.
4. From an operational standpoint the City gets no direct funding from the provincial government. There did used to be unconditional grants available which were a form of revenue sharing from the provincial government but that no longer happens. The City is now facing changes with the province not covering some services that it used to, and which the City has had to assume responsibility for, .e.g. grass cutting on provincial highways that go through the city.
5. The City should consider all potential means of delivering its services.
6. The City needs to share good news about its successes and services more proactively.
7. A long-term financial plan around setting the tax levy is needed.

Downtown Business Improvement Association - October 28, 2004

1. A formula is needed to help plant trees and get street lighting downtown without spending per footage costs. Consider a street tree initiative and tie in with improved lighting but it was expressed that sidewalk paving stone development should be removed from future plans.
2. Comprehensive downtown strategy is needed to include land use, safety and security, aesthetics, tree installation and maintenance, promotional opportunities, participation in events and competitions such as WinterLights and Communities in Bloom, and the potential location of major public facilities.
3. Backflow valves are required in new construction only. Existing property owners should be required to install backflow valves.
4. Water metering – encourage property owners to keep their buildings, sidewalks and parking lots clean by allowing exemptions to water metering charges.
5. Consider putting additional funds into the downtown development initiative.
6. Develop a long-range plan for off street parking.

Council of Seniors - November 2, 2004

1. Affordable housing for seniors needs to be developed
2. City Council/Administration were asked to increase lobbying efforts with other levels of government to ensure seniors have affordable housing.
3. More encouragement is needed to have land developers consider the needs of seniors,
4. Recreation opportunities for seniors need to be reviewed and increased.

Partners for a Healthy Downtown - November 3, 2004

1. Continue the RCMP presence in the downtown through increased foot patrols.

2. Continue the Bylaw Services staff patrols. We should follow up with bylaw and determine results and plan for next year. Staff currently act as “eyes” and “ears” for the RCMP and report any criminal behaviours.
3. Improve the process for checking on “hot” goods in the Pawn Shops downtown.
4. Improve downtown lighting.
5. Develop a communications plan for downtown.
6. Make the ‘health’ and ‘revitalization’ of downtown more of a priority in the City’s service categories.
7. Provide secretarial staff support to the committee

Youth Around Prince George - November 16, 2004

1. Provide complimentary transit passes to the YAP office for emergency use.
2. Provide complimentary recreational passes and event tickets to the YAP office to distribute at their discretion.
3. Build relationships between Council and Administration and the YAP office personnel and clients.
4. Continue to put efforts into downtown rejuvenation.
5. Affordable housing is needed in the downtown for homeless youth.
6. More support is needed for semi-homeless youth.
7. Expand partnership and increase foot patrols and general RCMP presence in the downtown.
8. Improve the RCMP Member relationships with YAP office personnel and clients and in the downtown and the VLA.
9. Initiate another Youth Assistance Committee.
10. Increase opportunities for youth employment in the downtown area for YAP clients.
11. Review input/suggestions from YAP representatives on how to improve CASEY work when incarcerating or rescuing threatened street youth.

Northern British Columbia Construction Association - November 22, 2004

1. Continue and increase the ongoing consultation between Supply Services and the NBCCA on tendering practices paying particular attention to length of tender processing time and more complicated projects.
2. Recommend that Council discuss and approve capital projects earlier in the year. It would be helpful if more notice was given to external contractors on capital projects so they can better prepare to respond.
3. Suggestions to mitigate or prevent projects from coming in over budget.
 - The NBCCA worked with the City on a pilot program to review the Nechako Ball Diamonds to ensure the pricing was set appropriately. The NBCCA is interested in continuing to assist with that type of work as it can prevent unnecessary rework and rebidding on jobs.
 - It may help to have consultants working more closely with local contractors. The NBCCA would like to work more closely with consultant engineers on different projects. This is even more important as the cost of materials continues to escalate.
 - When a project is bid and does not start for some time, the situation can occur where the cost of materials has increased between the time the job was bid and the time it starts.
4. Queries were made regarding the City’s service delivery strategy.

Community Associations Meeting - November 23, 2004

1. School Use Agreement Concerns
 - Lack of access to space, equipment,
 - Need to look at who sets priorities on school usage and how group concerns can be aired
2. School closures – a number of recommended uses for the closed schools were put forward
 - Housing, community hall type of designation
3. Walkways and Trails – maintenance is needed for some walkways and routing needs a review for those children who now need to attend new schools because schools in their immediate area are closed
4. Transit – the group had some concerns around transit routes and was invited to contact the City’s Transit Engineer, Warren Hall.
5. Leisure guide
 - The submission deadlines are not convenient, nor flexible enough to meet the associations’ needs.
 - Would like to see three per year as in the past.
6. City support services to Community Associations must be increased.
7. Increase photocopy services to community associations.
8. Ice rinks – reinstate the policy that permits refurbished tennis courts to be used as ice rinks in winter.
9. Improve outside playground and ice rink lighting.
10. A number of community association groups would like the City to assist with fees to insure Community Association Directors.

Community Arts Council - December 1, 2004

1. Create a database of arts groups, activities and available space and facilities for arts and cultural groups.
2. Review the City’s service categories to designate arts and culture more clearly.
3. Review the Cultural Grants process and the Cultural Grants Committee’s Terms of Reference to see how the Community Arts Council can provide assistance.
4. Develop an Arts and Culture facility.
5. Provide training for art and culture non-profit boards.
6. Improve promotion of arts and culture in the community.

Gateway Business Improvement Association - December 2, 2004

1. Encourage investment in growing the economy and developing the community.
2. Increase capital project funding.
3. Improve maintenance of trees, sidewalks, lawns and gardens in the Gateway Improvement area.
4. Improve efforts to promote our community.
5. Improve communication when taxes are increased for capital projects by showing it as a one line item on tax bills and include the term the increase amount will be included.
6. Continue with downtown rejuvenation efforts.

APPENDIX B
Year 2004 Financial Plan Survey Results

SECTION I. SERVICES

Question 1 asked: “How satisfied are you with the current level of the following City of Prince George services?” Available responses fell between a range from very satisfied to very dissatisfied. (Please note that for the 2003 survey the only optional responses were Very Satisfied, Somewhat Satisfied, Very Dissatisfied and Somewhat Dissatisfied. The optional responses for the 2004 survey included these options as well as an Evenly Balance choice. The Evenly Balanced responses were grouped in with the Very and Somewhat Satisfied responses.)

Chart 1 shows the responses taken from the 2003 and 2004 surveys of the services showing Very Satisfied and Somewhat Satisfied ratios. As can be seen by the comparison, most of the same services continue to show more than 50% of the respondents either very satisfied or somewhat satisfied. Of those services, Fire Protection and the Civic Centre received the highest satisfaction rating, and Roads and Streets Maintenance received the lowest satisfaction rating for both years.

Chart 1 – Very and Somewhat Satisfied and Evenly Balanced

2003		2004	
Service Area	%	Service Area	%
Fire Protection	90.2	Civic Centre	98.8
Garbage collection	89.8	Fire Protection	96.4
Arenas including Multiplex	88.9	Aquatic Centres	95.5
Civic Centre	88.8	Arenas, including the Multiplex	95.2
Library Services	85.9	Sewers	95.2
Police Protection	85.2	Library Services	94.7
Aquatic Centres	84.9	Transfer Station Operation and Maintenance	92.7
Street Lighting	84.2	Emergency Measures	91.4
Parks Maintenance	83.1	Water Supply	90.6
Water Supply	82.9	Garbage Collection	90.5
Traffic Signs, Signals/Controls and Markings	81.3	Park Maintenance	89.8
Snow Control	78.0	Community Recreation including School Use	85.8
Street Cleaning	76.2	Cemetery	81.6
Community Recreation Including School use	71.0	Traffic Signs, Signals/Controls and Markings	79.6
Storm Drainage Maintenance	70.9	On and Off Street Parking Control	79.3
Transfer Station Operation and Maintenance	70.3	Building, Permits, and Licences	78.5
Parking Control	69.9	Police Protection	77.7
Yearly Cleanup Campaign	67.1	Storm Drainage Maintenance	75.5
Sidewalk Maintenance	61.7	Street Lighting	75.0

Emergency Measures	61.2	Economic Development (Initiatives Prince George)	74.0
Bylaw Enforcement	57.9	Snow Control	70.7
Dust Control	57.4	Public Transit	69.5
Animal Control	56.5	Land Use Planning and Zoning	66.8
Boulevard and Walkway Maintenance	55.6	Boulevard Maintenance	66.5
Pest and Weed Control	40.8	Street Cleaning and Dust Control	65.2
Road and Street Maintenance	33.5	Sidewalk Maintenance	63.9
		Bylaw Enforcement	62.8
		Pest and Weed Control	61.5
		Road and Street Maintenance	34.3

Question 2 asked: “If you are Very Dissatisfied with the current level of any of the City of Prince George services listed on page 1, please indicate which one(s) and why.” The comments that were classifiable are shown in Chart 6. As many people gave more than one response, the percentages add up to more than 100%. Chart 2 shows a comparison of the 2003 and 2004 results. The current level of Roads and Streets Maintenance was the first service respondents cited as being dissatisfied with. Other common issues around reasons for dissatisfaction include pest control, transit, snow removal and street sweeping, bylaw services and street lighting.

Chart 2 - Reasons for Very Dissatisfied

2003	%
Potholes / general road condition	40.7
Dandelions / weed control in general	28.7
Too many stray animals	12.4
Transit doesn't cover well outside bowl	11.4
Snow removal takes too long	9.8
Dust cleanup not good	9.1
Downtown parking too expensive	8.5
Bylaws not consistently enforced	7.8
Street lights too dim / infrequent	5.5
Sidewalks in poor shape, too bumpy for wheelchairs, strollers, etc.	5.2
Pest control insufficient (especially mosquitoes & crows)	3.6
Need to encourage local businesses	3.6
Need recycling program	2.9

2004	%
Poor road conditions, potholes, repairs too slow	18.8
Transit busses too slow/infrequent/late	6.7
Police Protection - uncaring/inefficient/slow	6.0
Street Cleaning and Dust Control - always dusty/gravelly, especially bike lanes	6.0
Snow Removal - too slow, especially on side streets	5.4
Cemetery - vandalism, poor lighting, poor upkeep	5.4
Bylaw Enforcement - lack of animal control (waste or barking)	3.4
Pest Control - done too late in year	3.4

Question 3 asked: “Which of the services listed on page 1 do you feel should be increased? Please list up to three services.” For comparison purposes, Chart 3 shows the top sixteen responses to a comparable question that was asked in the year 2000 and 2003 Quality of Life Surveys. For the year 2000 survey, respondents were asked to indicate the City services they believed should receive an increased budget appropriation. For 2003 and 2004, the question specifically asked which services should be increased.

Development Services Perspective on Chart 2

Dissatisfaction with Road Conditions and Transit declined significantly from 2003 to 2004. Road conditions however remain the highest stated dissatisfaction level surveyed. Council approved increased investment in both these areas that took affect in 2004. It is suggested that continued improvements to public perception for these services will result from that investment over time.

Chart 3 - Increase Services

Top Responses		
Budget Appropriation to Increase (2000)	Services to Increase (2003)	Services to increase (2004)
Roads & Streets Maintenance	Roads & Streets Maintenance	Road and Street Maintenance
Police Protection	Pest & Weed Control	Public Transit
Dust Control	Police Protection	Snow Control
Pest & Weed Control	Animal Control	Street Cleaning and Dust Control
Tourism Grant	Snow Control	Police Protection
Public Transit	Public Transit	Bylaw Enforcement
Sidewalk Maintenance	Bylaw Enforcement	Street Lighting
Street Lighting	Boulevard & Walkways Maintenance	Pest and Weed Control
Snow Control	Street Cleaning	Sidewalk Maintenance
Emergency Measures	Sidewalk Maintenance	Cemetery
Boulevard & Walkways Maintenance	Parks Maintenance	Boulevard Maintenance
Community Recreation/School Use	Dust Control	Traffic Signs, Signals/Controls, and Markings
Parks Maintenance	Traffic Signs, Signals/Controls & Markings	Economic Development
Yearly Cleanup Campaign	Garbage Collection	Park Maintenance
Street Cleaning	Economic Development	Community Recreation incl. School Use
Social Grants	Street Lighting	Garbage Collection

Leisure Services Perspective on Chart 3 (only considering 2004 survey results for this)

The responses in the 2004 chart and with those from 2000 and 2003 indicate the general level of service provided for publicly funded leisure services are appropriate. This is supported by responses in Section V – Leisure Services, which indicate a high level of use and satisfaction with leisure activities provided by the City.

Development Services Perspective on Chart 3

Road and Street Maintenance followed by Public Transit remain the highest requested items for service increase. As detailed under Chart 2, increased investment in these two areas by Council should lead to reductions in requests to improve these services over time.

Question 4 asked: “Which of the services listed on page 1 do you feel should be decreased? Please list up to three services.” Chart 4 shows the top fifteen responses to a comparable question that was asked in the year 2000 and 2003 Quality of Life Surveys. For the year 2000 survey, respondents were asked to indicate the City services they believed should receive a decreased budget appropriation. For 2003 and 2004, the question specifically asked which services should be increased.

Chart 4 - Decrease Services

Top Responses		
Budget Appropriation to Decrease 2000	Services to Decrease 2003	Services to Decrease 2004
Parking Control	Grants in general	On and Off Street Parking Control
Cultural/Arts/Facilities/Grants	Cultural Grants	Public Transit
Building Permits & Licences	Parking Control	Economic Development
Bylaw Enforcement	Promotional and Miscellaneous Grants	Pest and Weed Control
Social Grants	Social Grants	Land Use Planning and Zoning
Land Use Planning and Zoning	Snow Control	Bylaw Enforcement
Public Transit	Animal Control	Building Permits and Licenses
Infrastructure Planning and Subdivision	Land Use Planning and Zoning	Arenas, including Multiplex
Animal Control	Public Transit	Civic Centre
Arenas	Pest and Weed Control	Garbage Collection
Aquatic Centres	Economic Development	Boulevard Maintenance
Civic Centre	Development Services in general	Street Cleaning and Dust Control
Tourism Grant	Leisure Services in general	Aquatic Centres
Library Grant	Garbage Collection	Community Recreation incl. School Use
Pest & Weed Control	Building, Permits, and Licenses	

Leisure Services Perspective on Chart 4 - Decrease Services

The responses in the 2004 chart and with those from 2000 and 2003 suggest that the level of service being provided in civic leisure facilities could possibly be decreased. This needs to be

tempered with the very high satisfaction with service identified in Chart 1 for use of civic facilities. Responses in Section V – Leisure Services support maintaining existing programs and facilities.

Question 5 asked respondents to indicate their preference for year 2005 tax and service levels. As can be seen by the data in Chart 5, there are some differences in the two years' results regarding tax increases and service levels.

Chart 5 – Taxes and Service Levels

Would like the City to:	During 2004 %	During 2005 %
Increase taxes and increase service levels	15.3	16.4
Increase taxes if necessary to maintain current service levels	19.8	27.1
Maintain taxes and, if necessary, decrease service levels	23.6	16.4
Decrease taxes and decrease service levels	7.3	6.0
Don't know	10.8	12.9
Other:	23.2	21.1

Question 6 asked respondents whether they were in support of or opposed to user fees. Chart 6 illustrates their responses.

Chart 6 – User Fees

Opinion of User Fees	2003 %	2004 %
In favour of user fees	63.5	66.7
Opposed to user fees	22.5	20.9
Don't know	9.9	6.9
Other:	4.1	5.6

Question 7 asked: “Annually, Council sets priorities and directions for the City of Prince George. Please indicate how you would like to be involved in assisting Council to set the City's priorities and directions.” Chart 7 shows the responses received to that question.

Chart 7 – Involvement in Assisting Council to set Priorities and Direction

How to Assist City Council in Setting Priorities and Direction	%
Referendums/votes	32.6
Unspecified questionnaire format	20.1
Internet surveys/comment forms	9.7
Open meetings/Q&A sessions/public forums	9
Mailed surveys	8.3
They wouldn't listen anyway	6.3
Newspaper surveys	2.8
Committees	1.4
Expert consultation	1.4

Attend council meetings	1.4
Phone surveys	1.4
Suggestion box at City Hall	1.4
Other	4.2

Question 8, built on question 7, asked respondents to indicate how they would like to be informed of the City’s annual priorities and direction as set by City Council and of the City’s corresponding budget direction. Chart 8 shows the results of that question.

Chart 8

Preferred Information Source	%
Newspaper	32.7
Combine all/unspecified "media"	22.4
Publish newsletter	20.5
Website	9.9
Mail out with utility/tax bills	5.7
Radio	3.4
Television	2.7
Televise council meetings	.8
Other	1.9

SECTION II. INFRASTRUCTURE

Section II asked three questions around the City’s approach concerning significant capital projects during the next five years.

Question 1 asked for a yes or no answer to the question, “In developing the City’s five year capital expenditure program, Council’s current direction is to place a higher priority on maintaining existing infrastructure than on expanding existing infrastructure or on developing new infrastructure. Do you agree with this approach?” Chart 9 provides the answer to this question.

Chart 9

Maintain Existing Infrastructure	%
Yes	80.6
No	19.4

Question 2 sought input around the City’s capital expenditure program with the question: “Please specify the approach you feel Council should take with respect to developing the City’s five year capital expenditure program.” Chart 10 provides the answers to this question.

Chart 10

Preferred Approach	%
More public input	19.4
Prepare for growth	13.4
Balance & caution	7.5

Look at what works and is being used, and go from there	7.5
Keep the present and look to the future	6.0
Prioritize roads	6.0
Maintain existing infrastructure	4.5
Compare with other successful cities	4.5
Allocate funds for culture/performing arts centre	4.5
Make a plan and stick to it	3.0
Other	23.9

Question 3 asked, “In the long-term, please specify two areas you feel Council should consider when determining what existing infrastructure should be expanded or what new infrastructure should be developed.” Chart 11 provides the responses to this question.

Chart 11

	%
Roads	13.0
Develop downtown, increase residence there	10.9
Consider all user groups, majority wins	9.8
Indoor/year-round sports facilities	7.6
Performing arts centre	7.6
Replace Cameron St Bridge/second bridge	7.6
Consider financial feasibility	6.5
New/improved ice arenas	6.5
Highway improvements	5.4
Seniors facilities/housing	4.3
Improve transit	3.3
Recycling program	3.3
Tourism	2.2
Other	30.4

SECTION III. PUBLIC TRANSIT SYSTEM

The transit information provided through this survey will be used throughout 2005 as Transit staff continues to review the Prince George Transit service delivery.

Question 1 asked respondents to evaluate the statement: “Transit makes a community a better place to live.” Available responses fell between a range from strongly disagree to strongly agree. As can be seen from Chart 12, 76.9% of respondents agreed.

Chart 12 – Very and Somewhat Satisfied

Strongly Agree	Evenly Balanced	Strongly Disagree
76.9%	17.3%	5.8%

Question 2 asked respondents to evaluate the statement: “Even though I don’t use transit, I still benefit personally because family or friends use it.” Available responses fell between a range from strongly disagree to strongly agree. As can be seen from Chart 13, 76.9% of respondents agreed.

Chart 13 – Very and Somewhat Satisfied

Strongly Agree	Evenly Balanced	Strongly Disagree
52.6%	23.1%	24.2%

Question 3 asked respondents the question: “How often do you use the Transit System?” The results of this question for both the current 2004 and the 1998 transit survey are shown in Chart 14. The only comparable 1998 data is shown.

Chart 14 – Transit System Use Frequency

	1998 %	2004 %
Never	89.1	73.6
Rarely – one or two days per year		16.8
Sometimes – one or two days per month		3.9
One or two days per week		2.1
Three or four days per week		1.3
Five or Six days per week		2.3

Question 4 asked respondents the question: “On a typical day, about how many minutes do you spend waiting for and riding public transit? That is, roughly what is the total amount of time that you devote to transit travel in a typical day?”

AVERAGE RESPONSE: 33.54 Total Minutes per day.

Question 5 asked respondents the question: “For what purpose do you most often use public transit?” The results of this question for both the current 2004 and the 1998 transit survey are shown in Chart 15.

Chart 15 – Transit System Use

	1998 %	2004 %
Travel to work	32.5	24
Travel to school	16.9	24
Travel to shopping area	37.3	34
Other	13.3	18

Question 6 asked respondents the question: “Which areas of the city do you most often travel to and from on the transit system?” The results of this question are shown in Chart 16. <N = 52

Chart 16 – Transit Destinations

Travel To (Total number of respondents 52)	
Downtown	32.7
UNBC	19.2
Spruceland	15.4
Pine Centre	11.5
CNC	5.8

Travel From (Total number of respondents 51)	
	<i>Percentage</i>
College Heights	19.6
Hart	17.6
Downtown	9.8
Pine Centre	9.8
10 th Avenue	5.9
Spruceland	5.9
Foothills	3.9
Heritage	3.9

Question 7 asked respondents the question: “If you seldom or never use the transit system, how do you most often move around the city? Please rank in order of the most common mode of travel with #1 being the most used method, #2 being the second most, etc.?” The results of this question are shown in Chart 17.

Chart 17 – Transportation Choices

Travel Means	Rank %					
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
Alone in your own vehicle	85.6	9.8	0.6	1.4	1.4	1.2
Share rides in a motor vehicle	18.4	60.7	9.0	6.0	5.5	0.5
Use taxi	4.1	11.3	17.5	24.7	41.2	1.0
Use bicycle	1.1	21.1	33.7	27.4	14.7	2.1
Walk	6.2	27.3	46.6	17.4	1.9	0.6
Other means	11.8	5.9	35.3	0.0	23.5	23.5

Question 8 asked respondents the question: “Some people would not use the transit system under practically any circumstance. In general, would you always avoid using the transit system if you could?” The results of this question for both the current 2004 and the 1998 transit survey are shown in Chart 18.

Chart 18 – Transit Acceptance

Ever Take Transit	1998 %	2004 %
Yes	39.3	36.8
No	60.7	63.2

Question 9 identifies possible ways to improve the current transit system and asks respondents the question: “If such changes were made, would you use the system more or less often, or would it make no difference at all to your behavior?” Chart 19 shows the top responses that would invoke a transit usage change for both 1998 and 2004.

Chart 19 – Transportation Behavior Change

Ways to Improve	1998 %	2004 %
Extend hours/days of operation	58.4	47.2
Make information on routes and schedules more readily available	39.1	42.7

More frequent service	54.9	40.8
Reduce travel times	43.7	33.9

Question 10 asked respondents the question: “All things considered, if you could change anything about the transit system in Prince George, what would that change be?” The results of this question for both the current 2004 and the 1998 transit survey are shown in Chart 20.

Chart 20 – Desired Transit System Changes

Recommended Change	1998 %	2004 %	Variance in priority for Recommended Changes between 1998 and 2004%
Smaller buses	9.3	19.3	108
More convenient routes	6.7	9.7	45
More routes	6.7	8.8	31
Extend to outlying areas	10.5	9.2	-12
More frequent	14.3	11.3	-21
Extend hours – earlier or later	17.6	11.3	-36

SECTION IV. AIR QUALITY

Question 1 asked: “How large a concern is air quality in Prince George?” Please see Chart 21 for the responses.

Chart 21 – Concern with Air Quality

No Concern at all	Somewhat of a Concern	High Concern	No Opinion
6.6%	25.4%	66.2%	1.8%

Question 2 asked: “In the past 5 years, has the air quality in Prince George?” Please see Chart 22 for the responses.

Chart 22

Become Worse	Become Better	Stayed the Same
28.2%	28.2%	43.5%

The City of Prince George continues to cooperate with other air quality stakeholders through the air quality management planning process initiated by the Ministry of Air Land and Water Protection.

SECTION V. LEISURE SERVICES

Perspective on Section V results from the Director of Leisure Services

Existing City Services Continue to Reach a Broad Cross-Section of the Public. The vast majority of all leisure activities outside the home continue to involve the City in some way or another. The City usually provides the indoor and outdoor spaces in which the activity occurs. In some cases, the City operates the facilities directly (e.g. public swims or skates, passive parks) and in other cases, local groups rent the space (by the hour or on a permanent basis) and sponsor the

activity. The City also supports groups and organizations in ways that don't involve facility rental.

There is a very broad range of leisure opportunities available in Prince George for almost all areas of interest, demographic sub-group and level of ability. Over 90% of households continue to participate in leisure activities in which the City provides. Satisfaction levels for City sponsored leisure services remain very high. Depending on how the questions are asked, between 75% and 90% of residents are satisfied or very satisfied with City sponsored leisure activities with less than 5% expressing dissatisfaction.

In comparing the 2004 information with that collected in 1997, a number of themes remain constant and a few new ones have emerged. The use of arenas and pools remains at a high level, although use of the Four Seasons Pool has declined as expected with the opening of the Aquatic Centre. There is a nice upward trend in use of cultural spaces, such as the Art Galley and for Theatre productions. No doubt the opening of the Two Rivers Gallery, improvements to Exploration Place and response to Theatre Northwest productions have contributed to this.

The use of outdoor spaces continues to popular with residents, in particular neighborhood parks; trails and walkways are all showing slight increases. Knowledge about Community Associations remains constant around 50%, while the awareness and use of the Leisure Guide remains very high. The need to focus on Special Activities and opportunities for teenagers, seniors, people with disabilities, and families continues to warrant the city's attention. Respondents remain fairly split on informal, unstructured programs versus structured, organized programs. The opposition to alcohol service in the Multiplex remains at a fairly high level.

When asked to look into the future respondents indicated a preference to see improvements to existing programs, facilities and parks rather than expansion in these areas. This is somewhat inconsistent with the need for more indoor recreation and cultural spaces identified by a variety of user groups. There remains a sensitivity to costs of service for some and warrants the city's attention when looking at programs and fees. Continued efforts to develop low or no cost program alternatives will be required.

In general, when comparing the 2004 survey results with those collected in 1997, whatever changes the City makes to its leisure services in the near term future, should be considered as fine tuning and already well developed and successful system.

Question 1a asked: "In the past year, have you or any member of your household used any sport, recreation or cultural facilities in Prince George?" Chart 23 provides the responses to this question.

Chart 23

Used Leisure Facilities	1997 %	2004 %
Yes	87	89.5
No	8	10.5

Question 1b asked participants to check the box beside all the facilities they had used. Please see chart 24.

Chart 24

Facility	1997 %	2004 %
Art Gallery	16	34.0
Aquatic Centre		72.1
Civic Centre	67	75.5
Community Arenas	43	43.5
Equestrian Centre		6.7
Family “Y”	30	33.4
Four Seasons Pool	55	47.4
Multiplex	79	81.6
Museums		39.3
Playhouse Theatre		42.1
Other Performance Theatres	22	39.3
Private Fitness Clubs	26	27.9
Other	19	12.0

Question 2a asked: “In the past year, have you or any member of your household visited any parks or outdoor recreational areas?” Chart 25 provides the responses to this question.

Chart 25

Visited Outdoor Sites	1997 %	2004 %
Yes	93	91.6
No	5	8.4

Question 2b asked participants to check the box beside all the sites they had visited. Please see Chart 26.

Chart 26

Outdoor Sites	1997 %	2004 %
Pine Valley Golf Course		35.1
Other Golf Courses	41	42.3
Landscaped Gardens	30	37.9
Nature Preserves	37	33.1
Neighbourhood Parks	74	77.4
Passive Parks/Picnic Areas	43	49.0
Sports Fields/Diamonds/Tracks	50	49.3
Tennis Courts		11.4
Trails/Walkways	68	78.3
Other	8	5.6

Question 3 asked: “Which sport, recreation or cultural activities did any member of your household participate in this past **spring/summer**?” Chart 27 provides the responses to this question.

Chart 27

Activity	1997 %	2004
----------	--------	------

		%
Swimming	34	33.8
Golf	28	26.3
Walking	41	24.3
Soccer	17	19.5
Hiking		15.9
Theatre	20	15.9
Biking	19	12.3
Boating/fishing/canoeing	12	10.2
Baseball/Softball	22	9.0
Local gym/fitness centre		7.8
Carnivals/Festivals/Events		7.5%
Going to local parks	23%	7.2%
Hockey	10%	6.0%
Camping	11%	3.6%
Running		3.6%

Question 4 asked: “For only the first activity listed in Question 3, how satisfied were those members with the quality of that experience?” Chart 28 provides the responses to this question.

Chart 28

Satisfaction	1997 %	2004 %
Very Satisfied	31	38.1
Satisfied	60	54.5
Neutral	6	3.4
Dissatisfied	2	1.4
Very Dissatisfied	1	2.5

Question 4a asked respondents to list reasons for any particular dissatisfaction. Please see Chart 29.

Chart 29

Reasons for dissatisfaction	%
Trails need developing/expansion	11.9
Parks unkempt: dog waste, litter, benches broken, etc.	8.5
Ball diamonds not maintained	5.1
Pool change rooms in poor shape	5.1
Cost	3.4
Four Seasons Pool old and dirty	3.4
Facilities open to members only (different sports)	3.4
Other	59.3

Question 5 asked: “Did any of the following limit members’ participation in the above mentioned activities this past **spring/summer**?” Chart 30 provides the responses to this question.

Chart 30

Limitation	1997 %	2004 %
Nothing limited participation	28	64.5
Cost of participating	24	19.0
Inconvenient times	14	7.6
Lack of childcare services	4	2.1
Limited program choices	10	6.6
Proximity/Location of facilities	13	7.6
Transportation	6%	4.8%
Other	18%	6.6%

Question 6 asked: “Next **spring/summer**, in what sport, recreation or cultural activities would members of your household like to participate that they did not participate in the past spring/summer?” Chart 31 provides the responses to this question.

Chart 31

Activity	%
Swimming	17.2
Soccer	14.6
Hiking	11.9
Golf	11.9
Baseball/Softball	10.6
Tennis	9.9
Concerts	9.3
Biking	8.6
Theatre	8.6
Boating/fishing/canoeing	7.9
Going to local parks	6.0
Specific Carnivals/Festivals/Events	6.0
Walking	6.0

Question 7 asked: “Which sport, recreation, or cultural activities did members of your household participate in this past **fall/winter**?” Chart 32 provides the responses to this question.

Chart 32

Activity	1997 %	2004 %
Hockey	25	26.9
Swimming	20	25.2
Skating	21	18.9
Theatre	20	17.5
Skiing/Snowboarding	33	24.1
Walking	15	15.4
Cross-country skiing	16	14.7
Local gym	7	8.0
Curling	6	4.9
Concerts		4.5

Snowmobiling/Sledding	16	9.0
Soccer		4.2
Martial Arts		3.5

Question 8 asked: “For only the first activity listed in Question 7, how satisfied were those members with the quality of that experience?” Chart 33 provides the responses to this question.

Chart 33

Satisfaction	1997 %	2004 %
Very Satisfied	35	32.7
Satisfied	54	57.4
Neutral	7	4.9
Dissatisfied	2	2.1
Very Dissatisfied	2	2.8

Question 8a asked respondents to list reasons for any particular dissatisfaction. Chart 34 provides the responses to this question.

Chart 34

Reasons for dissatisfaction	%
Cost (for many different activities)	20.6
More ice rinks with better ice times	14.3
Weather (outdoor activities, lack of snow)	7.9
Skating/hockey facilities poorly maintained	7.9
Not enough indoor walking facilities/times	6.3
Other	42.9

Question 9 asked: “Did any of the following limit members’ participation in the above mentioned activities this past fall/winter?” Chart 35 provides the responses to this question.

Chart 35

Limits to participation	1997 %	2004 %
Nothing limited participation	24	53
Cost of participating	22	24.8
Inconvenient times	9	11.9
Lack of childcare services	3	1.1
Limited program choices	6	5.2
Proximity/Location of facilities	9	9.3
Transportation	4	7.8
Other		10.0

Question 10 asked: “Next fall/winter, what sport, recreation or cultural activities would members of your household like to participate in that you did not participate in last year? Please see Chart 36.

Chart 36

Activity	%
Skating	22.9
Unspecified skiing	19.5
Cross-country skiing	14.4
Swimming	12.7
Theatre	11.9
Concerts	8.5
Hockey	7.6
Local gym	6.8
Show shoeing	6.8
Snowmobiling	6.8
Soccer	6.8
Art gallery	5.9
Curling	5.9
Hiking	4.2
Snowboarding	4.2

Question 11 asked: “Looking to the future, and thinking of limited available community funds for sport, recreation and culture, which would you support?” Please see Chart 37 for the answers to this question.

Chart 37

Would Support	1997 %	2004 %
No additional spending	18	25.0
Improving existing programs	29	39.3
Providing more programs	23	16.8
Improving existing facilities	35	38.4
Providing more facilities	31	19.8
Improving existing parks	30	31.4
Providing more parks	14	11.3
Other		6.6

Question 12 asked: “Does anyone in your household have special needs such that they require assistance to participate in sport, recreation and cultural activities?” Chart 38 provides the answer to this question.

Chart 38

Special Needs	1997 %	2004 %
Yes	6	6.8
No	81	93.2

Question 12a said: “If Yes (to Question 12), are they receiving the assistance they require?” Please see Chart 39 for the answer to this question.

Chart 39

Receiving Assistance	1997 %	2004 %
Yes	52	68

No	29	32
----	----	----

Question 12b said: “If No (to Question 12), could you suggest improvements? Please see Chart 40.

Chart 40

Suggested Improvements	%
Carefree bus will not take some participants to their drop-in centre on Saturdays	14.3
Make all sidewalks wheelchair accessible	14.3
More money to spend	14.3
More railings and seating in public areas	14.3
More wheel chair outings	14.3
More wheelchair access	14.3
Recognition of scleroderma	14.3

Question 13 asked: “Do you know the name of the Community Association that exists in your area?” Please see Chart 41.

Chart 41

Know Community Association	1997 %	2004 %
Yes	48%	51.2%
No	52%	48.8%

Question 14 asked: “Generally, how satisfied are you with the overall level of sports, recreation and cultural services that are available in Prince George?” Please see Chart 42.

Chart 42

Satisfaction	1997 %	2004 %
Very Satisfied	15	12.2
Satisfied	56	76.4
Neutral	18	6.9
Dissatisfied	3	1.4
Very Dissatisfied	1	3.1

Question 15 asked: “How do you find out about parks, recreation or cultural opportunities in Prince George?” Chart 43 provides the responses to this question.

Chart 43

Preferred Information Source	1997 %	2004 %
City of Prince George website		14.6
Community Association flyers	33	34.9
Leisure Guide	53	66.9
Newspaper	61	70.6
Radio	37	46.0
Recreation displays at malls	19	18.0
Television	24	26.2

Word-of-mouth	63	70.6
Other	8	4.5

Question 16a asked: “In the past twelve months, have you, or any member of your household, used a school for community recreation activities during out-of-school hours?” Please see Chart 44 for the responses to this question.

Chart 44

Used a School for Recreation Activities	1997 %	2004 %
Yes	35	25.9
No	53	74.1

Question 16 b asked respondents who had used a school for recreation activities to specify the activities. Please see Chart 45.

Chart 45

Activity	2004 %
Volleyball	18.2
Sports/fitness classes	17.0
Floor/Ball Hockey	11.4
Girl Guides/Brownies/ Boy Scouts/etc.	11.4
Craft fairs	10.3
Specialty classes	10.3
Basketball	6.8
Baseball/softball	5.7
Indoor soccer	5.7
Badminton	4.5
Lacrosse	4.5
Tennis	3.4
Voting	3.4
Aerobics	2.3
Dances	2.3
Meetings	2.3
School sports	2.3
Yoga	2.3
Other	17.0

Question 17 asked: “Are there currently enough opportunities in Prince George in each of the following program areas?” Chart 46 provides the responses to this question.

Chart 46

Groups of People	Not Enough %	Enough %	Too Many %	Don't Know %
Fitness Activities	5.9	80.6	5.7	7.8
Outdoor	18.0	68.4	0.5	13.1

Recreation Programs				
Performing Arts	16.3	68.1	5.2	10.4
Social Activities	21.9	64.4	0.8	12.8
Special Activities	24.7	66.0	0.8	8.5
Sports Activities	11.5	76.2	4.6	7.7
Visual Arts, Crafts, Hobbies	17.5	63.0	3.6	15.9
Other	37.0	37.0	3.7	22.2

Question 18 asked: “Are there enough sport, recreation and cultural opportunities in Prince George for each of the following groups of people?” Please see Chart 47 for the responses to this question.

Chart 47

Groups of People	Not Enough %	Enough %	Too Many %	Don't Know %
Pre-Schoolers	11.1	46.4	0.6	41.9
Elementary School Age	19.5	54.4	0.6	34.5
Teenagers	47.2	27.0	0.3	25.6
Adults	17.7	73.5	0.8	7.9
Seniors	27.8	40.7	0.8	30.6
People with Disabilities	28.2	22.5	1.4	47.8
Families	26.6	52.3	0.8	20.3
Females	16.1	61.2	1.1	21.6
Males	8.1	68.2	1.2	22.5
Other	12.5	25.0	0.0	62.5

Question 19 asked: “Do you recall seeing the most recent Leisure Guide?” Please see Chart 48.

Chart 48

Leisure Guide	1997 %	2004 %
Yes	70	78
No	24	22

Question 19a asked: “If Yes (to question 19), did you keep the brochure on hand awhile?” Please see Chart 49.

Chart 49

Kept on Hand	1997 %	2004 %
Yes	70	86.3
No	24	13.7

Question 20 asked: “Would you prefer to participate in...?” Please see Chart 50 for the responses to this question.

Chart 50

Preferred Type of Activity	1997 %	2004 %
Informal, unstructured, drop-in-type activities	41	46.3
Structured, organized, pre-planned activities	43	53.7

Question 21a asked: “Over the past twelve months, have you or anyone in your household communicated with the City of Prince George Leisure Services Department (e.g. by telephone, fax, mail, email, personal visit)?” Please see Chart 51 for the response to this question.

Chart 51

Communicated with Leisure Services	1997 %	2004 %
Yes	35	31.3
No	59	68.8

Question 21b asked respondents to comment on the manner in which their communication was handled. Please see Chart 52. Please note that, because the 2004 and 1997 scales were different for this question, the results were not comparable.

Chart 52

Satisfaction with Communication	1997 %	Satisfaction with Communication	2004 %
Excellent	70	Very Satisfied	39.4
Satisfied	22	Satisfied	17.2
Poor	8	Evenly Balanced	25.4
		Dissatisfied	6.6
		Very Dissatisfied	11.4

Question 21c asked respondents to comment on the ease of contacting and obtaining information from the Leisure Services Department. Please see Chart 53 and once again note that the 2004 and 1997 scales were different for this question.

Chart 53

Satisfaction with Ease of Contacting	1997 %	Satisfaction with ease of contacting	2004 %
Excellent	63	Very Satisfied	41.2
Satisfied	24	Satisfied	11.8
Poor	13	Evenly Balanced	24.4
		Dissatisfied	7.6
		Very Dissatisfied	15.2

Question 22 asked: “Are you satisfied with the level of alcohol service at the Multiplex during WHL hockey games?” Please see Chart 54 for the response to this question.

Chart 54

Satisfied with Level of Alcohol Service during Hockey Games	2004 %
Yes	36.9
No	23.8
No opinion	39.3

If No to Question 22, **Question 23** asked: “Would you like to see alcohol served to the public in a designated non-seating area during WHL hockey games?” Please see Chart 55 and note that the 2004 and 1997 questions had slightly different scales.

Chart 55

Alcohol Service in Non-seating Area	1997 %	Alcohol Service in Non-seating Area	2004 %
Strongly Support or Support	Users – 30 Non Users – 11	Yes	19.0
Strongly Oppose or Oppose	Users - 62 Non Users – 74	No	60.4
Neutral	Users – 8 Non-Users – 15	No Opinion	20.6

If No to Question 22, **Question 24** asked: “Would you like to see alcohol service available in the Multiplex stadium seating during WHL hockey games?” Please see Chart 56.

Chart 56

Alcohol Service in Stadium Seating During Hockey Games	2004 %
Yes	13.8
No	68.9
No opinion	17.2

Question 25 asked: “Are you satisfied with the level of alcohol service at the Multiplex during concerts and other entertainment events?” Chart 57 provides the response to this question.

Chart 57

Satisfied with Level of Alcohol Service During Concerts and Other Entertainment Events	2004 %
Yes	40.6
No	24
No opinion	35.4

If No to Question 25, **Question 26** asked: “Would you like to see alcohol service available in the Multiplex stadium seating during concerts and other entertainment events?” Please see Chart 58 for the answers to this question.

Chart 58

Alcohol Service in Seats During Concerts and Other Events	1997 %	Alcohol Service in Seats During Concerts and Other Events	2004 %
---	--------	---	--------

Strongly Support or Support	Users – 23 Non –Users – 10	Yes	12.9
Strongly Oppose or Oppose	Users – 66 Non-Users – 77	No	69.1
Neutral	Users – 11 Non Users – 14	No Opinion	18.0

SECTION VI. PUBLIC LIBRARY SERVICES

Satisfaction with Services:

Respondents to the City of Prince George Year 2004 Survey are satisfied with the current level of public library service, rating the Prince George Public Library second on a list of 29 services. Only Fire Protection received a higher satisfaction rating.

Public Library Services and Usage:

The City of Prince George Year 2004 Survey results show a mean of 12.29 visits to the Prince George Public Library in the past year. This result is comparable to the Community Information and Knowledge Needs Assessment Study (CIKNAS) carried out by the public library in the Fall of 2004. The CIKNAS survey shows very regular library usage with 32.9% of library users visiting the library more than 4 times per month and 45.6 % visiting 1 – 4 times per month.

Respondents were most satisfied with library staff assistance and library locations but would prefer to see the library open more hours and improve both the variety and availability of materials. Similarly, the library's CIKNAS survey showed the top three service priorities for respondents were: longer open hours, more electronic materials and user-friendly systems, and more staff.

Main Uses of the Public Library:

City of Prince George Year 2004 Survey respondents most often use the public library for recreational reading, followed by reference service, CDs and videos, health care information, local history, internet access, repair and home maintenance information and business information.

When library users were asked their main uses of library in an in-house survey in Fall 2004, 84% came to the library for recreational reading, followed by personal research, school-use, children's material, magazine use and career/employment information.

The City of Prince George Survey also mirrors the CIKNAS results related to use of computers and the internet. When asked what services they used at the public library, 18% cited Internet use as their reason for coming to the library. In the Fall of 2004, 18% of those surveyed had no access to a computer in daily life and 23.5 % had no access to Internet in daily life (CIKNAS).

64 – 66% of respondents believe the public library has enough books, music and videos, 77% believe the library has enough technology.

54% believe the library has enough funding.

Reasons respondents haven't used the library in the past year:

The largest percentage of respondents who have not used the public library in the last year say it is because they buy books and read them at home or get information elsewhere. 25% of respondents who have not used the library in the last year say it is because they do not have time.

SECTION VII. PUBLIC COMMUNICATION AND CONSULTATION

The City often buys radio/TV time and newspaper space to provide information to residents. In this section we are trying to determine how well the messages are being noticed. Some of the information contained in the charts related to questions 7 and 8 in Section I - Services (how respondents want to be informed of Council decisions and have input into Council decisions). **A fuller explanation of this information will be provided in a report on the City's advertising activities, which are currently under review.**

Radio and Television

For radio and television notices we asked in an average day (range 0 – 24 hours), how long respondents listened to radio or watched television.

- Radio average = **2.75 hours/day** (*responses fell between range of 0-18 hours/day*).
- Television average = **3.22 hours/day** (*responses fell between range 0-14 hours/day*)

For each of the following messages, respondents were asked to report on whether or not they recalled hearing or seeing the message on radio or TV, or if they were unsure which. The same message is often broadcast by both media. *Note that because many people checked two boxes in one line, percentages will add up to more than 100%.*

Chart 59

Message	Percentages				
	Saw it on TV	Did not see it	Heard it on radio	Did not hear it	Heard it but do not recall medium
Equipment Awareness: Stay back 10 metres or 3 car lengths	58.1	16.3	28.5	16.5	12.5
Snow Caves: Do not build snow caves near the road	43.5	21.8	21.2	29.2	12.2
Driveway Snow: Do not shovel driveway snow onto the street	37.8	19.0	32.3	22.0	17.7
Residential Parking: Do not park in residential areas from 8AM to 6PM	44.6	15.1	36.8	19.4	15.3
Downtown Parking: Do not park on downtown streets from 1AM to 8AM	35.1	18.6	33.5	23.0	20.5

Newspaper messages

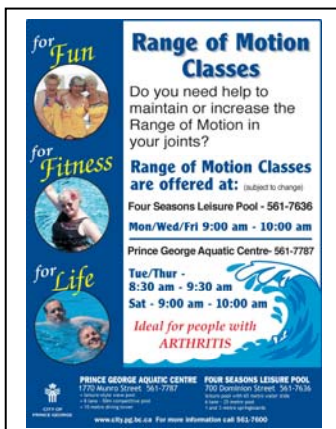
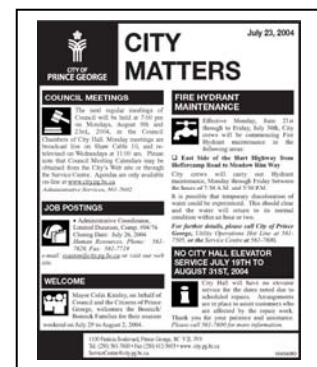
For the newspaper section we asked, “In an average week, how regularly do you read the *Prince George Citizen*, from 0 to 6 days per week?” The average response was **4.16 days per week**.

We also asked for feedback on how often our residents saw specific ads using the following code numbers to indicate how well they recalled seeing the ads.

1. You **know** you did **not** see the message.
2. You think you did not see the message.
3. You think you did see the message.
4. You know you saw the message.
5. You just do not remember one way or the other.

For the **City Matters** messages which are published in the *Citizen* each Friday. The results follow:

- | | |
|--|-------|
| 1. You know you did not see the message. | 12.9% |
| 2. You think you did not see the message. | 8.4% |
| 3. You think you did see the message. | 16.1% |
| 4. You know you saw the message. | 54.3% |
| 5. You just do not remember one way or the other. | 8.4% |



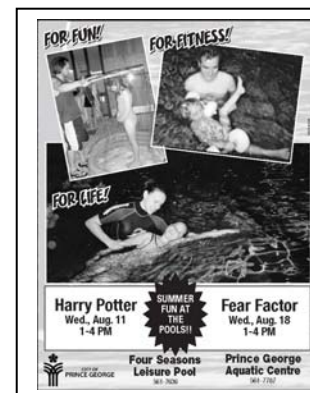
The following messages appeared in one or another of the local newspapers, *Citizen*, *Free Press* or *Prince George This Week*. Using the same code numbers, responded reported as follows on how well they recalled seeing each of the messages in at least one of these newspapers?

Range of Motion Classes ad

- | | |
|--|--------|
| 1. You know you did not see the message. | 36.69% |
| 2. You think you did not see the message. | 16.7% |
| 3. You think you did see the message. | 14.8% |
| 4. You know you saw the message. | 20.5% |
| 5. You just do not remember one way or the other. | 11.4% |

Aquatic Centre ad

- | | |
|--|-------|
| 1. You know you did not see the message. | 31.2% |
| 2. You think you did not see the message. | 12.5% |
| 3. You think you did see the message. | 16.6% |
| 4. You know you saw the message. | 30% |
| 5. You just do not remember one way or the other. | 9.8% |



We also asked respondents if they believed it would be worthwhile for the City to publish a complete guidebook describing all its services and how to access them? Their answers follow.

In hardcopy: Yes 54.5%; No 45.5%

On the City's website: Yes 86.3%; No 13.7%

SECTION VIII. WEBSITE

Surveys for the years 2003 and 2004 asked questions in this section about whether they have access to the Internet; whether they've visited the City of Prince George's website; and, if they've visited the City's website, whether they found the information they were looking for. Chart 60 shows the responses to these questions. The 2004 survey expanded on these questions and asked for feedback on the amount of information on the website, whether the information was timely and up to date and if the respondents were satisfied with the site's layout and design. Chart 61 provides the results of the 2003 and 2004 results.

Chart 60 Comparable questions for years 2003 and 2004

	Have Internet Access		Visited City Web Site		Found Info Looking for	
	Yes %	No %	Yes%	No%	Yes%	No%
2003	68	32	32.4	67.6	77.8	22.2
2004	82.3	17.7	48.3	51.5	81.1	18.9

Chart 61

Additional 2004 Questions	Yes %	No %
Satisfied with info provided	78.3	21.7
Confident the info was up to date and timely	87.2	12.8
Satisfied with presentation/layout	91.8	8.2

Addendums to some of the questions in this section asked for more information if the answer was no. The survey respondents' comments will assist the City to further develop its website.

Question 6 asked respondents to indicate how they would like to provide input on City of Prince George issues. Chart 20 contains the year 2003 and year 2000 survey responses. The responses

are not entirely comparable because year 2003 respondents were offered slightly different categories to choose from than year 2000 respondents were offered.

X. DESCRIPTION OF SAMPLE

The following information generally describes the sample of people who took part in this survey.

Female Respondents = **57.4%**; Male Respondents = **42.6%**

Mean age of respondents: **50.93 years, range 18-96 years**

Cultural or ethnic background:

Background	%
Canadian	47.4
English Canadian	25.8
European	5.7
English	4.7
United Kingdom	2.6
French Canadian	2.1
Metis	1.8
German Canadian	1.6
Carrier Sekani	1.3
Other	7.0

The **highest** level of education completed? (*Respondents were asked to circle one number*)

0. Elementary school – incomplete **0.5%**
1. Elementary school – complete **0.3%**
2. Secondary school – incomplete **6.2%**
3. Secondary school – complete **16.3%**
4. Some trade, technical, business or community college **12.4%**
5. Diploma or certificate from trade, technical, business or community college **26.1%**
6. Some university **14.7%**
7. University degree at bachelor's or any higher level **23.5%**

Primary employment status. (*Respondents were asked to circle one number only*)

1. Unemployed **2.1%**
2. Retired **26.6%**
3. Employed part-time **12.0%**
4. Employed full-time **45.2%**
5. Homemaker **5.2%**
6. Student **2.3%**
7. Disabled **2.3%**
8. Other **4.2%** (Specify: *See appendix D5.*)

Present marital status. (*Respondents were asked to circle one number*)

1. Now married **61.8%**
2. Live-in partner or common-law partner **6.5%**

-
3. Single - never married **8.6%**
 4. Divorced **11.3%**
 5. Separated **3.9%**
 6. Widowed **7.9%**

The question on total income of all the members of this household for the past year before taxes and deductions was skewed and is not reported.