

---

## **STAFF REPORT TO COUNCIL**

**To:** Derek Bates, City Manager

**From:** Christine Russell, Communications Manager

**Date:** January 9, 2007

**Subject:** **Fall 2006 Public Consultation Program Results**

---

### **RECOMMENDATION:**

**That this report be received for information.**

### **BACKGROUND:**

For the past number of years, the City has conducted a number of consultation programs in order to provide Council with information on public opinion related to key areas of interest and to provide information on City programs and services to consultation participants. These consultation efforts include Quality of Life surveys conducted by UNBC's Institute of Research and Evaluation, Ipsos Reid surveys and focus group discussions. In March of 2006, City Council received the results and analysis of the 2005 Quality of Life Survey.

For 2006 it was decided to use the resources of the Institute of Research and Evaluation to assist with a survey conducted on behalf of the Mayor's Task Force on Youth and to help prepare the 2007 Official Community Plan Public Consultation program. As an alternate source of public input the Communications Office conducted a focus group consultation program during the months of September and October. The program included a survey questionnaire and follow up interviews with each of the participants.

Section 166 of the Local Government Act stipulates that municipalities must undertake a process of public consultation regarding a proposed financial plan before it is adopted. This promotes a greater understanding of municipal responsibilities and priorities and provides City Council with assistance in setting municipal objectives. To this end, the Focus Group program included questions related to Council's Vision Strategies, and taxes and service fees. The appendices attached provide a list the agencies participants were invited from, the questionnaire that was provided to participants in advance of the interview and a summary of the findings.

The participants appeared to be pleased to have had the opportunity to participate in the program, to learn more about Council's vision, mission and strategies and to contribute meaningful ideas, suggestions and comments.

In closing it is important to remember that these views only represent a small portion of the community and as such the results are not statistically significant. Though each participant is a leader in the community and heads up an agency with potentially hundreds of members, the focus group participants were limited to 19.

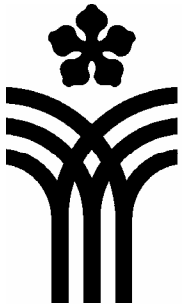
Respectfully submitted,

A handwritten signature in black ink that reads "C. Russell". The signature is written in a cursive style with a large, looped initial "C" and a long, sweeping underline.

Christine Russell  
Communications Manager

## **Appendix A – Agency Representations -Fall 2006 Public Consultation Program**

1. *Tourism and Marketing*
  - Two Rivers Art Gallery
  - Exploration Place
  - Bed and Breakfast Association
  
2. *Immigrant and Multicultural*
  - Le Cercle Des Canadiens Français
  - Immigrant and Multicultural Services Society
  - Multicultural Heritage Society
  
3. *Arts and Culture*
  - Community Arts Council
  - PG Music School
  
4. *Sport and Recreation*
  - Family Y
  - Youth Soccer Association
  - Minor Hockey Association
  
5. *Environment*
  - Recycling and Environmental Action Planning Society
  - Community Gardens
  - General Environmental Awareness Groups
  
6. *Business*
  - Accounting Firm
  - Innovation Resource Centre
  - Economic Development Community
  
7. *Industry*
  - NBC Construction Association
  - BCR Industrial Group




# CITY OF PRINCE GEORGE

## 2006 Focus Group Consultation Program Questionnaire

### Section I. Council's Priorities

1. After each municipal election the City Council of the day revisits the past Council's list of priorities for the community and based on the current opportunities and issues it sets new priorities or reaffirms existing priorities. The following is a list of the current City Council priorities. Please provide your views on the level of importance each priority has for you:

 <b>Council Priorities</b>	Very Important	Somewhat Important	Neutral	Not Important
Enhancement of Community Safety - Fire, Police, Social Issues, Reduction in Crime				
Replacement of the Cameron Street Bridge				
Effective Management of our Ageing Assets - Underground (water and sewer pipes) and over ground (facilities, roads, etc) infrastructure				
Protection and Enhancement of the Environment - To protect and enhance air, water and land (forests, wildfire protection, stream stewardship, climate protection) resources in sustainable ways				
Diversification of the Economy and cooperating with regional partners on: <ul style="list-style-type: none"> <li>• containerization growth opportunities</li> <li>• tourism opportunities</li> <li>• film opportunities</li> <li>• events opportunities</li> <li>• export opportunities</li> <li>• diversification to local business</li> <li>• recruitment and retention of skilled workers</li> </ul>				
Revitalization of Downtown to increase opportunities for: <ul style="list-style-type: none"> <li>• retailers</li> <li>• services</li> <li>• entertainment options</li> <li>• residential and urban housing</li> </ul>				

<b>Council Priorities Continued</b>	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Neutral</b>	<b>Not Important</b>
<b>Management of Mountain Pine Beetle Epidemic</b> <ul style="list-style-type: none"> <li>• create programs and initiative to manage the infestation</li> <li>• monitor emerging funding opportunities and technologies</li> <li>• public education and communications on tree removal, interface fire protection, and reforestation</li> <li>• create programs for tree and debris utilization</li> <li>• City beetle killed tree removal program (fire hazard assessments and reforesting tree removal sites)</li> <li>• Urban Forest management plan</li> <li>• Community wildfire protection planning</li> <li>• Reforestation program</li> </ul>				
<b>Development of Inland Port Facilities</b>				
<b>Retention and Attraction of Seniors Citizens</b> <ul style="list-style-type: none"> <li>• Provision of appropriate range of housing</li> <li>• Improve/develop mobility for seniors around the community</li> <li>• Affordable and accessible recreation services</li> <li>• Access to health services</li> </ul>				
<b>Marketing of the Community - attracting investment to the community to achieve economic social and environmental stability through internal and external marketing schemes</b>				
<b>Replacement of the RCMP Facility at 999 Brunswick Street</b>				
<b>Encouragement of Corporate Efficiencies</b>				
<b>Establishment of a Full Service Northern Cancer Clinic</b>				
<b>Growing of the Residential and Commercial Tax Base to enhance services and amenities and plan for long term community sustainability (economic, social and environmental)</b>				
<b>Development of Regional Transportation Infrastructure to position prince George as a major transportation centre in western Canada and internationally.</b>				
<b>Construction of a Community Energy System</b>				

## **Section II. Overall Quality of Life**

1. How would you rate the overall quality of life in Prince George today?
  - Very good
  - Good
  - Poor
  - Very Poor

### Section III. Satisfaction with City Services, Facilities and Programs

1. How satisfied you are with each of the following which are provided by Prince George:

Service	Satisfaction Levels			
	Very	Somewhat	Not Very	Not at all
Recreational Facilities				
Recreational Programs				
Cultural Facilities				
Cultural Programs				
Parks, trails, and other green space areas				
Recycling and garbage services				
RCMP services				
Fire services				
Traffic management including traffic calming And improving the flow of traffic				
Public works, including road maintenance, drinking water quality and sewers				
Communication with residents				
Financial Planning				
Long Range Land Use Planning				

2. Thinking about all the programs and services you receive from the City of Prince George, would you say that overall you get good value or poor value for your tax dollars?

- Very good value
- Fairly good value
- Fairly poor value
- Very poor value

### Section IV. Taxes and Service Fees

1. Please choose only one of the following statements. During the Year 2007, I would like the City to:

- Increase taxes if necessary to maintain current service levels
- Maintain taxes and, if necessary, decrease service levels
- Increase taxes and increase service levels
- Decrease taxes and decrease service levels
- Don't know
- Other: \_\_\_\_\_

2. Generally, property taxes pay for services that benefit all City of Prince George citizens and user fees pay for services that benefit specific users. Please choose only one of the following statements. I am:
- In favour of user fees
  - Opposed to user fees
  - Don't know
  - Other \_\_\_\_\_

## Section V. Satisfaction with Customer Service from employees

1. In the past 3 months have you been in contact (by telephone, in writing, with email or in person) with any employees who work for the City of Prince George? *(Tick one.)*
- Yes  *(Please go to the next question)*      No  *(Please continue with Section VI)*
2. Thinking about your last contact with a City of Prince George employee, how was this contact made? *(Tick one.)*
- By telephone
  - In writing
  - In person
  - By email
  - Other \_\_\_\_\_
3. Thinking about your last contact with a City of Prince George employee, what specific type of service did that employee provide you? \_\_\_\_\_
4. Did you get the outcome you desired? Yes  No
5. Overall, how satisfied were you with the service provided by the City of Prince George employee that you last contacted?
- Very satisfied
  - Somewhat Satisfied
  - Mixed
  - Somewhat unsatisfied
  - Very unsatisfied

6. Still thinking about your last contact with a City of Prince George employee, please indicate your level of agreement with each statement below.

The Employee Was	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Courteous					
Knowledgeable about services provided					
Responsive to your needs					
Showed interest in your needs					
Provided prompt service					
Generally helpful					
The sort of person you would recommend that others should call if they needed such service					

## Section VI. Website

- Do you currently have access to the Internet?  
Yes  No
- Have you visited the City of Prince George website (www.city.pg.bc.ca)?  
Yes  No
- If your answer to 3 is 'Yes', did you find the information you were looking for?  
Yes  No
- If your answer to 4 is 'No', please indicate what information you were looking for.  
\_\_\_\_\_  
\_\_\_\_\_
- Do you use the City's website, to:
  - Claim your Home Owners grant
  - Pay parking tickets
  - Other \_\_\_\_\_

## Section VII. City Advertising

1. Please indicate how you obtain information about City of Prince George issues (mark all that apply).

- |  |   |
|--|---|
| <input type="checkbox"/> Prince George Citizen     | <input type="checkbox"/> HITS FM 101.3 radio  |
| <input type="checkbox"/> Prince George Free Press  | <input type="checkbox"/> The Drive 99.3 radio |
| <input type="checkbox"/> Prince George This Week   | <input type="checkbox"/> PGTV                 |
| <input type="checkbox"/> CBC radio                 | <input type="checkbox"/> Cable 10             |
| <input type="checkbox"/> CJCI The Wolf 97 FM radio | <input type="checkbox"/> BC TV                |
| <input type="checkbox"/> CIRX 94.3 FM              |   |

In this section we are trying to determine how well the messages are being noticed.

### Radio and Television Notices

1. For each of the following messages, please check the boxes indicating whether you recall hearing or seeing the message on radio or TV, or if you are unsure which. The same message is often sent by both media.

Message	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					
Snow Caves: Do not build snow caves near the road					
Driveway Snow: Do not shovel driveway snow onto the street					
Residential Parking: Do not park in residential areas from 8 AM to 6 PM					
Downtown Parking: Do not park on downtown streets from 1 AM to 8 AM					

### Newspaper message

2. In an average week, how regularly do you read the *Prince George Citizen*, from 0 to 6 days per week? About \_\_\_\_\_ days per week.
3. In an average week, how regularly do you read the *Prince George Free Press*, from 0 to 2 days per week? \_\_\_\_\_ days per week.
4. Please use the following code numbers to indicate how well you recall seeing the message below.
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.
- Did you see it? \_\_\_\_\_ (1 to 5)**

**CITY MATTERS**

July 23, 2004

**COUNCIL MEETINGS**

The next regular meetings of Council will be held at 7:00 pm on Mondays, August 9th and 23rd, 2004, in the Council Chambers of City Hall. Monday meetings are broadcast live on Shaw Cable 10, and re-broadcast on Wednesdays at 11:00 am. Please note that Council Meeting Calendars may be obtained from the City's Web site or through the Service Centre. Agendas are only available on-line at [www.city.pg.bc.ca](http://www.city.pg.bc.ca)

Administrative Services, 561-7602

**FIRE HYDRANT MAINTENANCE**

Effective Monday, June 21st through to Friday, July 30th, City crews will be commencing Fire Hydrant maintenance in the following areas:

East Side of the Hart Highway from Hoffercamp Road to Meadow Rim Way

City crews will carry out Hydrant maintenance, Monday through Friday between the hours of 7:30 A.M. and 3:30 P.M.

It is possible that temporary discoloration of water could be experienced. This should clear and the water will return to its normal condition within an hour or two.

*For further details, please call City of Prince George, Utility Operations Hot Line at 561-7305, or the Service Centre at 561-7600.*

**JOB POSTINGS**

Administrative Coordinator, Limited Duration, Comp. 004/76  
Closing Date: July 26, 2004  
Human Resources, Phone: 561-7626, Fax: 561-7719  
e-mail: [qaustin@city.pg.bc.ca](mailto:qaustin@city.pg.bc.ca) or visit our web site.

**NO CITY HALL ELEVATOR SERVICE JULY 19TH TO AUGUST 31ST, 2004**

City Hall will have no elevator service for the dates noted due to scheduled repairs. Arrangements are in place to assist customers who are affected by the repair work. Thank you for your patience and assistance. Please call 561-7600 for more information.

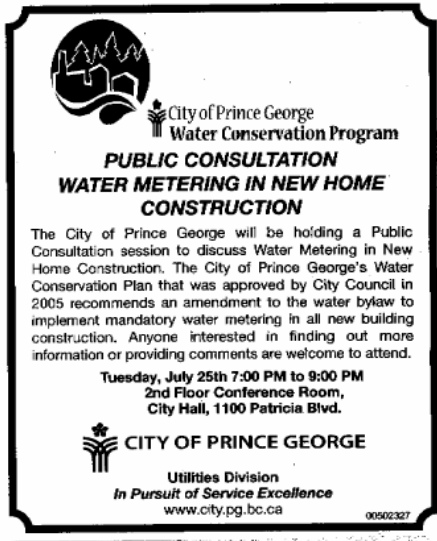
**WELCOME**

Mayor Colin Kinsley, on behalf of Council and the Citizens of Prince George, welcomes the Bionisch/Boonick Families for their reunion weekend on July 29 to August 2, 2004.

1100 Patricia Boulevard, Prince George, BC V2L 3Y9  
Tel: (250) 561-7600 • Fax: (250) 412-5605 • [www.city.pg.bc.ca](http://www.city.pg.bc.ca)  
ServiceCentre@city.pg.bc.ca

00454090

5. **City Matters** messages are published in the *Citizen* each Friday. Using the same code numbers from the previous page, how well do you recall seeing any of these messages?  
**Did you see any at all?** \_\_\_\_\_ (1 to 5)



6. The adjacent message appeared in one or another of the local newspapers, *Citizen*, *Free Press* or *Prince George This Week*. Using the same code numbers, how well do you recall seeing each of the following messages in at least one of these newspapers?  
**Did you see it?** \_\_\_\_\_ (1 to 5)

## Section VIII. Public Communication and Consultation

1. Please indicate how you obtain information about City of Prince George issues (mark all that apply).

- Information leaflets available at City Hall
- Information leaflets available at other City facilities
- Information leaflets delivered to your residence
- Tax Notice and Utility Bill Inserts
- Directly from City Councillors or City staff
- Word of mouth
- Other \_\_\_\_\_

2. Thinking about your information needs, what kinds of information do you want Prince George to provide you with?

- Parks and recreation
- Bylaws
- Financial/budget
- Council meetings
- Construction projects
- Upcoming events
- None/No Other
- Other (Specify) \_\_\_\_\_

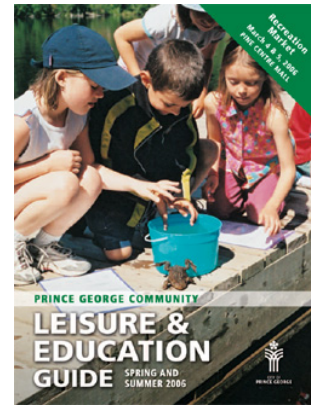
3. The City produces two Leisure Guides each year.

a. Do you receive them?

Yes  No

b. If yes do you use them?

Yes  No



4. The City produced a Wall Services Calendar in 2006 and is planning to produce one in 2007.

a. Did you receive one?

Yes  No

b. If yes do you use it?

Yes  No



5. The City produces an Annual Municipal Report, which is available each May.

a. Do you know about it?

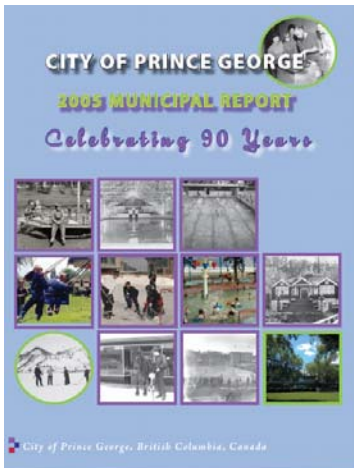
Yes  No

b. Have you seen it?

Yes  No

c. If yes do you use it?

Yes  No



6. Occasionally the City produces special publications as per the adjacent example, which dealt with the city's new Zoning Bylaw. .

a. Did you get a copy of this publication?

Yes  No

b. If not have you seen it?

Yes  No

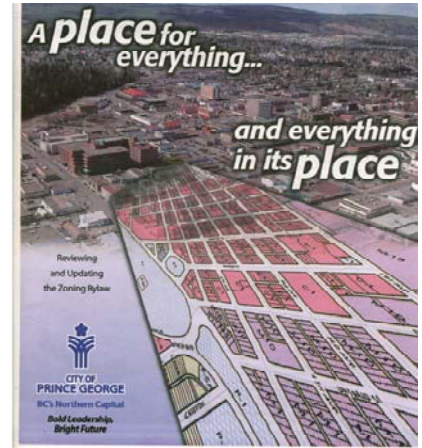
c. If you did receive one, did you find it useful?

Yes  No

If no, what are your suggestions to improve how the City conveys this type of information to the community?

---

---



7. Recommendations from past survey and focus group efforts have suggested that the City improve how it promotes its 'good news' stories and organizational successes. Do you have any suggestions on how this might be achieved?

---

---

---

---

---

Thank you for taking the time to complete this questionnaire and to participate in the City's 2006 consultation

Please contact Christine Russell at 561-7732 or by email to [crussell@city.pg.bc.ca](mailto:crussell@city.pg.bc.ca) to arrange to have your completed questionnaire collected. Once the questionnaires from all the members of your particular interest group have been received a meeting will be arranged to your responses or any other issues of your choice.

# Appendix C - Fall 2006 Public Consultation Program Summary of Results

## Section I. Council Priorities

### Questionnaire Results (Listed in order of Importance)

#### 1. Most Important Priority

- Protection and Enhancement of the Environment
- Second Choices
  - Enhancement of Community Safety
  - Diversification of the Economy and cooperating with regional partners
- Third Choices
  - Effective Management of our Ageing Assets
- Fourth Choices
  - Development of Regional Transportation Infrastructure.
  - Establishment of a Full Service Northern Cancer Clinic
- Fifth Choice
  - Development of Inland Port Facilities
  - Revitalization of Downtown to increase opportunities
  - Management of Mountain Pine Beetle Epidemic
  - Retention and Attraction of Seniors Citizens
  - Marketing of the Community - attracting investment to the community.
- Sixth Choices
  - Growing of the Residential and Commercial Tax Base
  - Replacement of the Cameron Street Bridge
- Seventh Choices
  - Construction of a Community Energy System
- Eighth Choice
  - Encouragement of Corporate Efficiencies
  - Replacement of the RCMP Facility at 999 Brunswick Street

### Interview Results

#### 1. The most important issues facing the community:

- Diversify the Economy and infrastructure development (to prepare for growth)
- Cameron street bridge replacement
- Industrial land base
- Road repair and maintenance
- Community energy system
- Inland port
- Development of Regional Transportation Infrastructure – not a city council issue, more a regional issue.
- More focus on education community and potential it offers, i.e. UNBC, CNC, Trades, Community Colleges, foreign students
- Health and environment
  - More focus on arts and culture
  - Multicultural centre, community orientation/welcome program
- Public safety
- Improved air quality.

- Retention and Attraction of Senior Citizens
- Marketing the community
- Revitalization of the downtown

2. *Other important local issues:*

- Arts and culture facility – need a performing arts centre
- Parks Strategy, sustainable replanting,
- Need a holistic food policy
- Recreation strategy – how are we meeting needs – clearing trails in the winter
- City sponsored training for key volunteer community groups Could be in kind support.
- Use of empty city facilities for community groups
- Beautification of our entrances to the city.
- Supporting immigrant programs and making representation to senior levels of government to streamline immigration program.
- Make downtown pedestrian friendly
- More focus and balance on migration from areas beyond china – need skilled trades people and centre to support them.

### **Communicating with City Council**

One of the questions on the interview questionnaire related to how respondents would like to provide input to City Council. Results showed that the majority of respondents have a good working relationship with City Councillors, that the Mayor and Councillors are approachable and non-elitist. They also provide input through letters to City Council, Council meetings and having Councillors attend their events, by email and the website, and through their work on City committees and with staff. Overall the respondents expressed their appreciation with the approachability and accessibility of most City Councillors and noted that they believe City Council is open to opinions and feedback from the community.

## **Section II. Overall Quality of Life**

### **Questionnaire Results**

The questionnaire results showed that 78% of respondents rated the overall quality of life in Prince George as good.

### **Interview Results**

The interview questions asked respondents to expand on their answer to this question and the following points were noted as ways we could improve:

- More opportunities for arts and culture;
- Environmental improvements, i.e. air quality, clean the streets more during the year, not just in spring (would help mitigate poor air quality caused by industrial traffic coming through the city);
- Deal with downtown social stresses;
- Improve our self image;
- Improve health services, cancer treaty, more prevention against asthma and obesity problems.

When asked what our advantages were, the respondents said that we have:

- more hours of sunshine, less precipitation than communities in the south;
- fewer traffic problems, few long commutes to work;
- a healthy winter climate;
- less crime, congestion and pollution than other urban centres;
- better opportunities to attract new residents and employment experts because of affordability of living, and rural lifestyle in an urban setting;
- opportunities to access and receive great service from city officials and staff;
- great city services compared to other centres.

### **Section III. Satisfaction with City Services, Facilities and Programs**

#### **Questionnaire Results**

In assessing their level of satisfaction with the following city services, facilities and programs, responses from the questionnaire noted satisfaction levels between 50% (Public works, including road maintenance, drinking water quality and sewers) and 100% (Recreational Facilities and Programs and Fire Services). The list of options to comment on included:

- Recreational Programs
- Cultural Facilities
- Cultural Programs
- Parks, trails, and other green space areas
- Recycling and garbage services
- RCMP services
- Fire services
- Traffic management including traffic calming and improving the flow of traffic
- Public works, including road maintenance, drinking water quality and sewers
- Communication with residents
- Financial Planning
- Long Range Land Use Planning

An additional question showed that 89% of respondents feel that they received *fairly good value* from their tax dollars when thinking about all the programs and services received from the City of Prince George. Their choices were very good, value, fairly good, value, fairly poor value, or poor value.

#### **Interview Responses**

Though overall they were satisfied with the City's services, facilities and program, respondents expanded on their questionnaire answers with the following (listed in order of importance and frequency of answers)

- Expand recycling opportunities, programs, service, leadership, planning,
- Improve recreational opportunities, i.e. trails, recreational areas in new subdivisions, involve neighbours in new park development;
- Improve long range infrastructure planning (road maintenance);
- Increases art and cultural opportunities.

## **Section IV. Taxes and Service Fees**

### **Questionnaire and Interview Results**

When asked their choices around taxes and services fees for 2007, the majority of respondents 7/18 were in favour of increasing taxes to maintain current service levels and 6/18 were in favour of increasing taxes and increasing service levels. A number of comments were received during the interviews showing that though respondents were in favour of tax increases, they wanted to ensure that Council give due consideration to setting priorities around where the increased taxes would be targeted.

Regarding the question of user fee increases, the majority of respondents 13/17 were in favour of increasing user fees as long as they were not increased beyond the point where users were discouraged from using the facilities, and to be cognizant of the need to ensure disadvantaged residents were subsidized in some way so they could continue to have access to our programs and facilities.

## **Section V. Satisfaction with Customer Service from employees**

Section V asked respondents to rate their level of satisfaction with employee service. We have asked this question in the past and will use the results as a comparison with previous results and include them in our Quality Program Certification process.

### **Questionnaire results:**

- The majority of the respondents (16/18) had contact with an employee by telephone or in person in the past 12 months;
- When asked if they got the outcome they desired 16 out of 17 said yes;
- When asked how satisfied they were with the service provided 14 out of 16 were very or somewhat satisfied and 2 were very unsatisfied;
- When asked about the employee's conduct the responses showed that between 85% and 100% agreed that the employees:
  - Were Courteous;
  - Knowledgeable about services provided;
  - Responsive to their needs;
  - Showed interest in your needs;
  - Provided prompt service;
  - Generally helpful; and
  - The sort of person you would recommend that others should call if they needed such service

### **Interview Results**

Unedited comments regarding services from specific areas of the city will be provided to the Directors of those areas. They include the Service Centre, Buildings, and Supply Services. Overall the comments were extremely positive. Comments where improvements are suggested will be provided. Of note were the following comments:

- Would like employees to better understand they are ambassadors for the City, i.e. has seen City employees walk past garbage on the street
- Very pleased that there are live people answering main phone lines;

- Parks staff service is second to none. Freak windstorm parks guys helped them out. Made sure sprinkling was working and mowed.
- Building permit reports on line are valuable.
- Respectful and considerate employees;
- Great service from employees
- 2<sup>nd</sup> floor staff does a great job.
- Great relationship with Supply Services and its key industry partners.

## **Section VI. Website**

The section on website usage is one we have used in the past few surveys. We continue to gauge the usage of our website and online services in order to better meet the needs and opportunities offered through this service avenue. These results will be provided to the Web Administrator for his review and use.

- 18 out of 18 responses showed that respondents access the internet.
- 15 out of 18 have used the City's website; and
- 16 out of 18 found the information they were seeking and additional comments were solicited on what information was not available.

### **Interview Results**

While the overall interview responses noted general satisfaction with the website, they were a mix of general and specific recommendations. These will be provided to the Web Administrator unedited.

## **Section VII. City Advertising**

### **Questionnaire Results**

The advertising section was included to provide administration with information on the results of our ongoing advertising efforts. Questionnaire results showed that the Citizen and CBC Radio are the first choices that residents use in receiving information from the City. Third place was shared with PGTV, Free Press and This Week and Shaw Cable 10. This information will be used by the Communications staff and some key operational staff, in plan future advertising programs. They will also be used to evaluate current practices.

### **Interview Results**

The responses from the question on how the City can improve how it provides information through advertising were very helpful and will be reviewed by the Communications staff. They include suggestions for a column in one of the free community papers similar to the City Matters, including relevant community groups on media distribution lists, more flyers/posters, etc. in City facilities used by the public, a regular 'City Good News' segment, consider setting up a Community Bulletin Board. Communications staff have instituted a pilot program with SHAW promoting the City's organizational achievements. The program is titled 'Your City Matters' and since September it has featured interviews by City staff or committee members on topics such as the Communities in Bloom award, Cemetery Changes, Treaty initialing, and Winter Lights Grant program.

## **Section VIII. Public Communication and Consultation**

### **Questionnaire Results**

The consultation section was included to provide Communications staff with information on how the public receives or prefers to receive information on City services programs.

This section sought evaluations on the current publications distributed by the organization which included:

- Council's Vision Brochure
- Leisure Guide
- City Wall Calendar
- Communities in Bloom Book
- Municipal Annual Report
- Rezoning Bylaw Review Advertising Feature

### **Interview Results**

In seeking additional comments through the interview process, the following points were noted:

- City Matters ad is a good source of information. Consider a similar column in a free paper;
- Arrange for orientation sessions for relevant community groups on City operations, supports and resources;
- Greater use of Email to communicate;
- Greater efforts put into promoting Prince George locally; in Canada and BC ;
- Place publications where people are sitting and waiting, i.e. reception areas, where parents are waiting for children, airport, etc.;

When asked what other ways respondents could provide feedback or suggestions to the City they answered with:

- Have City representatives attend community group meetings;
- Includes messages in school newsletters;
- Have the two major newspapers put out a publication similar to Outlook and Vision celebrating our Winter Cities and Communities in Bloom successes;

When asked how the City could improve how it provides respondents with information, they answered:

- Include a list of reference materials that are available in with the tax insert;
- Send a link to various City publications, i.e. Municipal Annual Report, Communities in Bloom book, etc, to all community groups for dissemination to their members;
- Include one key date from all community groups in the City Calendar;
- Better use of partnering agencies to promote City-related messages;
- Have a second City Matters column each week rather than special ads.
- Continue with public consultation programs;
- Make sure the community leaders are up to speed on hot topics. Get them together on a regular basis so that people distributing information or opinions are providing accurate information or where to go for accurate answers.

Additional comments received:

- Celebrate the achievements of ordinary citizens who enjoy moments of success.
- The city has a wealth of people who are doing good stuff but it typically does not make news.
- The City should be making a real effort to have people nominated for doing something small, i.e. shoveling a neighbour's driveway, best times for a youth athlete.
- The City is the people, not the buildings. We need to better celebrate local heroes,
- When someone does something original, innovative, useful, kind we should acknowledge that – perhaps a City bouquets ad. Great opportunity to celebrate one another.
- City could improve how it celebrates its people to improve its image locally
- Try to set the goal to have everyone in the community get their name in the paper at least once.
- Stimulate neighbourliness and civic pride.

## **Face of the City**

Recommendations from past survey and focus group efforts have suggested that the City improve how it promotes its 'good news' stories and organizational successes. We asked respondents to provide input on how this might be achieved and for the most part they suggested we do more to celebrate achievements of ordinary citizens who enjoy moments of success (comments noted above). We also received ideas on how to share that information with the community which include:

- Give people going to conferences from all agencies and touring sports teams information promoting prince George to take with them
- Provide promotional materials to all agencies hosting conferences locally
- Community needs a 'Community Portal' where all events planned and currently occurring could be included. This would help those looking for an available date to hold a conference, meeting, or activity to set a date which is not in conflict with other events.
- The inland port and international airport are massive economic opportunities to help in attracting people here from around the world and bring with them access to those international markets they have and to use our quality of life as economic and social drivers. The more we improve our image, the better our opportunities to draw people here;
- Step one in improving the image of our community beyond the community is to improve our image within the community.
- The Communities In Bloom is an excellent program that recognizes that people take pride in a place that looks good.
- Prince George is a great place to live, and we need to communicate that to potential immigrants who can bring families here so we have sustaining population growth.