

City of Castlegar Communication and Community Engagement Survey Report

Date: September 14, 2020

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Introduction

Rural communities are adapting to meet the growing needs of an ever-changing population that obtains information in new ways. In an evolving society, these communities continue to diversify and require local governments to tailor the way they communicate with and collect public feedback from their residents (Municipal Research and Services Centre, 2019)¹. A survey on communication and community engagement was conducted by the Applied Research and Innovation Centre (ARIC) at Selkirk College, on behalf of the City of Castlegar (the City), to assess current communication channels and gather residents' engagement preferences.

This survey conducted in summer 2020 is the first of its kind undertaken by the City. A resident survey allows the City to gain an insight into residents' point of view on the performance of the City with regards to communications and provides an opportunity for citizens to give input on the subject.

The data collected from this survey will provide measurable indicators of the City's current approach and help shape future communication strategies, improving information, and communications with the public. The City's goal is to enhance citizen engagement and information sharing, create an open feedback structure to collect resident opinions and concerns, and encourage public participation in the municipal decision-making process.

¹ Municipal Research and Services Centre. (2019). *Communication and citizen participation techniques*.
<http://mrsc.org/Home/Explore-Topics/Governance/Citizen-Participation-and-Engagement/Communication-and-Citizen-Participation-Techniques.aspx>

Methodology

The Communication and Community Engagement survey for the City of Castlegar presented qualitative and quantitative questions to capture residents' opinions on the City's communication efforts and to allow residents to provide additional feedback not captured in the structured questions.

To raise awareness about this initiative, a brief notice with survey information and an invitation to participate was attached at the back of the utility bills sent out by the City of Castlegar in July 2020. The introductory letter and the paper survey package (see *Appendix A: Introductory Letter*) were consequently mailed out to 800 randomly selected Castlegar residents through the City's mailing system. Residents were encouraged to either take the online survey or to fill out the paper survey and return it using the pre-paid return envelope. To increase participation, a random prize draw was offered to respondents providing valid survey submissions².

The target participants were residents age 18 years and older living within the municipal boundaries of the City of Castlegar. The participants responded to 19 multi-typed questions (see *Appendix B: Survey Questionnaire*) administered via paper or online through a platform called Survey Monkey. Paper responses were manually entered into Survey Monkey, and all survey questions and answers were stored in a data centre located in Canada. Participation in the online and mail-out paper surveys was anonymous.

Survey response data were exported from Survey Monkey. Data cleaning and data aggregation were performed using Microsoft Excel. Numeric data were visualized as graphs and figures, and open comments were categorized and presented in a summarized form. A complete list of aggregated comments can be found in ***Appendices C and D***.

To achieve an estimated population proportion with a 95% confidence level and an accepted error level of 5%, a target of 354 responses was set.

² Ten \$25 gift cards for Castlegar businesses were given out through a random selection of survey participants. Partaking in the draw was voluntary, and contact information (phone number or email address) was kept confidential and was at no point associated with survey responses.

Key Findings

The Communication and Community Engagement survey collected 358 responses from Castlegar residents. Of the respondents, 69% identified as female, 30% identified as male, and 1% identified as others.

There was a relatively even representation from all age groups among the survey participants, except the youngest group (18-24), with a 6% participation rate. The survey responses captured a reasonable spatial distribution across different neighbourhoods within Castlegar municipal boundaries.

Most survey participants learned about this survey through social media, followed by delivery to their mailbox, and local print media.

The majority of survey respondents feel informed about the City's activities; they gather information from the City's Facebook page, the local print media, word of mouth, and the City's website with a high level of satisfaction. Among the 24% of survey participants who feel uninformed about the City's activities, many mentioned the announcements from the City do not arrive timely. They often learn about events after they have already occurred, or after it is too late to participate. There were several requests for feedback from and communication with the City's mayor and council.

Residents indicated they learned about the City's online engagement site (castlegarconnects.ca) for the first time through this survey.

Participants preferred method to receive information from the City was the consistent presence on the City's Facebook page, followed by coverage in the local newspaper, mail delivery, email newsletters, and the City's website. Survey respondents who selected social media as their primary source of information strongly favour Facebook and Instagram.

Concerning the City's website, approximately one in five residents indicated that the website is challenging to navigate, and the information they are looking for is hard to find. In the comments regarding the City's website, residents asked for a more reliable and user-friendly website that hosts relevant and up-to-date information about the City.

Residents are also interested in attending virtual council meetings and specified that they are looking to the City for information on infrastructure projects, community events, emergency alerts, scheduling for snow removal, and garbage collection, to name a few.

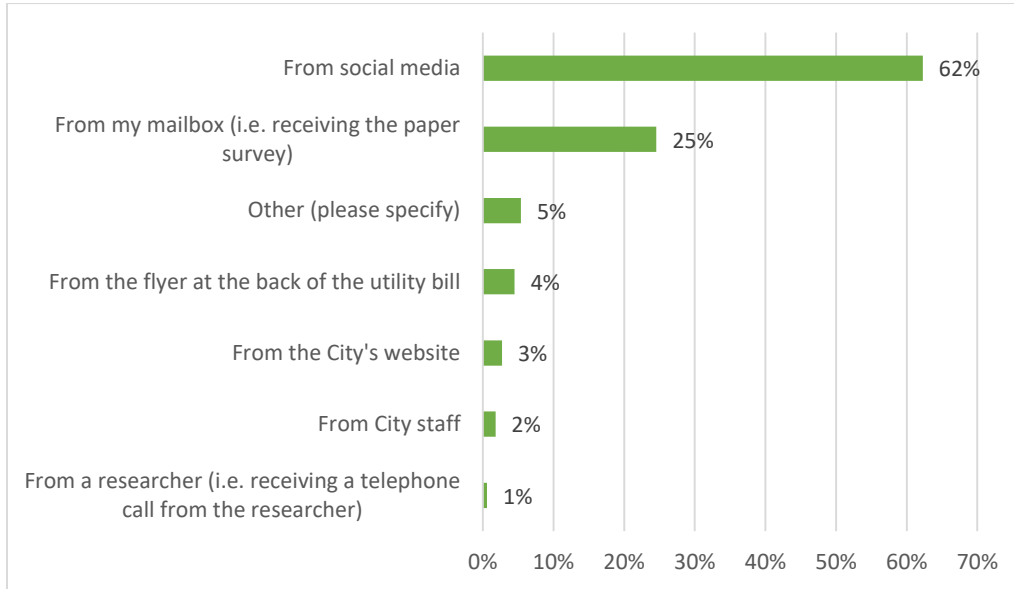
The overall sentiment reflected by this survey is that Castlegar residents are looking to be involved, informed, and engaged in the City's governance.

Survey Results

The first question of the survey asked survey participants to confirm if they read, understood, and agreed with the consent form.

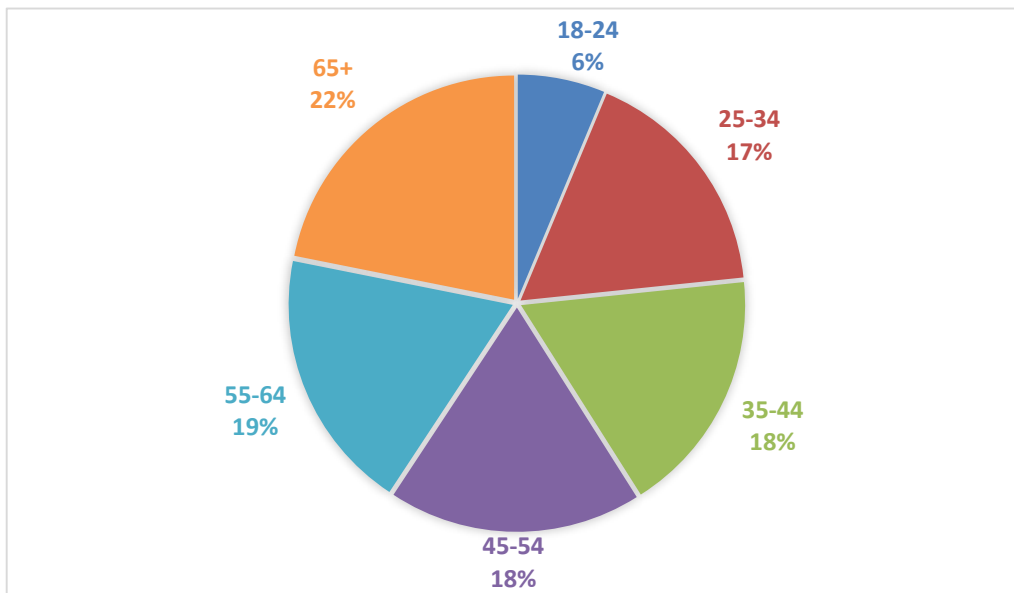
Q2: How did you hear about the survey?

334 responses. Other responses included local print media and word of mouth.



Q3: Age group

334 responses.

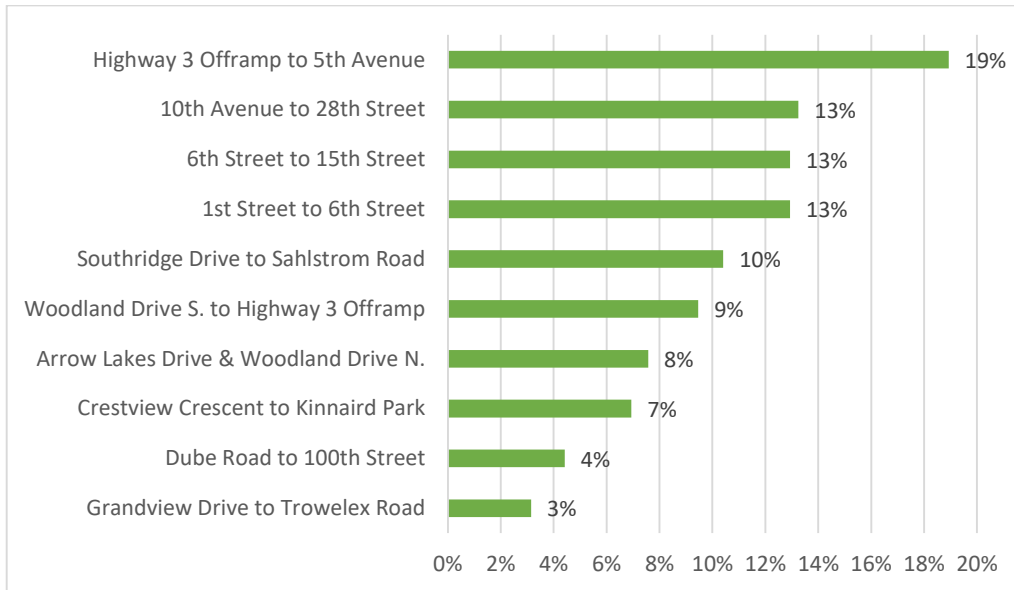


Q4: Gender

321 responses. Of the total respondents, 69% identified as female, 30% identified as male, and 1% identified as others.

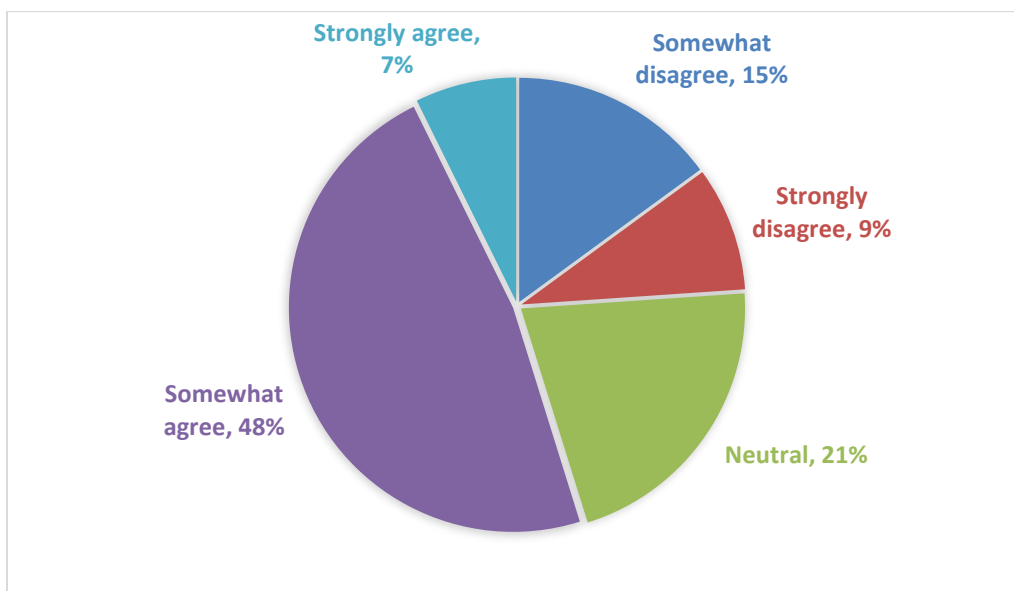
Q5: Neighbourhood of residence

317 responses.



Q6: Rating being informed about City activities

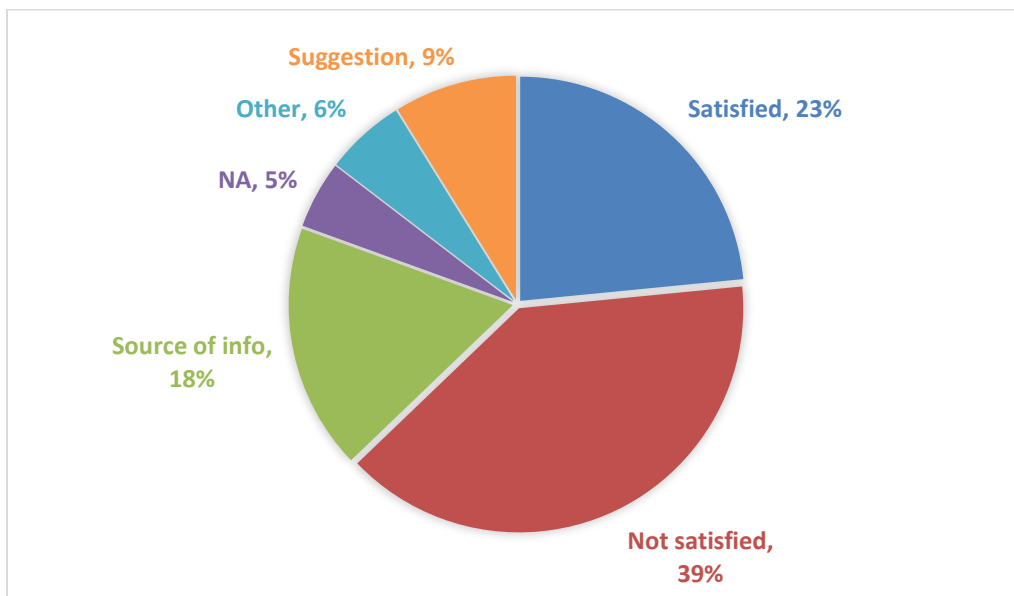
301 responses. Survey participants were asked to rate their level of agreement of the statement: "Generally, I feel informed about the overall activities of the City of Castlegar."



Q7: Reason for rating being informed about City activities

226 responses. Survey participants were asked to provide a reason for rating their level of agreement of the statement: “Generally, I feel informed about the overall activities of the City of Castlegar”, as a follow up to question 6.

Responses are categorized into six groups: source of information, not satisfied, satisfied, suggestion, other, and not applicable. **Table 1** shows an excerpt of comments from these categories. All comments to this question are listed in **Appendix C: Reason for rating being informed about City activities**.

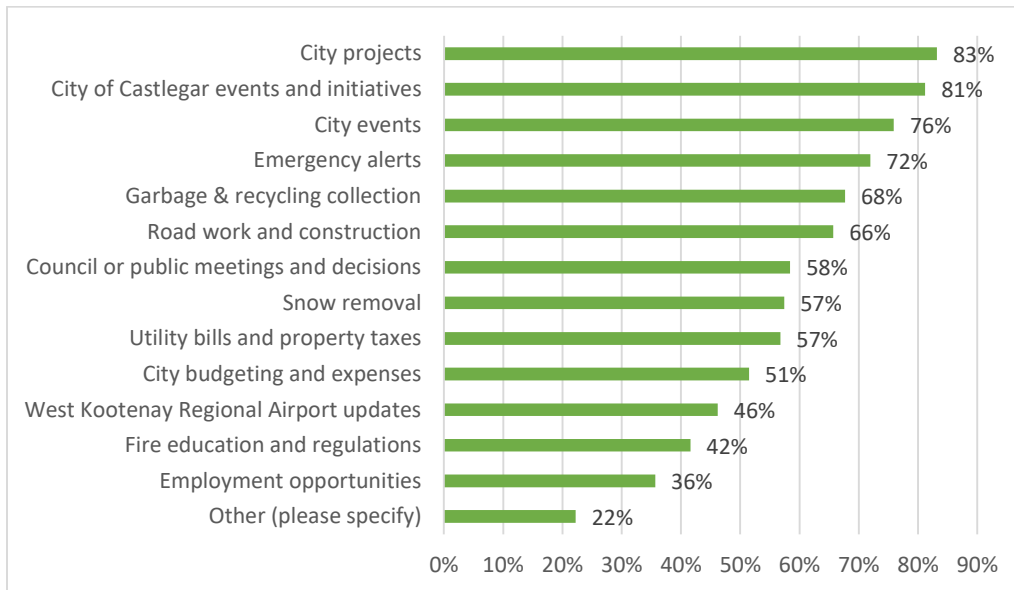


Category	Comment
Source of information	Stay informed via newspaper and website
	Council meetings on TV
	Local paper, inserts in mails, local radio or city website
	...
Not satisfied	Never see anything or hear of it until after it happens
	I don't feel being heard by the City
	Don't feel encouraged to interact with city councils
	...
Satisfied	Social media is a good way to connect with people, especially those in the outskirts
	Lots of info from paper flyer of the utility bills
	Good coverage with online and newspaper
	...
Suggestion	Live or playback Council meetings
	Need more updated and timely information on newspaper and website
	More info about long term plans and budget
	...
Other	I feel that at public meetings the decision has already been made
	More info of sculptures. Road condition is not good.
	Need to have Covid updates and info
	...

Table 1: Excerpt of comments from participants rationale for rating being informed about City activities

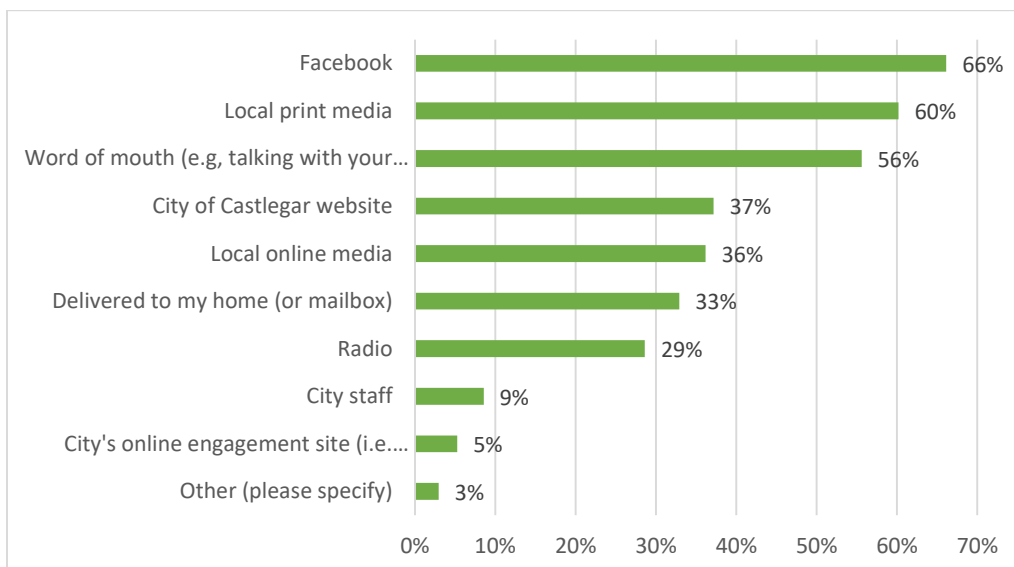
Q8: Interest in receiving information from the City

303 responses. Survey participants were asked to select what kind of information they are interested in receiving from the City. Multiple answers were allowed. Suggestions provided by participants under “other” include: notice about curbside removal of waste and recycling, arts-related information, COVID-19 related updates, crime statistics, composting, rebates, immigration, policy agenda, and infrastructure maintenance including temporary water shut-offs.



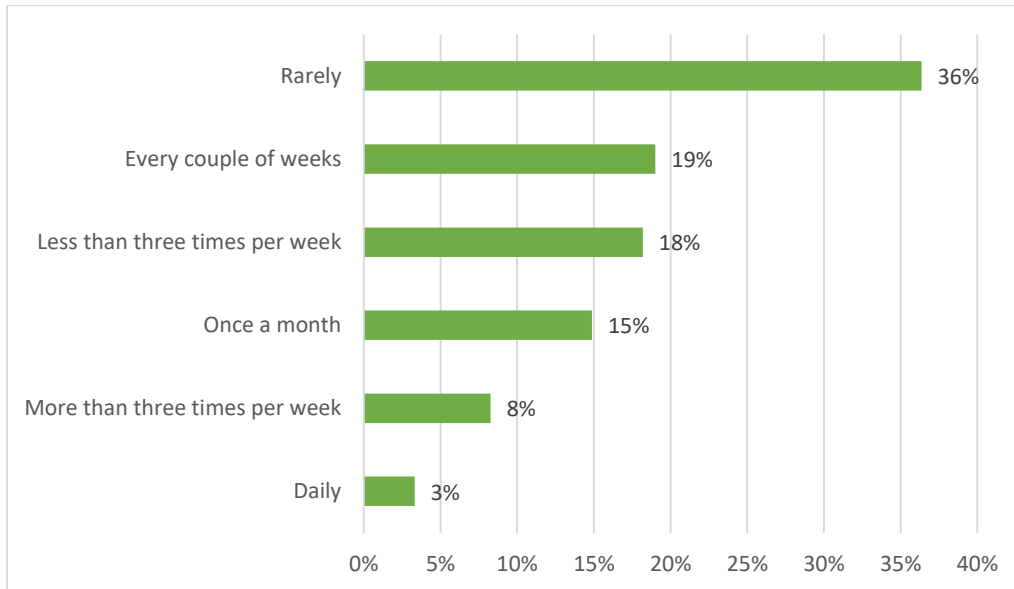
Q9: Current communication channels

304 responses. Survey respondents were asked to choose the communication channel(s) that they are currently using to gather information from the City. Multiple answers were allowed. Approximately 3% of participants mentioned the local Shaw Cable broadcast as their current information source.



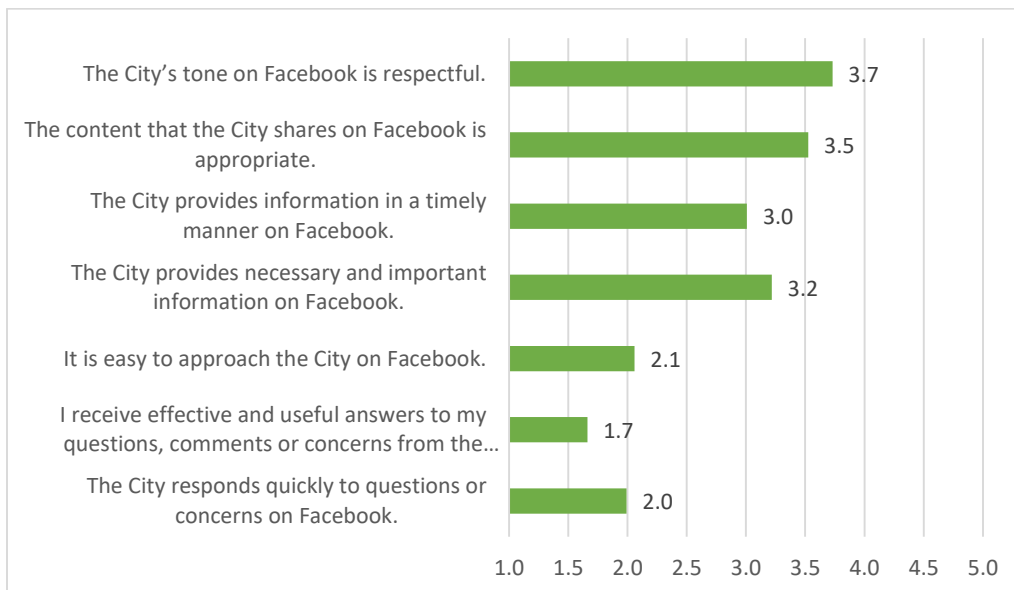
Q10: Frequency of accessing the City's Facebook page

121 responses. Respondents who selected Facebook as their primary communication channel were asked how often they access the City's Facebook page.



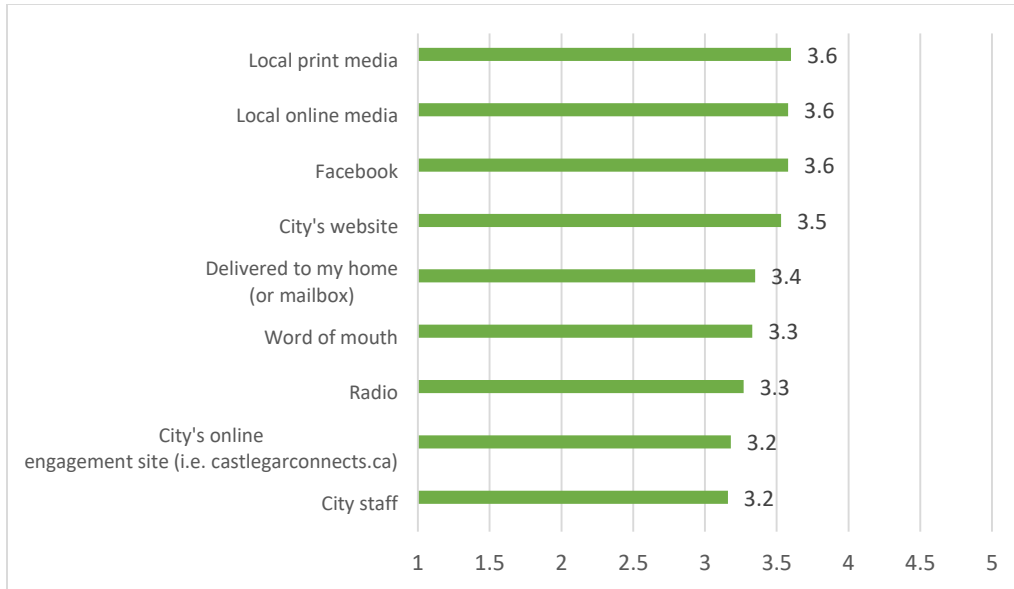
Q11: Assessment of the City's Facebook page

123 responses. Survey respondents who selected Facebook as their primary communication channel were asked to rank statements regarding the City's Facebook page, on a scale of 1 to 5, with one being strongly disagree and five being strongly agree. Results are presented as a weighted average.



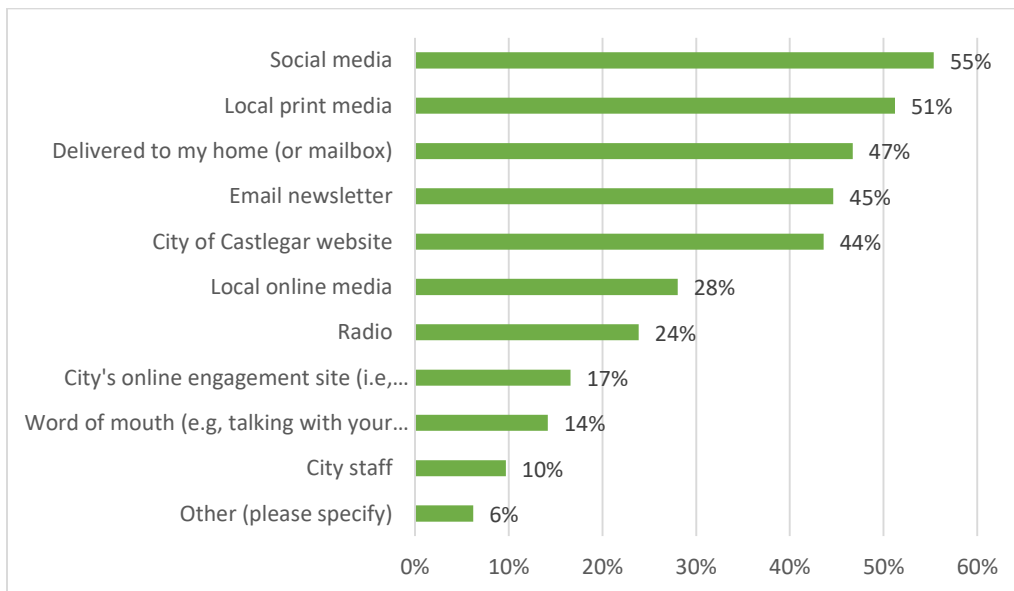
Q12: Level of satisfaction of the City's current communication methods

294 responses. Survey participants were asked to rate their satisfaction level of the City's current communication methods, on a scale of 1 to 5, with one being the least satisfied and five being the most satisfied. Results are presented as a weighted average.



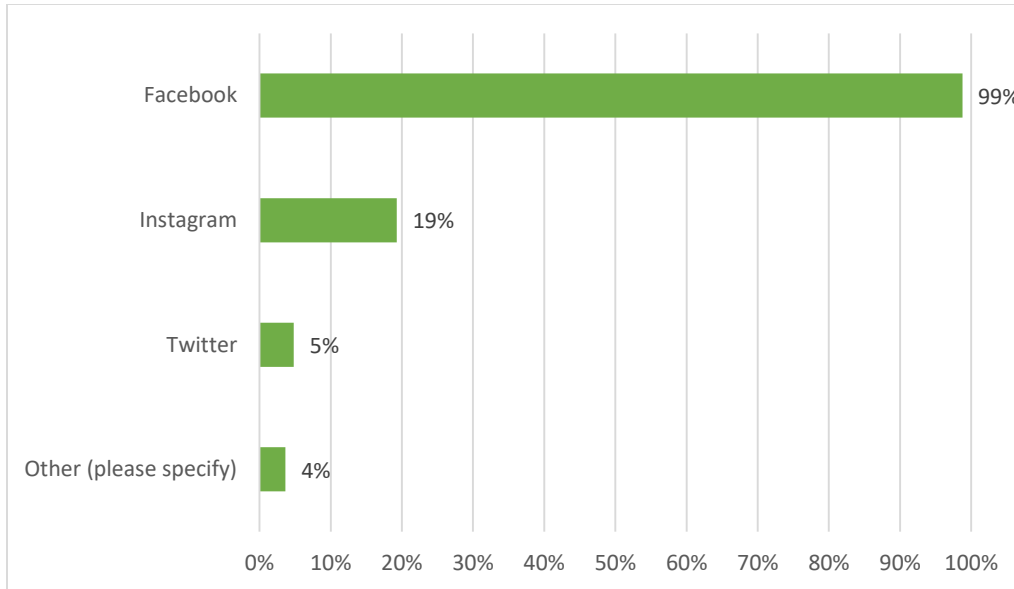
Q13: Preferred communication methods

289 responses. Respondents were asked to choose their preferences to receive information about the City of Castlegar. Multiple answers were allowed. Suggestions provided by participants under "other" include: communicating with the mayor and councils, text notifications, television, billboard, an online application, and a proposed taxpayer portal for general information.



Q14: Preferred social media platforms

83 responses. Survey respondents who selected social media as their preferred option of communications were consequently asked through which social media platform they would like to receive information from the City. Respondents could choose multiple social media platforms.



Q15: Other comments regarding the City’s use of social media

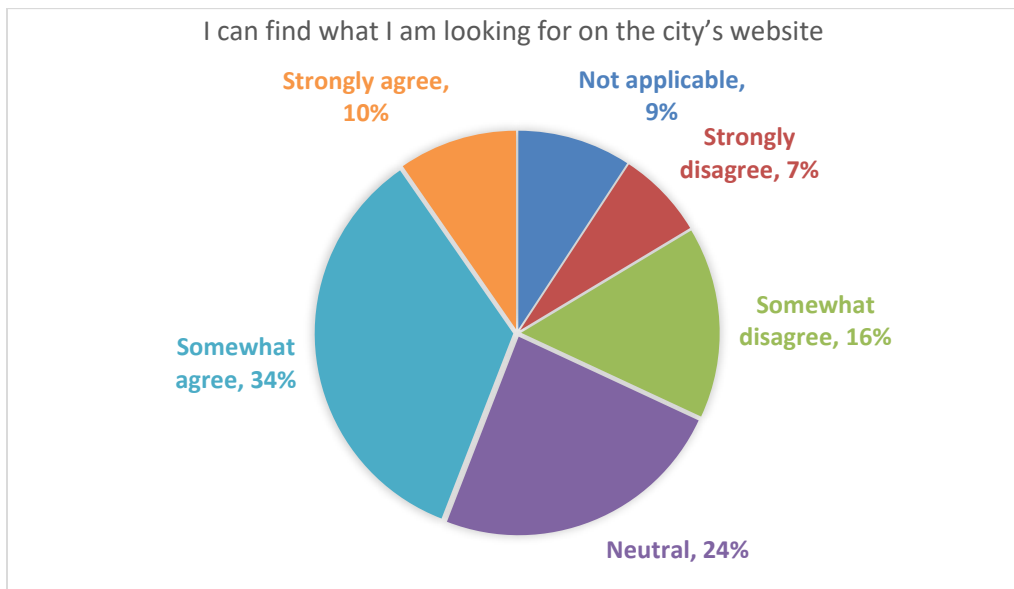
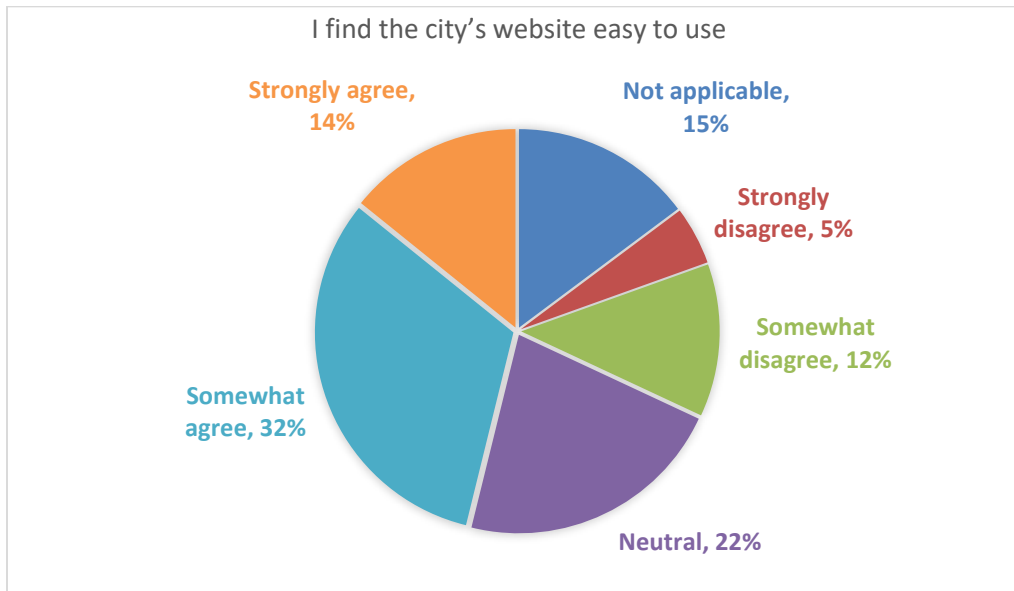
19 responses. Responses were categorized into three groups (7 of 19 responses were not applicable), shown in **Table 2**.

Category	Comment
Suggestion	Need updated information on social media
	Paid ads on Facebook to reach broader audience
	Need to have an Instagram account
	I don't like using internet and prefer something to read
	Online app
	Create Facebook groups (e.g, “Ranting and Raving in the Kootenay” Facebook group) to increase more engagement
	I don't think social media can reach everyone
	Online app
Satisfied	You guys are doing a great job!
	Do not be afraid to ban or block abusive individuals or trolls
Other	City's website is insecure
	Social media should not be allowed during elections

Table 2: Comments from participants regarding the City's social media

Q16: Rating the City's website

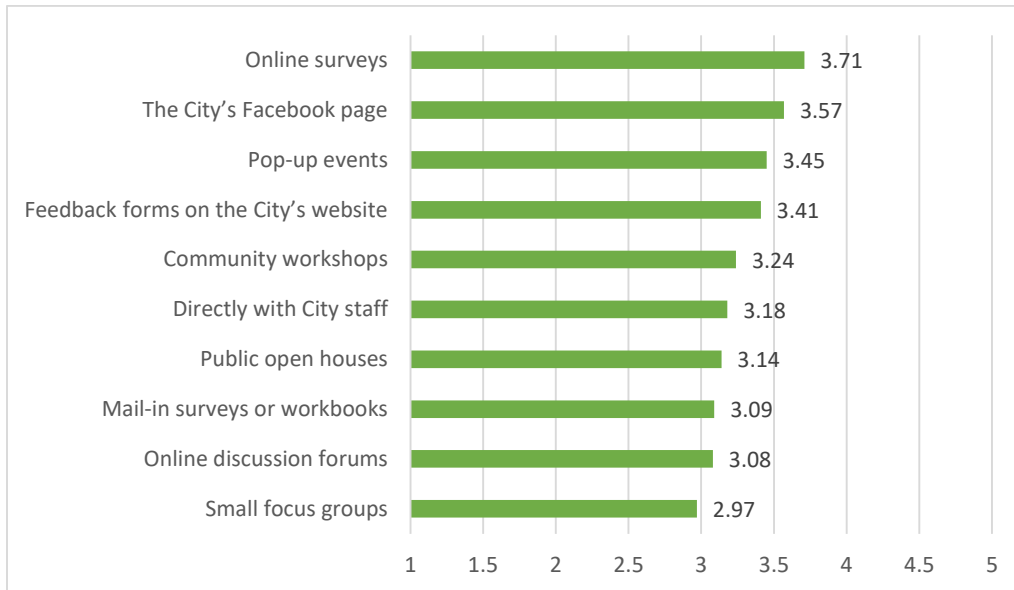
273 responses. Participants were asked to rate if the City's website is easy to use and if they can find what they are looking for when using the website.



Q17: Public participation and engagement

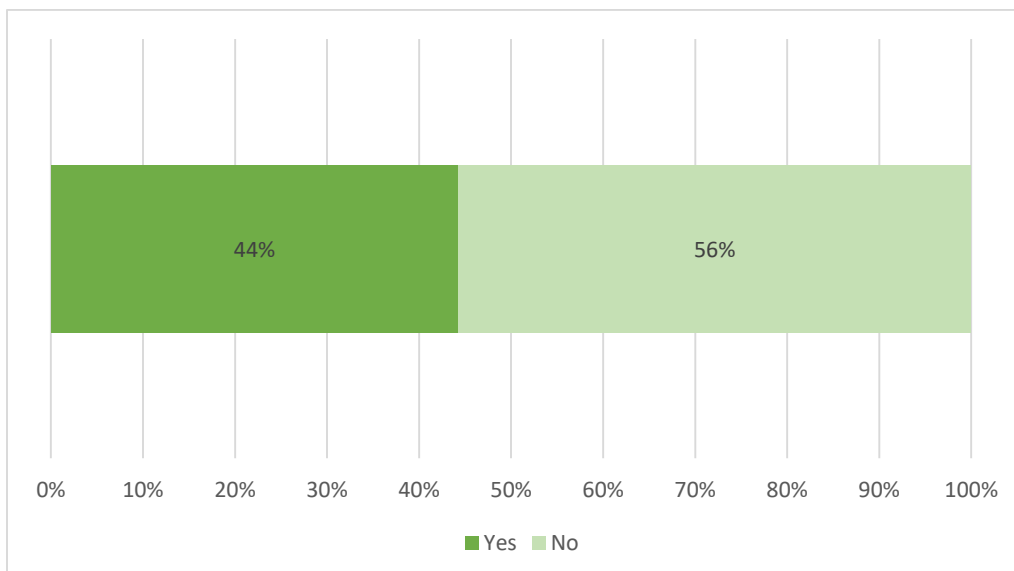
278 responses. The City is looking for ways to increase public participation and engagement to inform the City’s decision making. Survey respondents were asked to rate their level of interest in various participation and engagement methods, on a scale of 1 to 5, with one being not at all interested and five being very interested. Results are presented as a weighted average.

Other means of communication suggested by the survey participants include direct correspondence with the mayor and council, text messages, an online application, and local print media such as the Castlegar News.



Q18: Virtual council meetings

278 responses. Participants were asked if they are interested in attending the council meetings virtually (online).



Q19: General comments

108 responses. Survey participants were offered an opportunity to provide comments or recommendations regarding the City’s communications. Responses were categorized into four groups (17 of 108 responses were not applicable). A selection of comments from each group is shown in **Table 3**. All comments from participants are included in **Appendix D: General comments**.

Category	Comment
Not satisfied	The elderly don't have technology to stay informed
	No reply from the City to my email
	...
Satisfied	Mostly satisfied. Prefer online surveys
	Zoom meetings are fantastic and staff is super helpful
	You are doing a good job, Bree!
	Love the video from the mayor
	...
Suggestion	Reply to email, residents want feedback
	Want to know about the city business BEFORE things happen
	More engagement from mayor and councillors to the public
	Coverage of council meetings should be available in local newspaper
	Generally satisfied but the website has outdated info
	Want more communications via email
	City staff need to be more informed and know where to redirect the residents
	Too many platforms are not good ultimately. Focus and build a few strong platforms. First time knowing about the Castlegarconnects site
	Make the website usable and searchable. Don't want to give up privacy to Facebook. The website server should be located in Canada at least.
	Newsletter via email
	...
Other	I will need to connect with the City's facebook
	Garbage disposal needs to be weekly to keep the bears away, especially for big family
	...

Table 3: Excerpt of comments from participants regarding the City's overall communications

Appendix A: Introductory Letter

LETTER OF INTRODUCTION

The Interdisciplinary Research team at the Applied Research and Innovation Centre at Selkirk College is conducting a Communication and Community Engagement survey on behalf of the City of Castlegar to collect public feedback on how Castlegar residents receive information about the City and its operations. This research will help guide the City of Castlegar's communication strategy and plan to better serve residents. Findings from the data will be used by the City to improve the ways it informs and communicates with the public.

You are invited to participate in the survey by **one** of the following methods:

Fill out the enclosed paper survey and return your completed paper survey using the enclosed, postage-paid envelope,

OR

Complete the survey online by either:

Entering this link <https://www.surveymonkey.ca/r/YX6LDDQ> into your web browser, **or**

Scanning the QR code below.



To scan the QR code, open the camera app on your phone and point it steadily at the QR code for 2-3 seconds. At the top of the screen, a notification of the survey link will take you to the online survey. If nothing happens, enable QR code scanning in your phone settings.

As a thank you for completing our survey, you are invited to enter a draw for **one of ten \$25 dollar gift cards** from Castlegar businesses – please see the draw entry form included in the survey for more information.

Please read the consent form at the beginning of the survey carefully and check yes if you agree to give your free and informed consent before starting the survey.

Please submit your response online or send it by mail before **August 14th, 2020** to allow time for researchers to gather sufficient data during the data collection period.

Thank you for your time and participation!

Appendix B: Survey Questionnaire

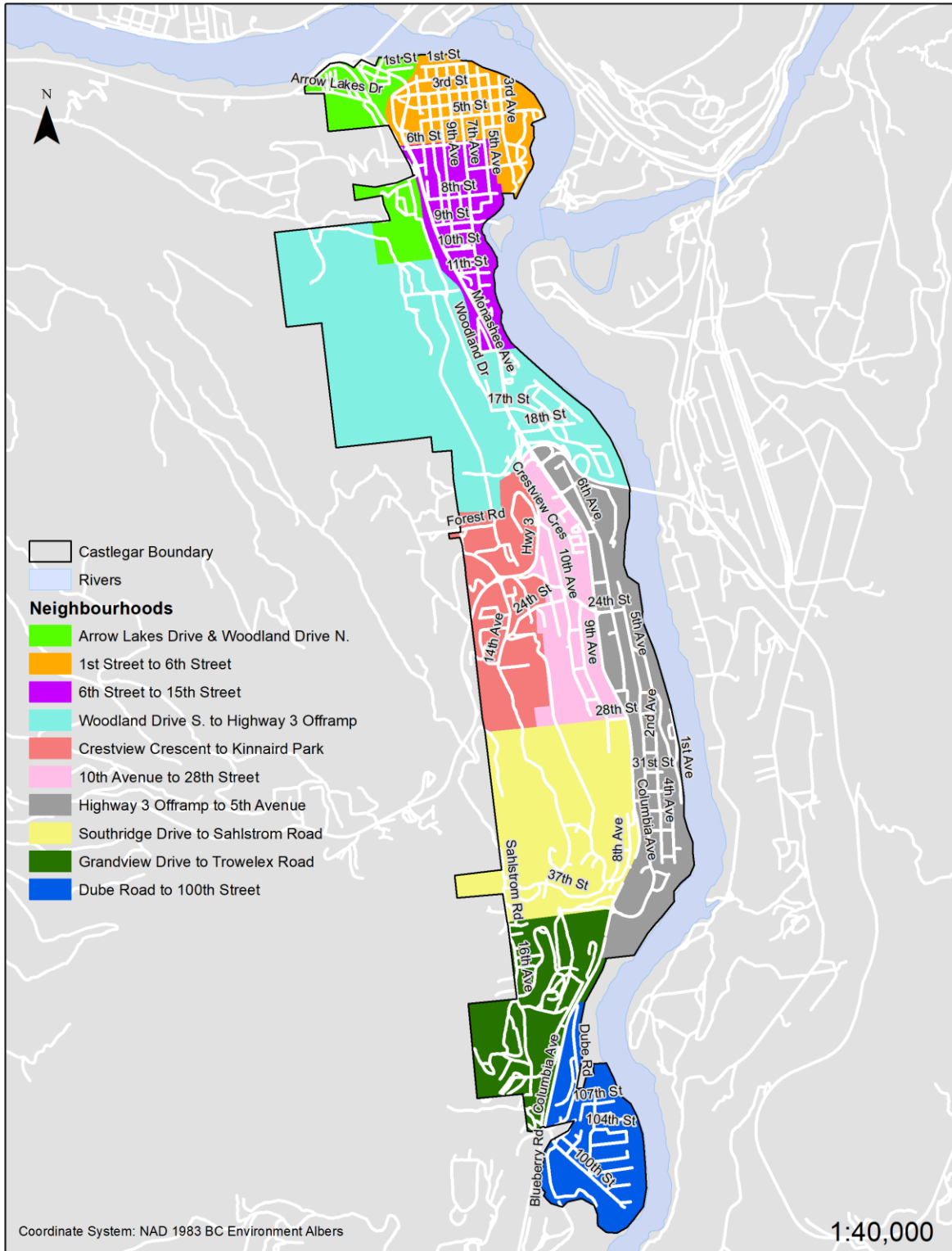
1. Please check the box to indicate you have read and understood the consent form.

2. How did you hear about this survey?
 - a. From the flyer at the back of the utility bill
 - b. From social media
 - c. From the City's website
 - d. From City staff
 - e. From my mailbox (i.e. receiving a paper survey)
 - f. From a student researcher (i.e. receiving a telephone call for the survey)
 - g. Other (please specify)

3. What age group do you fit into:
 - a. 18-24
 - b. 25-34
 - c. 35-44
 - d. 45-54
 - e. 55-64
 - f. 65+

4. What gender do you identify as?

5. Please look at the City's map (in the next page) and select the area you are currently residing in:
 - a. Arrow Lakes Drive & Woodland Drive N.
 - b. 1st Street to 6th Street
 - c. 6th Street to 15th Street
 - d. Woodland Drive S. to Highway 3 Offramp
 - e. Crestview Crescent to Kinnaird Park
 - f. 10th Avenue to 28th Street
 - g. Highway 3 Offramp to 5th Avenue
 - h. Southridge Drive to Sahlstrom Road
 - i. Grandview Drive to Trowalex Road
 - j. Dube Road to 100th Street



6. On a scale of 1 to 5 (with 1 being strongly disagree and 5 being strongly agree), please rate the following statement:

	1=Strongly disagree	2	3	4	5=Strongly agree	Don't know/ NA
Overall, I feel informed about the overall activities of the City of Castlegar.	0	0	0	0	0	0

7. Please share the reason for your rating in the previous question with us:

8. What kind of information are you interested in receiving from the City of Castlegar?

Check all that apply:

- a. Council or public meetings & decisions
- b. City of Castlegar events and initiatives
- c. City projects
- d. City budgeting and expenses
- e. City events
- f. Road work and construction
- g. Utility bills and property taxes
- h. Garbage & recycling collection
- i. Snow removal
- j. Emergency alerts
- k. Fire education and regulations
- l. Employment opportunities
- m. West Kootenay Regional Airport updates
- n. Others (please specify):

9. Which of the following communication channels do you currently receive information about the City of Castlegar through? Check all that apply.

- a. City of Castlegar's website
- b. City's online engagement site (i.e. castlegarconnects.ca)
- c. Facebook
- d. Local print media
- e. Local online media
- f. Radio
- g. Word of mouth (e.g, talking with your neighbours and/or friends)
- h. City staff
- i. Delivered to my home (or mailbox)
- j. Others (please specify):

***Notes:**

If you **did not** choose "Facebook" (option c) in the previous question, please **skip** question 9 and 10.

If you **chose** "Facebook" in the previous question, please **continue** with question 9 and 10.

10. How often do you access the City's Facebook page?

- a. Daily
- b. More than three times per week
- c. Less than three times per week
- d. Every couple of weeks
- e. Once a month
- f. Rarely

11. Please rate the following statements regarding the City's Facebook page, on a scale of 1 to 5 (with 1 being strongly disagree and 5 being strongly agree):

	1= Strongly disagree	2	3	4	5=Strongly agree	Don't know/NA
The City responds quickly to questions or concerns on facebook.	0	0	0	0	0	0
I receive effective and useful answers to my questions, comments or concerns from the City on facebook.	0	0	0	0	0	0
It is easy to approach the City on facebook.	0	0	0	0	0	0
The City provides necessary and important information on facebook.	0	0	0	0	0	0
The City provides information in a timely manner on facebook.	0	0	0	0	0	0
The content that the City shares on facebook is appropriate.	0	0	0	0	0	0
The City's tone on facebook is respectful.	0	0	0	0	0	0

12. On a scale of 1 to 5 (with 1 being not at all satisfied and 5 being very satisfied), please rate your satisfaction with the City's communications:

	1= Not at all satisfied	2	3	4	5=Very satisfied	Don't know/ NA
City of Castlegar website	0	0	0	0	0	0
City's online engagement site (i.e. castlegarconnects.ca)	0	0	0	0	0	0
Facebook	0	0	0	0	0	0
Local print media	0	0	0	0	0	0
Local online media	0	0	0	0	0	0
Radio	0	0	0	0	0	0
Word of mouth (e.g, talking with your neighbours and/or friends)	0	0	0	0	0	0
City staff	0	0	0	0	0	0
Delivered to my home (or mailbox)	0	0	0	0	0	0

13. Which of the following communication channels would you prefer to receive information about the City of Castlegar through? Check all that apply.

- a. City of Castlegar's website
- b. City's online engagement site (i.e. castlegarconnects.ca)
- c. Social Media
- d. Local print media
- e. Local online media
- f. Radio
- g. Email newsletter
- h. Word of Mouth (e.g, talking with neighbours and/or friends)
- i. City staff
- j. Delivered to my home (or mailbox)
- k. Others (please specify):

***Notes:**

If you **did not** choose "Social Media" (option c) in the previous question, please **skip** question 13 and 14.
If you **chose** "Social Media" in the previous question, please **continue** with question 13 and 14.

14. Please select which social media platforms you would like to receive information from the City. Check all that apply.

- a. Facebook
- b. Twitter
- c. Instagram
- d. Others (please specify):

15. Do you have any comments or recommendations regarding the City's use of social media?

16. On a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, please rate the following statements:

	1= Strongly disagree	2	3	4	5=Strongly agree	Don't know/ NA
I find the City's website easy to use.	0	0	0	0	0	0
I can find what I am looking for on the City's website.	0	0	0	0	0	0

17. The City is looking for ways to increase public participation and engagement to inform the City's decision making. Please rate how interested you are in engaging with the City through the below channels.

**Notes:*

- Public open houses: where you meet staff and comment on information provided by staff and displayed on boards.
- Community workshops: where you can take part in active discussion sessions.
- Pop-up events: where the City comes to places you spend time (grocery stores, park, school, recreation centre, etc.

	1= Not at all interested	2	3	4	5=Very interested	Don't know/ NA
Public open houses	0	0	0	0	0	0
Community workshops	0	0	0	0	0	0
Pop-up events	0	0	0	0	0	0
The City's Facebook page	0	0	0	0	0	0
Online surveys	0	0	0	0	0	0
Online discussion forums	0	0	0	0	0	0
Small focus groups	0	0	0	0	0	0
Feedback forms on the City's website	0	0	0	0	0	0
Mail-in surveys or workbooks	0	0	0	0	0	0
Directly with City staff	0	0	0	0	0	0

18. Would you be interested in attending council meetings virtually (online)?

- a. Yes
- b. No

19. Do you have any comments or recommendations regarding the City communications overall?

Appendix C: Reason for rating being informed about City activities (Q7)

Category	Comments
Source of information	Good coverage on Castlegar News
	Mainly from Castlegar News
	Council meetings on TV
	I get most info from the Castlegar News
	Follow Facebook, newspaper and talk with city councillor
	Get information mainly from Castlegar News
	Get info from newspaper and friends
	FB and newspaper
	Received info from mailbox, newspaper and on facebook
	I don't use facebook for updates, I use news print and word of mouth
	Only by newspaper articles
	Received info from local radio, newspaper and social media
	Get information mainly from Castlegar News
	Rely on Facebook and sharing with friends
	Online media, newspaper and radio
	Local paper, inserts in mails, local radio or city website
	Get mails that inform me
	Sometimes we find information about the City on the newspaper
	Don't have cable and rarely listen to the radio, so rely on newspaper and friends and family
	FB and newspaper
	Stay informed via newspaper and website
	Social media
	Don't use facebook because it is bad, so rely on weekly newspaper and friends
	Follow facebook page and read newspaper regularly
	Social media and newspaper
	Stay informed via newspaper and website
	I receive newspaper on every Thursday to read about the City's activities
	Follow the City's social media and newspaper
	Social media and newspaper
	Find news by following the City's social media
	Rely on social media and newspaper to receive info, as I have a quick commute and don't listen to everything on the radio
	Newspaper, social media and talk to decision makers to stay informed
Receive info only via social media and mailings	
FB page	
Social media sites	
Social media	

	Follow the city online
	Friends and co-workers , newspaper
	Get information from the Castlegar newspaper
	Castlegar Fire Department Page
Not satisfied	
Untimely information	More updated info on radio. Late updates and usually received info after events were over
	When I found out about the information, the event was already occurred
	Usually find out about the events while they are happening or too late to participate
	Newspaper and flyer delivery provide untimely info. Website needs updated info and be more dynamic
	I get the news after the fact
	I usually hear about activities after it took place
	Never hear anything on TV. Usually found out about the event too late to participate. I don't like to rely on internet too much
	Never see anything or hear of it until after it happens
	Don't hear about things until they happen
	Found out about announcements much later than when they happened
	Not aware of the projects until I see it is happening. Still don't know how the water bills work, cannot find explanation anywhere
	There are policy changes I've learned of too late to respond because the information sent by mail later changed and was communicated in advertising that I missed (I don't listen to commercial radio) and social media that came into my feed after the fact.
	I have no idea when events happen
	No timely communications on sudden changes between communicated plan and actual; e.g, compost delays
Inconsistent info	No consistent and updated information source
	A mixture of info from the newspaper, website and Facebook
	Need to check more than 2 sites/ sources for updates
General	Except for utility statement and newspaper which come later than the events, not informed at all
	No computer and not receive anything via mail
	I see ridiculous plans implemented + carried out like roadwork during the peak of summer ("Resurfacing Columbia" project. That takes twice as long as initial plans that were laid out with NO public consultation.
	Only receive information through newspaper and direct mail
	Not receive any info at all
	I don't feel being heard by the City
	Not satisfied with only Castlegar News
	Not computer literate
	Don't feel encouraged to interact with city councils
Not enough info about finances and future plans	

No reply from mayor via email at all
There are covert decisions made
Only hear from the City about new tax
Lack of information
I don't use the radio or social media
Not everyone have access to internet or a cell phone. Lack of information on newspaper and website. Emergency alerts are not timely delivered.
Don't usually find answers I'm looking for on any means of communications from the City
Out of date info on Facebook. Need more ads/ event updates on social media
I am active to be informed and still miss information
Don't receive updated and timely info about activities and events
I don't have a right platform to receive info
Need more effort to stay informed
Not all activities are correctly shared with the residents.
Not being informed by any means at all
I have no idea what's going on with the city
I see improvements in communications but I need more information
Except for the utility bill, hear nothing
Minimal engagement events, lack of notification of events
There is nothing much going on
I get information through my mailbox and nothing else
Only receive info via online and newspaper
I don't know what's going on and don't have time to attend council meetings
Only see occasional FB post
I am an active community member who works to pay attention at what is happening, yet there is still so much more to know.
Very limited communication across any channel
Nothing heard from city regarding city operations.
Not informed unless using social media
The City is not active to share info
No reply from mayor via email at all
Website is difficult to navigate and not enough info from other media
Some certain things should be better advertised
Don't have social media and seems like all information is available there
Not all information is made public
Poor communication...i.e. compost delivery
Many platforms to share information, no consistent and reliable source
Not all info posted on media
I only hear of failed projects or projects once they are complete.
Not 100% aware of the activities in town due to lack of promotion/ advertisement
I never know what's going on
Not enough info put out to public

	Terrible website, reliance on Facebook. No Twitter presence
	I don't read newspaper (because of the flyers) or listen to the radio, so I'm not informed
	Only receive a fraction of the information put out to the city
	Don't have social media so I am not informed
	Minimal press coverage
	I don't always know what's happening
	Mission statement with regular updates have not been effectively socialized.
	I only know if I read the newspaper
	Not informed unless using social media
	No sources to get the latest updates
	Advertising of events is not very well shared
	I only get what comes over FB
	Facebook posts don't pop up often
	I've participated and also missed out in some activities
	I haven't seen any information posted anywhere
	I do not feel informed
	I don't hear or see very much
	I feel we are told items on a need to know basis
	The information is sometimes vague and easy to misinterpret (e.g, the announcement of the opening of Millennium parks and ponds, I thought they were both opened at the same time while in fact, the pond was open after the park)
	Advertisements are not enough and easy to be missed
	Not being engaged as I want to be
	Mayor and councillors don't engage with the public
Satisfied	
Good use of social media	Need to use more social media platforms
	Good way to connect with people, especially those in the outskirts
	Rely on social media and friends for event updates
	Rely heavily on social media to hear about the City
	I get most information about the City online and a bit from the newspaper
	Good use of social media
	Get all updates via Facebook
	The City's facebook page is updated regularly
	Get lots of info through school and social media
	Stay informed via Facebook
	Stay informed via Facebook
	Stay informed via Facebook
	Active on social media and receive most information there
	Follow the City's and RDCK's social media and see their posts
	Facebook keeps me informed. Others don't work for me as I live in Glade

	The City's FB page is fairly up to date. Some events like Sunfest can be advertised more
	I feel I am in the loop
	Effective social media channel
	I follow the City's facebook and feel they provide adequate updates on upcoming activities
	Facebook page is up to date and sponsored ads pop up. Sue Heaton is doing a good job
	As long as I check social media I feel like I am informed.
	The City is always actively posting on social media
General	Get most information through online
	Most info is available
	Good media information available
	Adequate media coverage
	Lots of info from paper flyer of the utility bills
	Good coverage with online and newspaper
	Good job notifying residents; e.g, compost delivery
	Good advertisement on events (online or posters around town)
	Council meetings are open and summaries are always available
	Informed through social media although I don't live in Castlegar year round
	I feel pretty well informed of any city business that concerns me
	Informative mail, newspaper and social media
	Good job overall. Still don't know what happens at the council meetings
	Social media and radio provides latest updates
	Council news in the newspaper, online and available on Shaw
	Receive regular Facebook notifications and watch the news
	The City's Facebook page and Castlegar News provide lots of info
	The Castlegar News covers overall activities quite well.
	Updates on council meetings, budget, activities are easily found
	I know how to access the information
	It's good to have the information available on social media and through the mail, as not many people are active on social media
	Mainly get information from Facebook page, the website is not updated regularly
	Stay informed via newspaper and website
	Lots of newsletters and castlegar news site.
	Follow the City's social media and received good response through mail by City's staff
	Stay informed through social media or when I search for information
	Mayor and councillors are good with communication. The new social media person is good
	Social media and online local newspaper give me adequate information
	Very well informed as being a Selkirk student
	Lots of info on social media and radio
Newspaper and facebook are sufficient	

Suggestion	Don't use social media, so we don't hear about things. Need more other media
	Only find news via social media and flyers. Need more other media
	Not on facebook, need more local media
	Don't use social media often
	Good info on social media and needs to be on other means because I'm not active on social media
	Live or playback Council meetings
	More info about long term plans and budget
	Don't prefer social media to receive information
	More posts from the city regarding development, projects, changes, etc. on social media. Especially those that effect and or support small businesses.
	More info about projects/ road work
	More info about street cleaning, snow removal, compost delivery
	More info about background finances; e.g, over costs or funding for city work
	More regular updates on regulations via text, email or post
	Want more information using other media than social media and newspaper
	Billboard should be used for city events or public meetings to encourage more resident participation
	You need to like the page to receive updates on social media
	Generally informed but want to know more info about projects
	Not a lot of advertisements on activities in town, it's harder for newcomers. At least provide 1 month notice in advance
	Despite some communications, I want to be aware of more information from the City
	Need more updated and timely information on newspaper and website
Other	I feel that at public meetings the decision has already been made
	I make the effort to be informed
	More info of sculptures. Road conditions and traffic are not good.
	Need to have Covid updates and info
	Felt the travel expense discussion was swept under the carpet. Mayor Tassone not held accountable. Otherwise, fairly decent media and social media presence.
	Miss a lot of info being an international and working student
	Councillors seem to be listening more than before
	Not available to attend council meetings
	I know a bit and I want to know more
	I miss out on events
	Sometimes I miss a post on social media and find out from others
	Sometimes info is on Facebook, sometimes on website
	Generally informed but the website is not up to date. Sometimes I have to make effort to be informed

Appendix D: General comments (Q19)

Category	Comment
Not satisfied	Often dont know who to contact + do not get a specific contact when requested
	The elderly don't have technology to stay informed
	Emailed concerns about Connors RD Walk/ Bike path on June 15/20 no communication from City, now July 30/20 still none!
	It's difficult to access info for newcomers
	Negative atmosphere with city staff. Concerns about the openness at council meetings. People are shut down unless they have a question. I want FEEDBACK
	Poor communications when mayor and council do not reply to emails. We need feedback
	Inconsistency of action with policies decreases reliability of communications; e.g, city workers don't follow No Idle policy
	No reply from the City to my email
	Have not heard a word from the councillors since the pandemic
	Not on social media and not familiar with the website
	No communication from the City to people who already objected a project; e.g, the trail plan from Millennium park to blueberry
	Unable to attend council meetings during work day and links for playback usually don't work
	Outdated information and difficult to navigate on city website
	Satisfied
Mostly satisfied. Prefer online surveys	
Social media is a good tool to use	
Good job	
Generally satisfied. Likes updates in the newspaper	
Adequate	
Timely response from the City	
Virtual council meetings	
More interested in council meetings if I am encouraged to express my opinions and the topic is relevant	
I think the City is improving with communication steadily.	
Generally informed	
Improving and I'm happy with this survey	
I love Castlegar!	
You guys are doing great. Keep it up.	
Good job	
Good job	
You are doing a good job, Bree!	
City website, utility bills with the flyers are great	
Zoom meetings are fantastic and staff is super helpful	

	Love the video from the mayor
	Online meetings via Zoom is so awesome and necessary during the pandemic. Asking questions via chat options is great
	Noted improvement
Suggestion	Reply to email, residents want feedback
	Generally satisfied but the City needs to consult with the river front property owners
	City councillors need to work together for the best of Castlegar
	We need more knowledgeable city staff. Don't redirect residents to those who don't know the answer
	More public information about everything
	Should not use Facebook for communication
	Coverage of council meetings should be available in local newspaper
	Generally satisfied but the website has outdated info
	Prefer to read paper. Never use social media or access to online media
	Social media is not suitable for all residents
	Want to know about the city business BEFORE things happen
	Not everyone have access to online or social media
	More engagement from mayor and councillors to the public
	I think the mayor should have a bi-weekly or monthly information presentation about a current topic of interest that the City of currently planning or doing.
	More transparency and rationale behind each decision made; e.g, changes in budget due to Covid-19
	Stop Facebook, do Twitter
	Deliver local newspaper in the mail
	More public information about budget and spending and engage more residents
	Text messages, mail, newspaper work
	Make it easy to participate.. emailed feedback forms cast a wide net. Don't use single solution social media because it will immediately silence some portion of your community from participating.
	Want more communications via email
	City staff need to be more informed and know where to redirect the residents
	Too many platforms are not good ultimately. Focus and build a few strong platforms. First time knowing about the Castlegarconnects site
	need to know the phone numbers of staff to leave a message
	Newsletter via email
	E mail is the best format for urgent communication
	Concern about the quality of the input (meaningful input vs ranting). I want to participate if I feel I can contribute meaningful input (like a workshop). Who is the Castlegar communication focal point?
	Old people don't use internet or social media. Use good old fashioned TV
Should have a summary of council meetings either on print or online	
Make the website usable and searchable. Don't want to give up privacy to Facebook. The website server should be located in Canada at least.	

	list of all the social media available sites and apps
	More transparency would be nice.
	Search ability should be improved. If I type a word, it should take me directly to a paragraph of the bylaw
	Councillors should be more active to communicate with residents on what they are doing and how they contribute to Castlegar
	Need to better social media presence and engage more people
	More transparent and public information on budget and costs of projects and services
	Streaming council meetings
	Want to receive updates not through Facebook or an app
	Need more lead time for meetings so that people can book time off from work in advance
	More open and public information, both good and bad
	Good work with Facebook. Need to improve search ability on website re: bylaw. Should have meetings every 6 months to address concerns/ questions. Should have better orientation and information distribution for newcomers. Should have "ChatNow" option to talk directly with a city staff during the pandemic.
	Proactively distribute information to the residents
	Prefer online community engagement during the pandemic and I have small children
	Will attend online council meeting if the topic is interested and relevant
	Need more communication from mayor and council
	More notice on changes / delays.
	Hope to see more consultation and collaboration on health and mental health services and topics that represent the community at large
Other	Not a good time for surveys
	Want to see a monthly format
	Too much reliance on Facebook!
	Only interested to a point. I elected councillors to look after my interests. I phone them when necessary.
	I will need to connect with the City's facebook
	The City needs to make our tax dollars more responsibly. Stop catering to small homebased lobby groups
	Abused by some and not utilized properly by others.
	Not everyone interested in EVERY aspect of municipal businesses so expect people to tune in and out
	Garbage disposal needs to be weekly to keep the bears away, especially for big family