



Citizen Satisfaction Survey Results

September 22, 2021



Survey Basics

- New step in annual budget cycle
- Available July 14 to September 3, 2021
- Accessed:
 - Online at engage.terrace.ca
 - Print copies at
 - City Hall, Public Works, Sportsplex, TDAC
 - Terrace & District Public Library
 - Visitor Information Centre
- Advertised:
 - Websites (terrace.ca and engage.terrace.ca)
 - Facebook and Twitter pages
 - Farmers Market booth (July 31)

Survey Basics

- There were 86 respondents:
 - 75 online
 - 11 print
- Almost all questions were optional
 - Only required questions were:
 - Those in signup form (year of birth, location of residence)
 - If anyone in the respondent's household was an elected official for the City or on staff

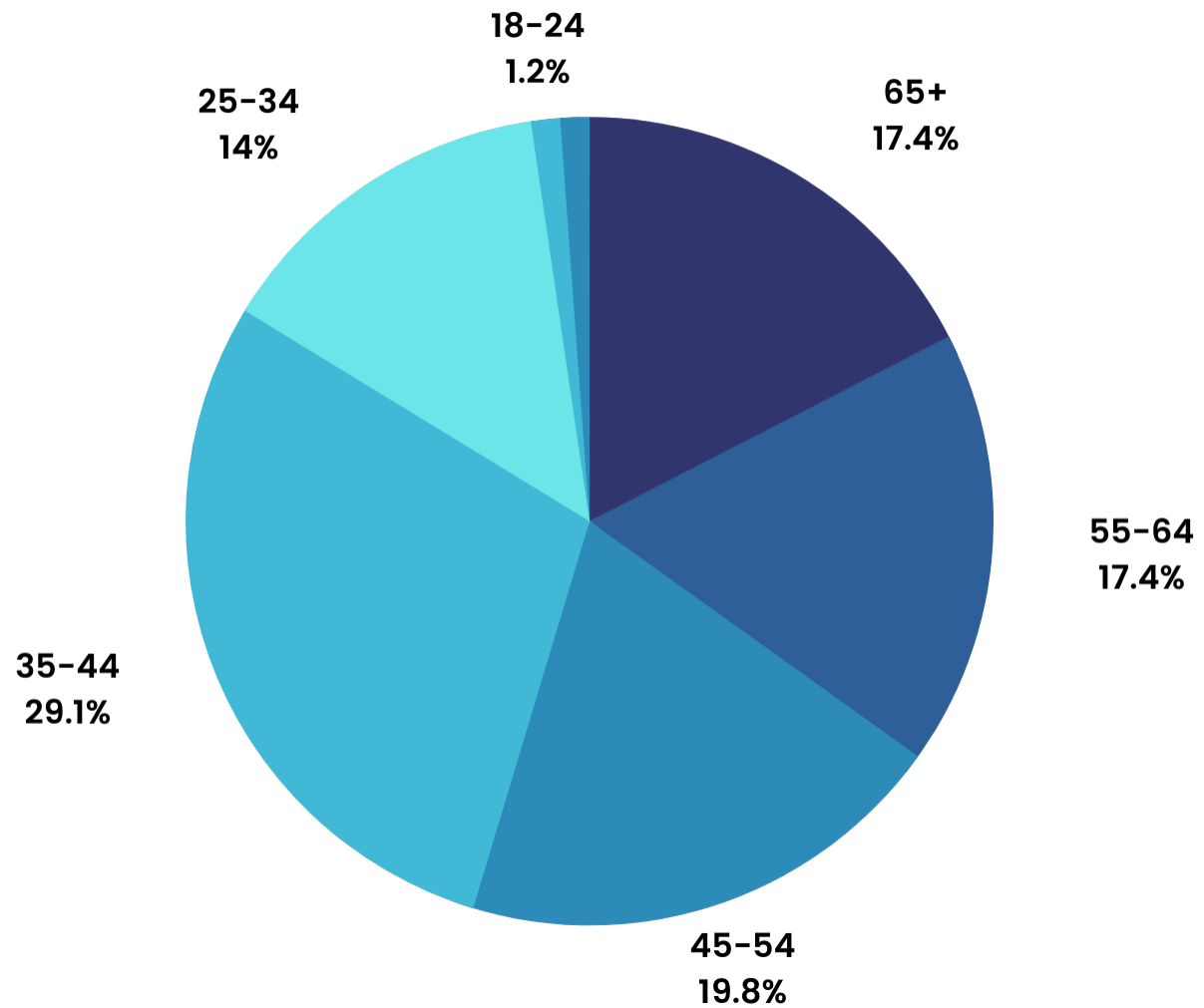
Engage Terrace

- We launched the survey concurrently with Engage Terrace.
 - 245 - total visits to the survey page:
 - 147 - direct traffic
 - 40 - social media
 - 3 - The Talk of Terrace newsletter
 - 8 - search engine
 - 23 - referrals
 - Of these, 75 filled out a survey.

Demographics

Age of Respondents

Based on year of birth



Where Respondents Live

Outside of the City of Terrace

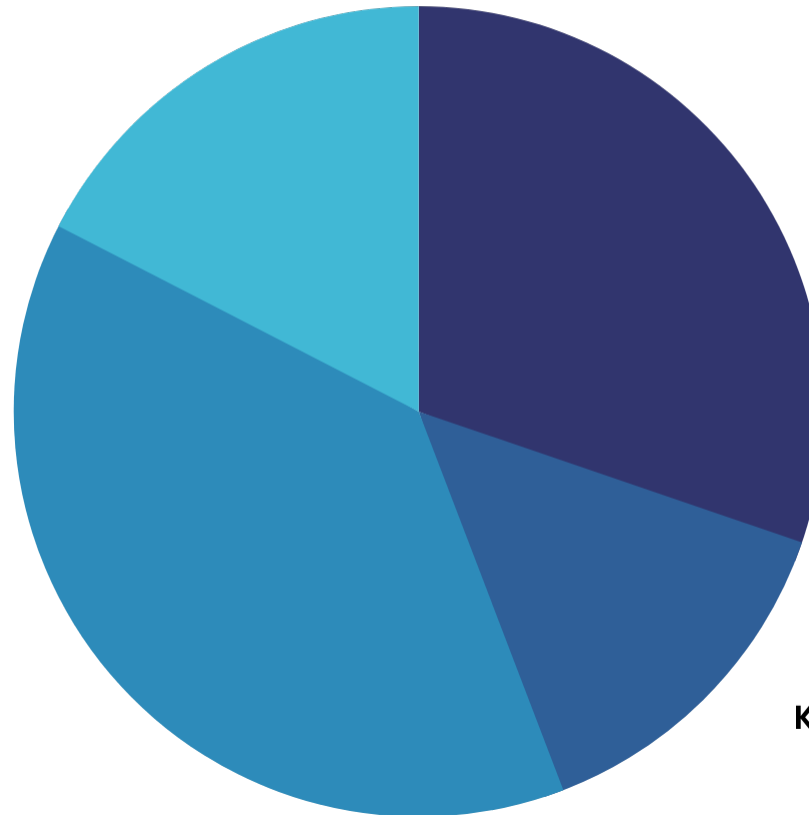
17.4%

This included:

- Thornhill: 6
- Jackpine, Brauns Island, Kitimat, Kitsumkalum, North Eby: 9

Horseshoe/Downtown

30.2%



Bench

38.4%

Keith Estates (Southside)

14%

How many years have you lived in Terrace?

Less than 1 year: 4 (4.7%)

1 year to less than 10 years: 18 (21.2%)

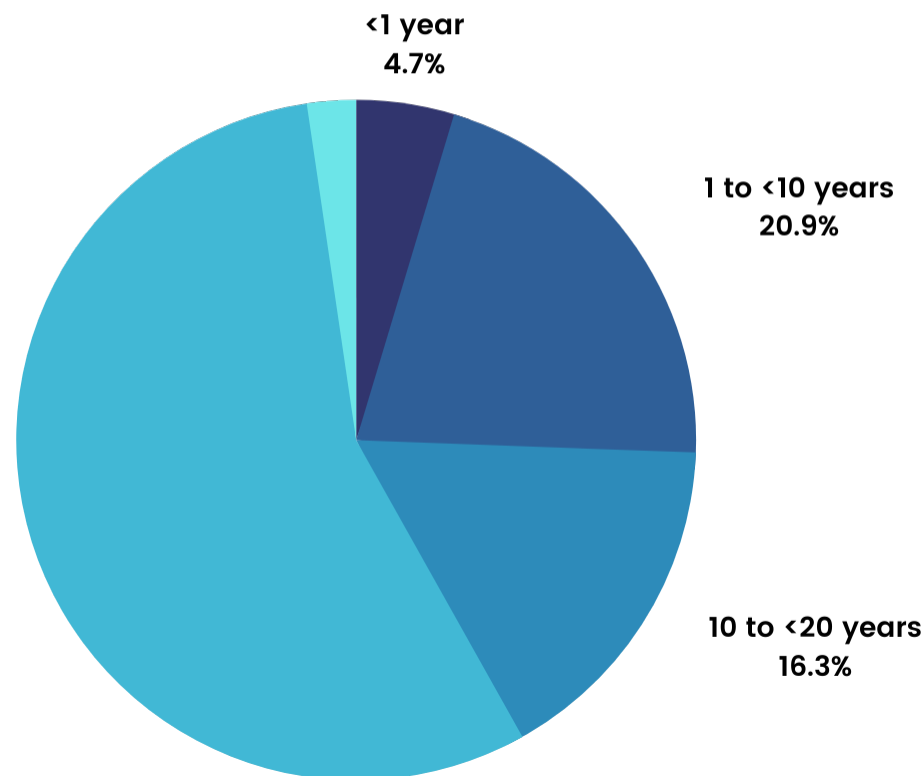
10 years to less than 20 years: 14 (16.5%)

20 years or more: 48 (56.5%)

Prefer not to say: 1 (1.2%)

**73% of respondents
have lived here
at least 10 years.**

20+ years
55.8%



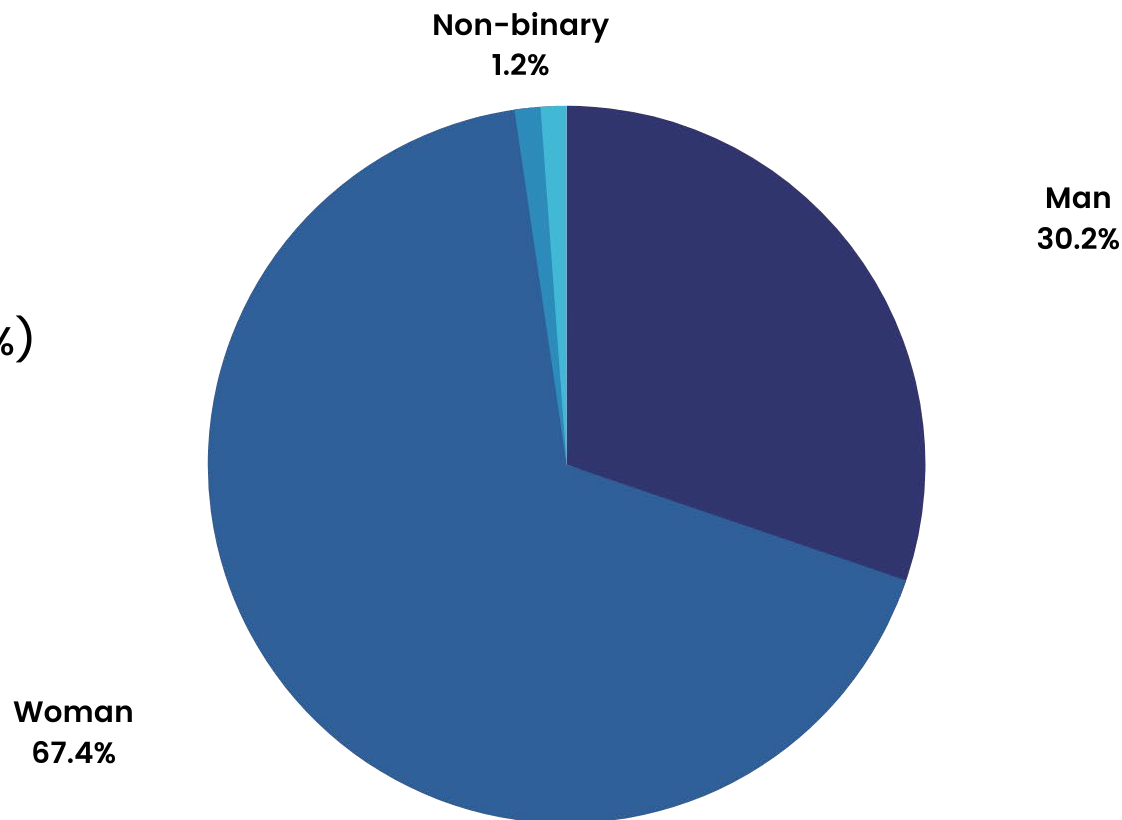
Gender

Man: 26 (30.2%)

Woman: 58 (67.4%)

Non-binary: 1 (1.2%)

Prefer to self-describe: 1 (1.2%)



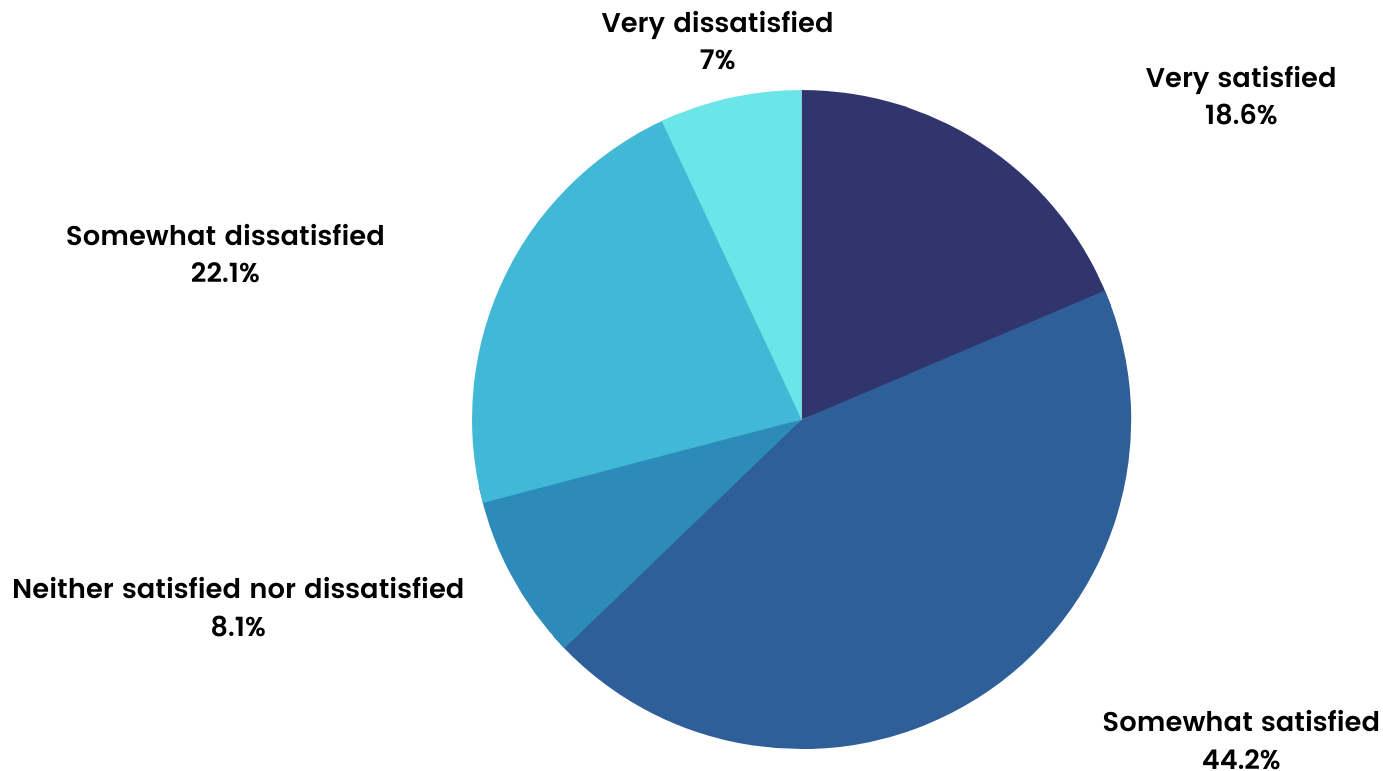
Other demographics

41% have children under 18 living in their household.

7% (6 people) reported there was someone in their household who was an elected official or City of Terrace employee.

Overall Satisfaction

Overall satisfaction with the City of Terrace



What do you like most about living in Terrace? → 83 responses



What you like most

"I love the outdoor adventure, I love living in a small town that has many small organization[s] of which I can be a part, both in the arts and sport, it's beautiful and scenic, and a lovely place to raise a family. Additionally, considering the size of [the] community it does feel relatively cosmopolitan and multicultural. I have greatly benefitted from being exposed to and learning about FN culture, history, art, and activism."

"Terrace is just the right size for me. Small enough that you can bump into people you know, but also big enough to see new faces all the time."

"I love the people, being close to family and feeling a sense of belonging to a community that cares."



What do you like least about living in Terrace? → 85 responses



What you like least

"Increased street crime, public alcohol and drug use. Terrace is losing it's small town 'feel' and safety."

"Lack of a vibrant downtown. We need to fill up our empty storefronts with businesses that drive positive traffic into town."

"My concerns about Terrace are not necessarily unique to this town, but it does feel that petty crime is rising, addiction and homelessness are increasing, along with other social issues."

"Social Issues are not dealt with in a timely manner and frustrate everyone involved. Also, there is very little to do for teenagers."

What is the most important issue facing the community that should receive the most attention from the local government? → 85 responses



Most important issues

“Homelessness population. There needs to be more done for these people to bring them out of their trauma and addictions. There is not one simple answer, but there needs to be some movement towards a collective healing solution.”

“Negative impacts of drug use and homelessness require solutions that actually work such as harm reduction. Our community seems to have little understanding or empathy for our street people which I find very sad. This may be because of social media magnification and not a true indication of the feelings of residents but we need solutions grounded in care and not vigilantes.”

“The extraordinarily high tax burden on property owners and the lack of support and funding from the provincial and federal government. Without a tax base or outside funding we can't begin to address the social issues that need our attention.”

Most important issues

“This question is hard for me, I’d like to see the city focus more on tourism and industry. Bring more dollars and jobs into town. BUT. What I see is our community upset with our homeless population and downtown core. I’d like to see the city and other social service sector orgs - Ksan- tdcss- friendship society and northern health come together to help find solutions that work. We have a few consistent community members that like to post on [Facebook] but have no interest in actually being involved with any of those listed agencies to help find solution.”

“Lack of safe spaces for children to spend time in. Either in a childcare setting, or youth camps, boys and girls clubs etc. Parks are littered with drug paraphernalia, after school care is impossible to find and [children’s] camps and activities are lacking.”

Are there any other important local issues you want to note? → 70 responses



Other important issues

“We need to keep up with the growth in the area, secure supply chains, encourage local food shares, farms, water retention. We could be cut off at any time because we are so isolated, we need to find ways to support the local food and water sources as well as keep up with the industrial growth that is happening in our area.”

“Making the 4600 block of both Lakelse, Lazelle, Park and Library park more inviting to locals and visitors - the main street is spoiled by having Safeway and then the Mall on the Main Street, however we could revamp the areas I mentioned and continue to make them a safe and lovely place to hand out. also, the paintings on the buildings are fantastic.”

“First Nations and their role here. Instead of Riverboat Days we could give it a different name that reflect the past before Mr. Little. Everything does not have to go, but some things could be changed.”

Services

Overall Quality of Services

Very good: 10 (11.6%)

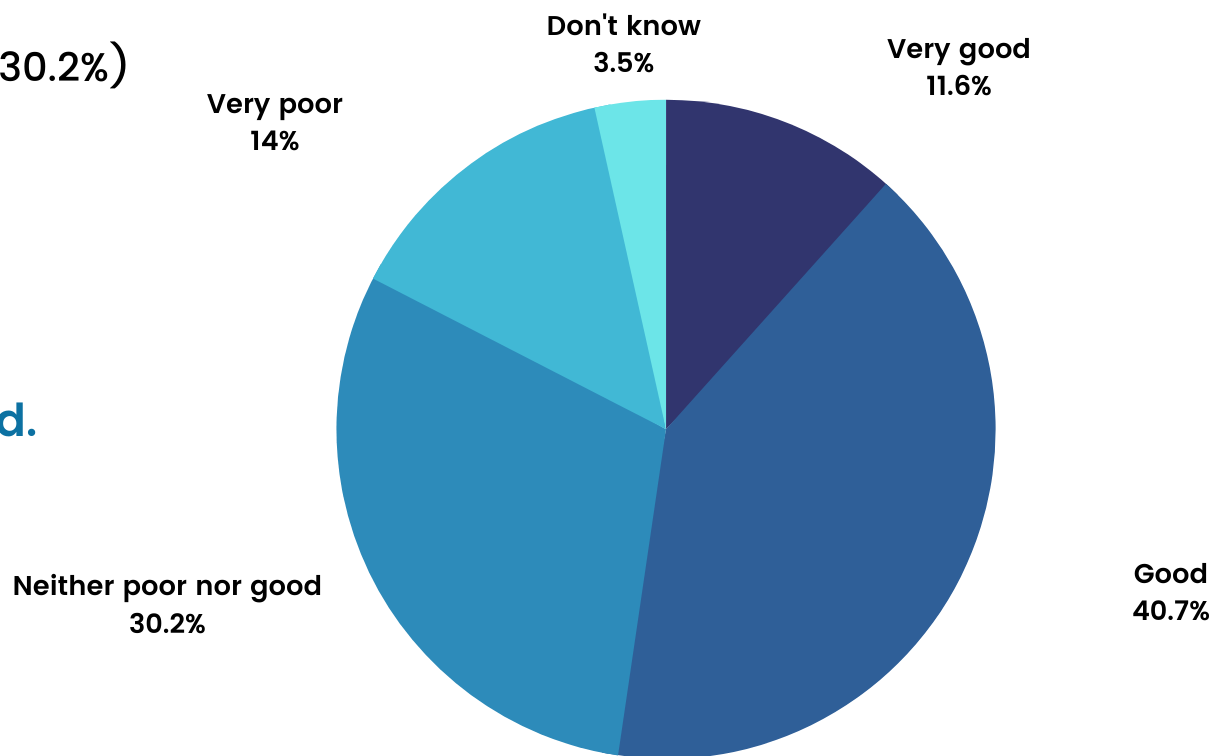
Good: 35 (40.7%)

Neither poor nor good: 26 (30.2%)

Very poor: 12 (14.0%)

Don't know: 3 (3.5%)

**52% of respondents
rated overall quality of
either good or very good.**



Please tell us why you chose that rating. → 77 responses



Please tell us why you chose that rating.

"I think we have great recreational facilities. I don't like how we address recycling but feel the garbage pickup is sufficient. Road maintenance etc. is being done when funds are available."

"I'm pleased with all I see. Something is always being repaired, rebuilt or maintained. A great team taking pride in their duties to the citizens of the area."

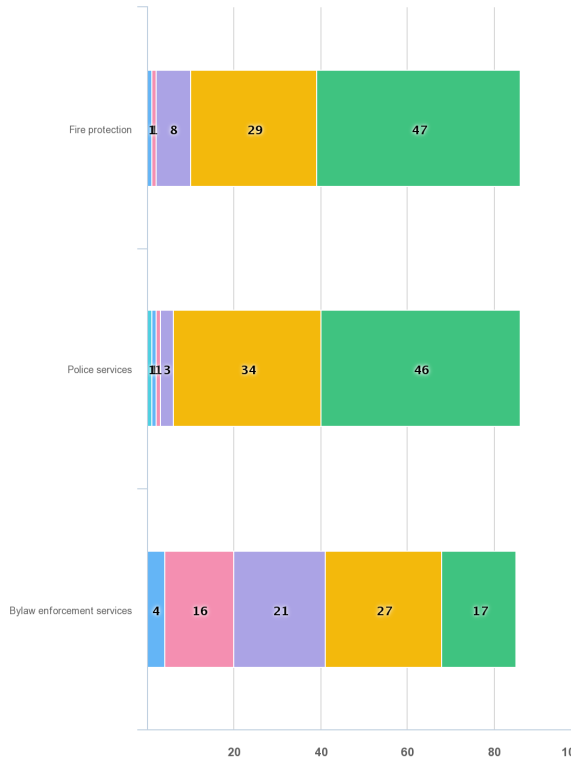
"Recycling practices are very confusing. (No glass, no soft plastic etc.) The aquatic centre classes are poorly organized."

"Given the taxation revenue available to Terrace the city does not have the opportunity to upgrade these services. Tax rates are very high as is[; therefore] attracting new investment into the community is urgently needed."

"I feel that city staff struggle with limited funding available. Overall city infrastructure is in very poor condition and city services are very limited."

Protection & Security

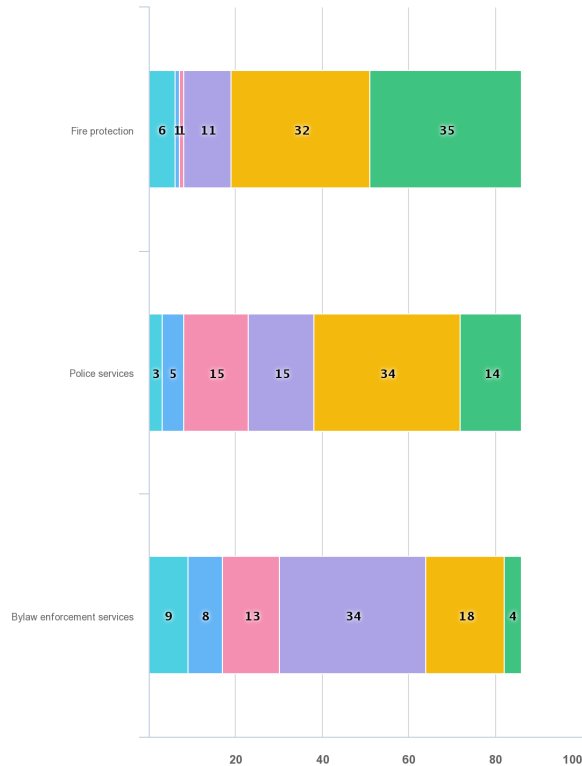
Protection & Security: Please rate how important each service is to you.



Question options
(Click items to hide)

Unsure Very Low Importance Low Importance Neither Low nor High Important High Importance Very High Importance

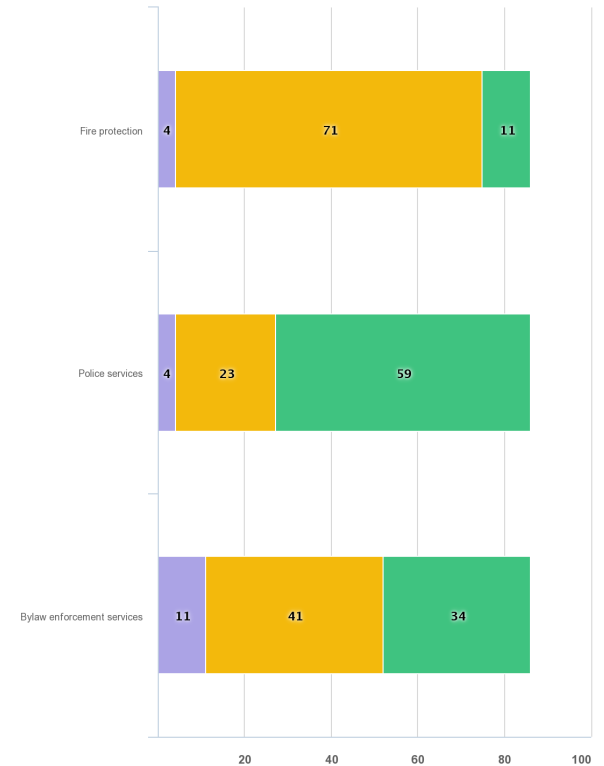
Protection & Security: For the same list of services, please provide your rating for the quality of...



Question options
(Click items to hide)

Unsure Very poor Poor Neutral Good Excellent

Protection & Security: For the same list of services, please indicate if you think the level of...



Question options
(Click items to hide)

Reduced Maintained Increased

Growth & the Economy

Growth and the Economy: Please rate how important each service is to you.



Question options
(Click items to hide)

Unsure Very Low Importance Low Importance Neither Low nor High Important High Importance Very High Importance

Growth & the Economy: For the same list of services, please provide your rating for the quality...



Question options
(Click items to hide)

Unsure Very poor Poor Neutral Good Excellent

Growth and the Economy: For the same list of services, please indicate if you think the level of se...

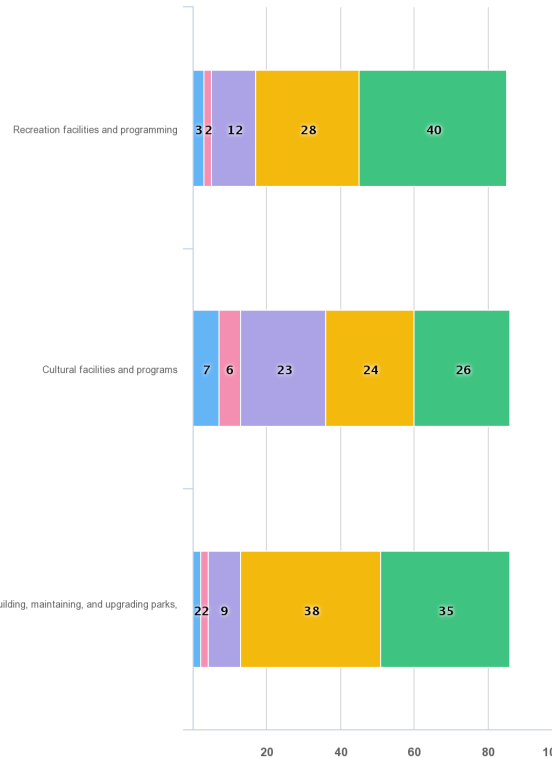


Question options
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Reduced Maintained Increased

Parks, Recreation & Culture Services

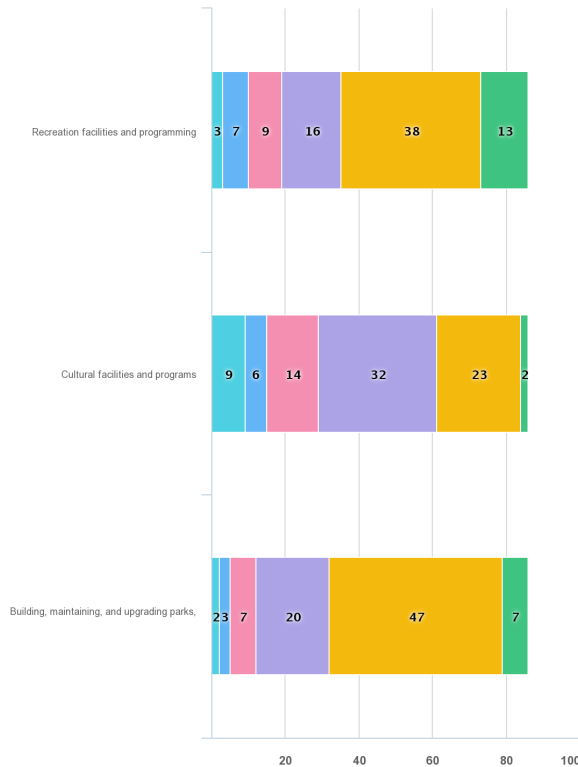
Parks, Recreation, and Culture Services: Please rate how important each service is to you.



Question options
(Click items to hide)

Unsure Very Low Importance Low Importance Neither Low nor High Important High Importance Very High Importance

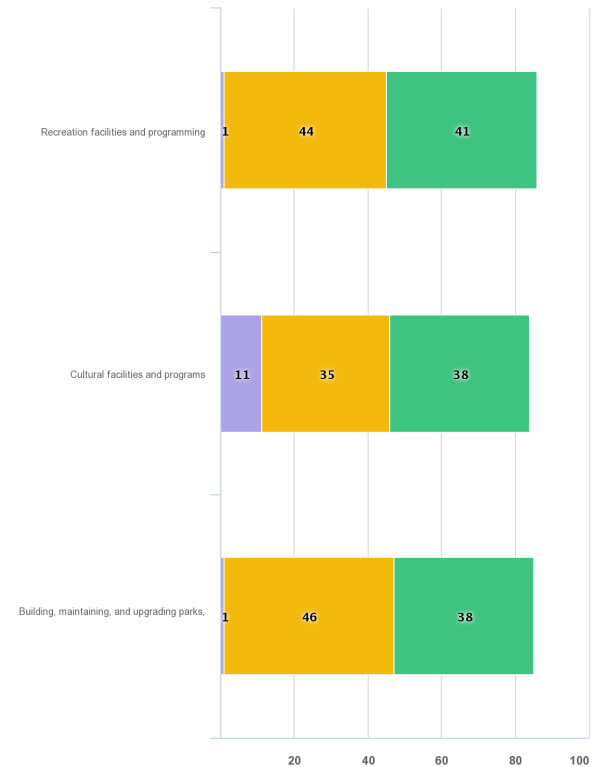
Parks, Recreation, and Culture Services: For the same list of services, please provide your rating ...



Question options
(Click items to hide)

Unsure Very poor Poor Neutral Good Excellent

Parks, Recreation, and Culture Services: For the same list of services, please indicate if you thin...

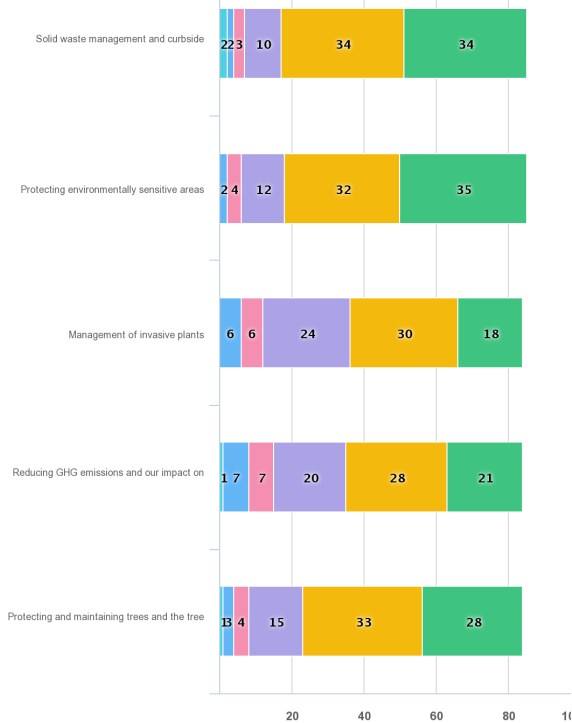


Question options
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Reduced Maintained Increased

Environmental Services

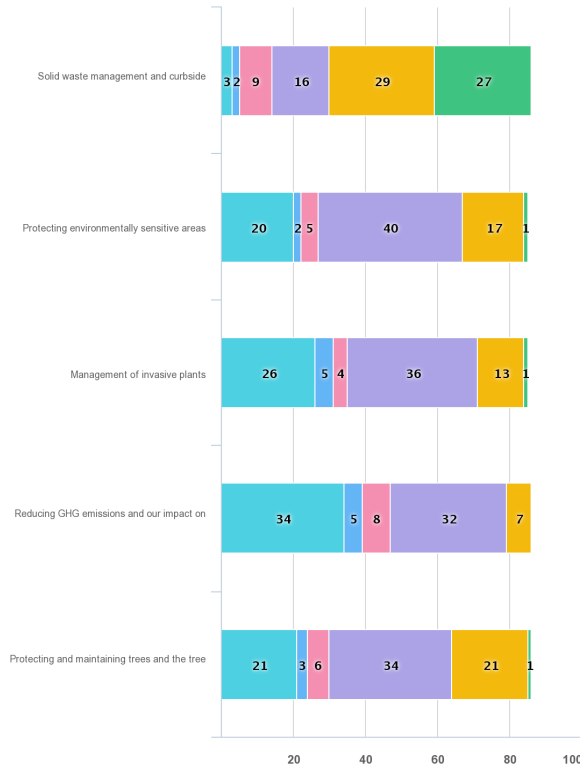
Environmental Services: Please rate how important each service is to you.



Question options
(Click items to hide)

Unsure Very Low Importance Low Importance Neither Low nor High Important High Importance Very High Importance

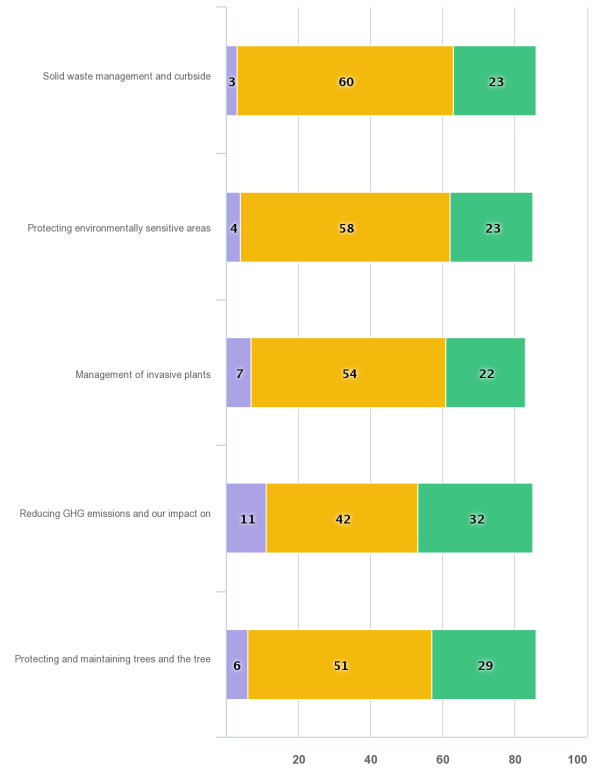
Environmental Services: For the same list of services, please provide your rating for the quality of...



Question options
(Click items to hide)

Unsure Very poor Poor Neutral Good Excellent

Environmental Services: For the same list of services, please indicate if you think the level of service...



Question options
(Click items to hide)

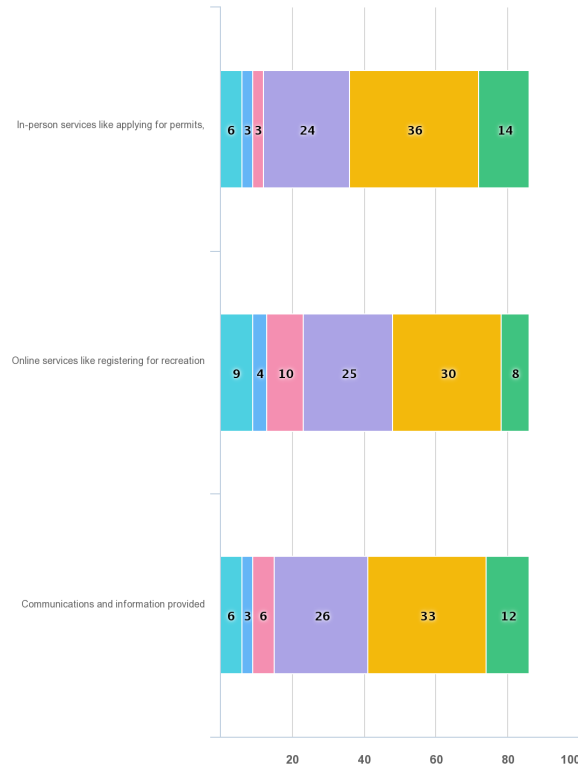
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Online and In-Person Services

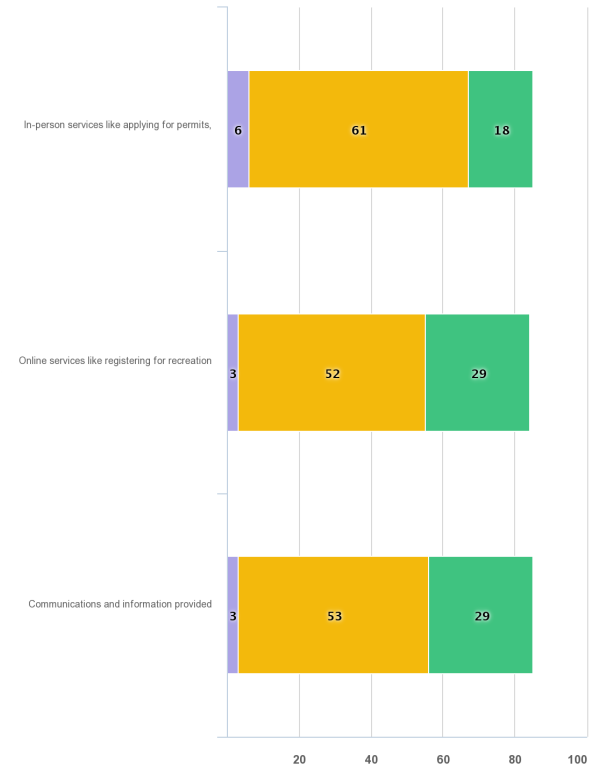
Online and In-Person Services: Please rate how important each service is to you.



Online and In-Person Services: For the same list of services, please provide your rating for the quality of the service.



Online and In-Person Services: For the same list of services, please indicate if you think the level of service has changed.



Question options
(Click items to hide)

Unsure Very Low Importance Low Importance Neither Low nor High Important High Importance Very High Importance

Question options
(Click items to hide)

Unsure Very poor Poor Neutral Good Excellent

Question options
(Click items to hide)

Reduced Maintained Increased

Please share any final comments you have → 44 responses



Please share any final comments you have

"Overall we love it here. It's the outdoors that keeps people. [...] Terrace has huge potential to be amazing. It just needs more open and younger minds driving us in that direction."

"In order to [...] increase the services provided you need more revenue. In order to increase your revenue you need more investment in Terrace. In order to increase investment in Terrace you need to seriously improve and expand your economic development initiatives. And in order to do that you need to communicate with the business community to learn what businesses are looking for before they make an investment."

"Terrace is a great community, and with the price of housing down south, we are attracting young people and families[.] In order to ensure that they stay in the area we need to continue to develop family, and senior amenities [...] in a safe environment."

Final thoughts

- Refine some questions for clarity
- Opportunities for education prior to (or during) completion of the survey
- More advertising (newspaper, radio)
- Start survey sooner
- Farmers Market booth x2

Thank you!

Questions?