CITY OF PRINCE GEORGE

Prince George
2025 Municipal Budget Report

Prepared by

Ethelo Decisions

CITY OF
PRINCE GEORGE

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Introduction

From October 7 to November 8, 2024, the **City of Prince George** conducted its annual engagement to gather residents' input on budget priorities, service satisfaction, and infrastructure investments for the 2025 budget, utilizing Ethelo's Citizen Budget engagement tool. This engagement provides residents with a unique opportunity to influence Council's decision-making by indicating their funding preferences for various service areas, assessing the importance of these services, and rating the City's performance.

Residents were provided with personalized information about how their property taxes are allocated to different levels of government, with a specific focus on the portion of taxes funding City services. The survey results reflect the community's priorities and will help guide strategic financial decisions in the upcoming fiscal year.

Budget Outcomes: The best-supported budget scenario achieved **96% approval**, with **86% consensus** and a **76% support level**, reflecting strong alignment on fiscal priorities. This scenario resulted in a slight tax adjustment of **-0.81%**, bringing the adjusted tax total to **$2,697 per household**.

Service Area Findings: Essential services like Snow and Ice Control (**78% approval**), Fire Protection (**82% approval**), and Police Services (**69% approval**) received broad support for maintaining funding, with Infrastructure Management standing out as the only area to see significant support for a **5% increase (77%)**. Conversely, Corporate Services garnered strong preferences for a **5% decrease (69%)**.

Satisfaction Levels: Neutral ratings dominated across many services, but high satisfaction was evident for Fire Protection, Parks, Trails, and Beautification, while lower satisfaction levels were noted for Public Transit and services related to attracting and retaining business.

Infrastructure Investment: Respondents prioritized **roads** (**72%**), **sidewalks** (**54%**), and **stormwater drainage** (**51%**) as top investment areas, with moderate support for parks and trails (**41%**) and energy infrastructure (**38%**). Recreational facilities, pools, arenas, and performing arts projects ranked lower, reflecting a focus on essential infrastructure.

Demographics and Feedback: The respondent base was predominantly long-term residents, with **74% living in Prince George for more than 10 years**. Feedback emphasized fiscal responsibility, addressing downtown safety and homelessness, and improving infrastructure, with a consistent call for transparency and community-focused budget management.

Participation

There were a total of **938** participants in the engagement. Of these participants, **92%** (861) completed at least 25% of the survey, **87%** (813) completed at least 50% of the survey, **77%** (725) completed at least 75% of the survey, and **40%** (371) completed the entire survey (69%, 648 participants - completed 90% or more of the survey).[1]

[1] During data validation, 2 participants were removed for completing the survey outside of the intended duration, 40 for staff or project admin, and 1,000 who answered only one thing.

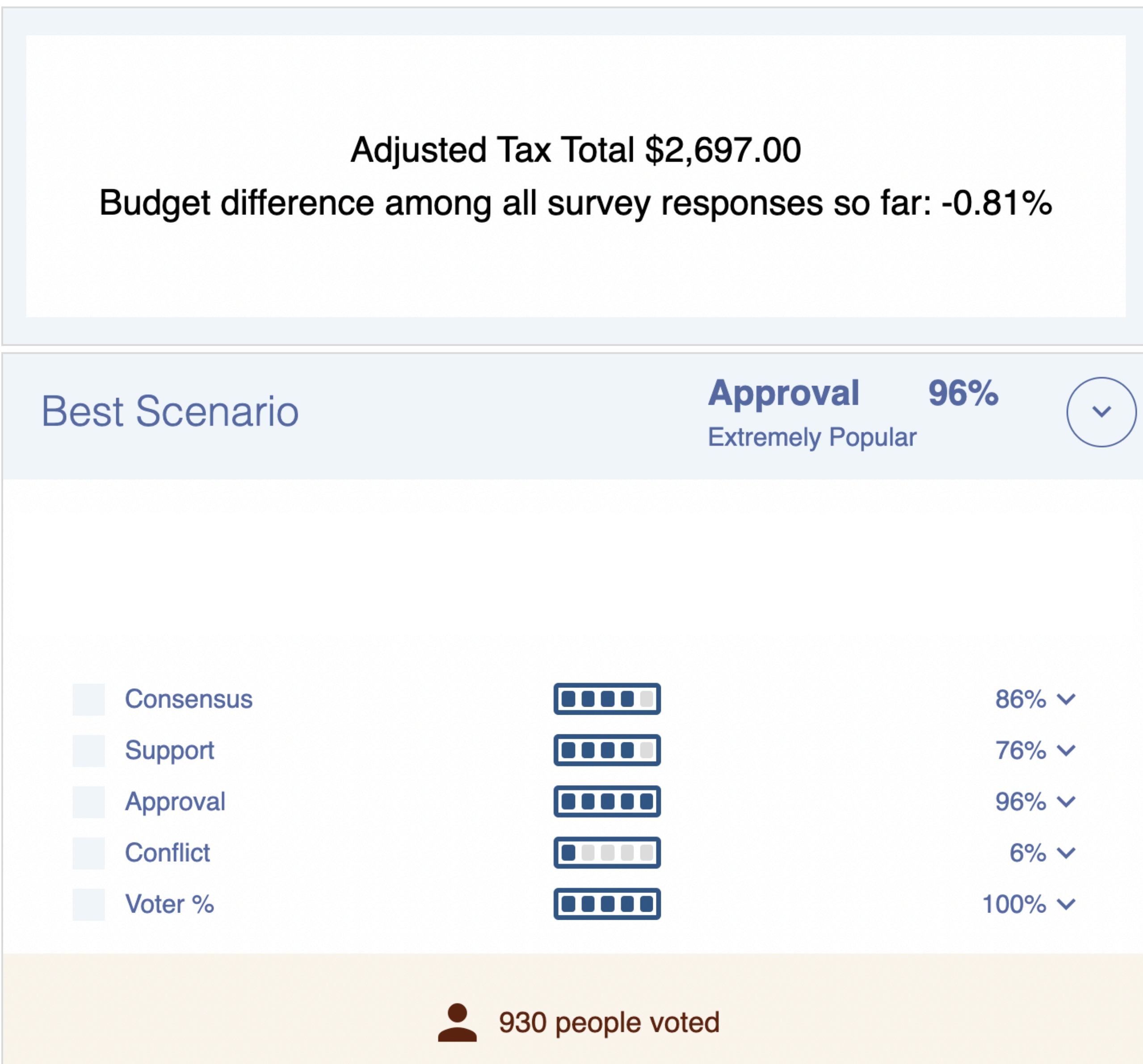
Budget Results

The engagement process for the City of Prince George's 2025 Citizen Budget tool resulted in an overall budget scenario with strong support and approval ratings from the community. Below are the detailed findings:

Best Budget Scenario

The "Best Scenario" shows an overwhelmingly positive reception, achieving extremely high approval and consensus metrics:

- **Approval**: 96%, indicating extremely favorable reception of the budget scenario.
- **Consensus**: 86%, demonstrating strong agreement among respondents on the proposed allocations.
- **Support**: 76%, reflecting robust backing for the scenario among participants.
- **Conflict**: Minimal conflict was noted at **6%**, showing that differences in opinion were relatively rare.
- **Voter Participation**: A total of **930 respondents** participated in the survey, reflecting a strong level of community engagement



The best budget scenario resulted in an **Adjusted Tax Total** of **$2,697** per household, with a **-0.81% adjustment** compared to the previous year's tax allocations.

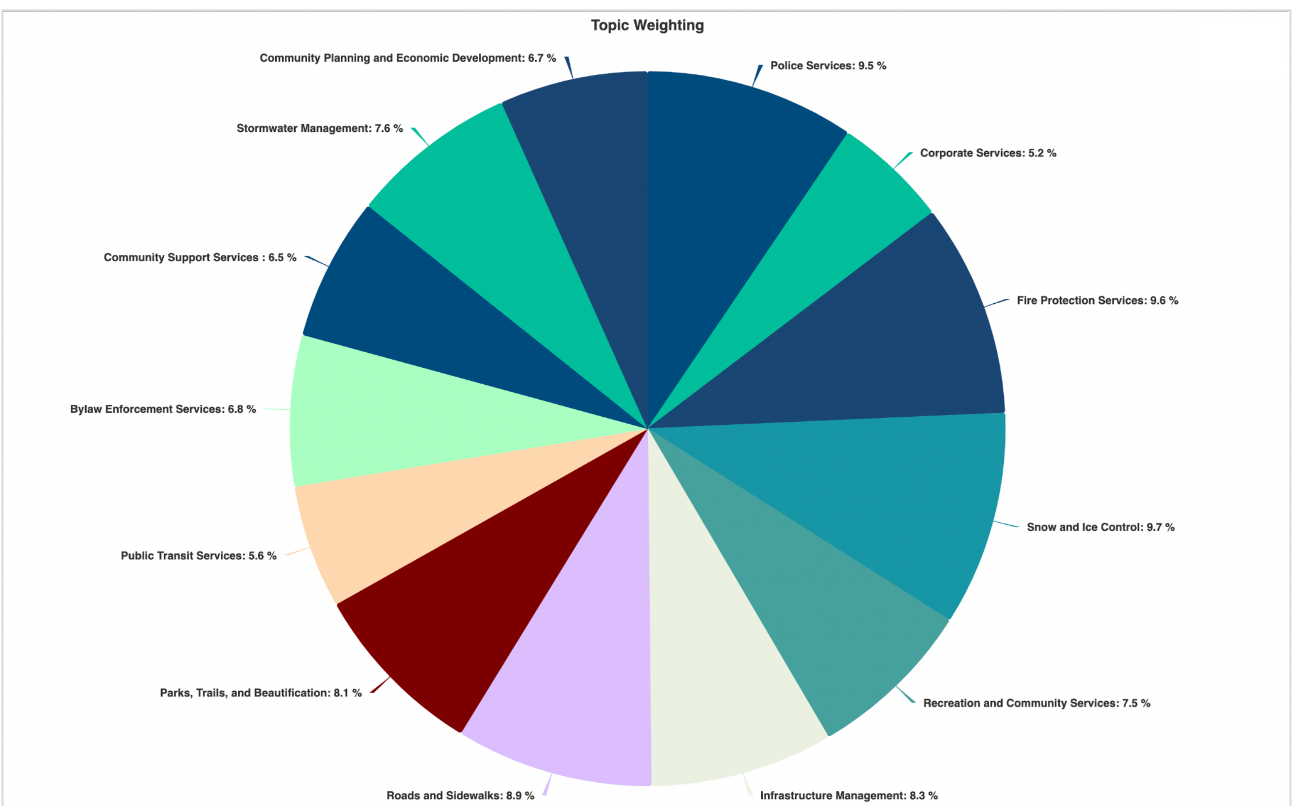
Across the service areas, the majority of funding decisions favored **maintaining current levels**, including:

- Community Planning and Economic Development (68% approval)
- Stormwater Management (80% approval)
- Roads and Sidewalks (80% approval)
- Public Transit Services (69% approval)
- Parks, Trails, and Beautification (70% approval)
- Community Support Services (63% approval)
- Police Services (69% approval)
- Fire Protection Services (82% approval)
- Bylaw Enforcement Services (69% approval)
- Snow and Ice Control (78% approval)

Infrastructure Management was the only service area to receive **support for a 5% increase** (77% approval), while **Corporate Services** was the only area for which participants preferred a **5% decrease** (69% approval).

Service Area Importance

Snow and Ice Control (**9.7%**) was identified as the most important service area, followed closely by Fire Protection Services (**9.6%**), Police Services (**9.5%**), and Roads and Sidewalks (**8.9%**). Infrastructure Management (**8.3%**) and Parks, Trails, and Beautification (**8.1%**) were also highly valued. Recreation and Community Services (**7.5%**), Stormwater Management (**7.6%**), and Bylaw Enforcement Services (**6.8%**) received moderate importance. Lower-weighted areas included Community Planning and Economic Development (**6.7%**), Community Support Services (**6.5%**), Public Transit Services (**5.6%**), and Corporate Services (**5.2%**).



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Service Area Budgets

Participants were asked to indicate their preferred funding levels for key service areas, choosing to increase, decrease, or maintain current allocations. Funding adjustments were limited to ±15% of the 2024 levels, allowing participants to express nuanced preferences.

Overall results indicate a general trend toward maintaining current funding levels across most service areas, with varying degrees of support for increases or decreases depending on the service. Key findings include strong preferences for maintaining funding in essential services such as **Fire Protection Services (56%)**, **Snow and Ice Control (49%)**, and **Police Services (40%)**.

Infrastructure-related services, such as **Roads and Sidewalks** and **Infrastructure Management**, saw comparatively higher support for increases, with **31% and 30%** of respondents advocating for moderate to significant funding increases, respectively. Similarly, **Stormwater Management** and **Parks, Trails, and Beautification** showed notable support for increases at **34% and 32%**.

Conversely, discretionary or administrative service areas such as **Corporate Services** and **Bylaw Enforcement Services** saw stronger calls for reductions, with **56% and 42%** of respondents supporting decreases, respectively. **Community Support Services** also saw a more balanced response, with **41%** favoring decreases but still **33%** opting to maintain funding.

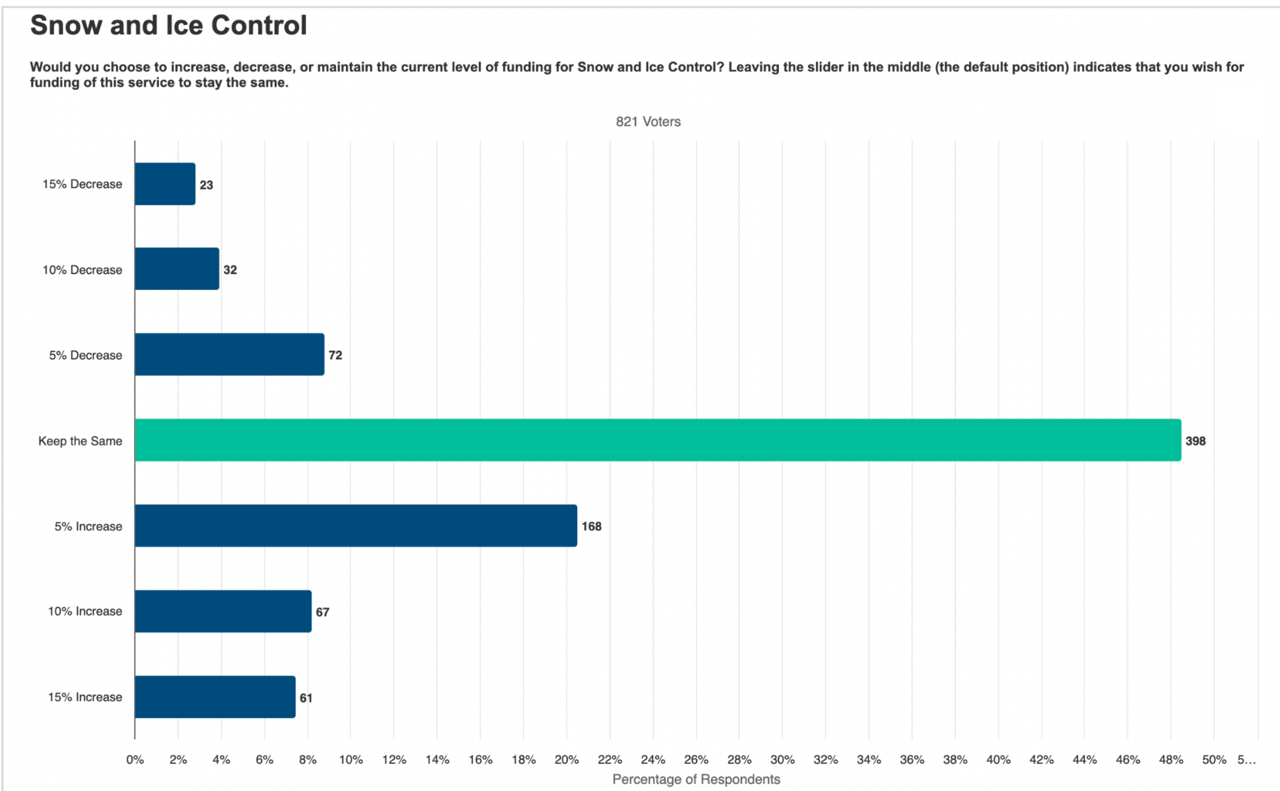
In summary, the results reflect a nuanced prioritization by respondents, with essential and infrastructure services receiving stronger support for stable or increased funding, while administrative and discretionary areas saw more divided opinions and calls for reductions.

Snow and Ice Control

Participants were asked to indicate whether funding for Snow and Ice Control should be increased, decreased, or maintained at current levels.

- **48% (398 respondents)** preferred to maintain the current level of funding.
- **20% (168 respondents)** supported a 5% increase in funding, while **8% (67 respondents)** favored a 10% increase, and **7% (61 respondents)** advocated for a 15% increase.
- Conversely, **9% (72 respondents)** indicated support for a 5% decrease, with **4% (32 respondents)** favoring a 10% decrease, and **3% (23 respondents)** supporting a 15% decrease.

This distribution indicates a strong preference for maintaining current funding, with a notable segment supporting modest increases.

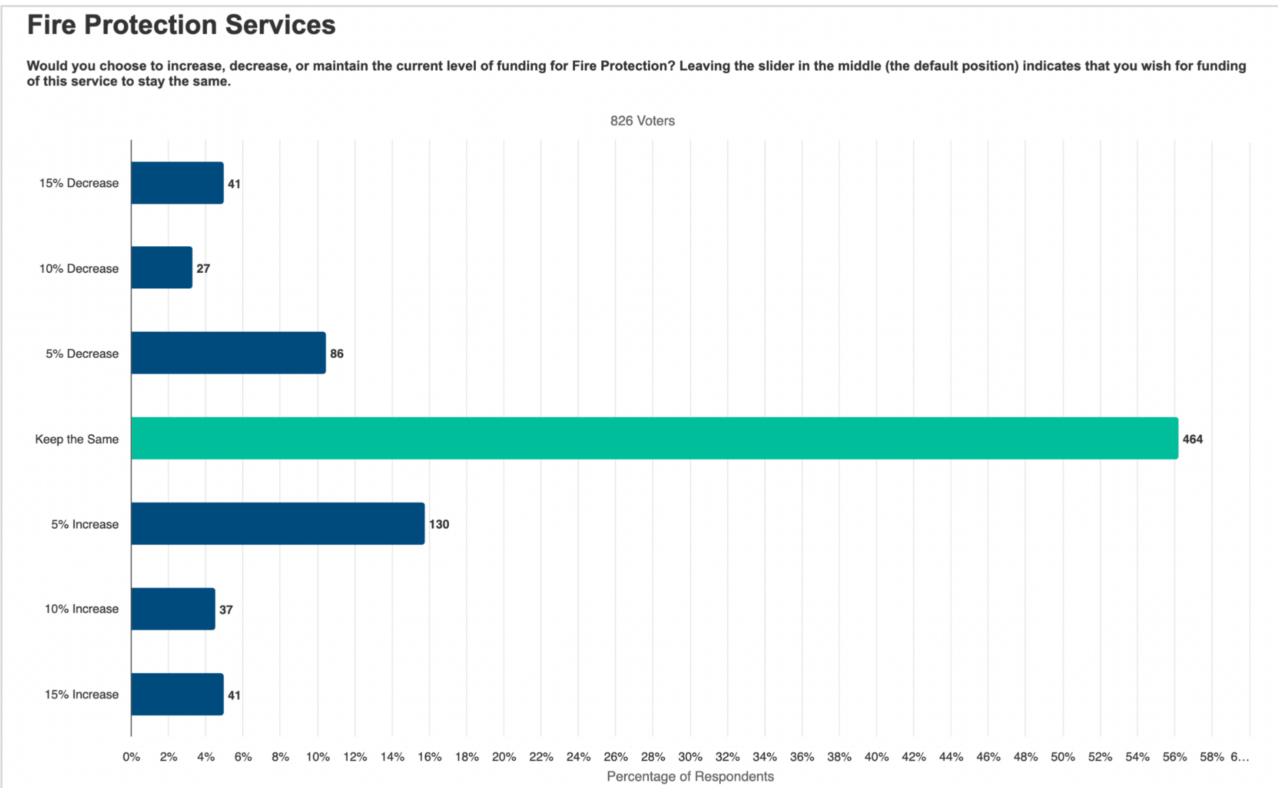


Fire Protection Services

Participants were asked to indicate whether funding for Fire Protection Services should be increased, decreased, or maintained at current levels.

- **56% (464 respondents)** preferred to maintain the current level of funding.
- **16% (130 respondents)** supported a 5% increase in funding, while **4% (37 respondents)** favored a 10% increase, and **5% (41 respondents)** advocated for a 15% increase.
- In contrast, **10% (86 respondents)** indicated support for a 5% decrease, with **3% (27 respondents)** favoring a 10% decrease and **5% (41 respondents)** supporting a 15% decrease.

This distribution reflects a strong preference for maintaining current funding levels, with a notable portion advocating for modest increases.

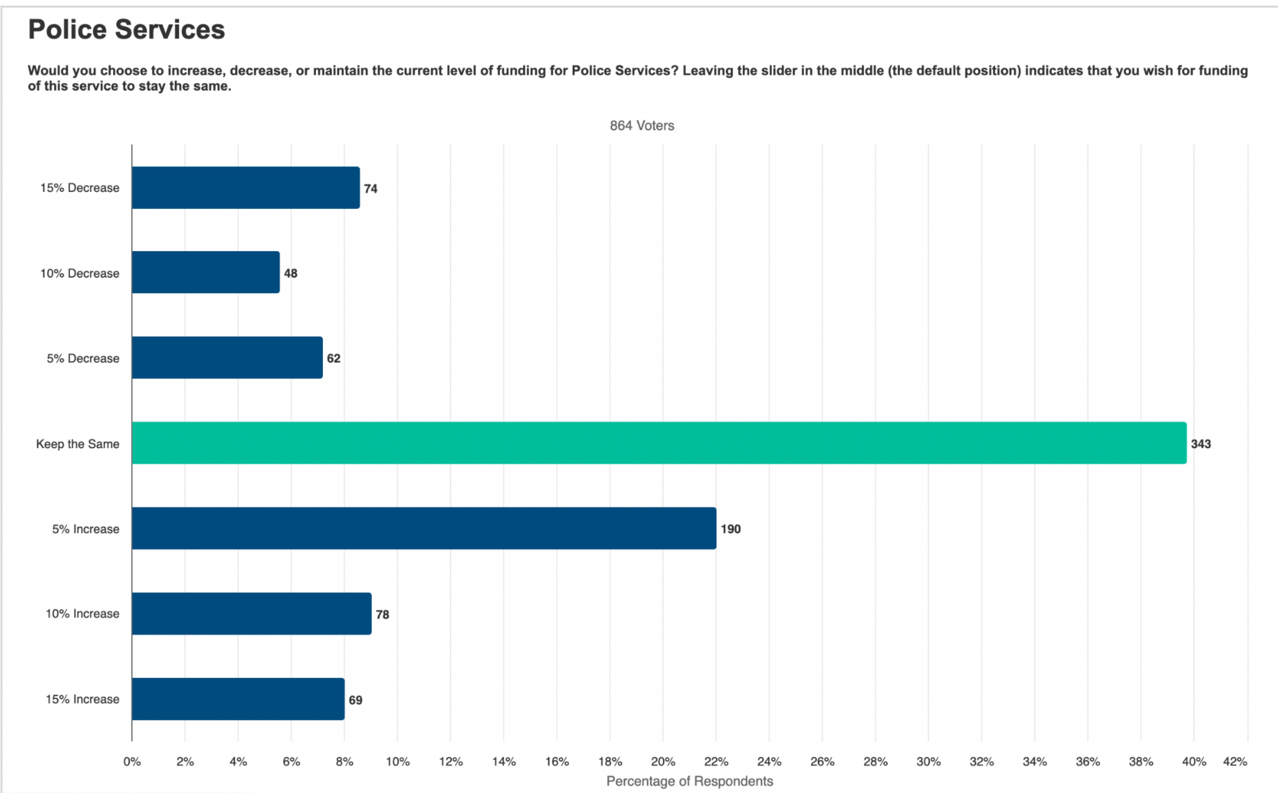


Police Services

Participants were asked to indicate whether funding for Police Services should be increased, decreased, or maintained at current levels.

- **40% (343 respondents)** preferred to maintain the current level of funding.
- **22% (190 respondents)** supported a 5% increase in funding, while **9% (78 respondents)** favored a 10% increase, and **8% (69 respondents)** advocated for a 15% increase.
- In contrast, **9% (74 respondents)** indicated support for a 15% decrease, with **7% (62 respondents)** favoring a 5% decrease and **6% (48 respondents)** supporting a 10% decrease.

This distribution reflects significant support for maintaining funding at current levels, with over one-third of participants preferring no change, while nearly the same proportion expressed interest in moderate funding increases. Preferences for decreases were notably less common.



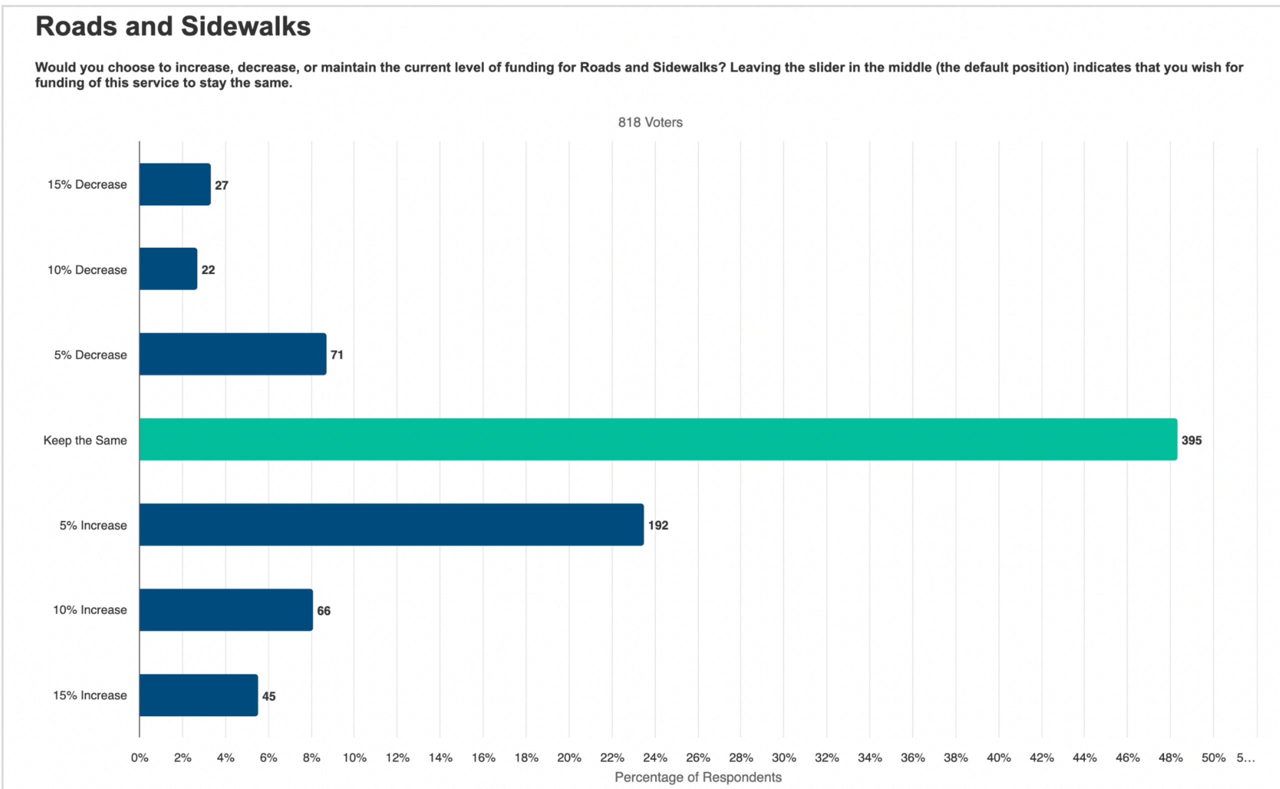
Overview of Comments on Police Services

Roads and Sidewalks

Participants were asked whether funding for Roads and Sidewalks should be increased, decreased, or maintained.

- **48% (395 respondents)** preferred to keep the funding the same.
- **24% (192 respondents)** supported a 5% increase, while **8% (66 respondents)** favored a 10% increase, and **6% (45 respondents)** advocated for a 15% increase.
- On the other hand, **9% (71 respondents)** indicated support for a 5% decrease, with **3% (22 respondents)** favoring a 10% decrease, and **3% (27 respondents)** supporting a 15% decrease.

The majority expressed a preference to maintain current funding, with some support for modest increases.

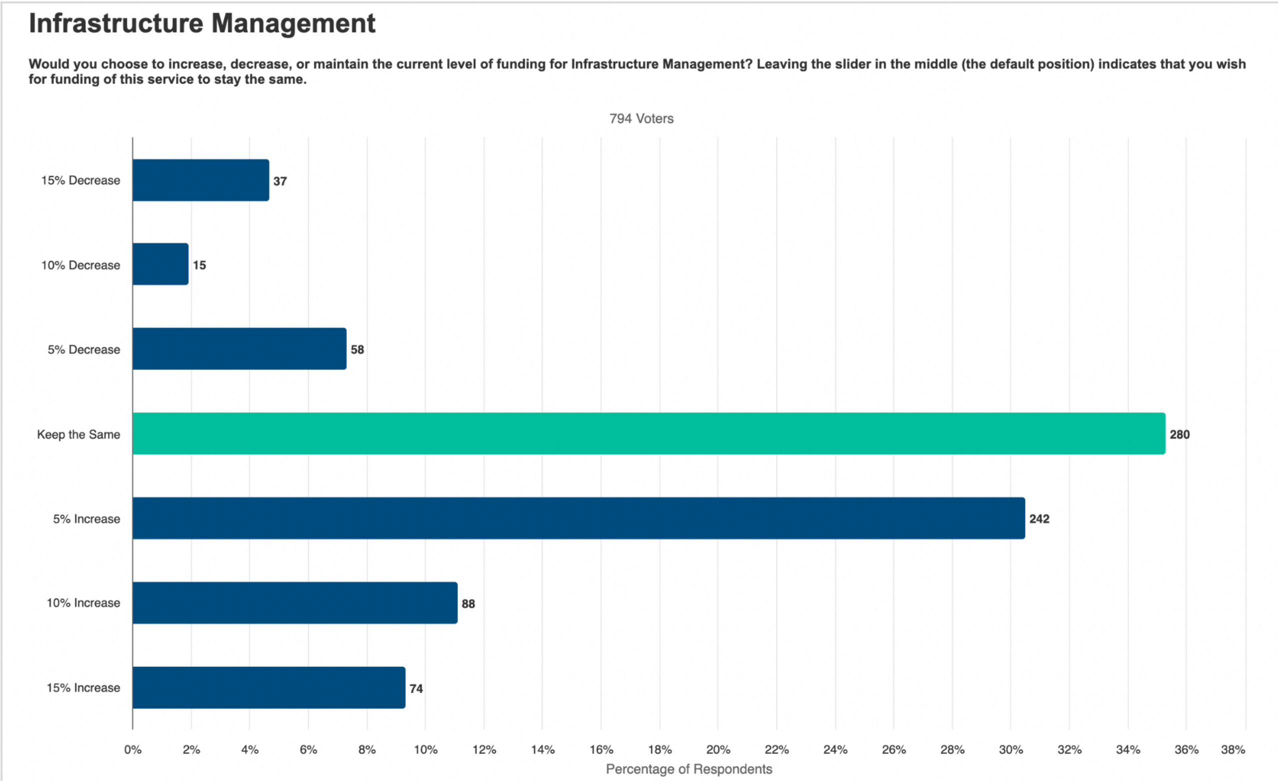


Infrastructure Management

Participants were asked to provide feedback on whether funding for Infrastructure Management should be increased, decreased, or maintained.

- **35% (280 respondents)** preferred to keep the funding the same.
- **31% (242 respondents)** supported a 5% increase, while **11% (88 respondents)** favored a 10% increase, and **9% (74 respondents)** advocated for a 15% increase.
- Conversely, **7% (58 respondents)** indicated support for a 5% decrease, with **2% (15 respondents)** favoring a 10% decrease, and **5% (37 respondents)** supporting a 15% decrease.

The results show a balanced preference between maintaining current funding and supporting incremental increases, with only a small segment advocating for reductions.



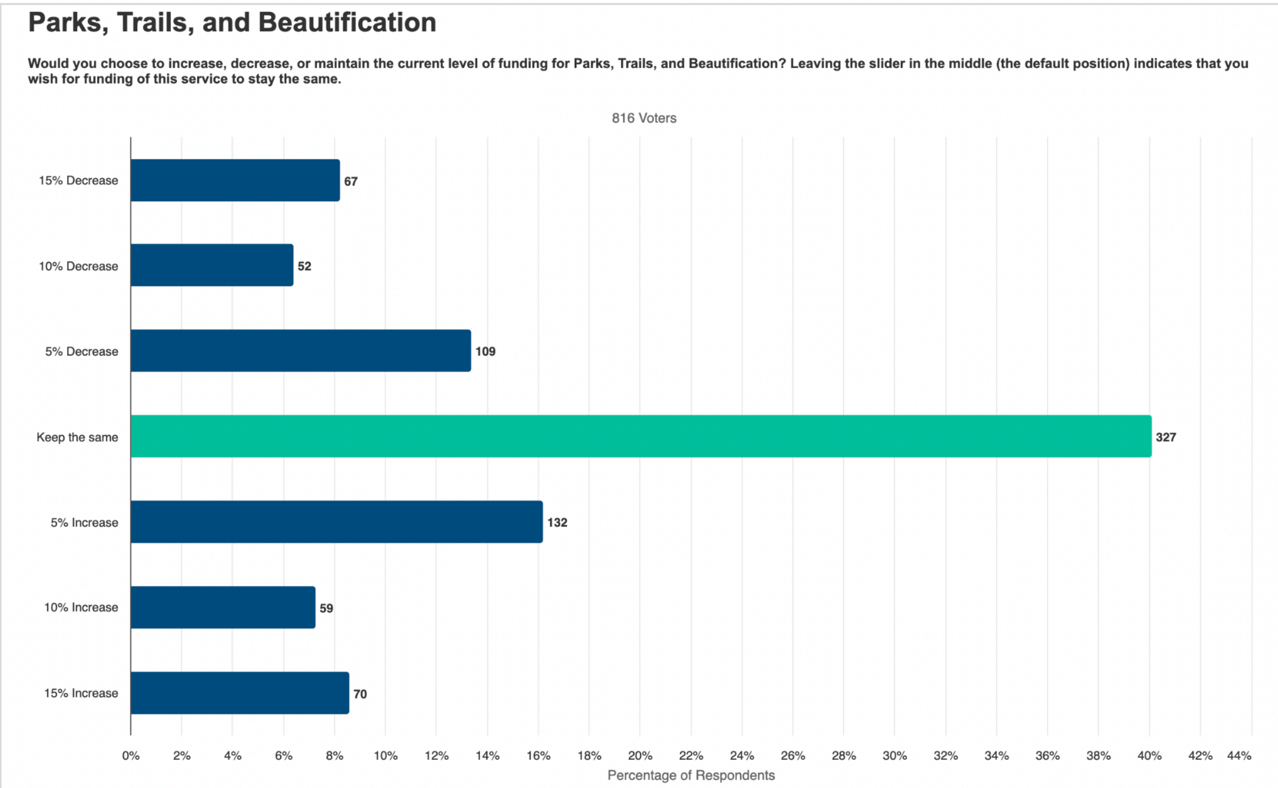
Overview of Comments on Infrastructure Management

Parks, Trails, and Beautification

Participants were asked whether funding for Parks, Trails, and Beautification should be increased, decreased, or maintained.

- **40% (327 respondents)** preferred to keep the funding the same.
- **16% (132 respondents)** supported a 5% increase, with **7% (59 respondents)** favoring a 10% increase and **9% (70 respondents)** advocating for a 15% increase.
- On the other hand, **13% (109 respondents)** indicated support for a 5% decrease, **6% (52 respondents)** for a 10% decrease, and **8% (67 respondents)** for a 15% decrease.

The majority leaned toward maintaining funding levels, with notable support for slight increases.

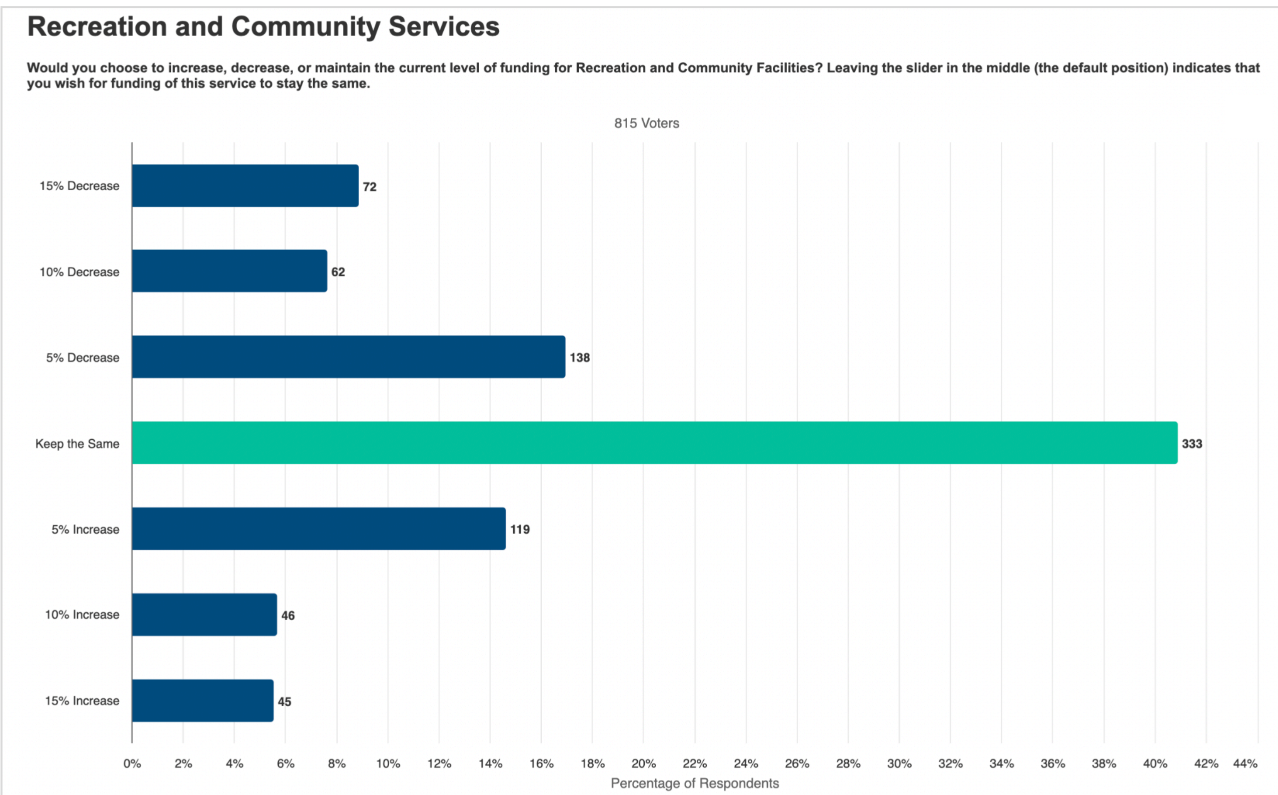


Recreation and Community Services

Participants were asked to provide feedback on whether funding for Recreation and Community Services should be increased, decreased, or maintained.

- **41% (333 respondents)** preferred to keep the funding the same.
- **15% (119 respondents)** supported a 5% increase in funding, while **6% (46 respondents)** favored a 10% increase, and **6% (45 respondents)** advocated for a 15% increase.
- Conversely, **17% (138 respondents)** indicated support for a 5% decrease, with **8% (62 respondents)** favoring a 10% decrease, and **9% (72 respondents)** supporting a 15% decrease.

The results show that a significant proportion of participants wish to maintain the current funding levels, with a smaller but notable interest in both modest increases and decreases.



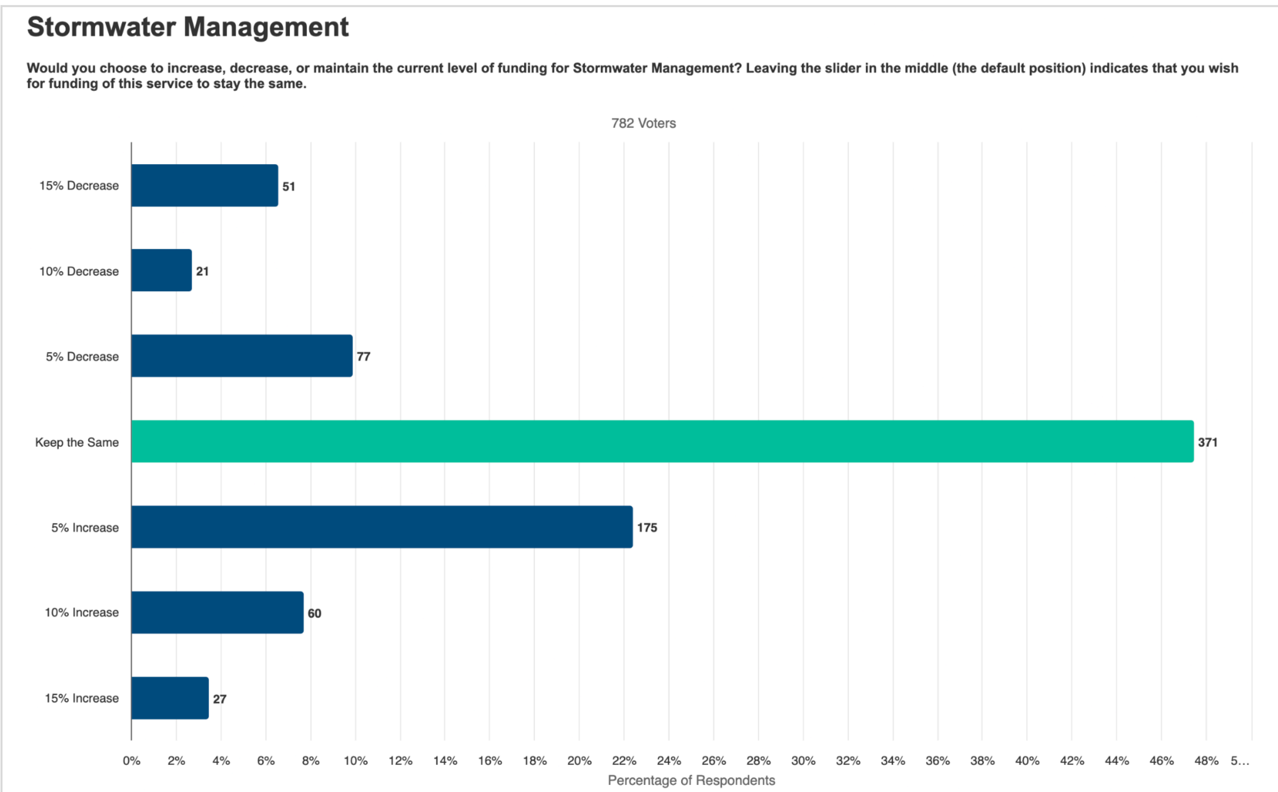
Overview of Comments on Recreation and Community Services

Stormwater Management

Participants were asked whether funding for Stormwater Management should be increased, decreased, or maintained.

- **47% (371 respondents)** preferred to keep the funding the same.
- **22% (175 respondents)** supported a 5% increase, with **8% (60 respondents)** favoring a 10% increase and **3% (27 respondents)** advocating for a 15% increase.
- Conversely, **10% (77 respondents)** indicated support for a 5% decrease, **3% (21 respondents)** for a 10% decrease, and **7% (51 respondents)** for a 15% decrease.

The majority of respondents preferred maintaining current funding levels, with a significant proportion supporting modest increases.

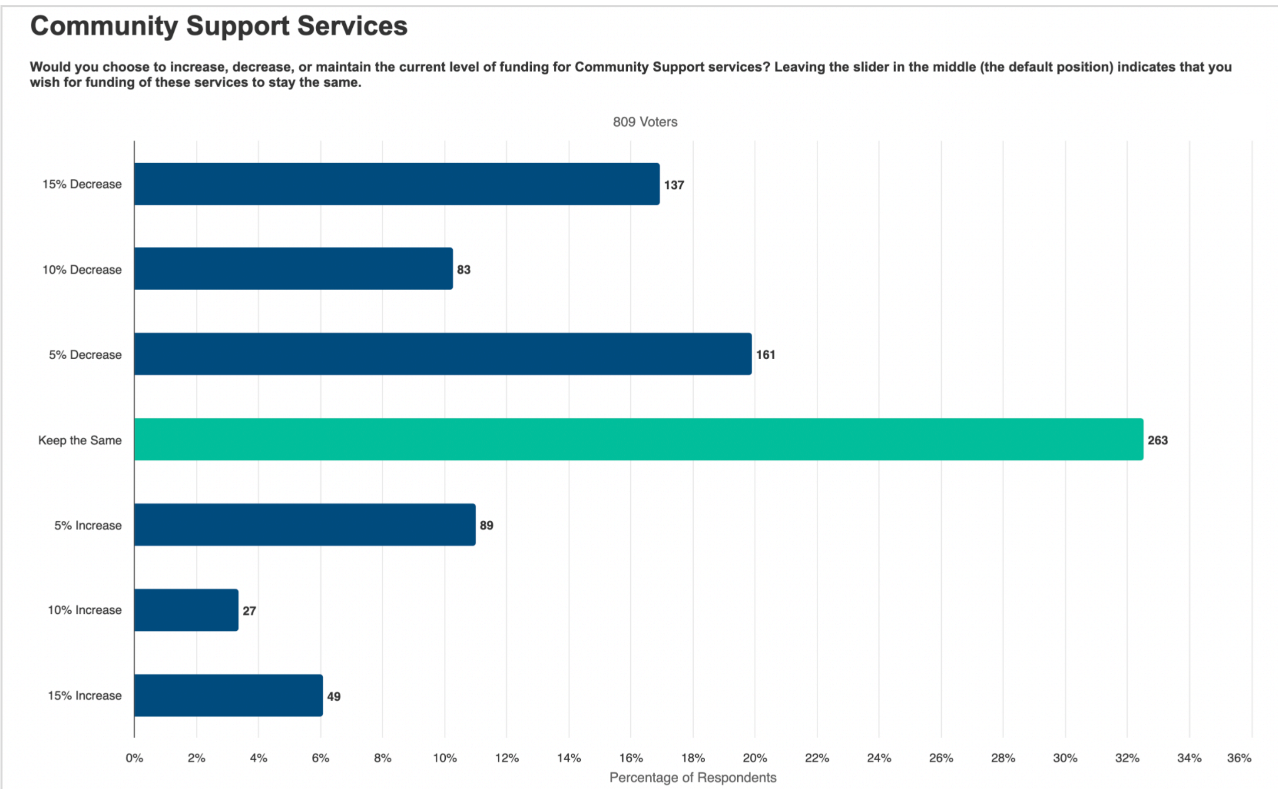


Community Support Services

Participants were asked whether funding for Community Support Services should be increased, decreased, or maintained.

- **32% (263 respondents)** preferred to keep the funding the same.
- **11% (89 respondents)** supported a 5% increase, with **3% (27 respondents)** favoring a 10% increase and **6% (49 respondents)** advocating for a 15% increase.
- On the other hand, **20% (161 respondents)** indicated support for a 5% decrease, **10% (83 respondents)** for a 10% decrease, and **17% (137 respondents)** for a 15% decrease.

The majority of respondents preferred maintaining current funding levels, though there was considerable support for decreases.

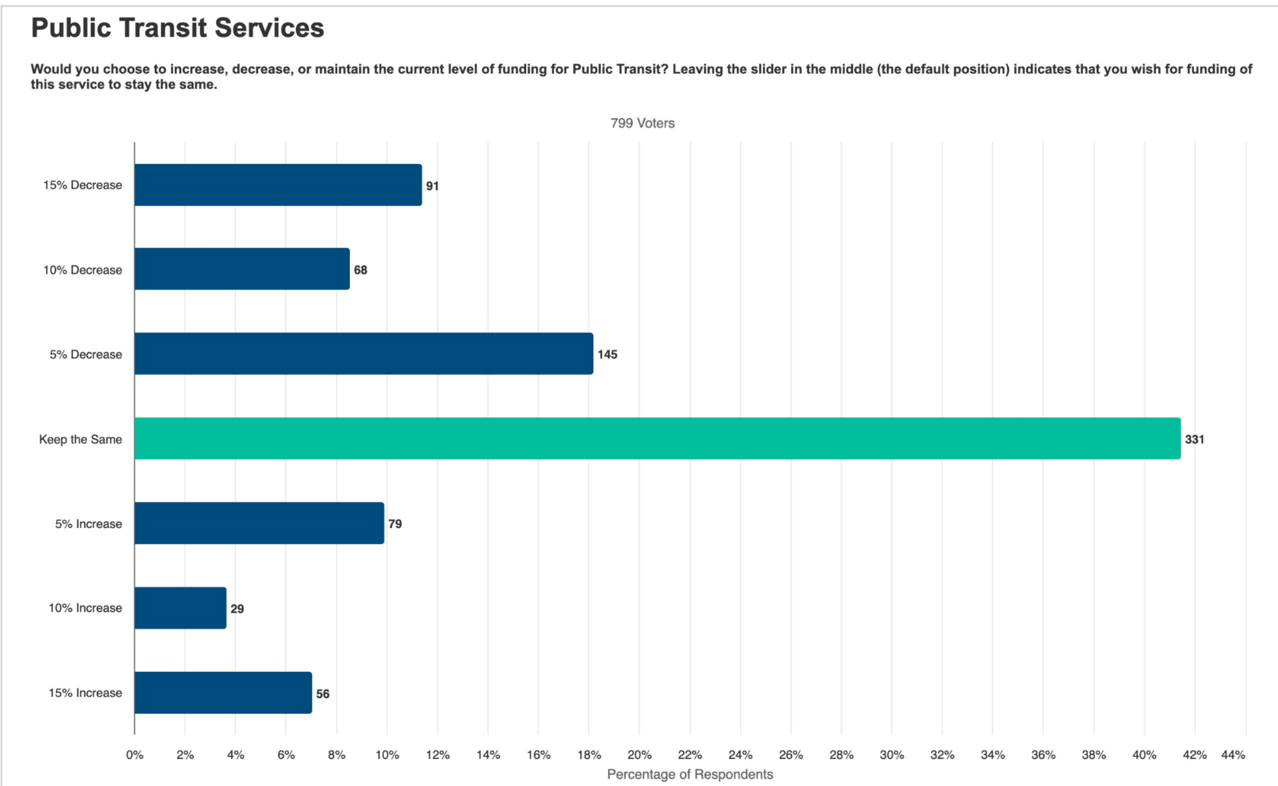


Public Transit Services

Participants were asked whether funding for Public Transit Services should be increased, decreased, or maintained.

- **41% (331 respondents)** preferred to keep the funding the same.
- **10% (79 respondents)** supported a 5% increase, with **4% (29 respondents)** favoring a 10% increase and **7% (56 respondents)** advocating for a 15% increase.
- On the other hand, **18% (145 respondents)** indicated support for a 5% decrease, **9% (68 respondents)** for a 10% decrease, and **11% (91 respondents)** for a 15% decrease.

Most respondents favored maintaining current funding levels, with minimal support for significant increases or decreases.

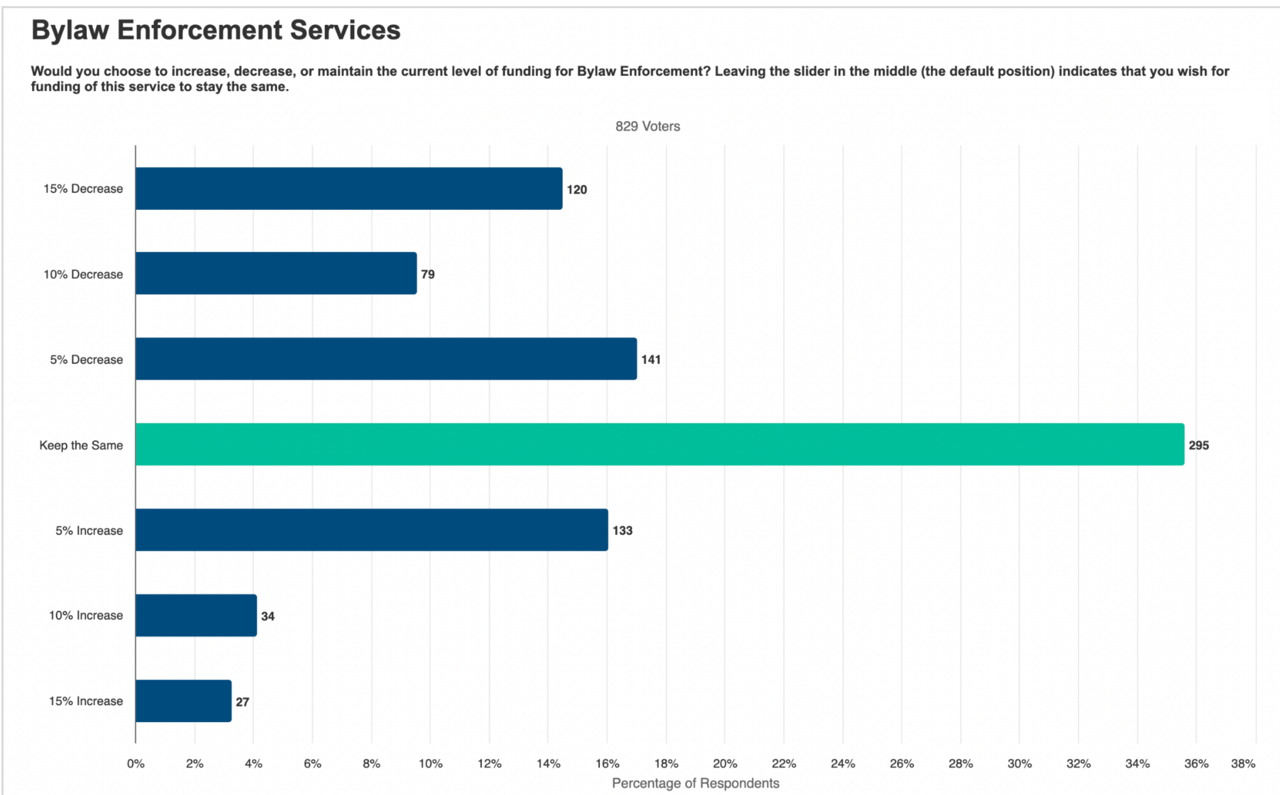


Bylaw Enforcement Services

Participants were asked whether funding for Bylaw Enforcement Services should be increased, decreased, or maintained.

- **36% (295 respondents)** preferred to keep the funding the same.
- **16% (133 respondents)** supported a 5% increase, with **4% (34 respondents)** favoring a 10% increase and **3% (27 respondents)** advocating for a 15% increase.
- On the other hand, **17% (141 respondents)** indicated support for a 5% decrease, **10% (79 respondents)** for a 10% decrease, and **14% (120 respondents)** for a 15% decrease.

Most respondents preferred maintaining the current funding level, though a notable portion supported adjustments both upward and downward.

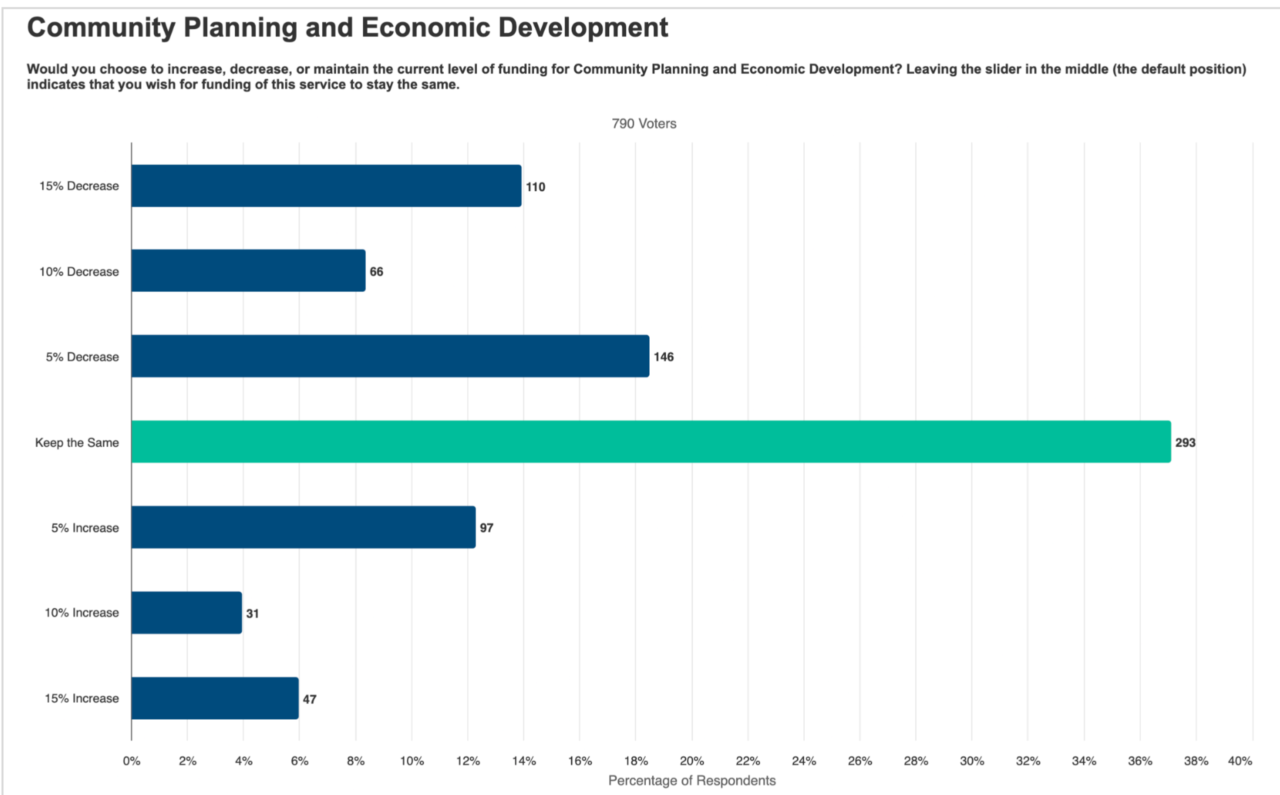


Community Planning and Economic Development

Participants were asked whether funding for Community Planning and Economic Development should be increased, decreased, or maintained.

- **37% (293 respondents)** preferred to keep the funding the same.
- **12% (97 respondents)** supported a 5% increase, with **4% (31 respondents)** favoring a 10% increase and **6% (47 respondents)** advocating for a 15% increase.
- Conversely, **18% (146 respondents)** indicated support for a 5% decrease, **8% (66 respondents)** for a 10% decrease, and **14% (110 respondents)** for a 15% decrease.

A plurality of respondents preferred maintaining current funding levels, though there was notable support for both decreases and modest increases.

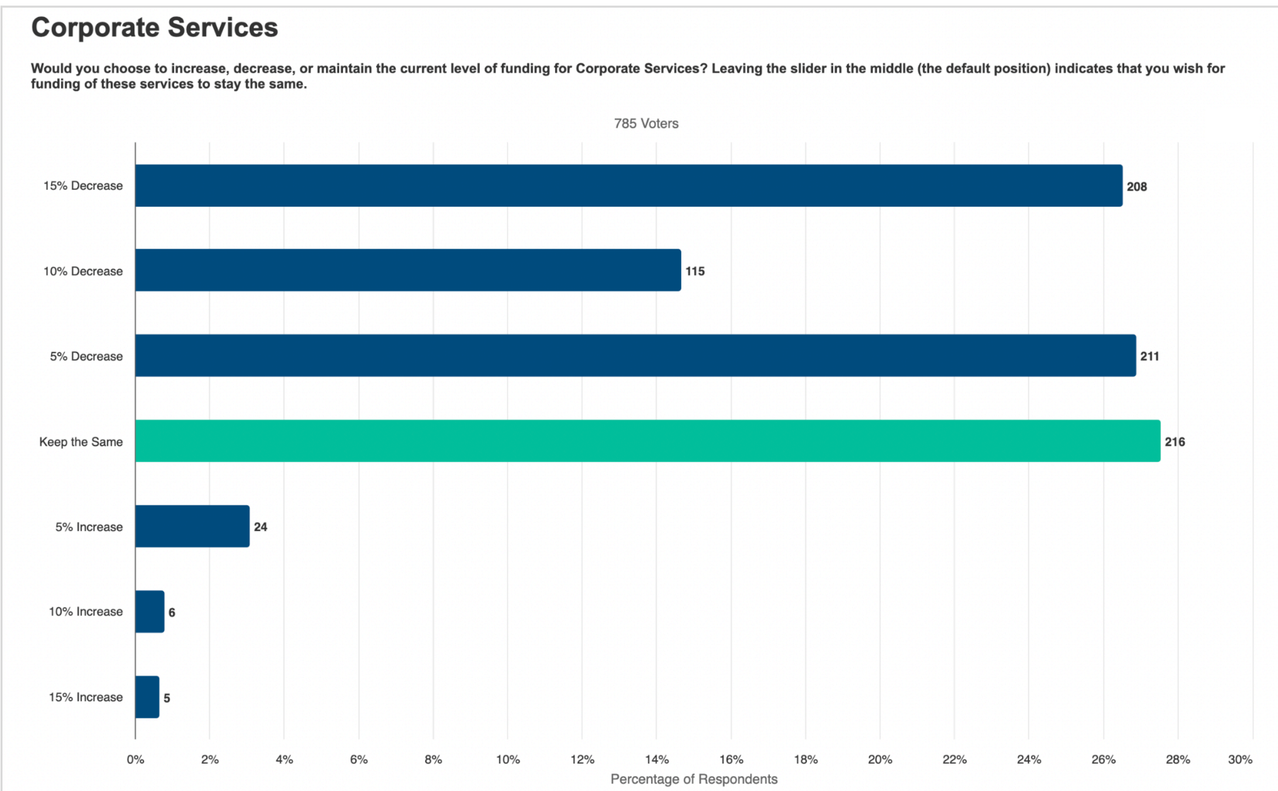


Corporate Services

Participants were asked to indicate whether funding for Corporate Services should be increased, decreased, or maintained at current levels.

- **27% (216 respondents)** preferred to maintain the current level of funding.
- **5% (24 respondents)** supported a 5% increase in funding, while **1% (6 respondents)** favored a 10% increase, and **1% (5 respondents)** advocated for a 15% increase.
- In contrast, **27% (211 respondents)** indicated support for a 5% decrease, with **15% (115 respondents)** favoring a 10% decrease and **27% (208 respondents)** supporting a 15% decrease.

This distribution shows that while a significant portion of respondents opted to maintain the current funding level, a nearly equal proportion favored a 5% decrease, with smaller groups advocating for more substantial cuts or slight increases.



Service Area Satisfaction

Participants rated their satisfaction with service delivery on a scale from 0 to 10, reflecting public perception of quality and performance. Overall, data reveals that **neutral satisfaction levels (score 5)** were the most frequently selected response for nearly all services. However, notable differences emerge when comparing higher and lower satisfaction levels across specific services:

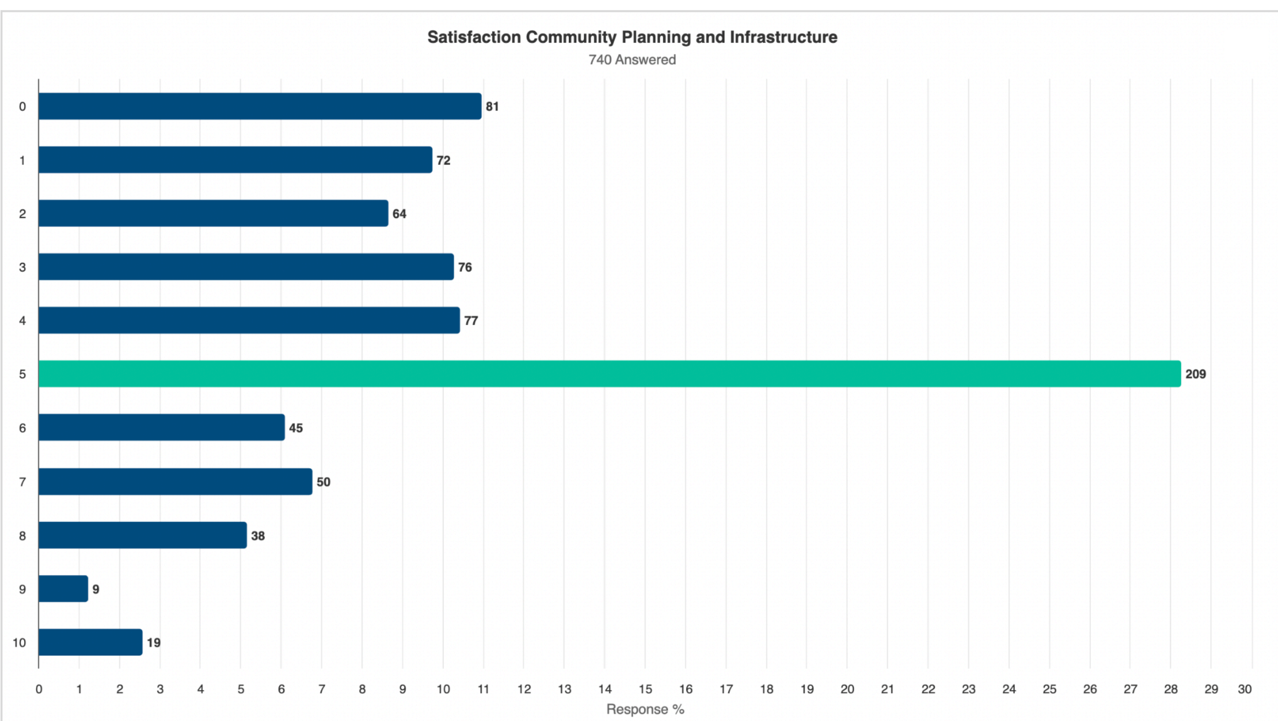
- **High Satisfaction (Scores 6–10):** Services such as **Fire Protection**, **Parks, Trails, and Beautification**, and **Police Services** consistently received higher satisfaction ratings, with significant proportions of respondents awarding scores in the upper range.
- **Neutral Satisfaction (Score 5):** Neutral responses dominated services like **Corporate Services**, **Public Transit**, and **Bylaw Enforcement**.
- **Low Satisfaction (Scores 0–4):** Services such as **Community Planning and Infrastructure** and **Attracting and Retaining Business Development** showed comparatively higher levels of dissatisfaction.

Community Planning and Infrastructure Services

The satisfaction scores for Community Planning and Infrastructure services were provided by **740 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **209 respondents (28%)**.
- **Scores of 4 and 3** followed, with **77 respondents (10%)** and **76 respondents (10%)**, respectively.
- **Higher satisfaction levels** (scores of 7, 8, 9, and 10) showed **50 respondents (7%)**, **38 respondents (5%)**, **9 respondents (1%)**, and **19 respondents (3%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, and 2) received **81 respondents (11%)**, **72 respondents (10%)**, and **64 respondents (9%)**, respectively.

Overall, satisfaction for Community Planning and Infrastructure services centers on neutrality, with notable levels of dissatisfaction and limited higher satisfaction ratings.

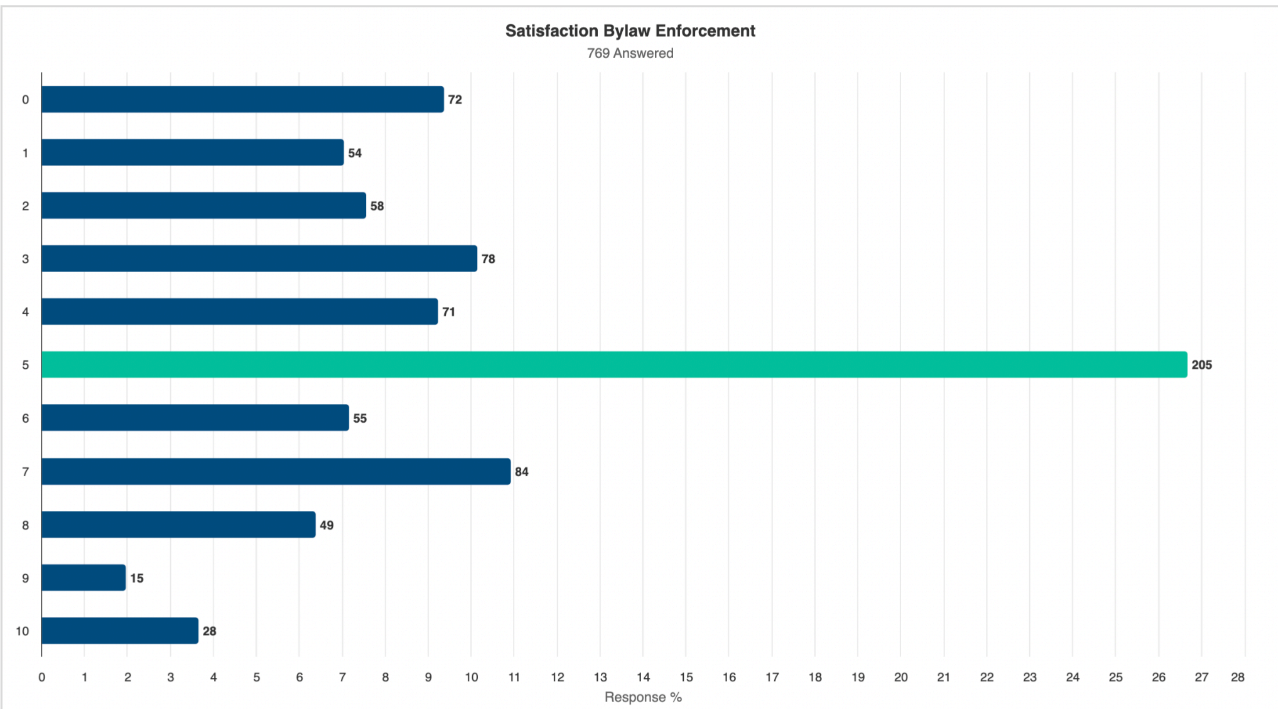


Bylaw Enforcement Services

The satisfaction scores for Bylaw Enforcement Services were provided by **769 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **205 respondents (27%)**.
- **Scores of 4 and 3** followed, with **71 respondents (9%)** and **78 respondents (10%)**, respectively.
- **Higher satisfaction levels** (scores of 7, 8, 9, and 10) showed **84 respondents (11%)**, **49 respondents (6%)**, **15 respondents (2%)**, and **28 respondents (4%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, and 2) received **72 respondents (9%)**, **54 respondents (7%)**, and **58 respondents (8%)**, respectively.

Overall, satisfaction for Bylaw Enforcement Services leans toward neutrality, with lower scores slightly outweighing higher satisfaction levels.

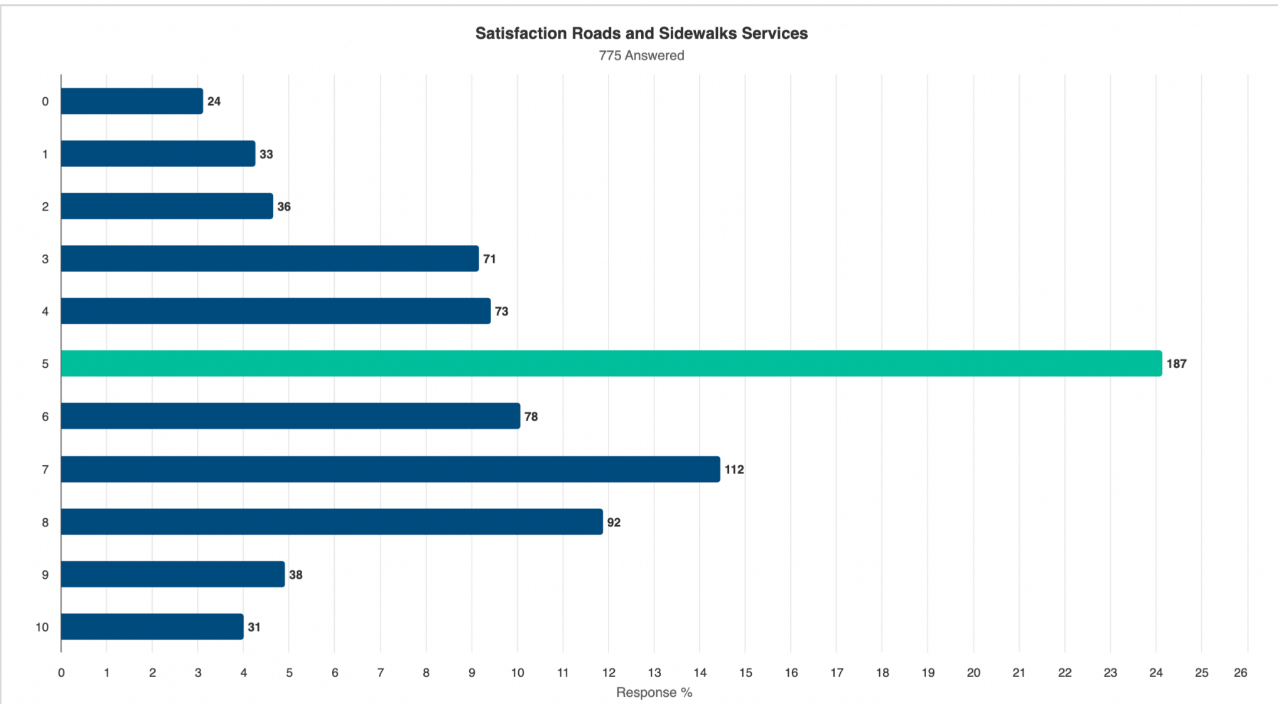


Roads and Sidewalks Services

The satisfaction scores for Roads and Sidewalks Services were provided by **775 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **187 respondents (24%)**.
- **Scores of 6 and 7** followed, with **78 respondents (10%)** and **112 respondents (14%)**, respectively.
- **Higher satisfaction levels** (scores of 8, 9, and 10) showed **92 respondents (12%)**, **38 respondents (5%)**, and **31 respondents (4%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) received **24 respondents (3%)**, **33 respondents (4%)**, **36 respondents (5%)**, **71 respondents (9%)**, and **73 respondents (9%)**, respectively.

Overall, satisfaction for Roads and Sidewalks Services trends toward neutrality, with a moderate presence of higher satisfaction scores and notable dissatisfaction levels in the lower range.

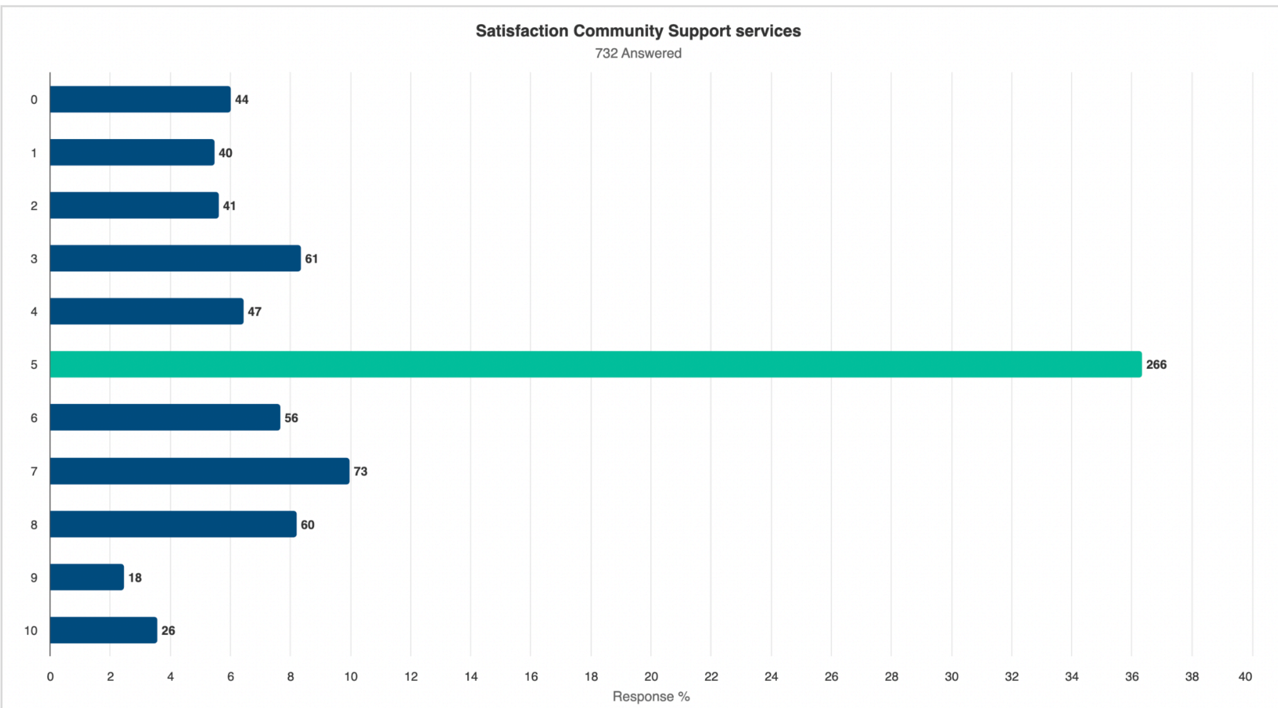


Community Support Services

The satisfaction scores for Community Support Services were provided by **732 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **266 respondents (36%)**.
- **Scores of 6 and 7** followed, with **56 respondents (8%)** and **73 respondents (10%)**, respectively.
- **Higher satisfaction levels** (scores of 8, 9, and 10) showed **60 respondents (8%)**, **18 respondents (2%)**, and **26 respondents (4%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) received **44 respondents (6%)**, **40 respondents (5%)**, **41 respondents (6%)**, **61 respondents (8%)**, and **47 respondents (6%)**, respectively.

Overall, satisfaction for Community Support Services trends heavily toward neutrality, with notable lower satisfaction levels and relatively modest representation among higher satisfaction ratings.

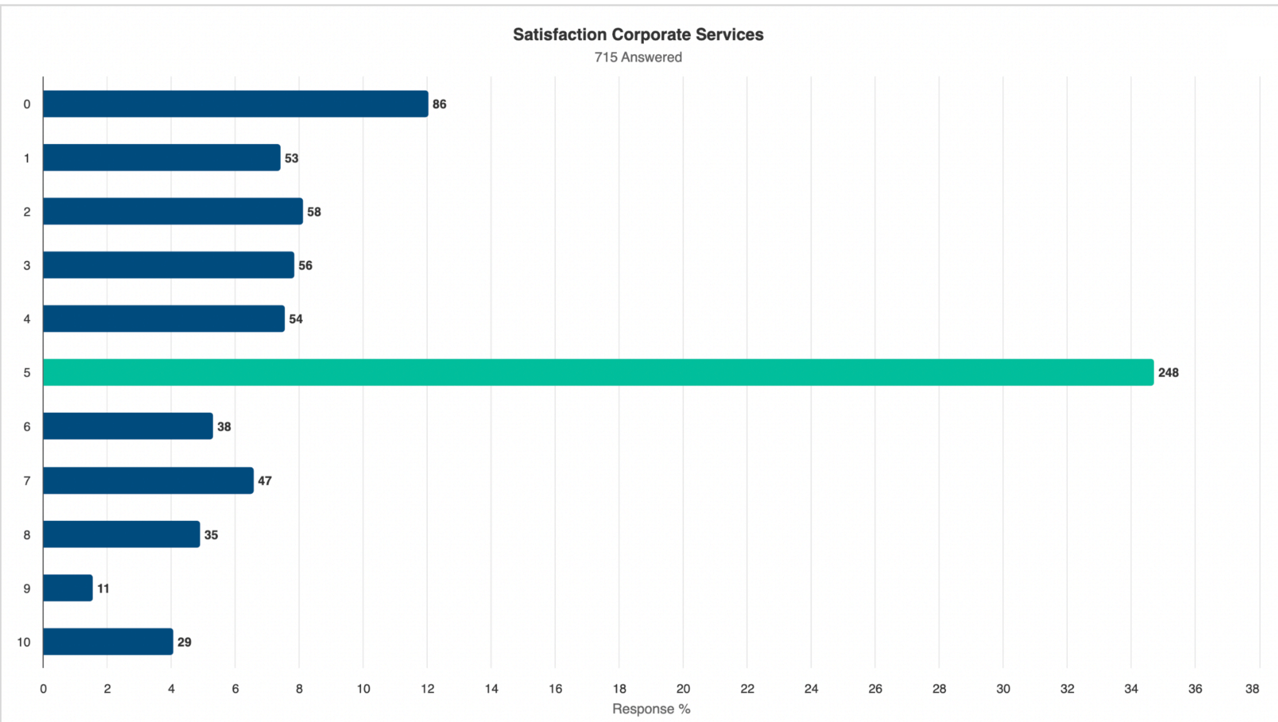


Corporate Services

The satisfaction scores for Corporate Services were provided by **715 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **248 respondents (35%)**.
- **Scores of 4 and 3** followed, with **54 respondents (8%)** and **56 respondents (8%)**, respectively.
- **Higher satisfaction levels** (scores of 7, 8, 9, and 10) showed **47 respondents (7%)**, **35 respondents (5%)**, **11 respondents (2%)**, and **29 respondents (4%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, 2, and 6) received **86 respondents (12%)**, **53 respondents (7%)**, **58 respondents (8%)**, and **38 respondents (5%)**, respectively.

Overall, satisfaction for Corporate Services skews towards neutrality, with significant representation among lower satisfaction scores and only modest levels of higher satisfaction.

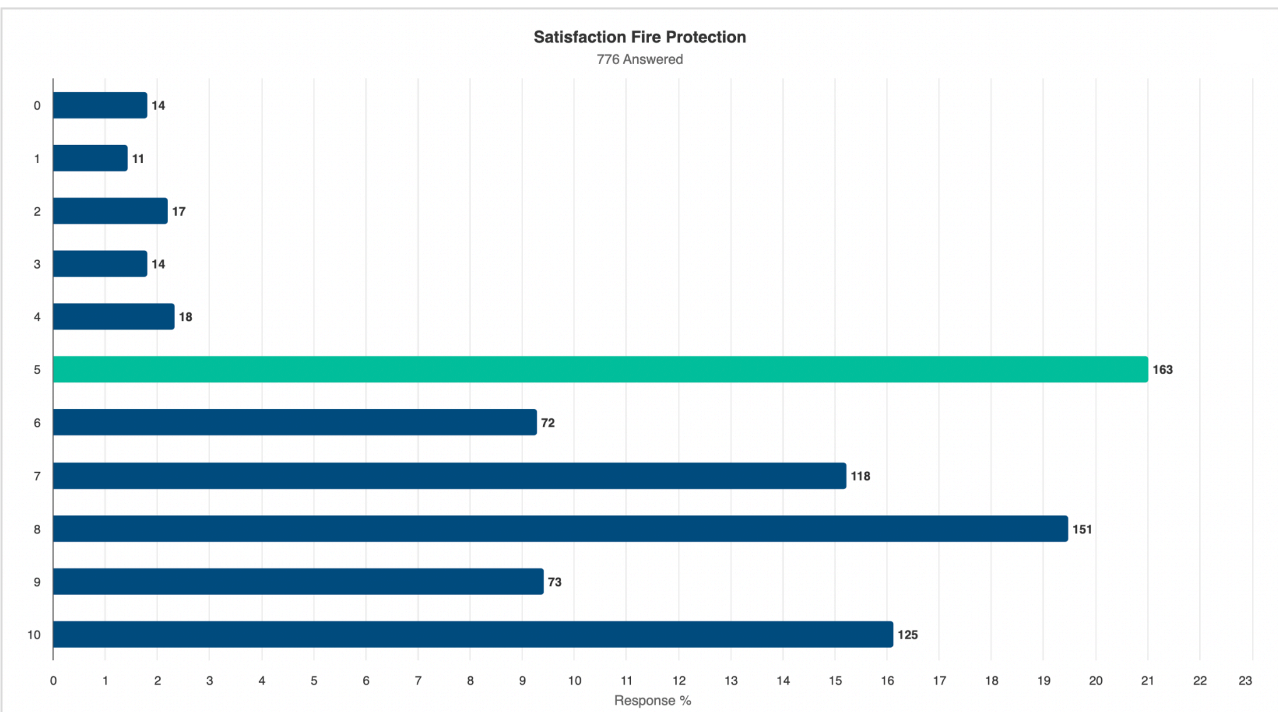


Fire Protection Services

The satisfaction scores for Fire Protection Services were provided by **776 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **163 respondents (21%)**.
- **Scores of 7 and 8** were prominent among higher satisfaction levels, with **118 respondents (15%)** and **151 respondents (19%)**, respectively.
- **Score of 10 (most satisfied)** showed **125 respondents (16%)**, while score **of 9** accounted for **73 respondents (9%)**.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) included **14 respondents (2%)**, **11 respondents (1%)**, **17 respondents (2%)**, **14 respondents (2%)**, and **18 respondents (2%)**, respectively.
- **Score of 6** represented **72 respondents (9%)**, indicating a moderate satisfaction level.

Overall, satisfaction for Fire Protection Services reflects a strong inclination toward higher satisfaction scores, with the majority of responses indicating positive feedback and only limited representation in the lower satisfaction range.

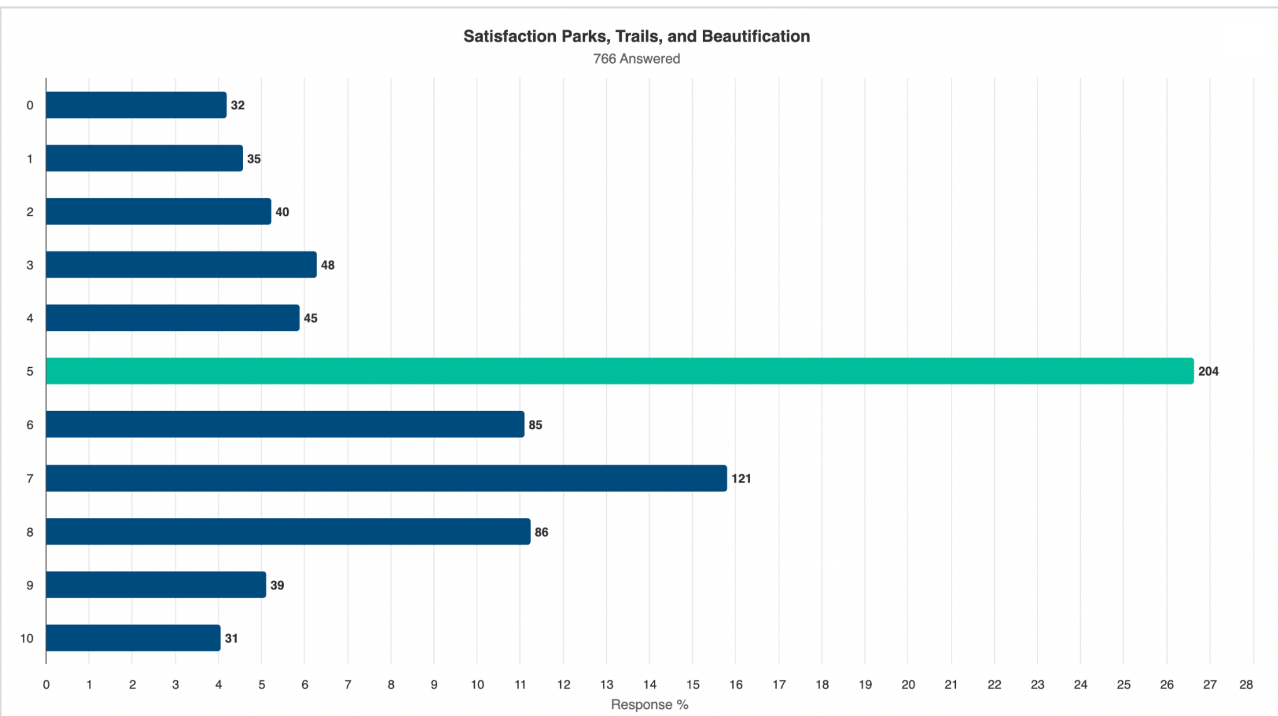


Parks, Trails, and Beautification

The satisfaction scores for Parks, Trails, and Beautification services were provided by **766 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **204 respondents (27%)**.
- **Scores of 7 and 8** were significant among higher satisfaction levels, with **121 respondents (16%)** and **86 respondents (11%)**, respectively.
- **Score of 10 (most satisfied)** accounted for **31 respondents (4%)**, while **score of 9** represented **39 respondents (5%)**.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) included **32 respondents (4%)**, **35 respondents (5%)**, **40 respondents (5%)**, **48 respondents (6%)**, and **45 respondents (6%)**, respectively.
- **Score of 6** showed **85 respondents (11%)**, indicating moderate satisfaction.

Overall, satisfaction for Parks, Trails, and Beautification services leans toward neutrality, with a noticeable portion of respondents expressing moderate to higher satisfaction. Lower satisfaction scores, while present, are less pronounced.

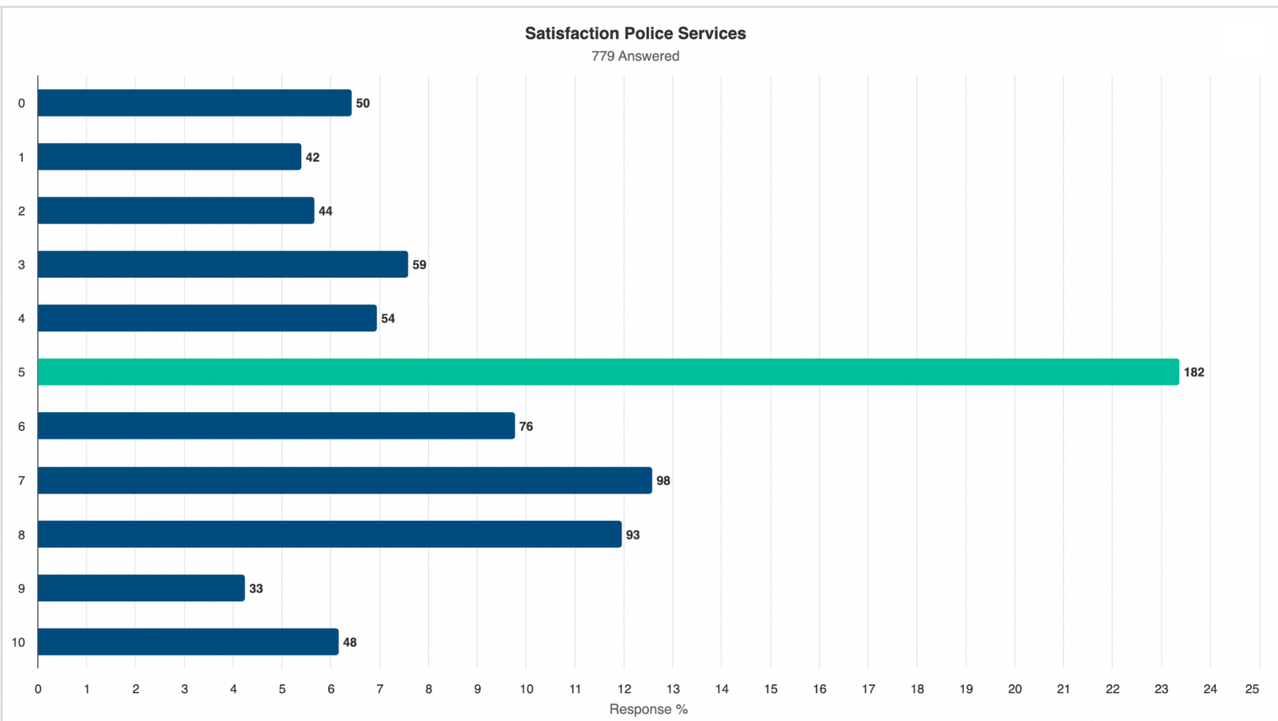


Police Services

The satisfaction scores for Police Services were provided by **779 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **182 respondents (23%)**.
- **Scores of 7 and 8** represented higher satisfaction, with **98 respondents (13%)** and **93 respondents (12%)**, respectively.
- **Score of 10 (most satisfied)** accounted for **48 respondents (6%)**, while **score of 9** showed **33 respondents (4%)**.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) included **50 respondents (6%)**, **42 respondents (5%)**, **44 respondents (6%)**, **59 respondents (8%)**, and **54 respondents (7%)**, respectively.
- **Score of 6** showed **76 respondents (10%)**, indicating moderate satisfaction.

Overall, satisfaction for Police Services leans toward neutrality, with a notable portion of respondents expressing moderate to higher satisfaction, while lower satisfaction levels are present but less prominent.

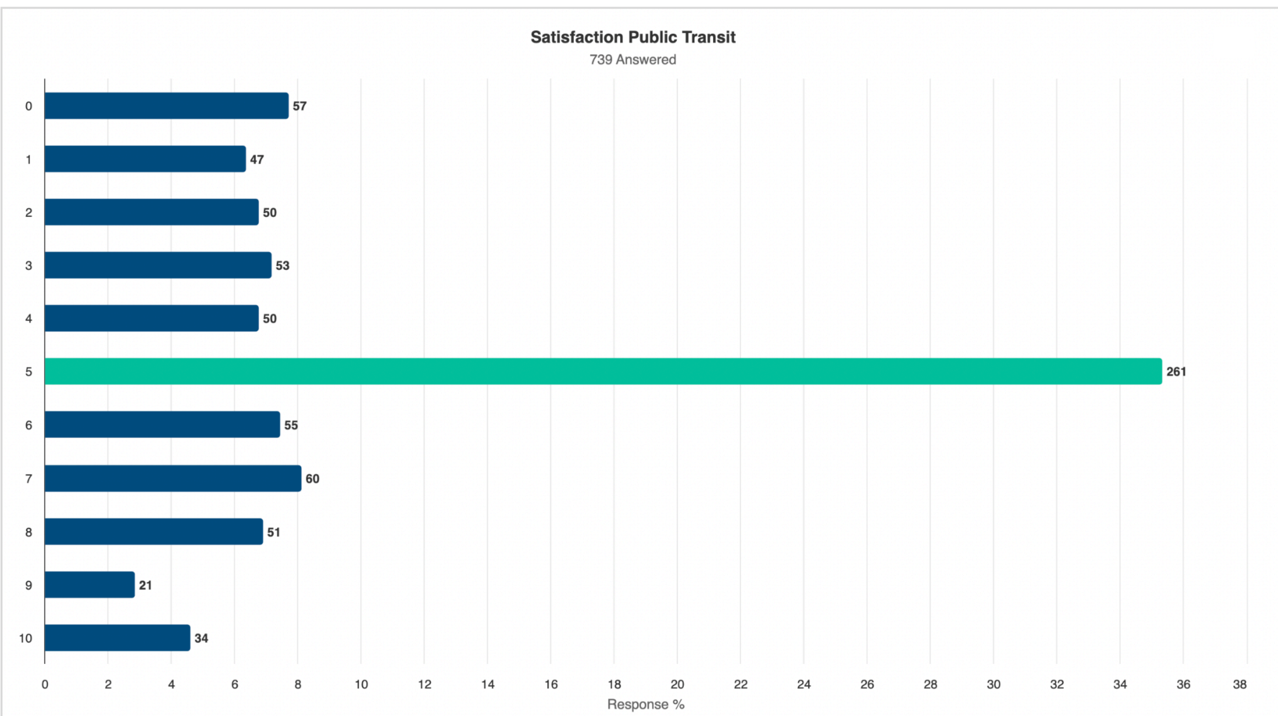


Public Transit

The satisfaction scores for Public Transit were provided by **739 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **261 respondents (35%)**.
- **Scores of 7 and 6** represented moderate satisfaction levels, with **60 respondents (8%)** and **55 respondents (7%)**, respectively.
- **Score of 8** showed **51 respondents (7%)**, while **scores of 9 and 10 (highest satisfaction)** had **21 respondents (3%)** and **34 respondents (5%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) included **57 respondents (8%)**, **47 respondents (6%)**, **50 respondents (7%)**, **53 respondents (7%)**, and **50 respondents (7%)**, respectively.

Overall, satisfaction for Public Transit predominantly centers on neutrality, with limited higher satisfaction levels and a notable distribution across lower satisfaction scores.

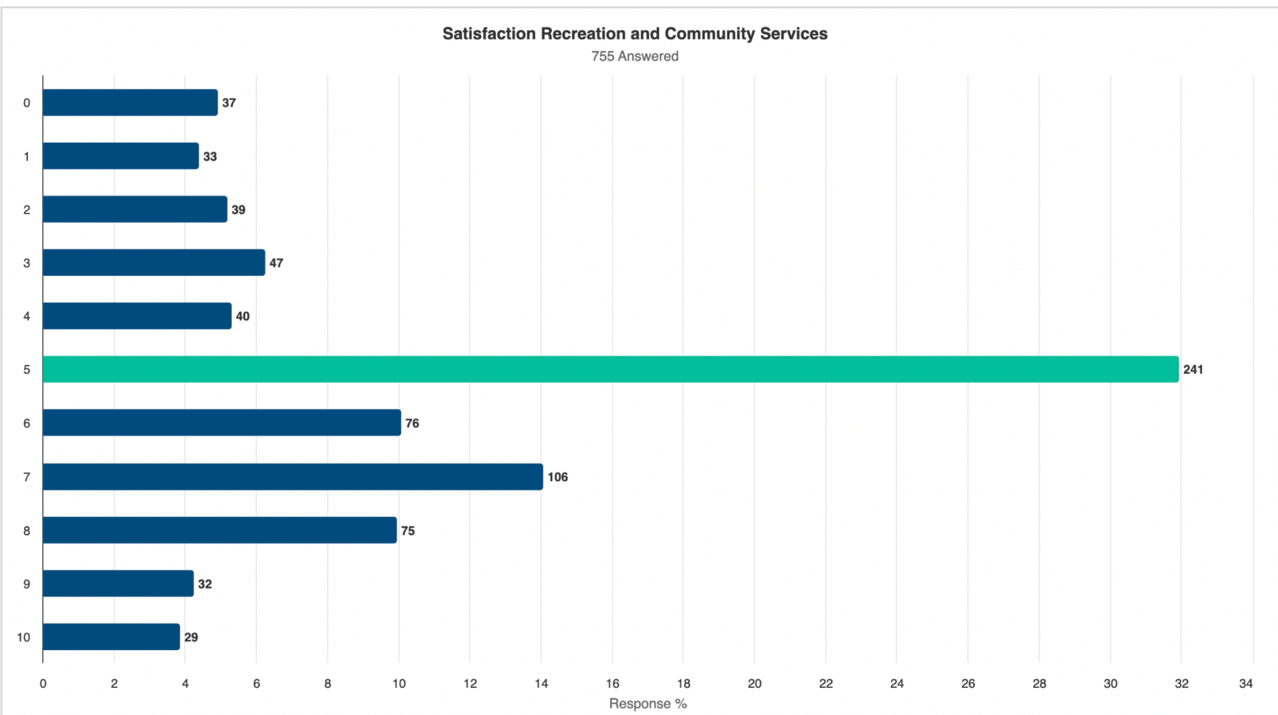


Recreation and Community Services

The satisfaction scores for Recreation and Community Services were provided by **755 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **241 respondents (32%)**.
- **Scores of 7 and 6** indicated moderate satisfaction, with **106 respondents (14%)** and **76 respondents (10%)**, respectively.
- **Score of 8** showed **75 respondents (10%)**, while **scores of 9 and 10 (highest satisfaction)** had **32 respondents (4%)** and **29 respondents (4%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, 2, 3, and 4) included **37 respondents (5%)**, **33 respondents (4%)**, **39 respondents (5%)**, **47 respondents (6%)**, and **40 respondents (5%)**, respectively.

Overall, satisfaction for Recreation and Community Services is centered on neutrality, with a balanced distribution across higher and lower satisfaction levels. Moderate satisfaction scores reflect some positive sentiment toward these services.

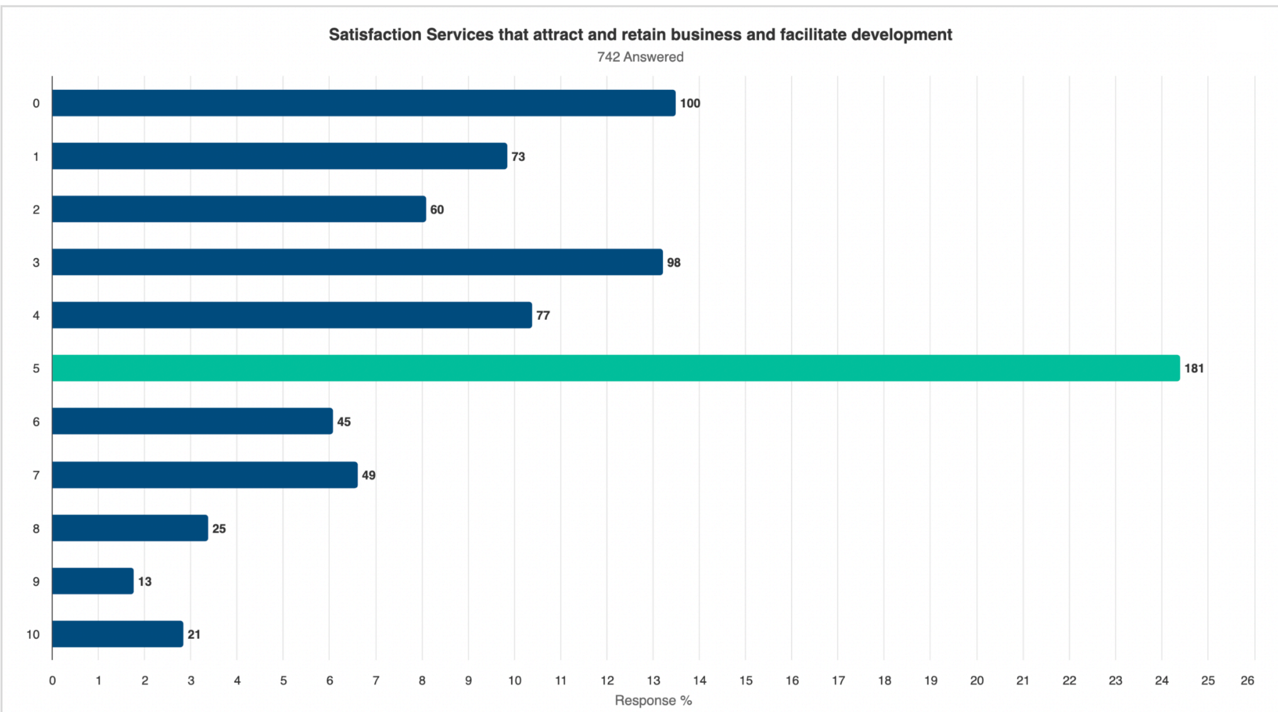


Services that Attract and Retain Business and Facilitate Development

The satisfaction scores for services that attract and retain business and facilitate development were provided by **742 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **181 respondents (24%)**.
- **Scores of 3 and 4** followed, with **98 respondents (13%)** and **77 respondents (10%)**, respectively.
- **Score of 0 (least satisfied)** accounted for **100 respondents (13%)**, while **scores of 1 and 2** were **73 respondents (10%)** and **60 respondents (8%)**, respectively.
- **Higher satisfaction levels** (scores of 6, 7, 8, 9, and 10) included **45 respondents (6%)**, **49 respondents (7%)**, **25 respondents (3%)**, **13 respondents (2%)**, and **21 respondents (3%)**, respectively.

Overall, satisfaction for services aimed at attracting and retaining business leans heavily toward neutrality and dissatisfaction, with relatively low percentages of respondents expressing high satisfaction.

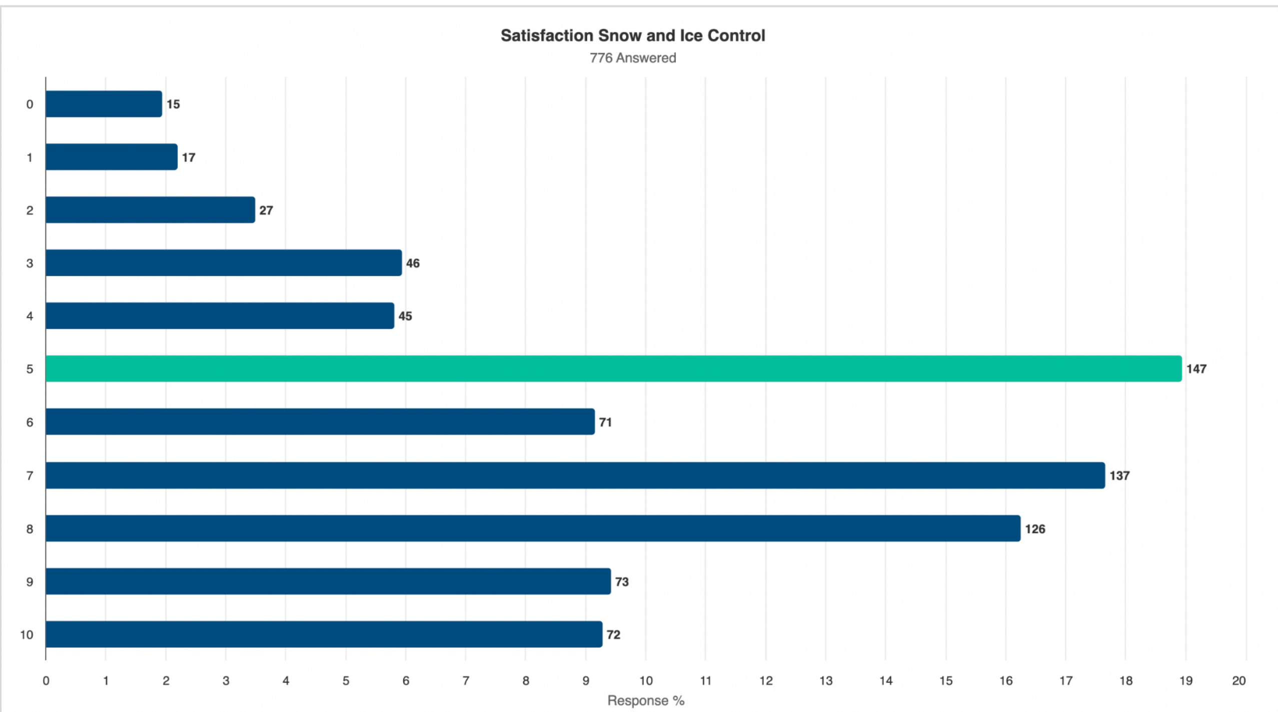


Snow and Ice Control

The satisfaction scores for snow and ice control services were provided by **776 respondents**, with a rating scale from 0 (least satisfied) to 10 (most satisfied):

- **5 (Neutral)** received the highest number of responses, with **147 respondents (19%)**.
- **Higher satisfaction levels** (scores of 6, 7, 8, 9, and 10) showed **71 respondents (9%)**, **137 respondents (18%)**, **126 respondents (16%)**, **73 respondents (9%)**, and **72 respondents (9%)**, respectively.
- **Scores of 3 and 4** followed, with **46 respondents (6%)** and **45 respondents (6%)**, respectively.
- **Lower satisfaction levels** (scores of 0, 1, and 2) accounted for **15 respondents (2%)**, **17 respondents (2%)**, and **27 respondents (3%)**, respectively.

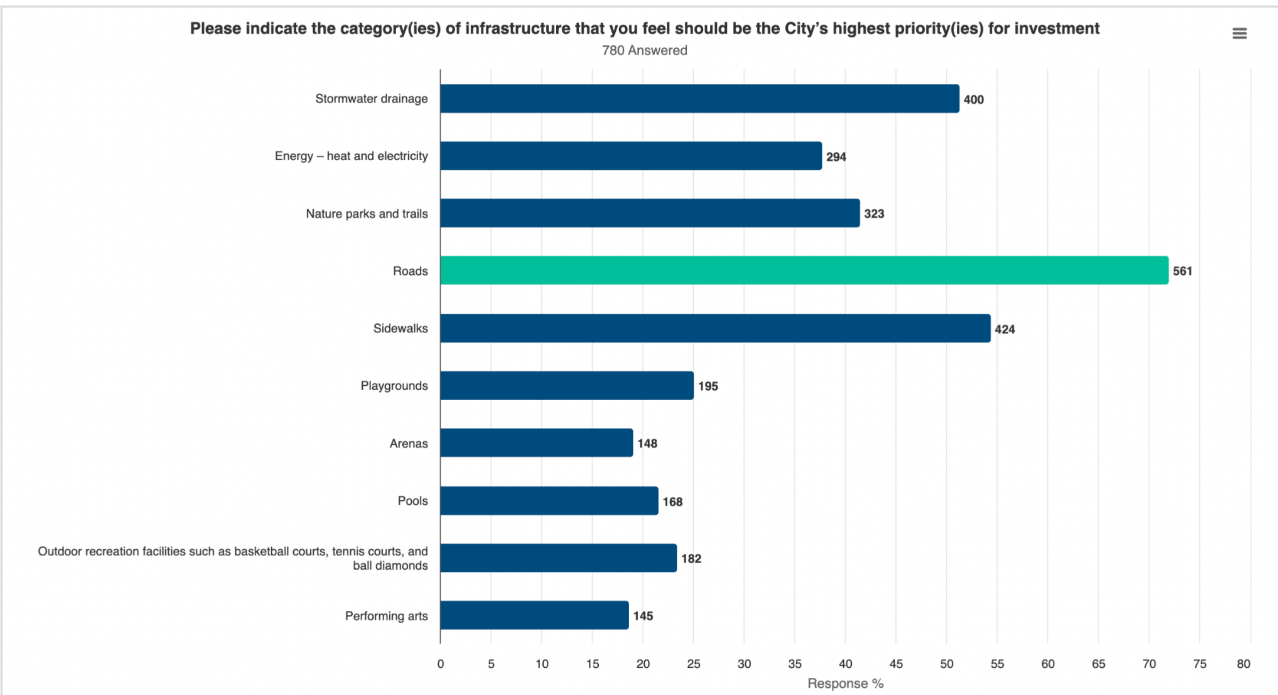
Overall, satisfaction for snow and ice control services trends toward moderate satisfaction, with significant levels of higher satisfaction and relatively fewer neutral or dissatisfied responses.



Infrastructure Investment

Participants were asked to select categories of infrastructure they believe should be the city's highest priorities for investment. The findings are as follows:

- **Roads** emerged as the top priority, with **561 respondents (72%).**
- **Sidewalks** ranked second, with **424 respondents (54%)**.
- **Stormwater Drainage** was the third-highest priority, receiving **400 responses (51%)**.
- **Nature Parks and Trails** followed with **323 responses (41%)**.
- **Energy – Heat and Electricity** was identified as a priority by **294 respondents (38%)**.
- **Playgrounds** and **Outdoor Recreation Facilities** such as basketball courts, tennis courts, and ball diamonds received **195 responses (25%)** and **182 responses (23%)**, respectively.
- Lower priority areas included **Pools** (168 responses, 22%), **Arenas** (148 responses, 19%), and **Performing Arts** (145 responses, 19%).

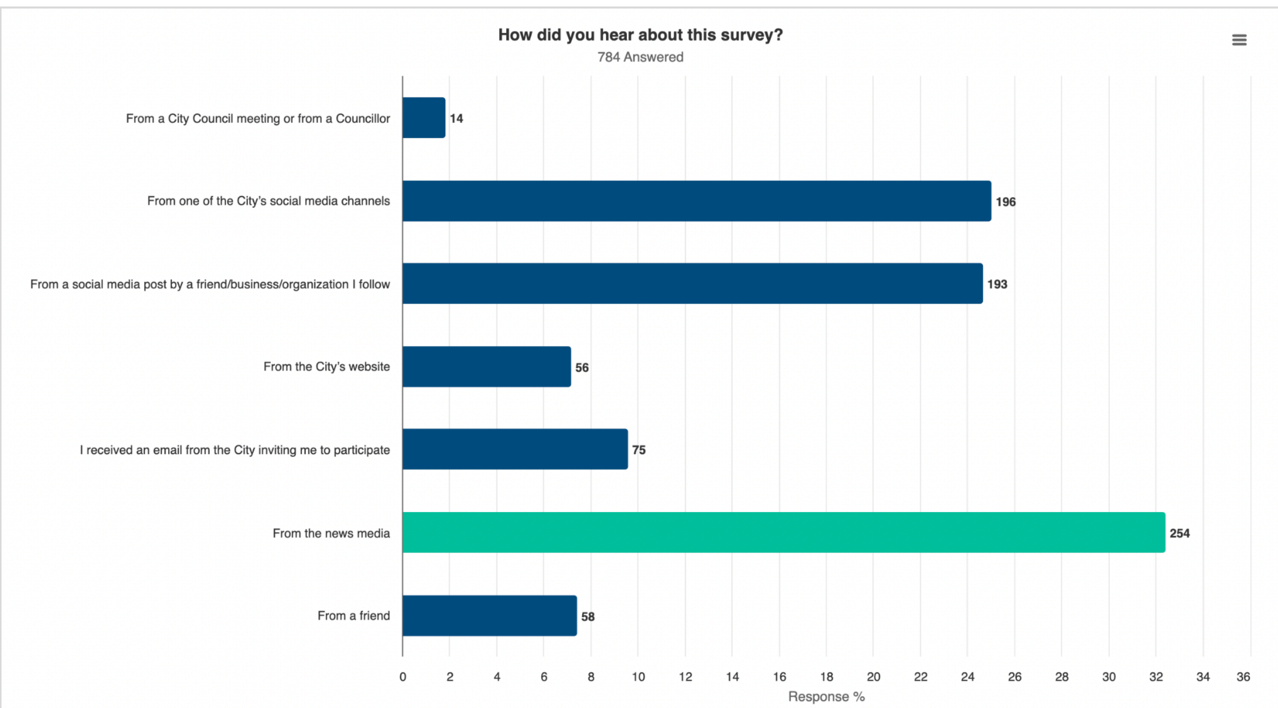


Respondent Information

Participants were asked a series of informative questions at the end of the engagement, including: how they heard about the survey, length of residency in Prince George, and an open-ended question about keytopics the City should consider as it establishes its 2025 budget.

784 participants responded to the outreach question:

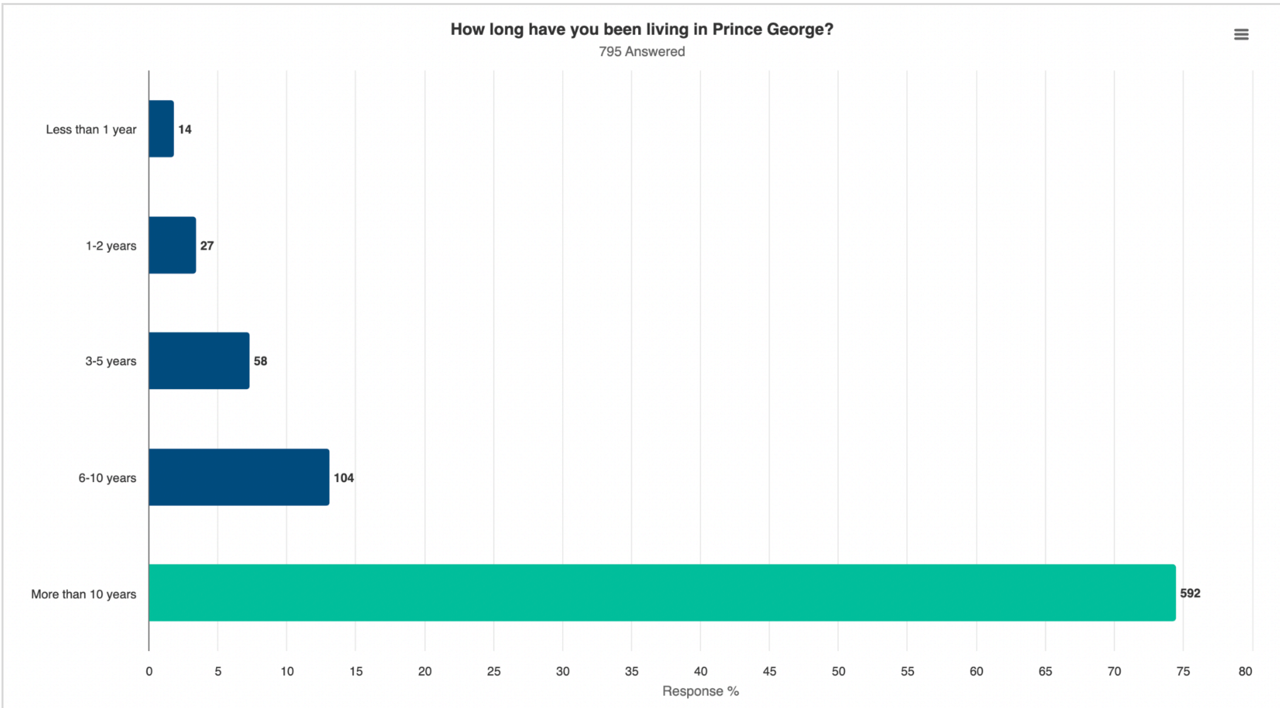
- **News Media** was the most effective outreach channel, with **254 respondents (32%)** indicating they heard about the survey through this medium.
- **The City's Social Media Channels** closely followed, with **196 respondents (25%)** stating this as their source of information.
- **Social Media Posts by Friends, Businesses, or Organizations** accounted for **193 responses (25%)**.
- **Emails from the City** inviting participation were cited by **75 respondents (10%)**.
- **The City's Website** was the source for **56 respondents (7%)**.
- **Friends** informed **58 respondents (7%)**.
- **City Council Meetings or Councillors** were the least common source, with only **14 respondents (2%)** mentioning this channel.



Responses regarding the length of residence in Prince George reveal a strong representation of long-term residents:

- **More than 10 years**: The majority of respondents, **592 (74%)**, have lived in Prince George for over a decade.
- **6-10 years**: A smaller yet notable group, **104 respondents (13%)**, reported residing in the city for this period.

- **3-5 years**: **58 respondents (7%)** have lived in Prince George for 3 to 5 years.
- **1-2 years**: **27 respondents (3%)** have been residents for 1 to 2 years.
- **Less than 1 year**: The smallest group, **14 respondents (2%)**, represents newcomers to the city.



Analyzing open-ended responses on what key topics should be included in the City's 2025 budget reveal several recurring themes and issues that the community feels strongly about. This includes:

1. Infrastructure Maintenance and Upgrades

- **Roads and Sidewalks:** Many comments emphasize the need for proactive maintenance of roads and sidewalks, including better snow removal, sidewalk accessibility, and pothole repairs.
- **Aging Infrastructure:** Residents want a focus on replacing and upgrading aging infrastructure like water, sewer, and stormwater systems to avoid costly failures.
- **Snow Removal:** There is strong resistance to reducing snow-clearing services, especially for driveways, with many highlighting the challenges it poses for seniors and less mobile residents.

2. Safety and Policing

- **Downtown Safety:** A significant number of residents cite concerns about crime, drug use, and homelessness in the downtown core, making it unsafe and unappealing for families and businesses.
- **Law Enforcement Efficiency:** While some support increased funding for police, others question its effectiveness and advocate for alternative measures like mental health and social services.

3. Homelessness and Social Issues

- **Addressing Root Causes:** Many residents urge the city to collaborate with provincial and federal governments to address homelessness and addiction through long-term rehabilitation and housing solutions.
- **Community Impacts:** There is frustration about the perceived prioritization of services for homeless individuals over taxpayers and calls for stricter enforcement against vandalism and loitering.

4. Financial Responsibility

- **Tax Concerns:** There is strong resistance to further tax increases, with many advocating for better budget management, cutting unnecessary expenses, and focusing on core services.
- **Debt Reduction:** Several comments stress the importance of reducing debt and avoiding costly new projects until the budget is under control.
- **Administrative Costs:** A recurring sentiment is that administrative salaries and inefficiencies need to be reviewed and trimmed.

5. Economic Development

- **Attracting Businesses:** Residents want the city to focus on attracting businesses to increase the tax base, revitalize the downtown core, and provide more job opportunities.
- **Development Planning:** There are suggestions to encourage infill development rather than expanding geographically to reduce infrastructure costs.

6. Recreation and Community Services

- **Outdoor Activities:** Suggestions include expanding trails, parks, and recreational facilities, particularly for youth and non-team sports.
- **Cultural and Performing Arts:** While some support investment in cultural facilities like a performing arts center, others view these projects as secondary to core infrastructure needs.

7. Public Transit and Active Transportation

- **Improving Transit:** Residents express frustration with the current transit system, citing long travel times and overcrowding. Students and lower-income families are particularly affected.
- **Bike Lanes and Trails:** There is mixed feedback, with some calling for more cycling infrastructure and others opposing it, citing the city's long winters.

8. Accountability and Transparency

- **City Leadership:** Several comments criticize the city council for wasteful spending and call for better accountability, such as third-party efficiency audits and more transparent decision-making processes.
- **Public Engagement:** Residents want more meaningful input on decisions affecting the budget and major projects, suggesting referendums or better surveys.

Conclusion

The public engagement survey for Prince George's 2025 budget revealed a strong preference among residents for maintaining current funding levels across most service areas, with notable support for modest increases in several key areas. Overall, participants expressed mixed satisfaction with city services, emphasizing the importance of maintaining infrastructure, addressing downtown safety, and practicing fiscal responsibility.

Key Findings Include:

- **Overall Budget Assessment:** The proposed budget scenario received overwhelming approval, with **96% of participants** expressing support, **86% reaching consensus**, and only **6% reporting conflict**. The preferred scenario resulted in a slight tax decrease of **-0.81%**, bringing the Adjusted Tax Total to **$2,697 per household**.
- **Road Maintenance and Snow Clearing:** Snow and Ice Control emerged as a top priority, with **78% of participants** approving current funding levels, and **35% expressing satisfaction** with services. A significant portion (35%) supported modest increases in funding to ensure service quality. Roads and Sidewalks also saw **48% opting to maintain funding**, while **38% supported increases**, highlighting the importance of infrastructure upkeep.
- **Fire Protection Services:** Strong support for maintaining funding levels was evident, with **56% preferring no change** and **25% favoring an increase**. Satisfaction with Fire Protection Services was among the highest, with **59% rating services 7-10 out of 10**.
- **Police Services:** Police Services drew mixed opinions, with **40% supporting current funding levels**, while **39% favored increases**. Satisfaction scores reflected a balanced perspective, with **42% of respondents** providing ratings of 7 or higher, though concerns about downtown safety persist.
- **Parks, Trails, and Beautification:** A significant portion of participants (**40%**) supported maintaining funding, while **32% expressed interest in modest increases**. Satisfaction levels were relatively high, with **36% rating services 7 or above**, reflecting the community's appreciation for recreational spaces.
- **Public Transit:** Public Transit received neutral responses, with **41% supporting current funding**, while **27% advocated for decreases** and **21% preferred increases**. Satisfaction levels remained moderate, with a large proportion (**35%**) providing a neutral score of 5 out of 10.
- **Infrastructure Management:** Infrastructure Management stood out as a key priority, with **35% supporting current funding** and **51% favoring increases**, making it the only service area with majority support for increased investment. Satisfaction was mixed, with **29% rating it 7 or higher**, while concerns about aging infrastructure were highlighted in open-ended responses.
- **Corporate Services:** Corporate Services faced the strongest calls for reductions, with **69% favoring a 5% decrease**. Satisfaction levels were among the lowest, with **47% of respondents** rating services below 5 out of 10, reflecting widespread concerns about administrative efficiency.

Satisfaction Levels

While most services received neutral satisfaction ratings (score 5), higher satisfaction was evident for Fire Protection (59% scoring 7-10) and Parks, Trails, and Beautification (36% scoring 7-10). Conversely, services such as Corporate Services and Public Transit saw lower ratings, with **47% and 36% scoring below 5**, respectively.

Community Insights

Participants highlighted key areas for investment:

- **Infrastructure Maintenance:** Roads (72%) and Sidewalks (54%) emerged as the top priorities.
- **Downtown Safety:** Concerns about crime and homelessness were recurring themes.
- **Economic Development:** Revitalizing downtown and attracting businesses were frequently mentioned as critical for growth.
- **Fiscal Responsibility:** Many participants emphasized the need to reduce administrative costs, avoid unnecessary tax increases, and focus on core services.

Demographics

The survey primarily engaged long-term residents, with **74% living in Prince George for over 10 years**. Most respondents were middle-aged adults, reflecting a well-distributed representation of the community.