



STAFF REPORT TO FINANCE AND AUDIT COMMITTEE

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DATE: November 21, 2024

TO: STANDING COMMITTEE ON FINANCE AND AUDIT

NAME AND TITLE: Eric Depenau, Director of Administrative Services

SUBJECT: Budget 2025 Community Engagement Results

ATTACHMENT(S):

1. Satisfaction survey results
2. Citizen Budget survey results

RECOMMENDATION(S):

THAT the Standing Committee on Finance and Audit RECEIVES FOR INFORMATION the report dated November 21, 2024, from the Director of Administrative Services, titled "Budget 2025 Community Engagement Results."

PURPOSE:

This report is provided for information in relation to the 2025 municipal budget.

BACKGROUND:

Budgets are one of the most difficult topics to engage the community on. While people often have opinions on the value of their property taxes, they sometimes find it to be much more difficult to provide thoughtful feedback on each of the budget service areas. The sheer size and complexity of a municipal budget can be intimidating.

When we ask citizens for their opinions on service areas within the municipal budget, we also must consider the context. If we ask the average citizen how important corporate services are to them, they may not hold it in high esteem, but they may also not understand what it contains in our local context. Things like mandatory compliance with legislation, risk, and procurement are very important to the operation of a municipality but likely won't rank as high as roads or parks in the everyday life of a citizen.

Budget consultation opportunities were hosted on the City's website, and shared broadly through news releases, social media, newsletters, and advertising. The City's budget webpage had 3,672 views. Of those views 1,179 came from Facebook, with the rest coming from other social media, newsletters, local media links and direct searches.

Consultation this year was done through digital channels:

- Five satisfaction surveys
- The annual citizen budget survey
- Gathering comments received on social media

Budget engagement for 2025 also included a public open house to provide information and answer questions on municipal services.

Social media

There were 31 social media posts on our social platforms with nearly 172,010 impressions and a total reach of 70,805. There were over 200 comments with the general themes including:

- Snow Removal and Winter Maintenance: Mixed feedback on snow clearing; some praise efforts like driveway clearing, while others highlight a perception of inadequate service in some areas
- Roads and Infrastructure: Concerns over poor road conditions, lack of sidewalks, and insufficient lighting. Calls for expanded roads and traffic improvements.
- Downtown and Beautification: Dissatisfaction with downtown due to homelessness, crime, and limited beautification efforts.
- Homelessness and Safety: Concerns about homelessness, with requests for mental health and addiction treatment centers.
- Public Services and Taxes: Complaints about high taxes and calls for better spending on infrastructure. There are widespread calls for the city to prioritize essential infrastructure (like stormwater and sewage) over new expenses, such as hiring for bear management or creating new park projects, which are seen as nonessential or excessive. Follow a structured budget, avoid debt, and eliminate unnecessary costs.
- City Growth and Development: Infrastructure isn't keeping up with new developments, especially in College Heights.
- Recreational Facilities: Suggestions for more recreational spaces and upgrades to parks, washrooms, and playgrounds.
- Public Transportation: Requests for improved bus service, including routes to the airport
- Safety and Accessibility: Concerns about safety, especially for seniors and pedestrians, due to poor lighting and infrastructure.
- General Praise: Some positive feedback on roadwork, snow clearing, and city services overall.
- Generate City Revenue: Utilize land and partnerships (e.g., with BC Hydro) to increase revenue.
- Downtown Revitalization: Allocate budget to revitalize downtown, support businesses, and address homelessness.
- Government Accountability: Improve transparency, cut waste, and boost efficiency in city operations.
- Infrastructure Focus: Prioritize essential repairs (water, sewer) over arts and museums.
- Support for Seniors: Develop a senior village with housing and medical support.
- Mistrust of Leadership: Concerns over leadership being unresponsive and self-serving.
- Encourage Community Involvement: Promote constructive involvement over complaints.

Citizen Satisfaction Surveys

Five satisfaction surveys focused on important City services. The goal was to understand how residents think the City is doing at providing the following services and receive their suggestions for improvements. The surveys were available from October 7th to November 8th. There are a total of

941 responses to these surveys.

In previous years paper copies of the surveys were available at City Hall. After reviewing feedback on past surveys and social media comments, this year paper copies were also made available at two library branches, two seniors' centres and at the public open house. A total of 277 paper surveys were submitted and manually entered by communications staff.

One question on each survey asked respondents to indicate which garbage zone they live in to determine if we were reaching all neighbourhoods. There was close to equal representation across all zones in all surveys.

All the survey responses have been provided to City directors and managers for their information.

The following are the topic areas covered:

- Protective services – 235 responses
 - General satisfaction expressed for fire, police and bylaw services. Areas of concern include staffing/resources, firefighters responding to non-fire emergencies, downtown safety and cleanliness, homelessness, and bylaw being complaint based rather than proactive.
 - The most important bylaw services noted were animal control and property maintenance.
- Roads and sidewalks – 161 responses
 - Generally, residents are satisfied with the highest satisfaction with roads, followed by sidewalks and the least satisfied area is bike lanes. Areas of concern are accessibility issues with sidewalks, road conditions, and unsafe bike lanes (including parked cars in bike lanes).
 - The road issues the City should be focused on are filling potholes faster and repaving damaged roads.
 - The sidewalk issues the City should be focused on are adding sidewalks and replacing sidewalks.
- Events and recreation – 161 responses
 - Residents are generally satisfied with recreation opportunities, but they would like more art and cultural activities and more sports and fitness activities. They also have a long list of suggestions in their comments.
 - Residents are generally satisfied with the events at civic facilities, and they would like more concerts, festivals, and theatre productions.
- Parks and trails – 173 responses
 - Respondents are generally satisfied with all areas of parks and trails with the least satisfaction with dog parks and playgrounds. Concerns include accessible trails, and a lack of dog parks, park maintenance, and trail connectivity.
- Snow and ice control – 211 responses
 - Satisfaction is highest with main roads followed by residential roads. The least satisfied category is sidewalks, but it is still satisfied or indifferent by more than 50% of respondents.
 - Concerns include windrows at the end of driveways and a belief that our clearing service should continue. It was also noted several times that the residential areas

around Hart Highway feel underserved during heavy snowfalls. Calls for increased attention to secondary streets, bus routes, and school areas were common.

Citizen Budget Survey

This survey is on the Ethelo Citizen Budget platform. The survey questions this year were the same as in previous years to allow for year-to-year comparisons. The survey ran from October 7th to November 8th.

Participants were asked to increase, decrease, or maintain their property tax funding for different budget categories within a balanced budget or by increasing taxes. They were also asked to indicate on a sliding scale how important or unimportant different city services are for them. For each of the service areas a brief description of the service and a link to the City webpage was provided.

The survey had 930 responses.

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.

Approval is the percentage of people who gave a positive vote rather than a neutral or negative vote. Approval above 50% is a traditional "majority".

Support is the average value of the votes, where the value of a totally opposing vote is 0 and a totally supportive vote is 100.

Consensus (Ethelo score) is a measure of the overall strength of the decision, considering both support (higher is better) and conflict (lower is better).

Conflict is a measure of the level of disagreement in a group and can be considered as the inverse of variance. Higher conflict scores represent internal resistance and risk of failure.

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.

Service levels

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). This is consistent with last year.

Service Area Importance

- Snow and Ice Control (**9.7%**) was identified as the most important service level
- Protective Services (**9.6%**)
- Police Services (**9.5%**)
- Roads and Sidewalks (**8.9%**)
- Infrastructure Management (**8.3%**)
- Parks, Trails, and Beautification (**8.1%**)
- Recreation and Community Services (**7.5%**)
- Stormwater Management (**7.6%**)
- Bylaw Enforcement Services (**6.8%**)
- Community Planning and Economic Development (**6.7%**)
- Community Support Services (**6.5%**)
- Public Transit Services (**5.6%**)
- Corporate Services (**5.2%**).

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.

Comments

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 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 enhanced surveys.

Community Open House

While there were three townhall meetings held last year with a total attendance of approximately 46 people, this year the City hosted one event but made it longer with more interaction. The approximate attendance at the event this year was 45.

The event was held at the Civic Centre on October 30th from 3:30 to 8pm. It included an open house from 3:30 to 5:30 and presentations and questions from 5:30pm to 8:00pm:

- Several booths with staff available to answer questions. The booths included: bylaw, fire and rescue services, RCMP, police Support Services, Parks, Emergency Programs, and the library.
- 16 informative posters.
- 6 posters with sticker voting.
- A council corner where residents could chat with members of council.
- Service centre staff to record service requests.
- City trivia game run by communications staff.
- Paper surveys.

The presentations were given by the City Manager and City Directors who provided a brief overview of municipal services and related tax implications. They then answered questions from the public for the remainder of the meeting. This event was live streamed to the City's YouTube channel. There have been 168 views in total. Participants online and in person were able to ask questions via the Slido app during the event.

The posters with sticker voting showed:

- Protective services:
 - 3 increase budget
 - 1 keep budget the same
- Snow removal
 - 6 keep budget the same

- 2 reduce budget
- Infrastructure
 - 1 increase budget
 - 1 keep budget the same
 - 2 reduce budget
- Roads and sidewalks
 - 4 increase budget
 - 2 keep budget the same
- Events and arenas
 - 5 increase budget
 - 2 keep budget the same
 - 1 decrease budget
- Parks and trails
 - 16 increase budget
 - 2 keep budget the same

Promotion

Opportunities for the community to share their thoughts were promoted through:

- Three media releases
- Advertisements in print, radio and digital media
- Three e-newsletters
- Social media (free)
- Social media paid ads on Facebook and YouTube
- City Omnivex screens
- Posters in the community

STRATEGIC PRIORITIES:

This community engagement project directly impacts the ability of staff and council to address all of Council's strategic goals as the feedback from our citizens directly impacts budget and priorities for the coming year.

Specifically, the community engagement is also in line with the strategic goal: City government and infrastructure priorities. The second point under this goal is "Focus on meaningful communication and relationship development to advance shared priorities."

FINANCIAL CONSIDERATIONS:

Promotion:

Medium	Ads	Impressions	Cost
Radio	15 ads + 5 live reads	UK	\$551.25
Radio	3 hours on location at open house	UK	\$1,181.25
TV	26 ads	UK	\$1,102.47
Newspaper	2 print ads	17,500 printed	\$1,249
Events calendar email blast	1	Open rate 861	0
Super Citizens e-news	3 emails	Open rate of 787	0

Facebook boosted	4 boosted posts	68,000	\$405
Facebook post	8 posts	17,796	0
Instagram post	6 posts	5,496	0
X post	7 posts	1,334	0
You Tube ad	1	30,810	\$124

Town hall expenses

Item	Cost
Room rentals: Civic Centre (including staff refreshments)	\$1,802.22
Audio visual rentals	\$4,703.25
Staff overtime	\$1,659.70
Printing costs for posters	\$1,268.96

The total cost of public engagement initiatives is \$14,047.10.

SUMMARY AND CONCLUSION:

One of the most important parts of community engagement is reporting back to citizens. The communications division will inform the community of what we heard from them and how that information will be used in the decision-making process.

RESPECTFULLY SUBMITTED:

Eric Depenau, Director of Administrative Services

PREPARED BY: Julie Rogers, Communications Manager

APPROVED:

Walter Babicz, City Manager

Meeting Date: 2024/12/04

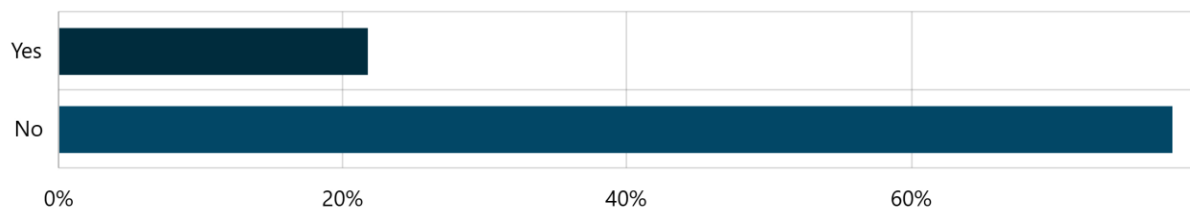
2024 Satisfaction survey results

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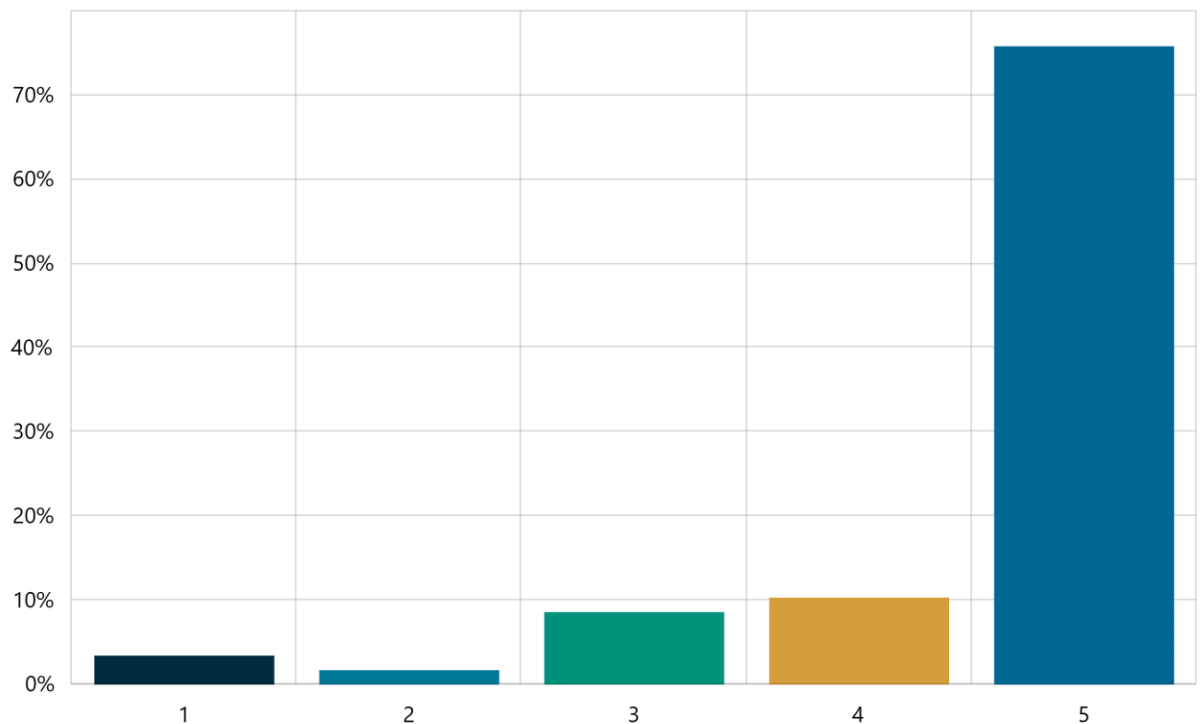
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Parks and Trails – 173 contributions	15
Snow and Ice Control – 211 contributions	19

Protective Services – 235 contributions

1. Have you ever needed the services of the fire department? 78% no



2. If you answered yes, how satisfied are you with the service you received? 4.5 weighted average out of five stars.



3. Explain your answer above (55 responses)

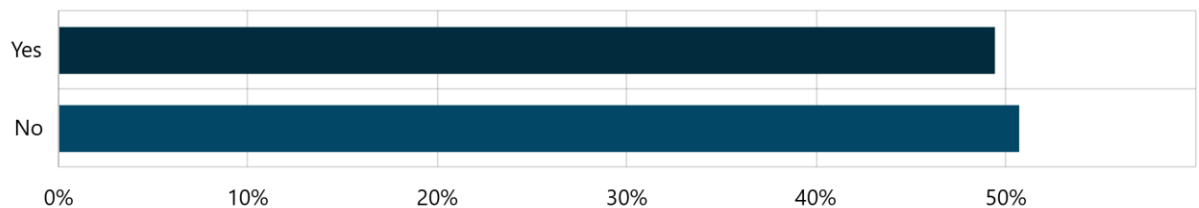
2024 Satisfaction survey results

Survey responses highlight several key themes about the fire department:

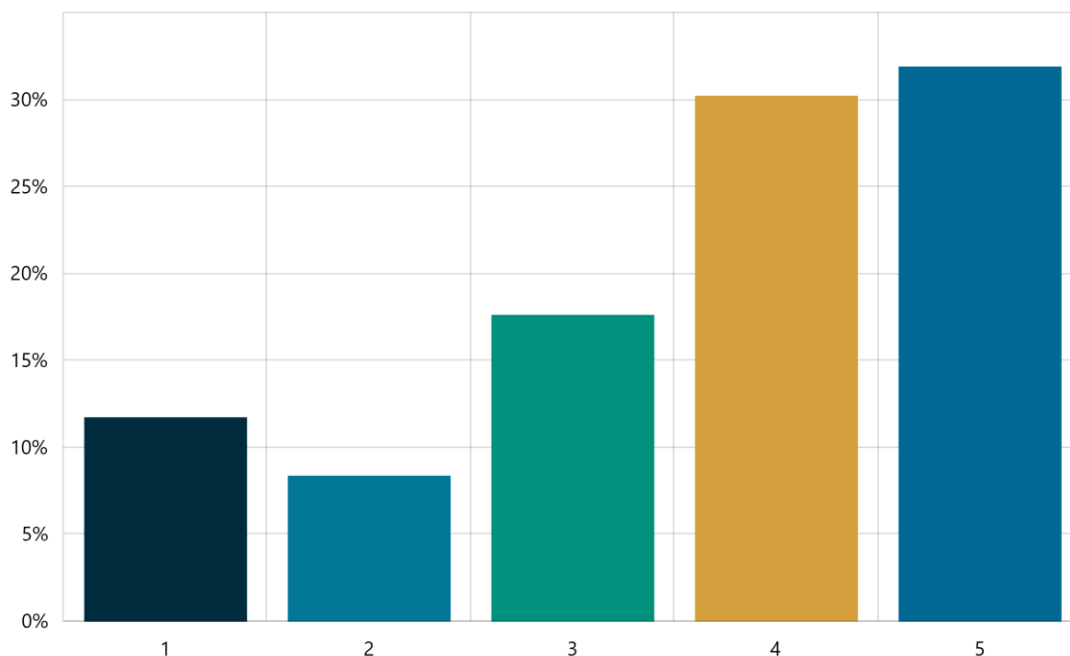
- **Quick Response** – Many praised the department's fast response to fires and medical emergencies.
- **Professionalism** – Firefighters were frequently described as professional, capable, and courteous.
- **Effective Assistance** – Respondents felt the team provided efficient and life-saving support in emergencies.
- **Concerns on Staffing and Resources** – Some noted issues with staffing and resource allocation, suggesting this impacted response.
- **Mixed Perceptions of Role** – A few expressed frustration with firefighters handling non-fire emergencies, with some preferring a volunteer model.

Overall, feedback was positive, though some suggested improvements in resource use and staffing.

4. Have you ever needed the services of our police department? 51% no



5. If you answered yes, how satisfied are you with the service you received? 3.6 weighted average out of five stars.



6. Explain your answers above (89 responses).

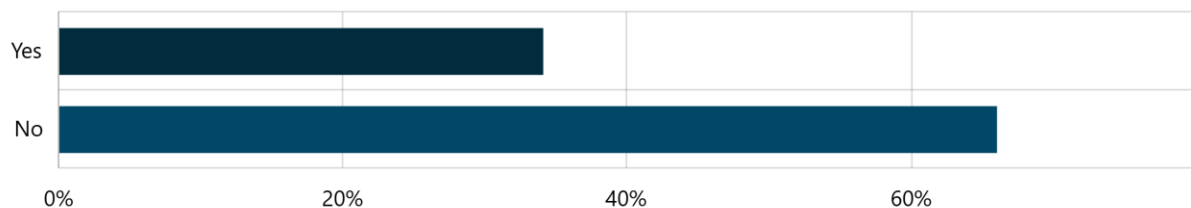
2024 Satisfaction survey results

Survey responses highlight key themes about police services:

- **Professionalism and Empathy** – Some praised officers as compassionate and respectful, while others found them dismissive or rude.
- **Response Time** – Feedback on response times was mixed, with delays often linked to understaffing.
- **Effectiveness** – While some found police support effective, others reported inadequate follow-up or dismissed concerns.
- **Resource Challenges** – Limited resources and high call volumes hinder effectiveness, especially in high-crime areas.
- **Training Needs** – More training in de-escalation, mental health, and cultural sensitivity was suggested.
- **Bias and Trust Issues** – Concerns about corruption, racism, and excessive force led to calls for reform.
- **Crime Management** – Rising crime and limited progress on issues like drug-related activity frustrated some respondents.

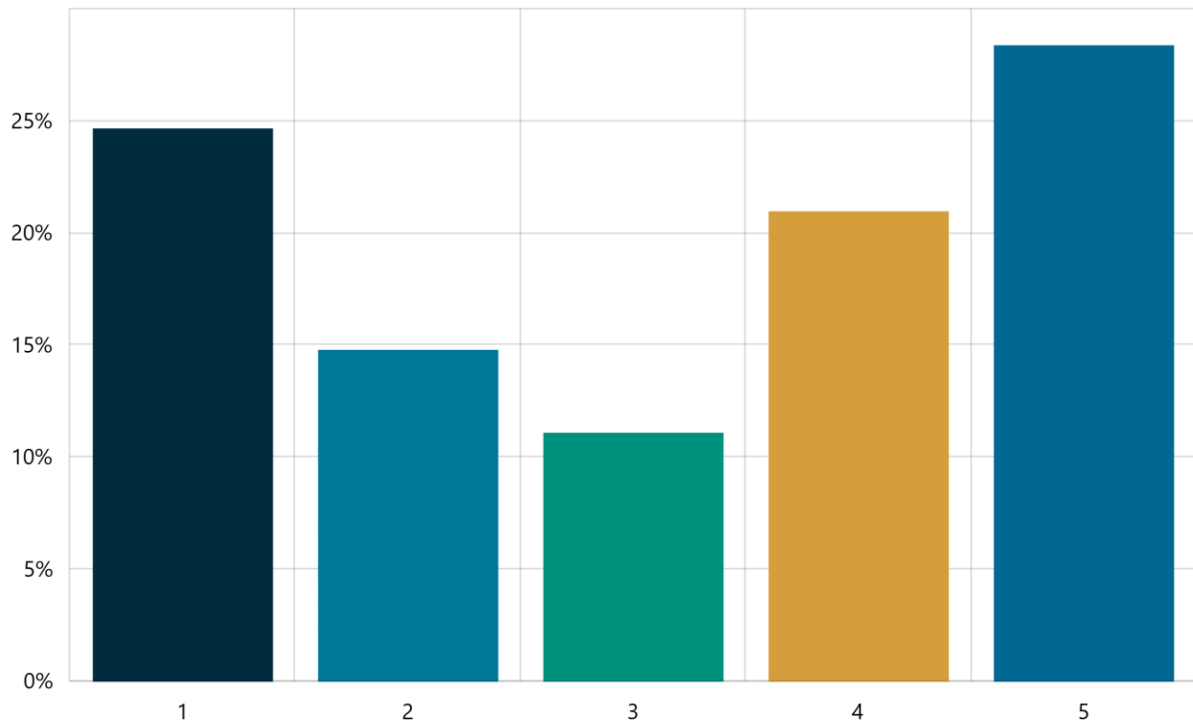
The feedback reflects a mix of appreciation and significant concerns about consistency, bias, and resource limitations.

7. City bylaw officers provide education on and enforcement of a variety of City bylaws designed to improve the quality of living in PG. Bylaw officers also work closely with City outreach workers in the Community Safety Hub to enhance service coordination for vulnerable citizens in the downtown. Have you ever been in need of the services of bylaw officers? 66% no



2024 Satisfaction survey results

8. If you answered yes, how satisfied are you with the service you received? 3 weighted average out of five stars.



9. Explain your answers above. (77 responses).

Survey responses on bylaw services highlight these key themes:

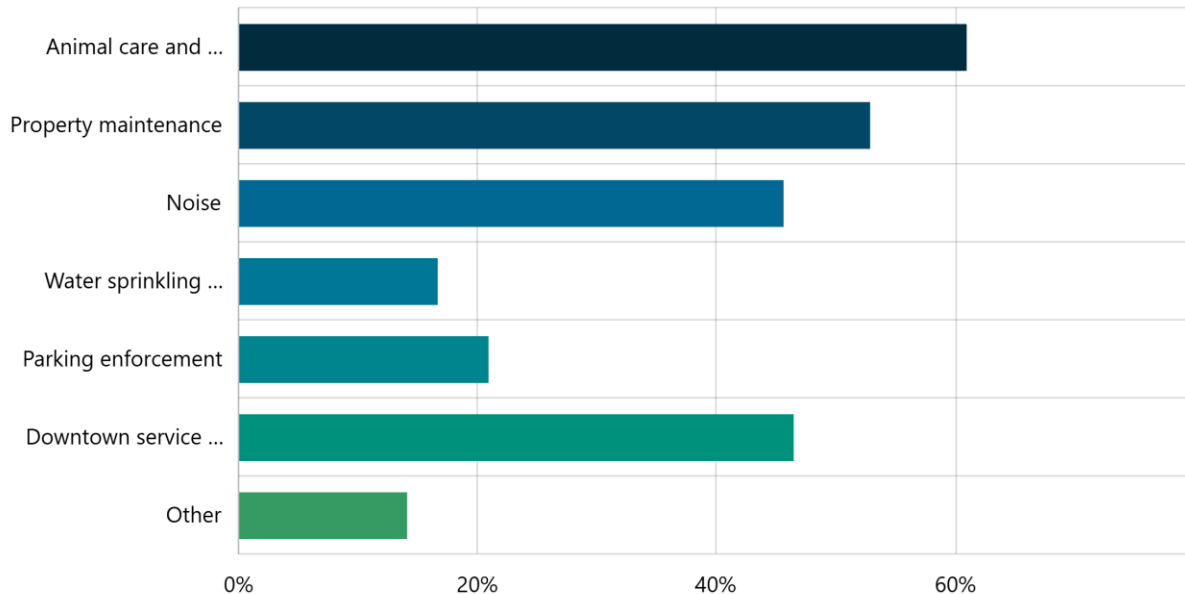
- **Inconsistent Enforcement** – Some praised timely issue resolution, while others criticized delays and lack of follow-up.
- **Reactive Approach** – Officers are seen as addressing complaints rather than proactively enforcing bylaws.
- **Communication Issues** – Complaints include difficulty contacting officers, unclear decisions, and unresolved requests.
- **Prioritization Concerns** – Some feel too much focus is on downtown or homelessness, neglecting neighborhood issues.
- **Effectiveness** – Mixed views range from helpfulness to perceptions of ineffectiveness.
- **Anonymity** – Concerns about complainant identities being revealed discourage reporting.
- **Professionalism** – Calls for improved training and better handling of vulnerable populations.

Respondents seek better enforcement, communication, and balanced priorities.

2024 Satisfaction survey results

Which bylaws are [Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]

10. most important to you?



Animal care and control (including bear awareness)
Property maintenance
Noise
Water sprinkling regulations
Parking enforcement
Downtown service coordination and support
Other

Other responses (33) key themes:

1. **Downtown Issues** – Concerns about safety, drug use, loitering, and the impact of homeless camps and vagrants dominate. Calls for stricter enforcement to maintain cleanliness and security.
2. **Proactive Bylaw Enforcement** – Requests for stricter action on issues like illegal garbage disposal, trespassing, bike lane misuse, and sidewalk maintenance.
3. **Community Appearance** – Desire for better weed control, graffiti cleanup, and addressing unsightly areas to improve the city's visual appeal.
4. **Environmental and Wildlife Concerns** – Emphasis on enforcing water conservation, bear awareness, and removing attractants like bird feeders.
5. **Equitable Enforcement** – Frustration with perceived leniency toward vulnerable populations while strict enforcement is applied to taxpayers.
6. **Specific Bylaw Suggestions** – Enforce smoking rules, zoning laws, business registration, and signage regulations; support involuntary care for the homeless.

2024 Satisfaction survey results

7. **General Discontent** – Some respondents believe bylaws are unnecessary or ineffective, with a few advocating for no regulations at all.

11. Do you have any other feedback to share about protective services? (76 responses)

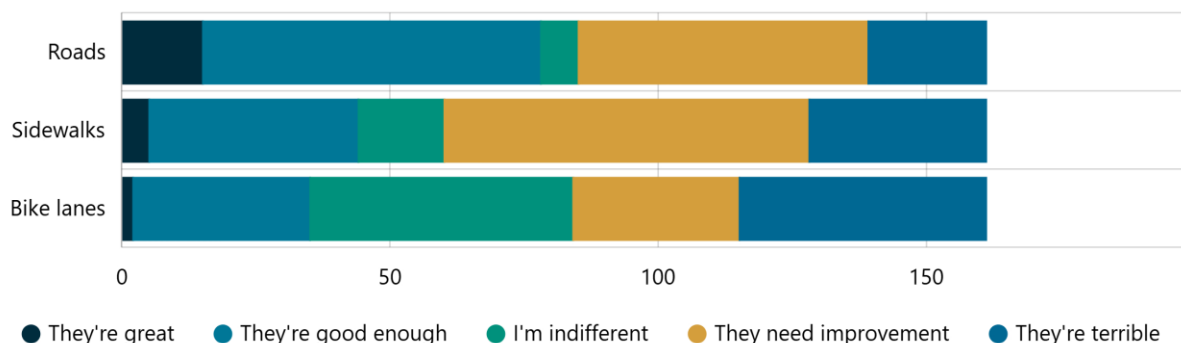
- **Downtown Safety and Cleanliness:** - Concerns about crime, homelessness, and drug use downtown; calls for stricter enforcement and revitalization to make it safer and more inviting.
- **Homelessness and Addiction:** - Frustration with open drug use and lack of solutions for homelessness. Suggestions for housing, rehabilitation, and stricter shelter rules.
- **Protective Services:** - Mixed views on police and fire services; calls for more officers, better practices, and reduced focus on non-critical tasks.
- **Bylaw Enforcement:** - Perception of ineffective enforcement; calls for proactive measures on parking, noise, garbage, and animal control.
- **Support and Training:** - Need for trauma-informed and de-escalation training for officers to handle vulnerable populations compassionately.
- **Broader Issues:** - Desire for action on infrastructure, environmental concerns, and community-focused strategies.
- **Positive Feedback:** - Appreciation for the work of protective services, with calls for more resources and staff.

Overall there is a strong demand for proactive enforcement, compassionate approaches, and leadership to address safety and community challenges.

2024 Satisfaction survey results

Roads and Sidewalks – 161 contributions

1. How satisfied are you with the quality of roads, sidewalks, and bike lanes in Prince George?



1. Explain your answers (161 responses):

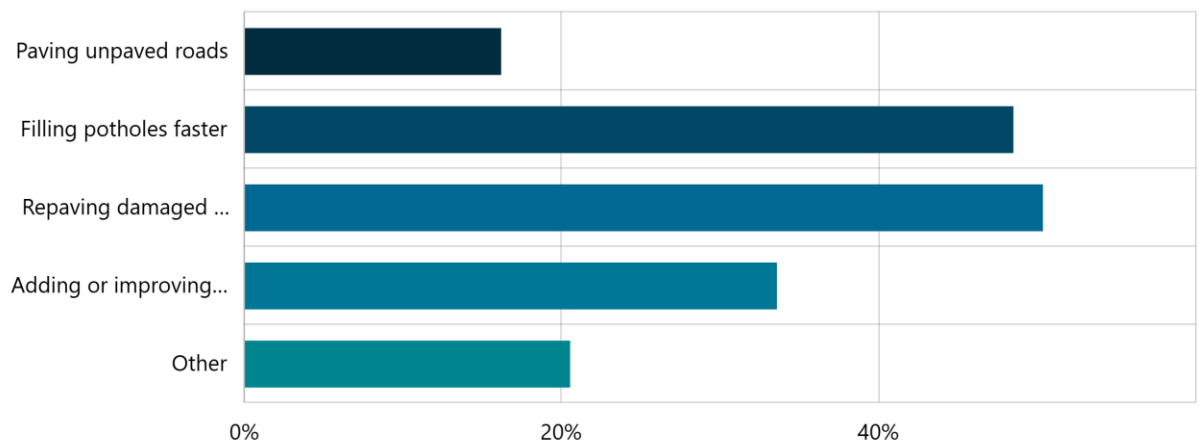
Key themes:

- **Sidewalks:**
 - Many sidewalks are damaged, with cracks, uneven surfaces, and tripping hazards.
 - Accessibility issues for mobility aids, strollers, and wheelchairs, including a lack of sloped curbs.
 - Some neighborhoods have no sidewalks at all, leading to unsafe pedestrian conditions.
 - Poor snow and ice maintenance during winter.
- **Road Conditions:**
 - Persistent issues with potholes and cracks, often due to harsh winters and delayed repairs.
 - Roads in rural or city-limits areas are neglected, with some residents advocating for paving or regional management.
 - Residents appreciate ongoing repairs but emphasize the need for more timely and consistent work.
- **Bike Lanes:**
 - Unsafe conditions due to proximity to high-speed traffic and lack of separation from vehicles.
 - Cars frequently park in bike lanes, making them unusable.
 - The bike lane network is described as disconnected and inadequate for safe cycling.
 - Requests for protected bike lanes and better connections between neighborhoods.
 - Some respondents see bike lanes as underused or unnecessary, while others advocate for better cycling infrastructure as part of sustainable urban planning.
- **Safety Concerns:**
 - Dangerous intersections, poor drainage, and high-speed traffic impact pedestrian and cyclist safety.
 - Crosswalks and sidewalks near schools are often inadequate, creating risks for children.

2024 Satisfaction survey results

- **Winter Maintenance:**
 - Poor clearing of bike lanes and sidewalks in winter makes them unusable for months.
 - Snow and gravel accumulation exacerbate safety and accessibility issues.
- **Infrastructure Gaps:**
 - Many areas lack basic infrastructure like continuous sidewalks or dedicated bike lanes.
 - Sidewalks and bike lanes often end abruptly, causing confusion and safety hazards.
 - Desire for better planning and funding for complete streets that accommodate all modes of travel.
- **General Observations:**
 - Some residents are satisfied with current efforts, while others feel the city prioritizes cars over active transportation.
 - Frustration with perceived inequity in infrastructure improvements between neighborhoods.

2. Where should the City be focusing its efforts with respect to roads?



Paving unpaved roads
Filling potholes faster
Repaving damaged roads
Adding or improving bike lanes
Other

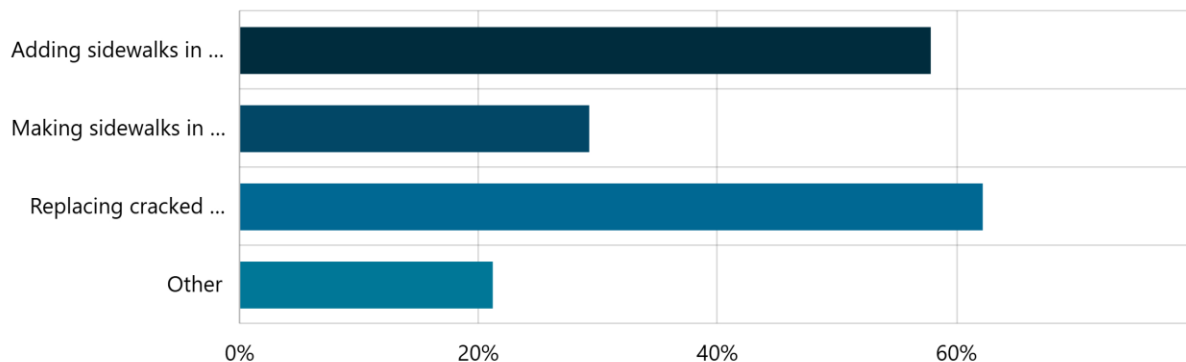
Other responses (33):

- **Road and Sidewalk Improvements:**
 - Paving unpaved roads (e.g., Martin Road).
 - Fixing potholes and damaged sidewalks.
 - Adding and connecting sidewalks, especially around schools.
- **Traffic Safety:**
 - Improving intersections and turning lanes (e.g., 5th Ave + Ospika).
 - Enhancing road markings, lane dividers, and crosswalks.

2024 Satisfaction survey results

- Reducing speed limits and improving traffic management.
- **Biking Infrastructure:**
 - Building a bike lane from Hart to downtown.
 - Educating cyclists on road safety.
- **Environmental Considerations:**
 - Planting trees along roads.
 - Reducing unnecessary paving and sanding.
- **Public Transit and Accessibility:**
 - Improving bus access, especially for early shifts.
 - Ensuring safer walking paths to bus stops.
- **Community Safety:**
 - Prioritizing pedestrian safety, especially for children.
 - Addressing wildlife safety concerns near transit.

3. Where should the City focus its efforts with respect to sidewalks?



Adding sidewalks in areas that don't have them
 Making sidewalks in high pedestrian areas like downtown a priority
 Replacing cracked and damaged sidewalks
 Other

Other responses (34):

- **Sidewalk Accessibility and Safety** - Prioritize smooth, wheelchair/stroller-friendly sidewalks with curb ramps, continuous connections, and winter maintenance for safer walking.
- **Quality and Materials:** - Use durable materials like concrete, replacing old, unsafe sidewalks, and addressing steep slopes.
- **Pedestrian Infrastructure** - Improve connectivity, especially near schools, transit routes, and high-density areas, with protected sidewalks and safe crosswalks.

2024 Satisfaction survey results

- **Public Safety and Traffic** - Enhance safety around schools, reduce traffic congestion, and implement traffic-calming measures.
- **Bicycle and Pedestrian Education** - Educate cyclists to use bike lanes and avoid sidewalks.
- **Community Concerns** - Tackle drug use in downtown areas and ensure tax money is spent responsibly on pedestrian safety.

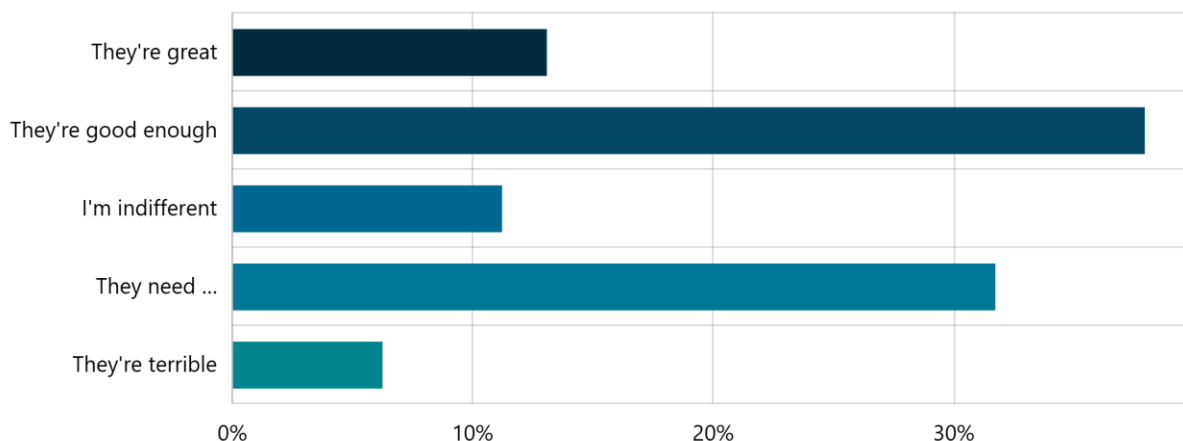
4. Do you have any feedback related to roads and sidewalks you'd like to share? (84 responses)

- **Sidewalk and Road Maintenance** - Many sidewalks are in poor condition (crumbling, uneven, steep) and need repair or replacement. This includes the need for better snow removal, proper leveling, and addressing issues like roots damaging sidewalks. Roads also require consistent maintenance, especially in areas with gravel or potholes.
- **Accessibility and Safety** - There is a strong focus on making sidewalks safer and more accessible, particularly for people with disabilities, seniors, and children. This includes curb ramps, safer crosswalks, and improving pedestrian infrastructure near schools and high-traffic areas.
- **Pedestrian and Cyclist Infrastructure** - There's a call for more pedestrian-friendly infrastructure, such as continuous sidewalks, bike lanes, and safer crossings. Cyclists should be encouraged to use designated bike lanes and avoid sidewalks.
- **Traffic Management and Safety** - Increased traffic calming measures are requested in residential areas, especially around schools. There are concerns about unsafe intersections and high-speed driving in certain areas, including the need for better traffic management on roads like Foothills, 15th, and the Hart Hwy.
- **Development and Urban Planning** - Some responses advocate for better urban planning, including ensuring that developers include necessary infrastructure like sidewalks. There are also calls for the city to prioritize high-density areas and avoid unnecessary road widening in low-density regions.
- **Public Transit and Active Transportation** - Improve public transit access, especially for those in the southwestern areas of the city. There's also interest in promoting more active transportation options like walking and biking, with safer routes for these activities.
- **City Aesthetics and Environment** - Respondents want the city to invest in more aesthetic improvements, such as planting trees for shade, creating pedestrian-friendly downtown areas, and addressing graffiti and litter issues.

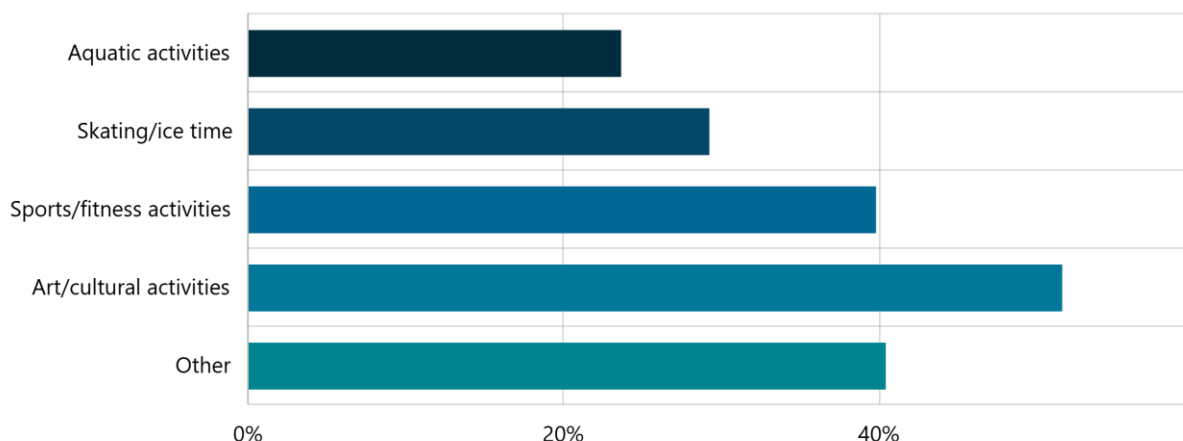
2024 Satisfaction survey results

Events and Recreation – 161 contributions

1. How satisfied are you with the quality of recreation opportunities in Prince George?



2. What does Prince George need more of?

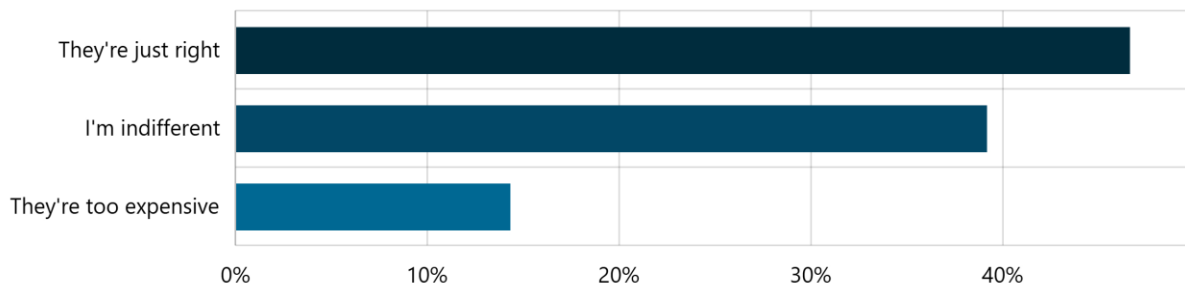


Other responses (65):

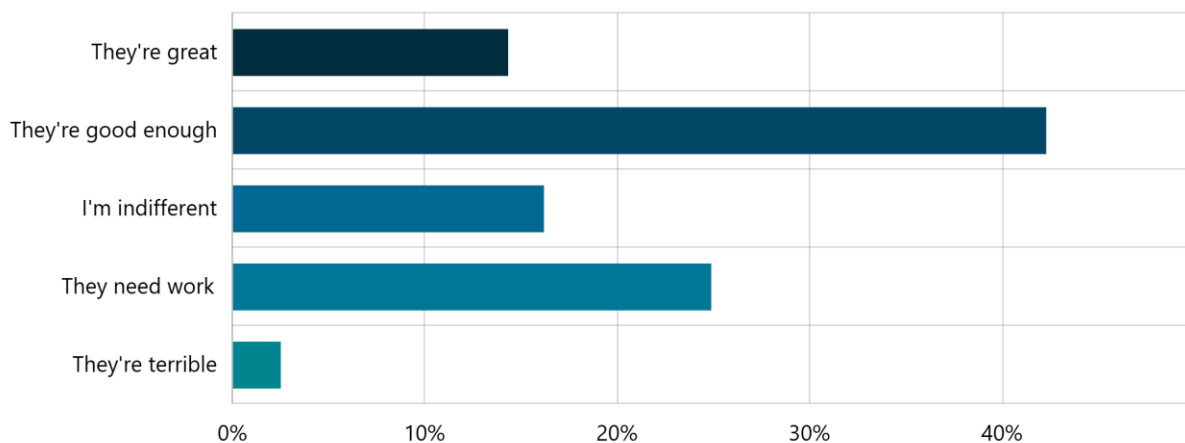
- **Need for Diverse Recreation Options:** Respondents express a desire for more activities for all ages, particularly children, seniors, and families. Suggested activities include cooking classes, art programs, kids' carnivals, and more family-friendly events. There is also a desire for year-round recreational spaces, such as a covered ice oval and a better BMX track. There is a call for more playgrounds, family activities, and spaces where children and families can engage in safe, fun activities, particularly in the winter months.
- **Focus on Accessibility:** Many emphasize the need for accessible recreational activities for people with disabilities, such as wheelchair-friendly spaces, events with ramps, and better-maintained sidewalks and transit stops.
- **Indoor and Winter Activities:** A recurring theme is the need for indoor spaces and activities during the winter months. Suggestions include indoor multi-purpose spaces, arts centers, and venues for roller skating.

2024 Satisfaction survey results

- **Concerts and Music Events:** There is a strong demand for more live music, concerts, and community festivals, with an emphasis on events for young adults and specific genres like blues and jazz.
 - **Community and Social Engagement:** Many responses highlight the importance of social programs, especially for seniors, such as walking programs, pancake breakfasts, and informal social gatherings. Community-building activities like meet-and-greets were also suggested.
 - **Infrastructure and Safety:** There is concern over the city's infrastructure, including the need for better parks, biking infrastructure (safe cycling paths), and safer public spaces. Some also express dissatisfaction with current public venues, such as the movie theater, and the lack of events accessible to those with disabilities.
 - **Concerns Over Spending:** Some respondents questioned the allocation of funds, suggesting that the city focus on maintaining existing infrastructure (e.g., fixing old roads) before building new facilities. Others felt that public spending on recreational facilities might be a misuse of taxpayer money.
3. Did you know we offer discount swims and financial assistance to residents with limited income to participate in a variety of recreational activities? The cost of running recreation facilities is subsidized with tax dollars to keep fees low. How satisfied are you with user fees at our arenas and pools?

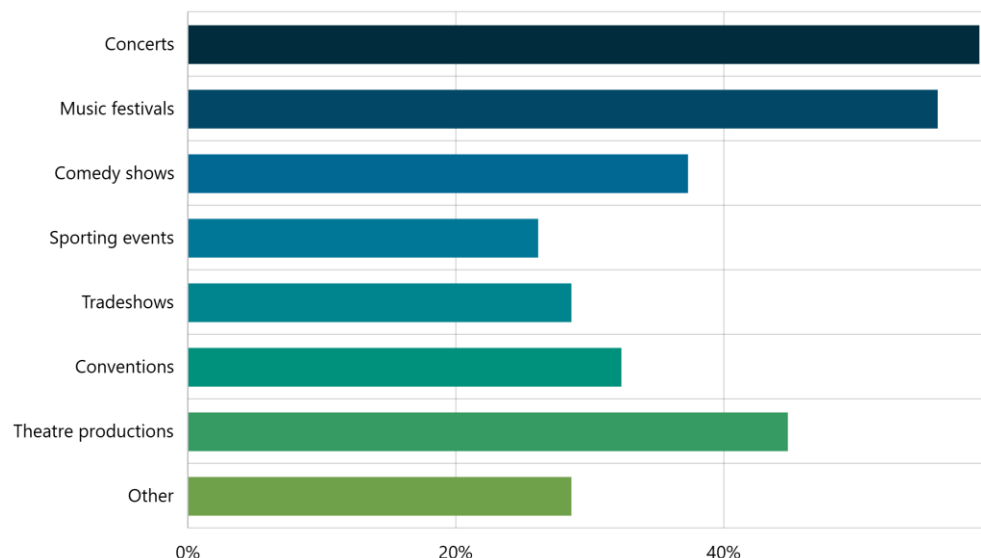


4. How satisfied are you with events at civic facilities? (e.g., CN Centre, Conference and Civic Centre, Masich Place Stadium, etc.)



2024 Satisfaction survey results

5. What does Prince George need more of?



Other responses (46):

- **Cultural and Community Events** - Support for more inclusive cultural events, such as Indigenous education, dance, and LGBTQ+ family-friendly festivals, with a focus on accessibility for all, including the elderly and disabled.
- **Affordability and Accessibility** - Calls for more affordable events and accessible venues for people with disabilities, including better signage and wheelchair access. Feedback highlighting the high cost of some events and suggesting that ticket prices should be more reasonable to ensure broader participation.
- **Youth and Family Activities** - Desire for more activities for children, youth, and families, including workshops, festivals, and parades.
- **Infrastructure Improvements** - Requests for better facilities, like an updated movie theater, affordable performance spaces, and improved biking and walking paths, especially in winter.
- **Community Engagement** - Interest in regular, participatory events like sports, food festivals, and social gatherings to foster community connections. More events for young adults.
- **City Spending:** - Concerns about fiscal responsibility, with some respondents advocating for prioritizing infrastructure improvements over new projects.

6. Do you have any other feedback to share about events and recreation? (74 responses)

- **Need for Performing Arts Facilities** - A strong desire for a dedicated performing arts center to accommodate larger events, theatre productions, and local talent. There is concern over the

2024 Satisfaction survey results

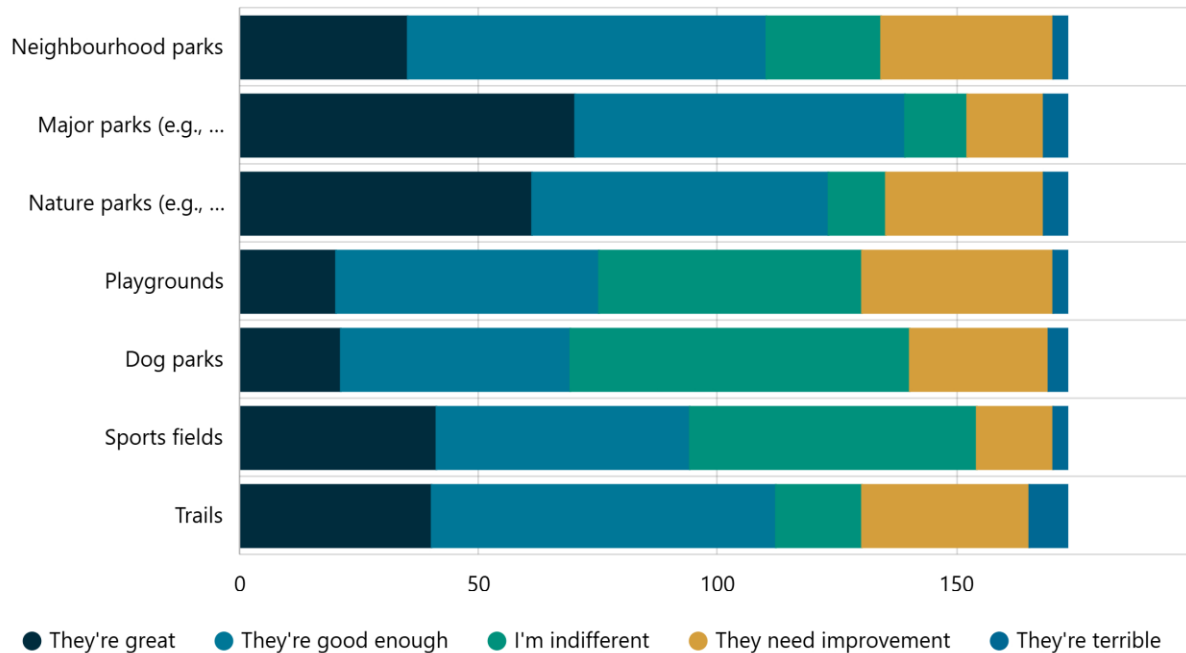
lack of suitable venues for certain performances in the city.

- **Music and Entertainment Preferences** - Requests for higher quality concerts, focusing on current artists rather than older bands. There is a desire for more live music festivals, and better event programming that targets a wide range of ages, including young adults.
- **Accessibility and Inclusivity** - A call for more accessible events, especially for those with disabilities, including better signage, wheelchair access, and affordable spaces. Ensuring that events are inclusive and cater to a wider demographic, including seniors and low-income residents, is a priority.
- **Community and Family Events** - Interest in more all-ages events that bring together families, young adults, and different communities. Suggestions include outdoor concerts, festivals, and more affordable family-oriented activities.
- **Infrastructure Improvements** - A push for better maintenance and upgrades to current venues like the CN Centre, including improved seating, bathrooms, and facilities. There is also a need for more indoor venues for year-round activities, especially when it rains, and for a broader variety of recreational spaces.
- **Economic and Civic Development** - Suggestions for enhancing the downtown area with more events and spaces to drive foot traffic, support local businesses, and attract people from outside the city. Concerns about city spending on non-essential projects were raised, emphasizing a focus on maintaining existing amenities.
- **Event Planning and Accessibility** - Calls for better advertising of events, more user-friendly schedules for recreational facilities, and ensuring that activities are accessible to everyone, regardless of physical ability or financial status.

2024 Satisfaction survey results

Parks and Trails – 173 contributions

1. Prince George has 106 kilometres of trails and 103 parks within city limits. How satisfied are you with the quality of parks and trails in Prince George?



Neighbourhood parks

Major parks (e.g., Lheidli T'enneh Memorial Park, Connaught Hill Park)

Nature parks (e.g., Cottonwood Island, Nechako Riverside Park, Forests for the World)

Playgrounds

Dog parks

Sports Fields

Trails

2. Explain your answers (173 responses)

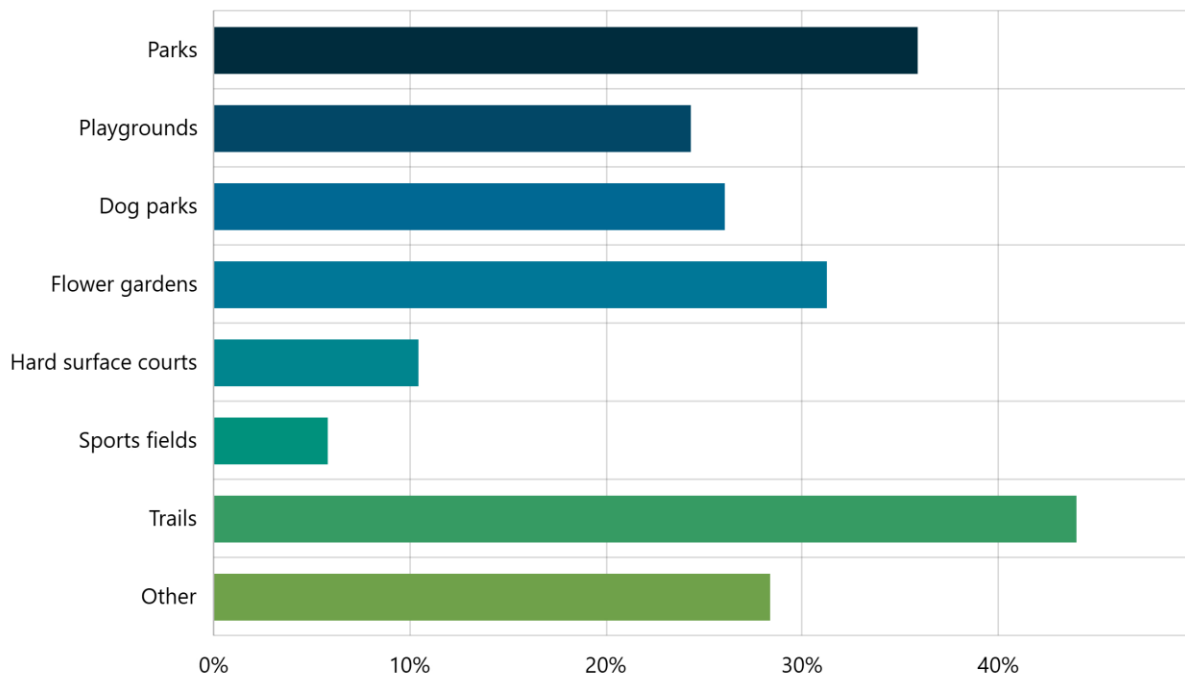
- **Maintenance and Safety:**
 - Parks and trails require better maintenance (garbage removal, trail upkeep, potholes, erosion control).
 - Safety concerns with drug paraphernalia and criminal activity in certain parks (e.g., Connaught Hill, downtown parks).
- **Accessibility:**
 - Improved accessibility for all, including paved trails, wheelchair-friendly playgrounds, and better signage.
 - More connected trails between neighborhoods and city areas.
- **New Parks and Amenities:**
 - Demand for more neighborhood parks, especially in areas like the Hart, College Heights, and Woodland.
 - Requests for improved playgrounds with inclusive and toddler-friendly equipment.
 - Additional amenities like covered areas, restrooms, and picnic spaces.
- **Trails and Connectivity:**
 - Expand and enhance trail systems, focusing on interconnectivity and natural aesthetics.

2024 Satisfaction survey results

- Address issues like trail roots, gravel surfaces, and winter maintenance.
- Develop riverside trails and lookouts for better access and views.
- **Dog Parks:**
 - Need for more off-leash dog parks, larger spaces, and better enforcement of leash laws.
 - Concerns about dogs off-leash in restricted areas and lack of spaces without dogs for non-dog owners.
- **Preservation of Natural Spaces:**
 - Strong support for protecting natural greenspaces from overdevelopment (e.g., Ginters Trails, Harwin School area).
 - Focus on preserving habitats and integrating nature into urban areas.
- **Community Investments:**
 - Suggestions for unique features like roller derby tracks, urban wilderness parks, and European-style playgrounds.
 - Emphasis on parks reflecting the city's growth and supporting community health and well-being.
- **Funding and Prioritization:**
 - Concerns over budget allocation, with some wanting minimal spending and others calling for increased investment in parks and trails.
 - Mixed opinions on whether current park and trail systems are sufficient or need significant enhancement.
- **User Experience:**
 - Positive feedback on specific parks like Rainbow Park and Cottonwood Island Trails.
 - Requests for better advertising and maps to showcase existing parks and trails.
- **Specific Needs:**
 - Improved signage for dog and no-dog zones.
 - More bike lanes and pedestrian-friendly pathways.
 - Focus on addressing erosion, trail flooding, and vandalism.

3. What does Prince George need more of?

2024 Satisfaction survey results



Other responses (49):

- **Preservation and Maintenance:**
 - Focus on maintaining and improving existing parks, trails, and greenspaces.
 - Preserve natural areas, greenbelts, and riverfronts.
- **Urban Green Space:**
 - Add greenery downtown, with drought-tolerant plants and shaded areas.
 - Develop manicured parks and protect undeveloped urban wilderness.
- **Connectivity and Accessibility:**
 - Enhance trail networks, safe bike routes, and pedestrian-friendly pathways.
 - Improve access to the riverfront and connect neighborhoods.
- **Recreation Opportunities:**
 - Expand options for biking, skate parks, and indoor winter activities.
 - Add family-friendly spaces and diverse recreation in new subdivisions.
- **Fiscal Responsibility:**
 - Prioritize maintaining existing facilities over building new ones.
 - Avoid unnecessary spending and ensure equitable resource use.
- **Security and Safety:**
 - Address drug use and improve safety in parks and recreational areas.
- **Community Features:**
 - Support for community gardens and accessible parks near senior housing.
- **General Feedback:**
 - Many believe current amenities are sufficient but need better upkeep.

2024 Satisfaction survey results

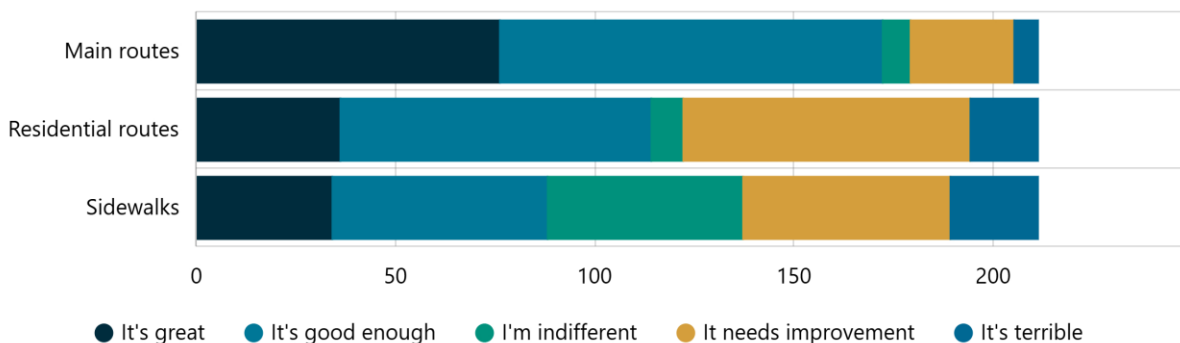
4. Do you have any other feedback to share about parks and trails? (93 responses)

- **Preservation and Protection:**
 - Protect Ginters from development and preserve green spaces in new subdivisions.
 - Prioritize maintaining natural landscapes and greenbelts, especially in dense neighborhoods.
- **Maintenance and Cleanliness:**
 - Improve winter maintenance on trails to prevent hazards.
 - Increase garbage cleanup and address drug paraphernalia and graffiti in parks.
 - Regularly monitor deactivated parks for inappropriate use.
- **Trail Connectivity and Accessibility:**
 - Expand and connect trail networks, especially along riverfronts.
 - Make trails and parks more accessible for people with disabilities and public transit users.
 - Add lighting and enhance usability of trails year-round.
- **Safety and Security:**
 - Increase patrols to address encampments, vandalism, and unsafe behaviors in parks.
 - Improve safety measures in urban and riverfront parks.
- **Recreation and Amenities:**
 - Develop diverse recreational options, such as large playgrounds, spray parks, and multi-use trails.
 - Enhance dog parks with on-leash and off-leash areas and water supplies.
 - Support river activities with better access, docks, and rentals.
- **Community-Focused Development:**
 - Ensure developers include parks and green spaces in neighborhood plans.
 - Invest in facilities that cater to various age groups, including teenagers and older children.
- **Appreciation and Feedback:**
 - Praise for well-maintained parks and facilities like Rainbow Park and Memorial Park Cemetery.
 - Requests to maintain and improve existing assets rather than focusing on new developments.

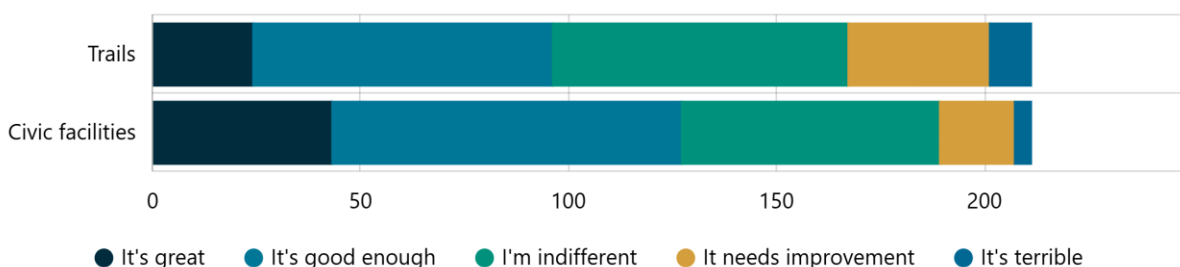
2024 Satisfaction survey results

Snow and Ice Control – 211 contributions

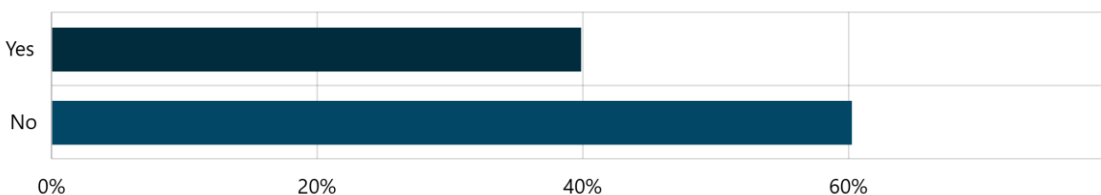
1. The City aims to clear main roads and sidewalks (priority one and two routes) within two days of a snow or ice event (i.e., if at least 7.5 cm of snow falls within 24 hours). The City aims to clear residential roads and sidewalks (priority three routes) within three days after all main roads are cleared. How satisfied are you with the quality of snow and ice management on our main routes, residential roads, and sidewalks?



2. The parks division is responsible for snow and ice management on city trails and at civic facilities. How satisfied are you with snow and ice management in these areas?



3. Do you think residents should be responsible for clearing the snow from sidewalks in front of their properties?



4. Do you have any feedback related to snow removal you'd like to share? (134 responses)

- **Positive Feedback on Snow Removal**
 - Many respondents praised the city's snow removal efforts, describing the service as efficient, timely, and impressive in certain areas.
 - Specific compliments included the speed and quality of snow removal in residential areas.
- **Challenges with Driveway Clearing**

2024 Satisfaction survey results

- A recurring concern was the snow berms left at the end of driveways after street plowing, particularly for seniors, disabled residents, and those with health issues.
- Many believe the city should continue clearing these berms for accessibility and safety reasons, citing health and emergency concerns.
- **Inequity in Service Distribution**
 - Hart Highway and surrounding residential areas were frequently mentioned as underserved during heavy snowfalls, with delays of multiple days for clearing.
 - Residents in smaller cul-de-sacs or less central neighborhoods noted inconsistent and delayed service compared to main routes and downtown areas.
- **Sidewalk and Accessibility Concerns**
 - Many felt sidewalks were not adequately cleared, making them dangerous and inaccessible for pedestrians, seniors, and people with disabilities.
 - There were calls to prioritize sidewalks near bus stops, schools, and high-pedestrian areas and to ensure proper sanding of icy pathways.
- **Debate Over Resident Responsibility for Sidewalk Clearing**
 - Opinions were divided on whether residents should clear sidewalks in front of their properties.
 - Some agreed it could help the city manage snow but suggested it be voluntary, incentivized, or limited to heavy pedestrian areas.
 - Others opposed the idea, citing age, disability, fairness concerns, and the potential for legal liabilities.
- **Suggestions for Improvement**
 - **Parking and Enforcement:** Cars parked on streets during plowing were seen as a major obstacle; some suggested fines or towing.
 - **Snow Piling and Visibility:** High snow piles near intersections and driveways were cited as safety hazards, especially near schools.
 - **Operator Practices:** Concerns were raised about inconsistent plowing quality, excessive speed, and wasteful practices like plowing bare roads.
 - **Use of Resources:** Suggestions included reallocating budgets, using weather forecasts to guide plowing, and hiring more contractors for timely service.
- **Special Considerations for Seniors and Vulnerable Populations**
 - Many respondents highlighted the importance of supporting seniors and people with disabilities by maintaining programs like driveway clearing and improving sidewalk accessibility.
- **Service Expansion and Prioritization**
 - Calls for increased attention to secondary streets, bus routes, and school areas were common.
 - Several respondents suggested adjusting thresholds for snow events and ensuring consistent service during snowfalls.
- **General Appreciation Mixed with Criticism**
 - While many expressed gratitude for the city's efforts, others voiced frustration with perceived inefficiencies, waste, and prioritization issues.



Prince George

2025 Municipal Budget Report

Prepared by
Ethelo Decisions

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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.

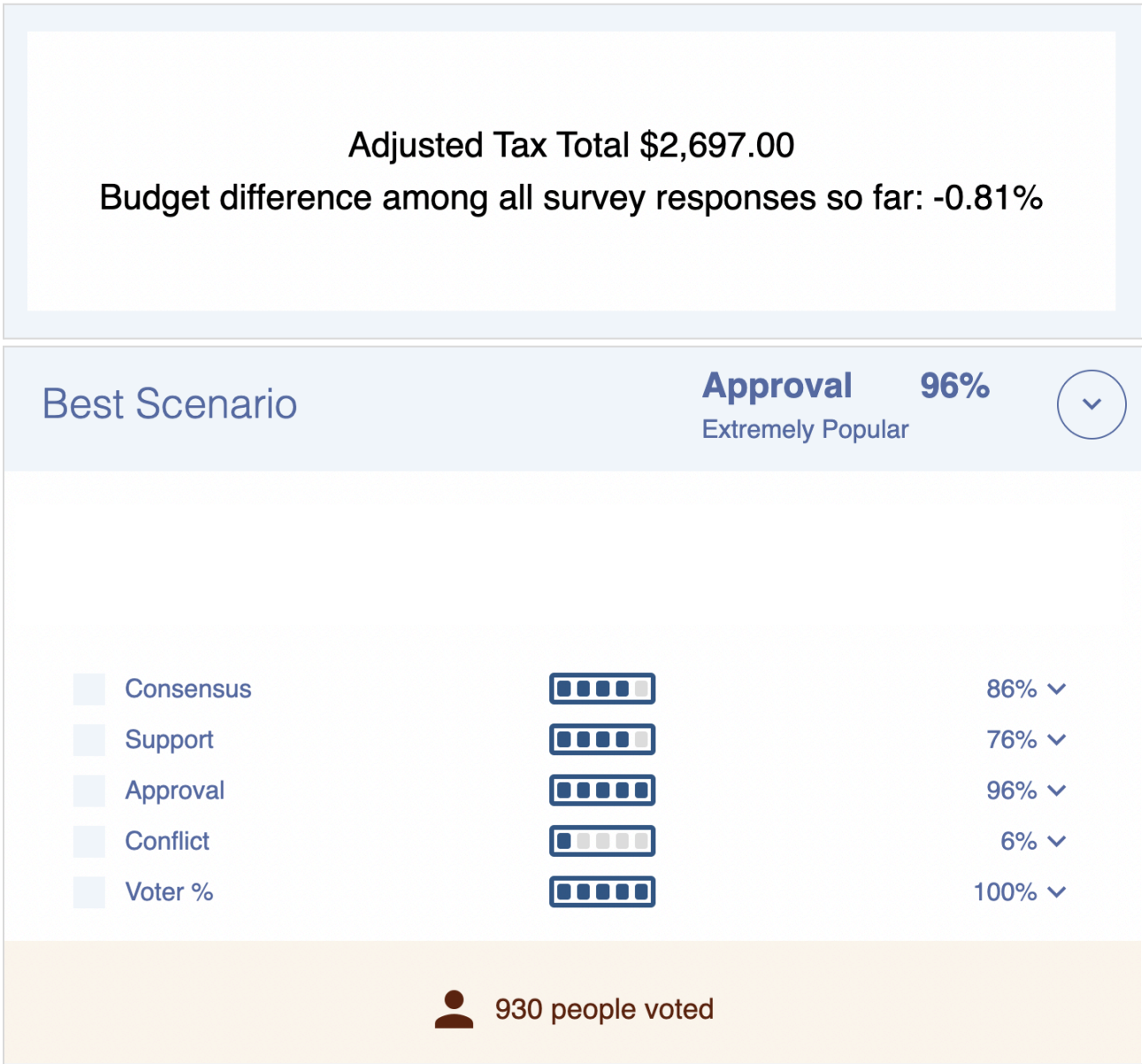
Budget Results

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.

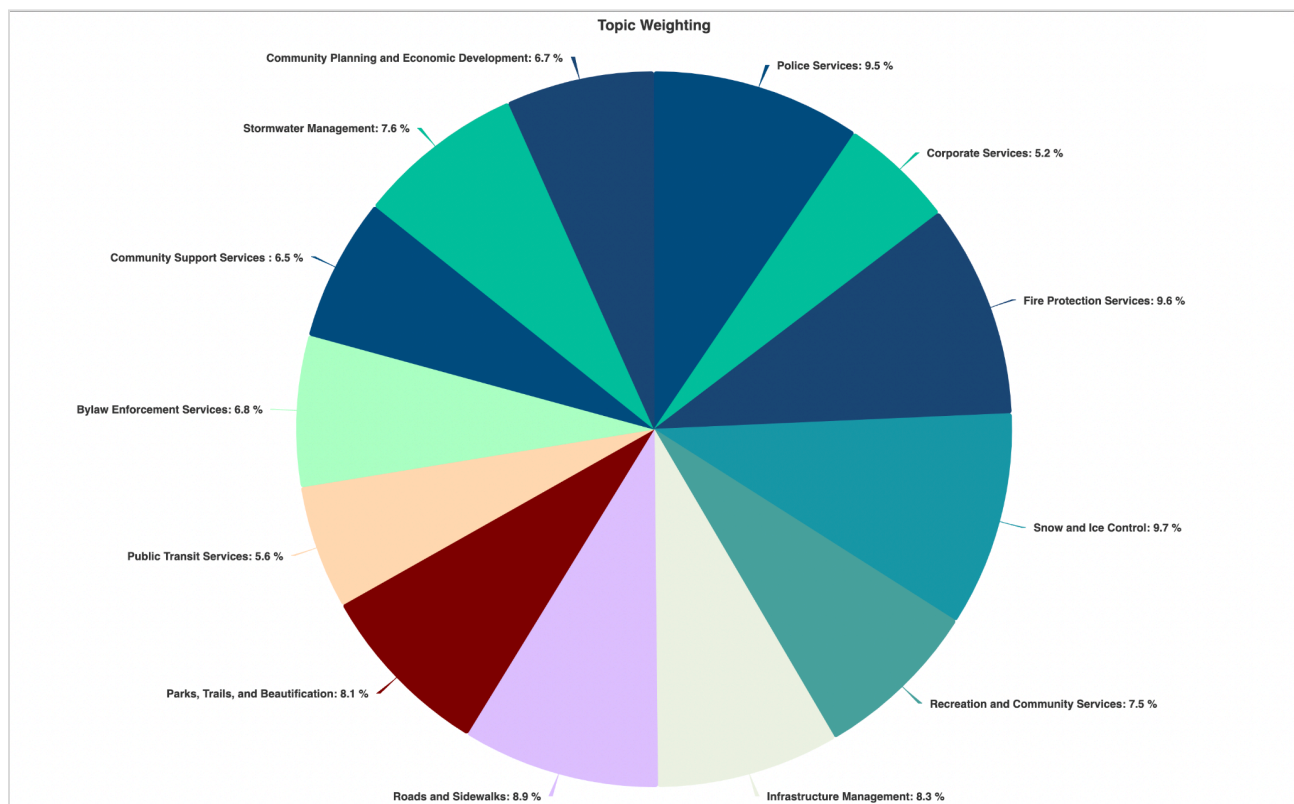
Across the service areas, the majority of funding decisions favored **maintaining current levels**, including:

- 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%**).



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 $\pm 15\%$ 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.

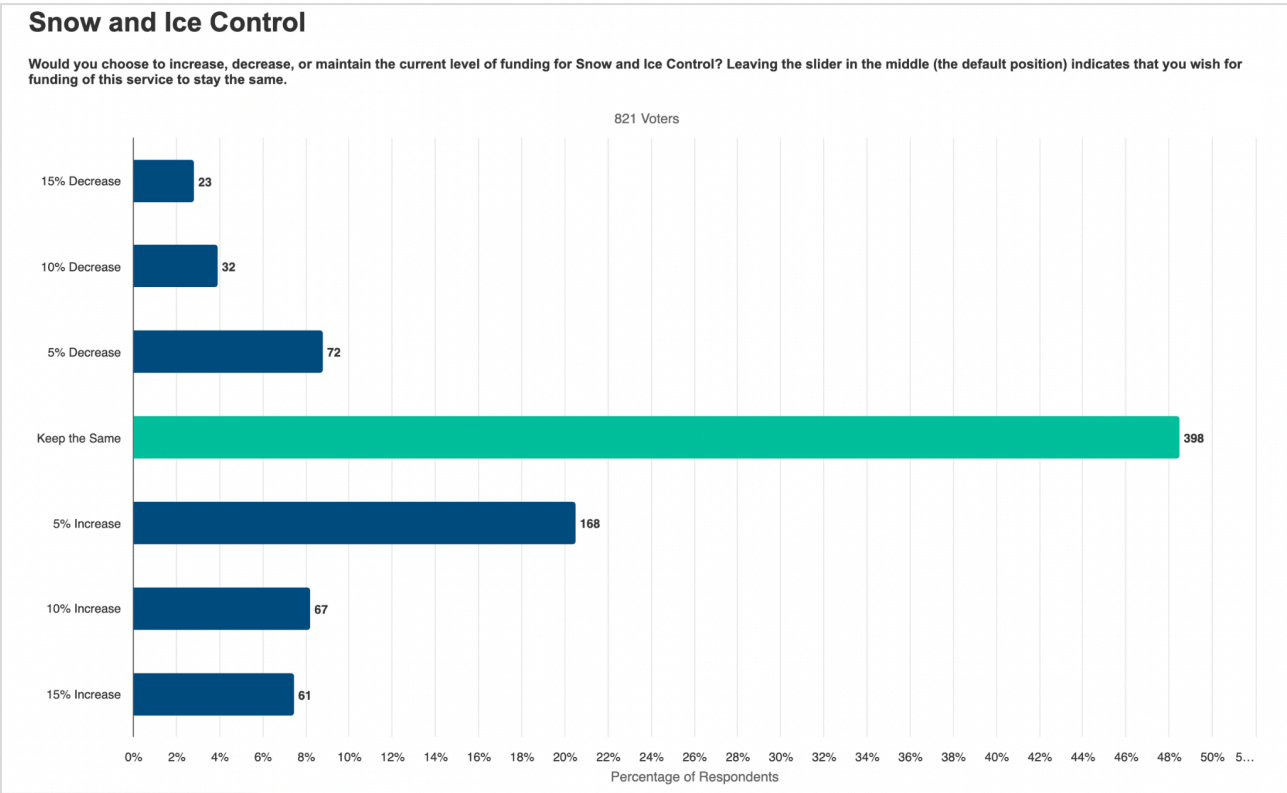
In summary, the results reflect a nuanced prioritization by respondents, with essential and infrastructure services receiving stronger support for stable or increased funding, while administrative and discretionary areas saw more divided opinions and calls for reductions.

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.

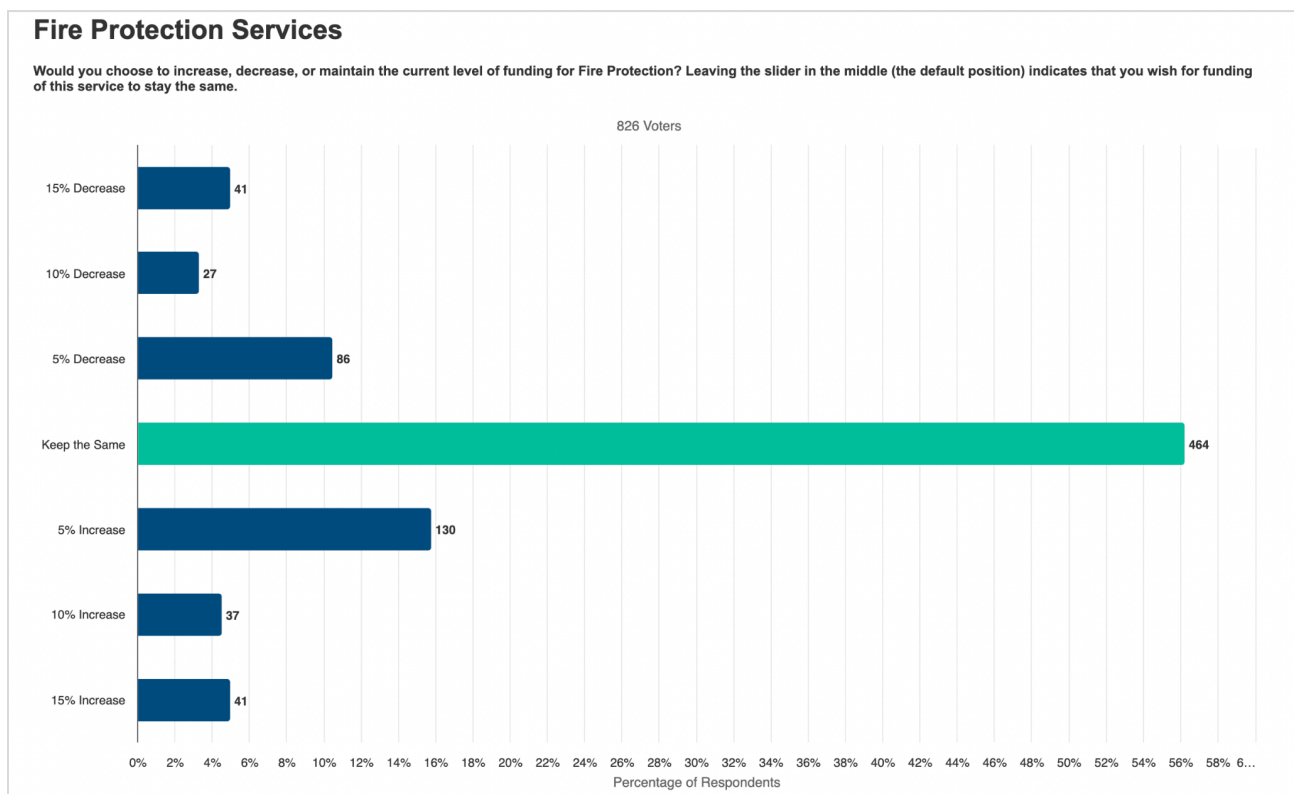


Fire Protection Services

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.

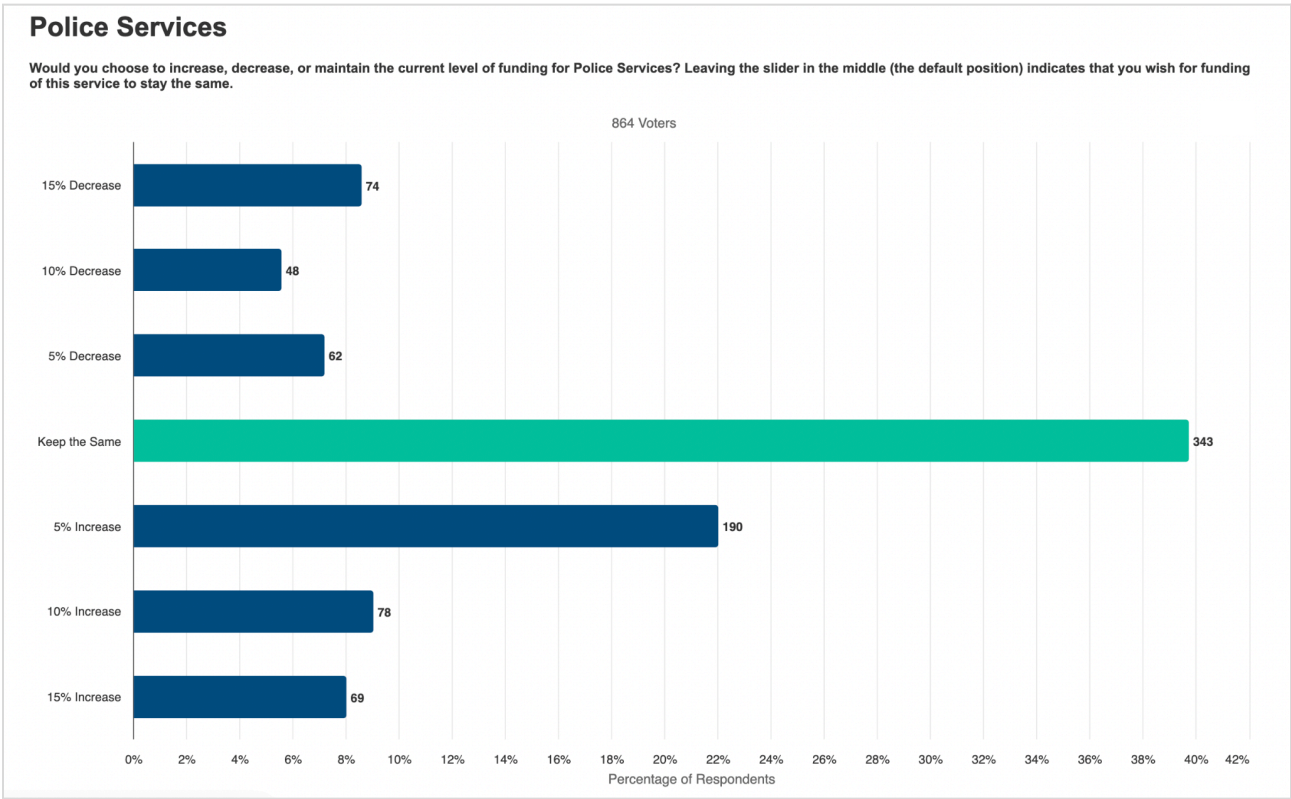


Police Services

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.



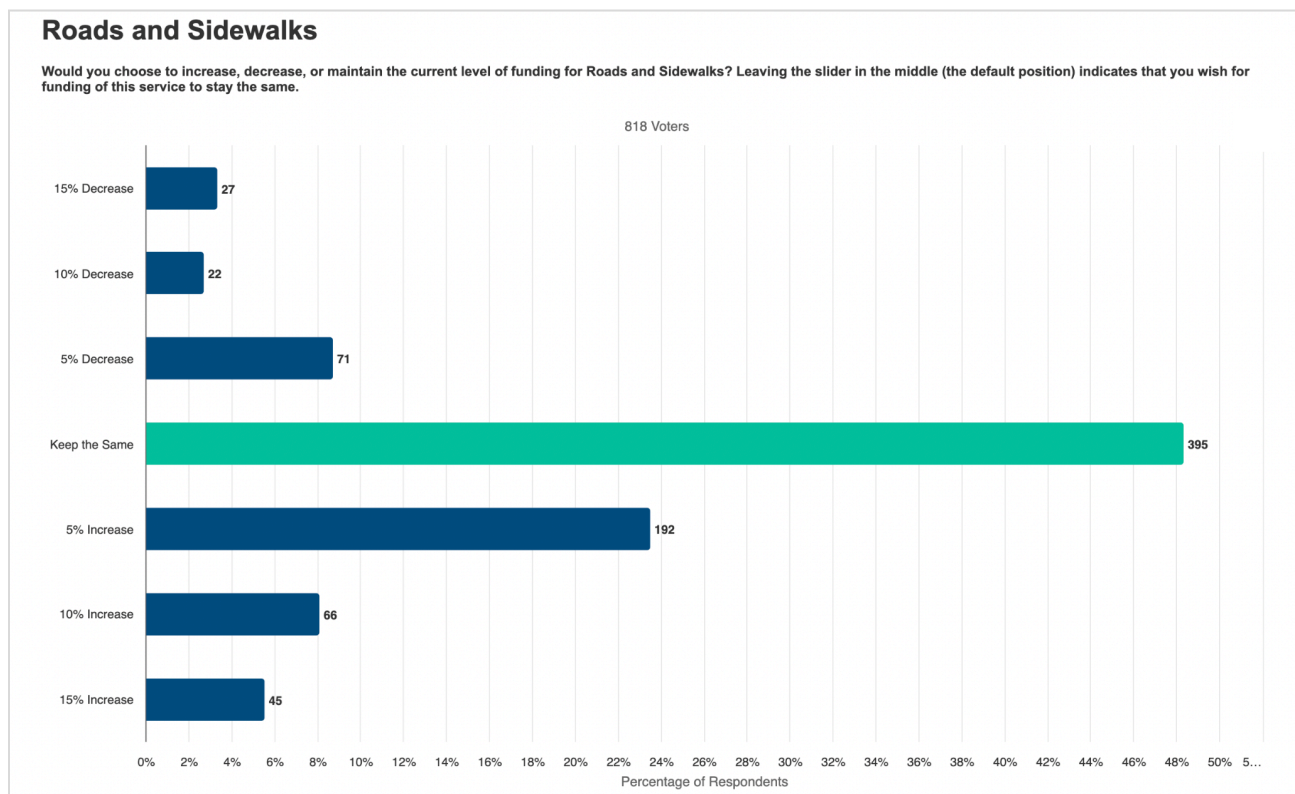
Overview of Comments on Police Services

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.

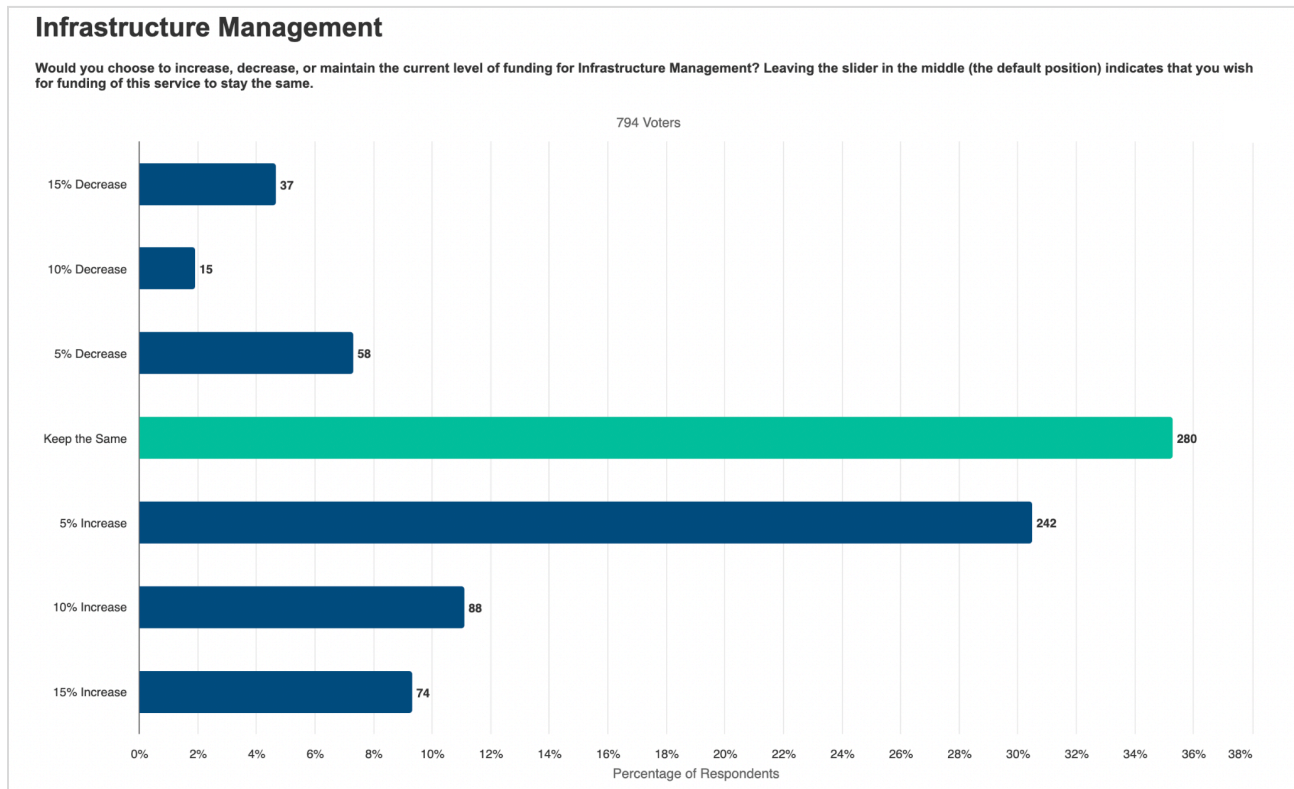


Infrastructure Management

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.



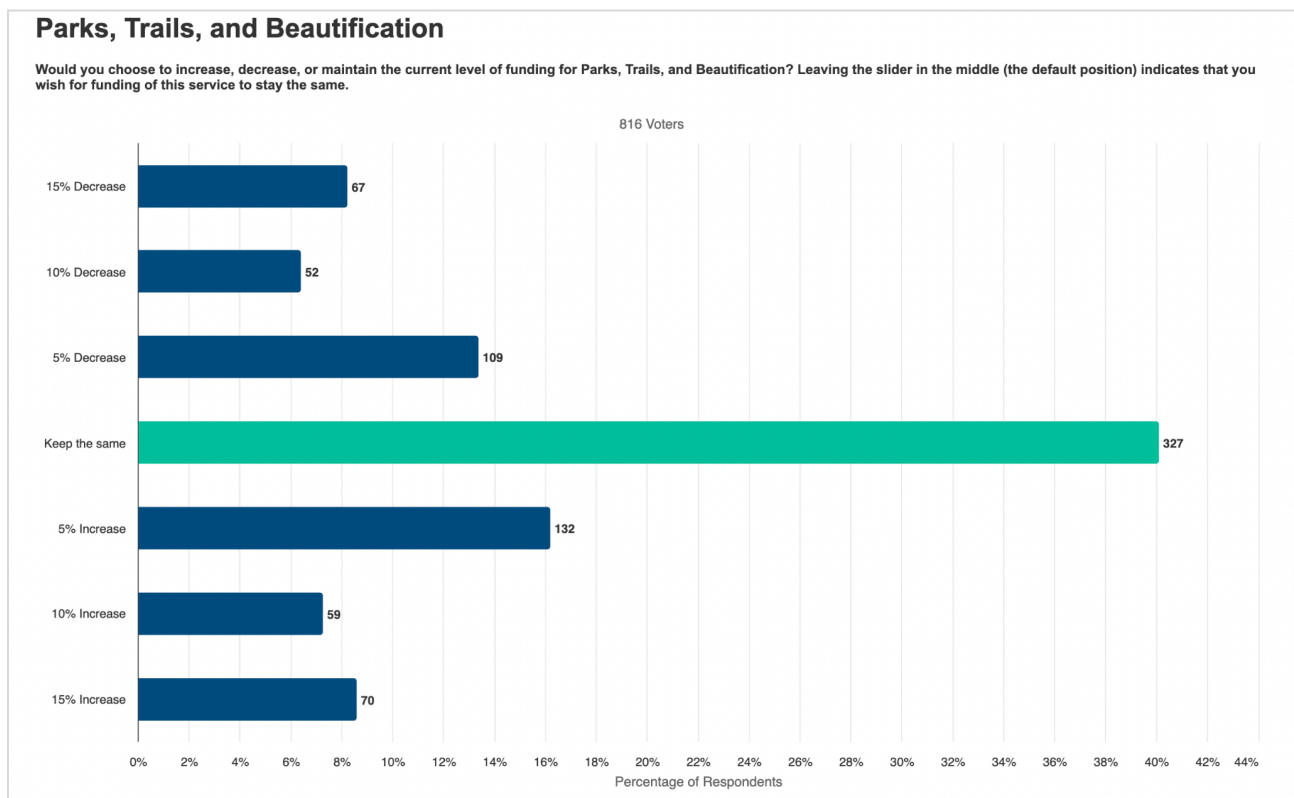
Overview of Comments on Infrastructure Management

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.

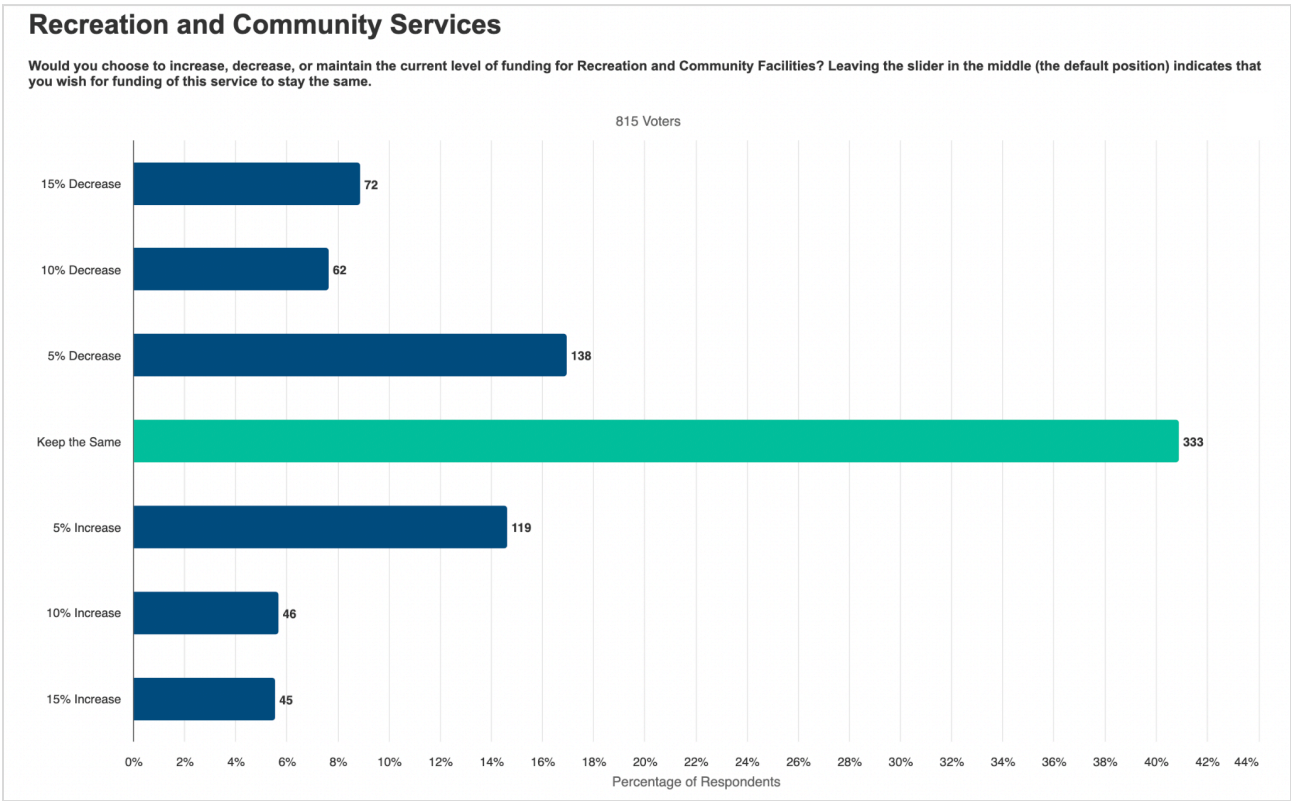


Recreation and Community Services

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.



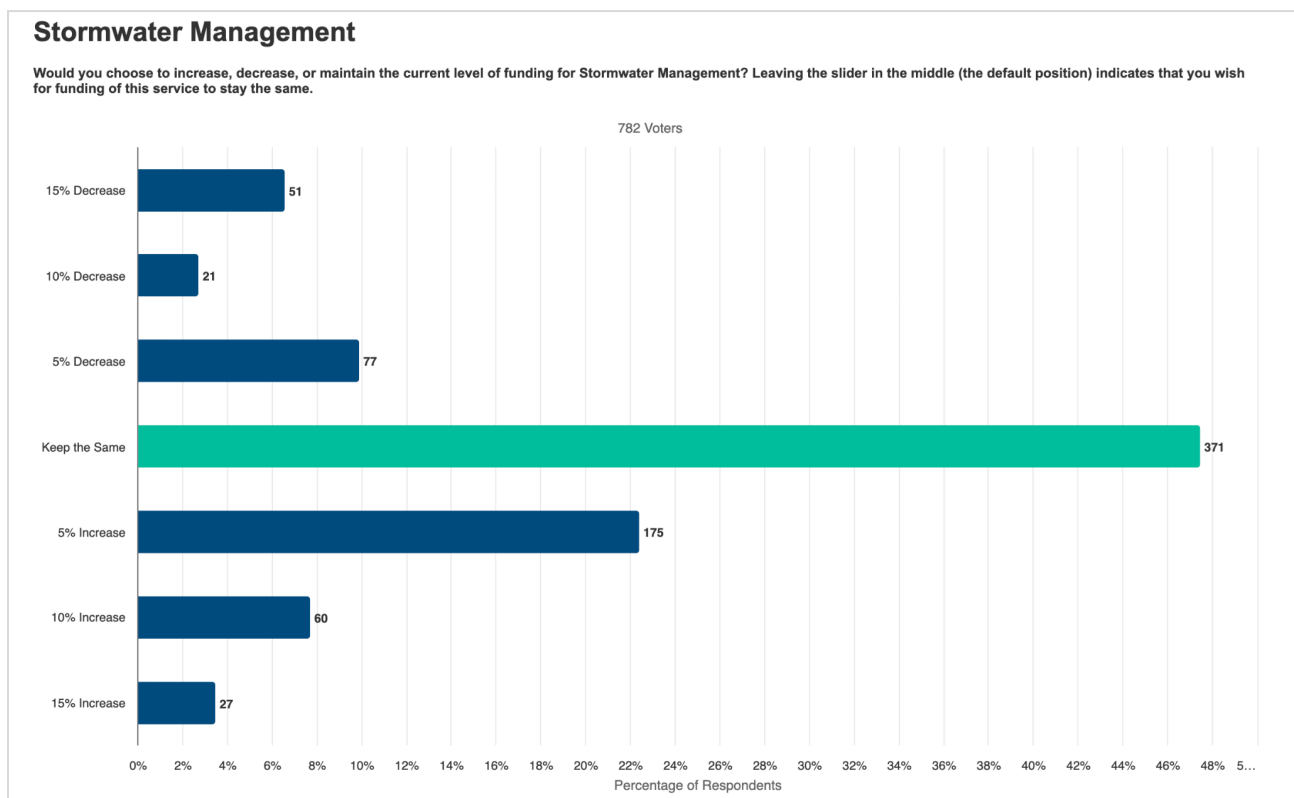
Overview of Comments on Recreation and Community Services

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.

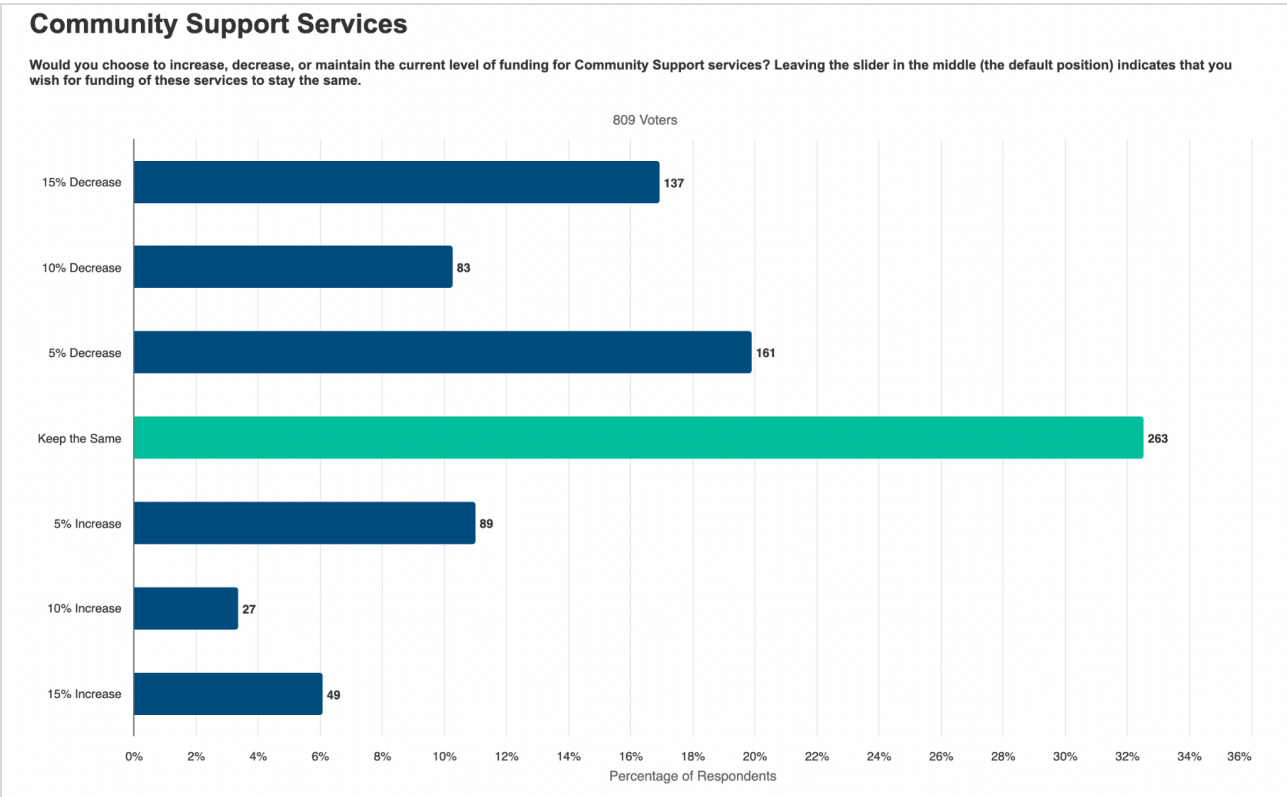


Community Support Services

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.

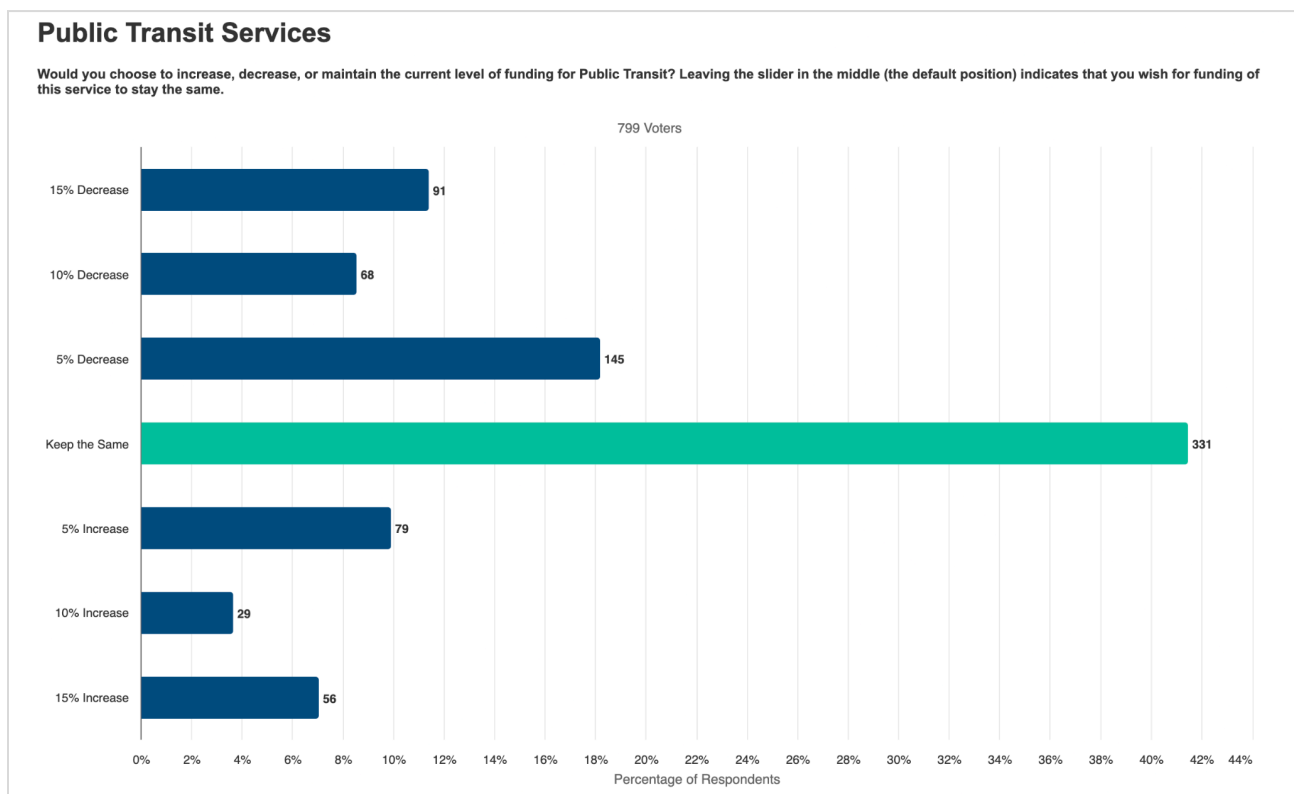


Public Transit Services

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.

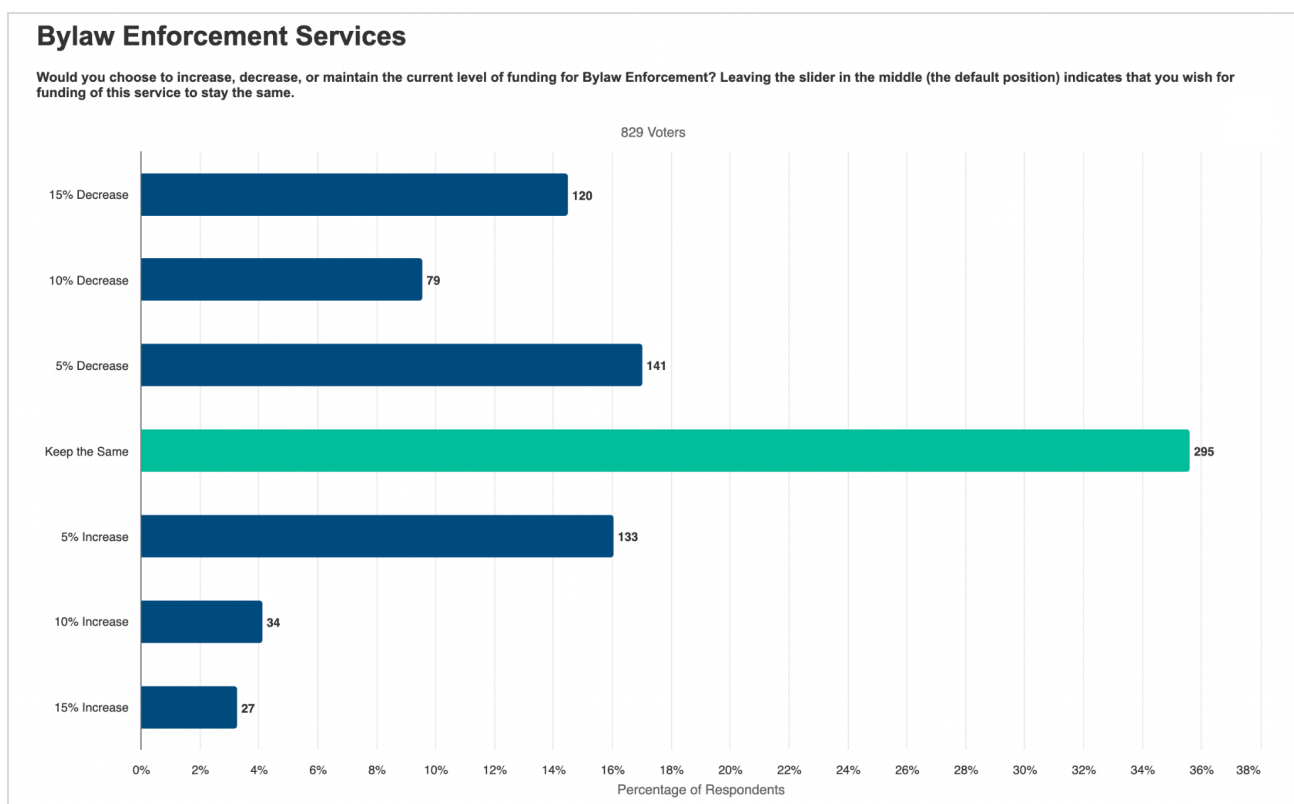


Bylaw Enforcement Services

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.

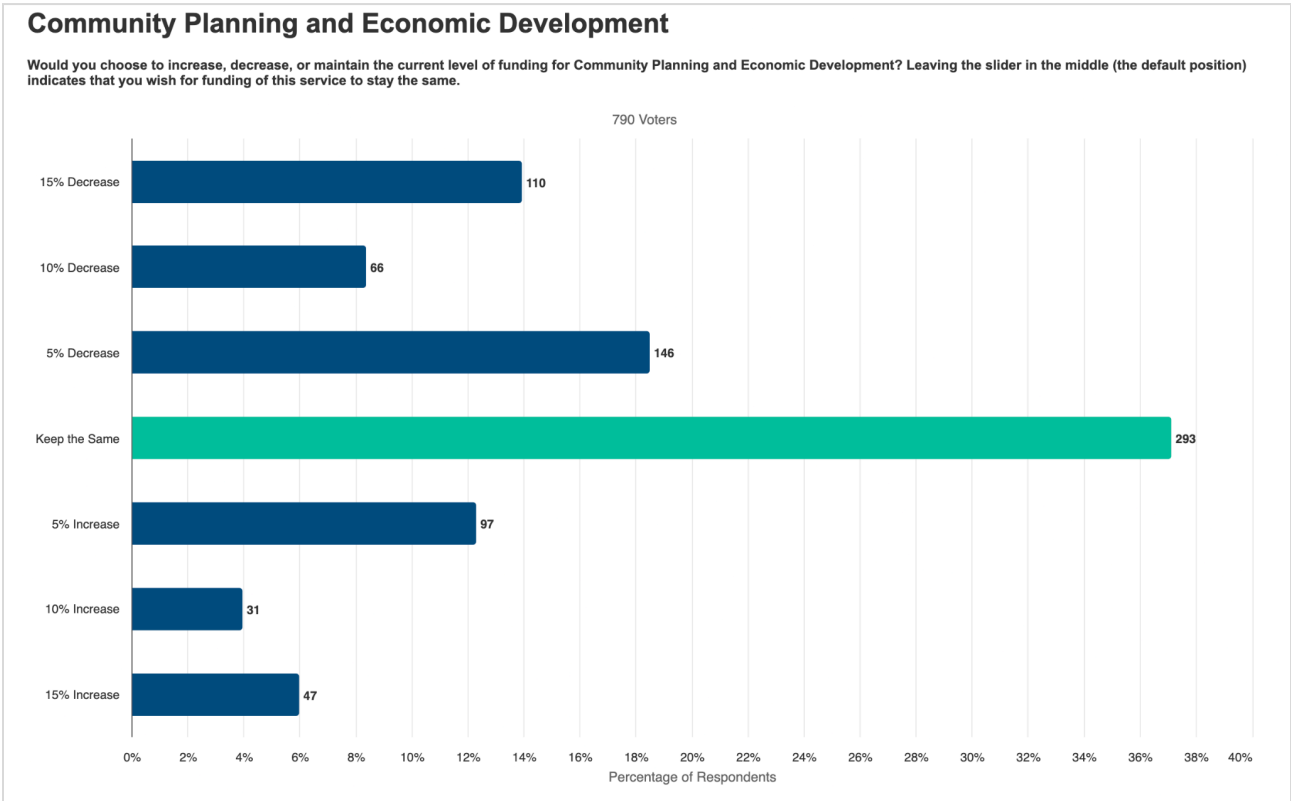


Community Planning and Economic Development

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.

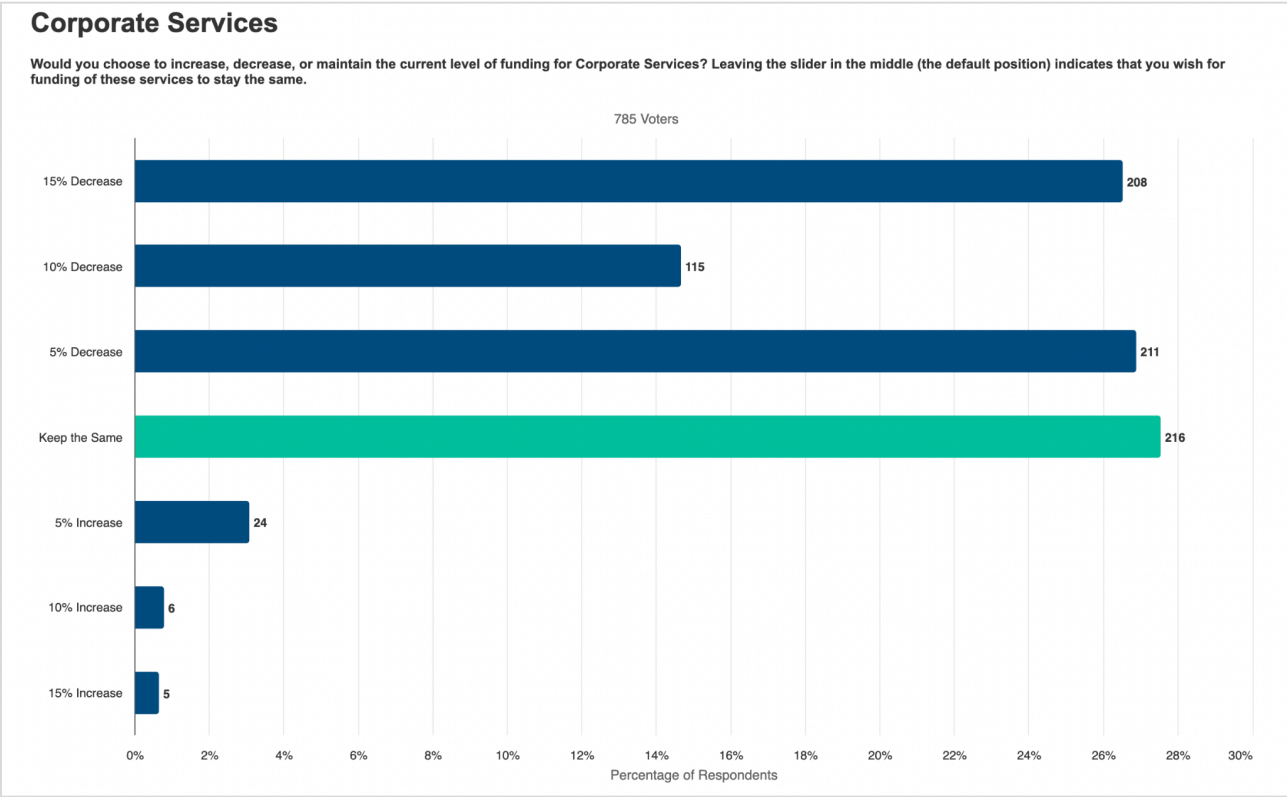


Corporate Services

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:

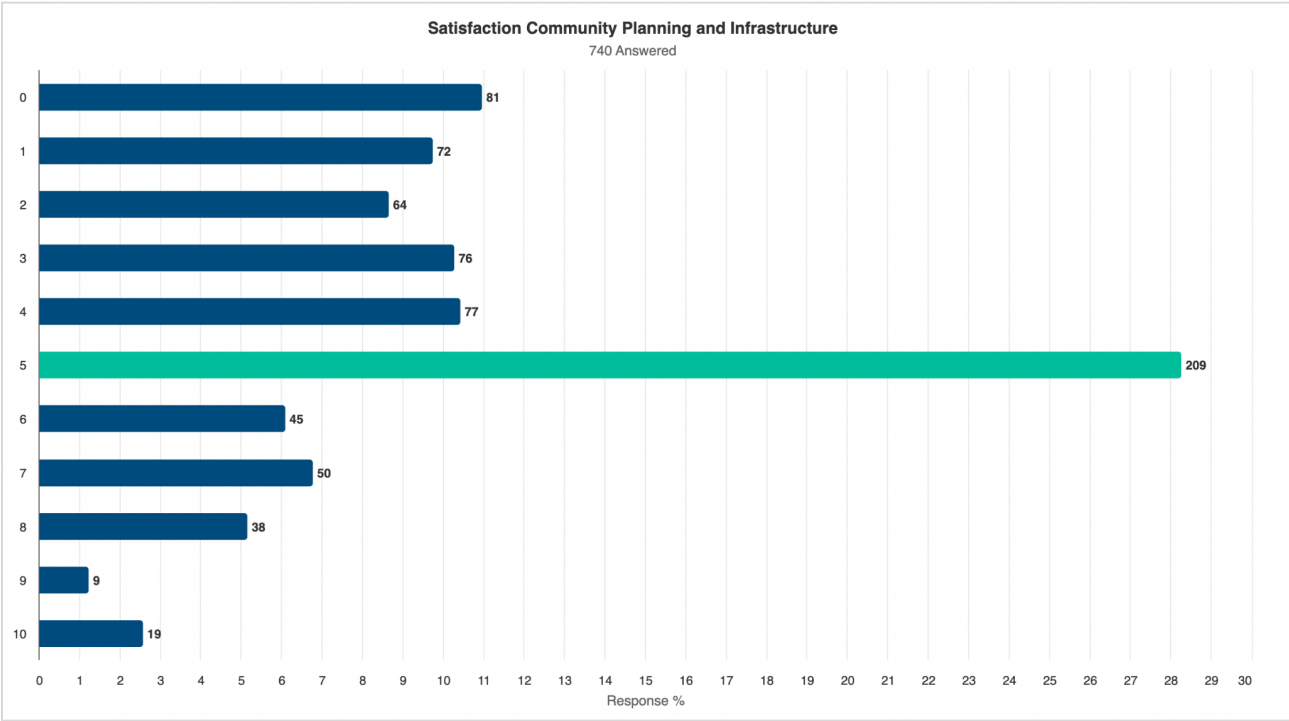
- **High Satisfaction (Scores 6–10):** Services such as **Fire Protection, Parks, Trails, and Beautification,** and **Police Services** consistently received higher satisfaction ratings, with significant proportions of respondents awarding scores in the upper range.
- **Neutral Satisfaction (Score 5):** 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.

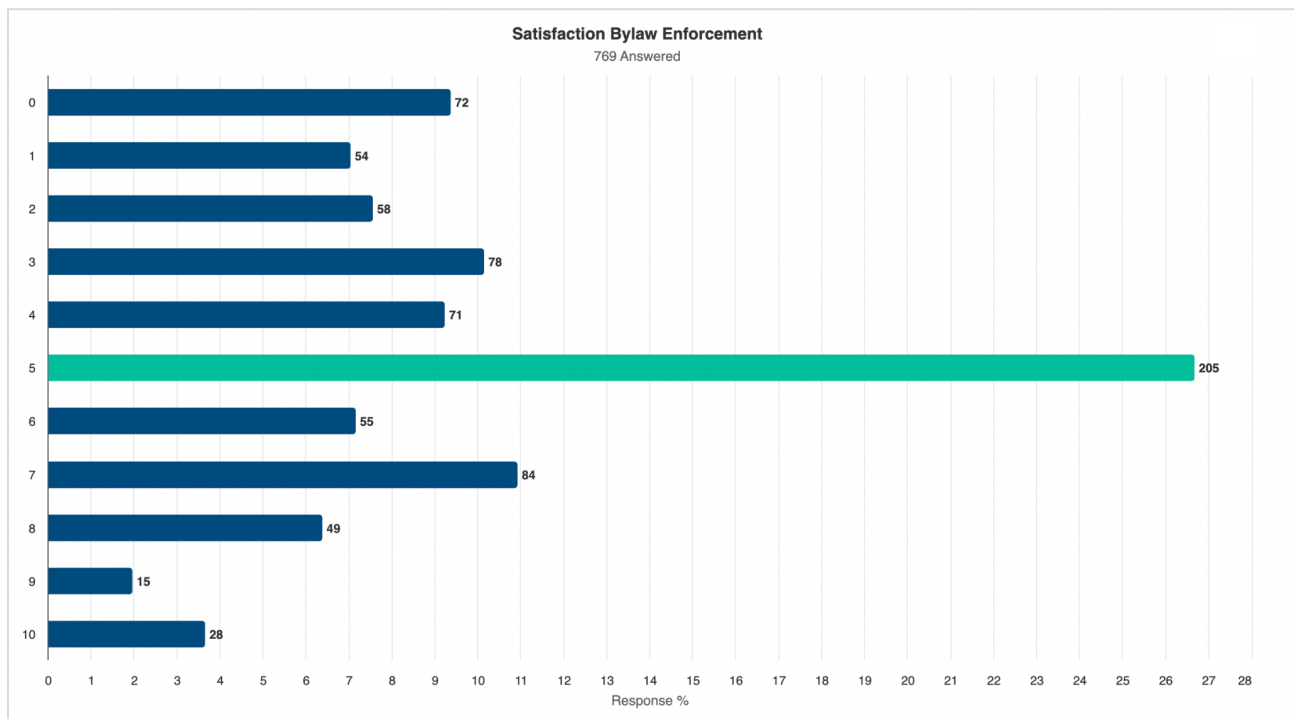


Bylaw Enforcement Services

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.

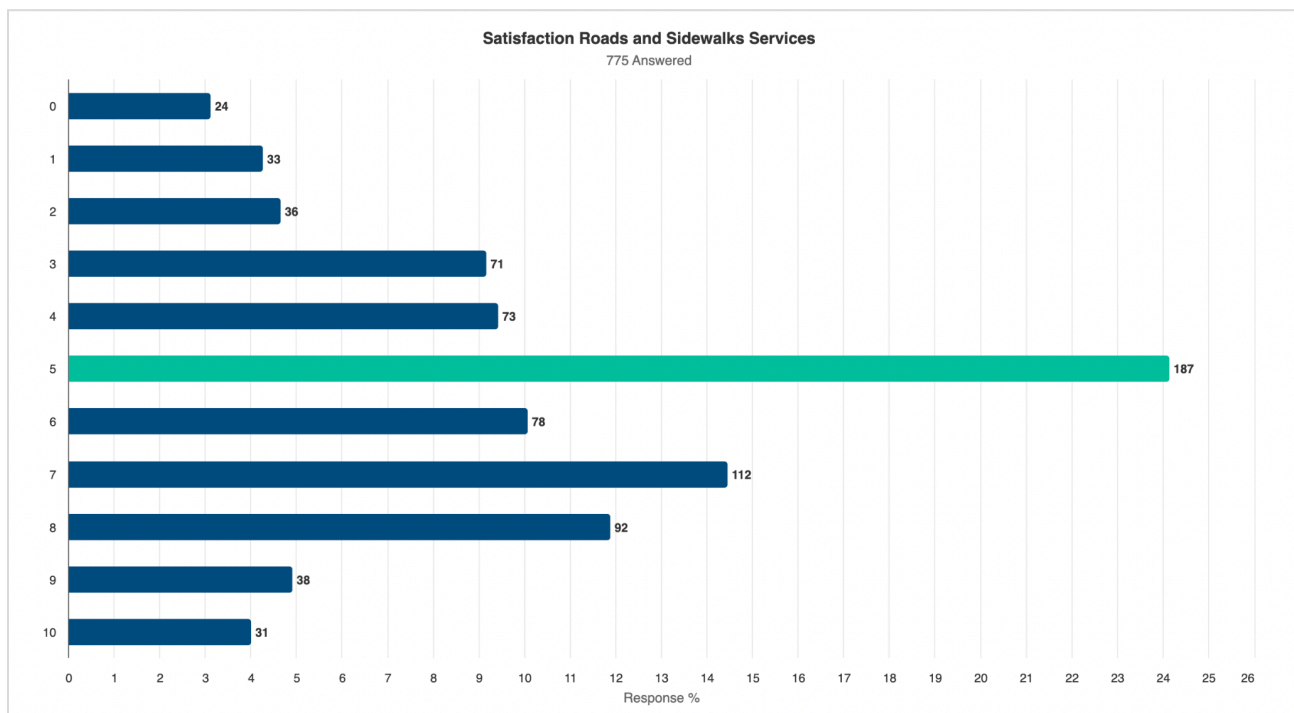


Roads and Sidewalks Services

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.

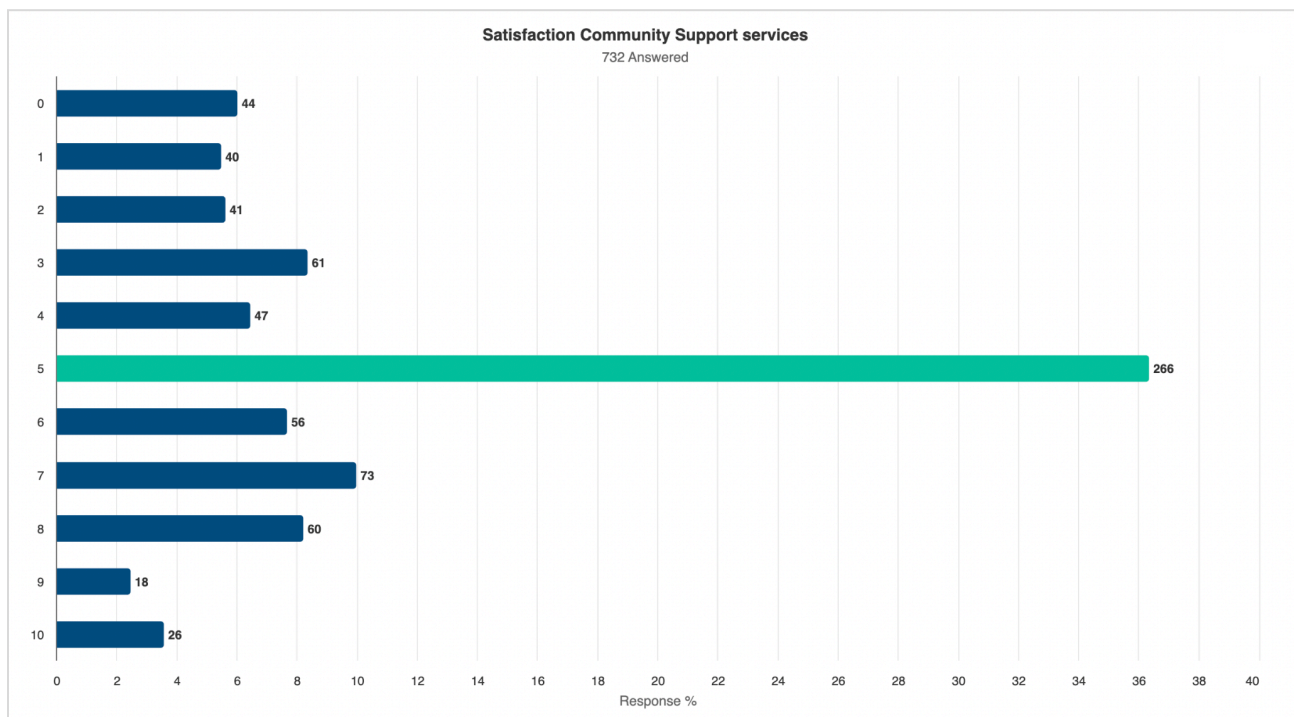


Community Support Services

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.

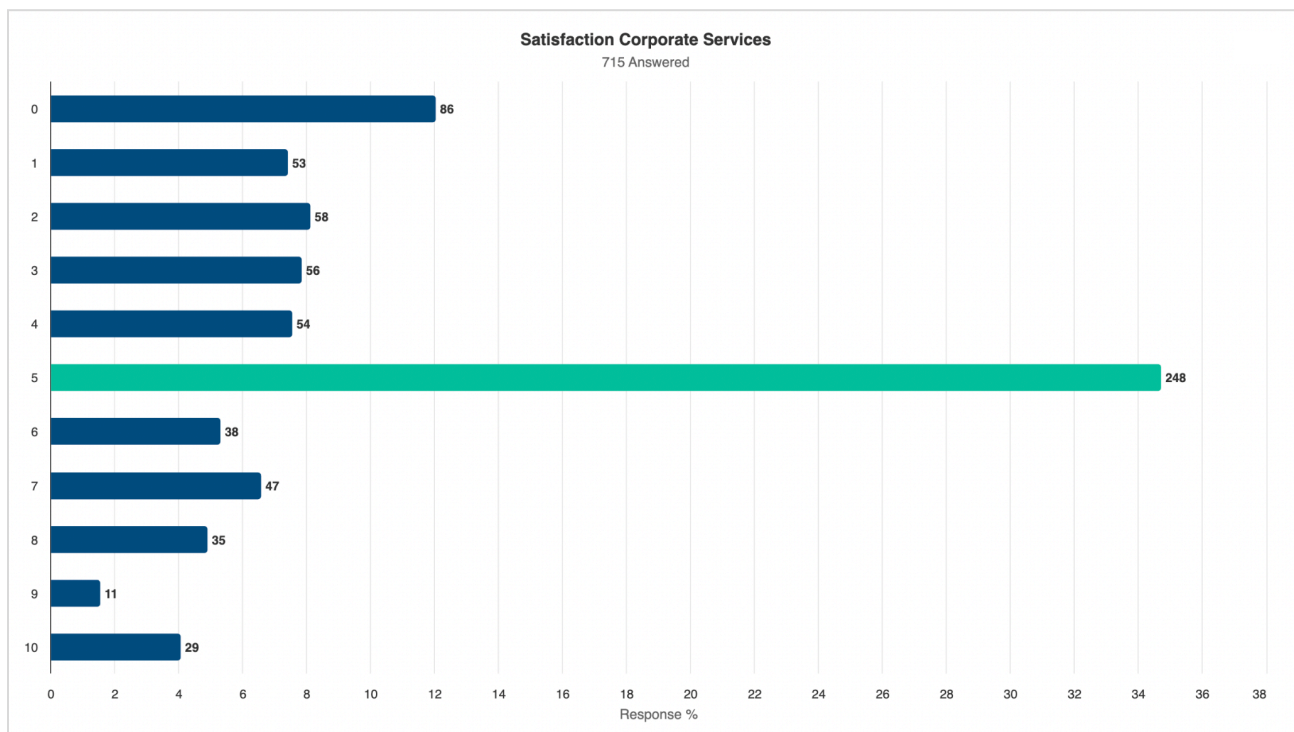


Corporate Services

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.

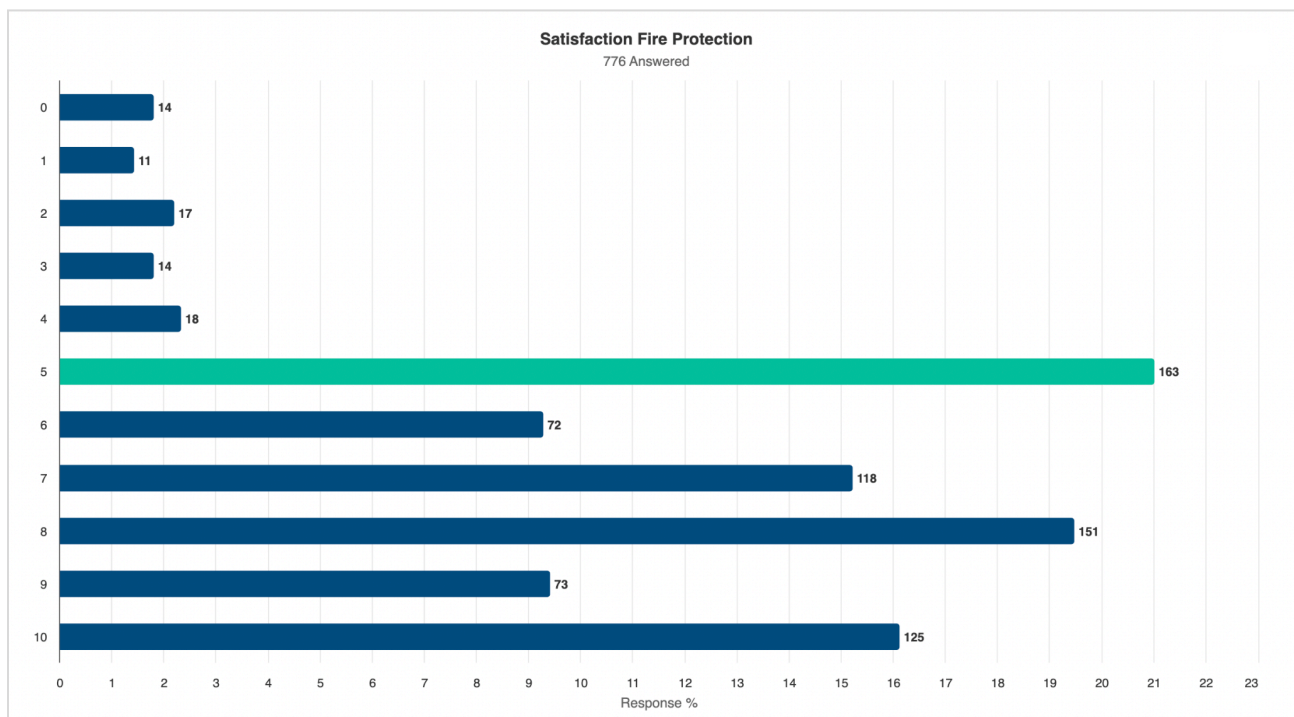


Fire Protection Services

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.

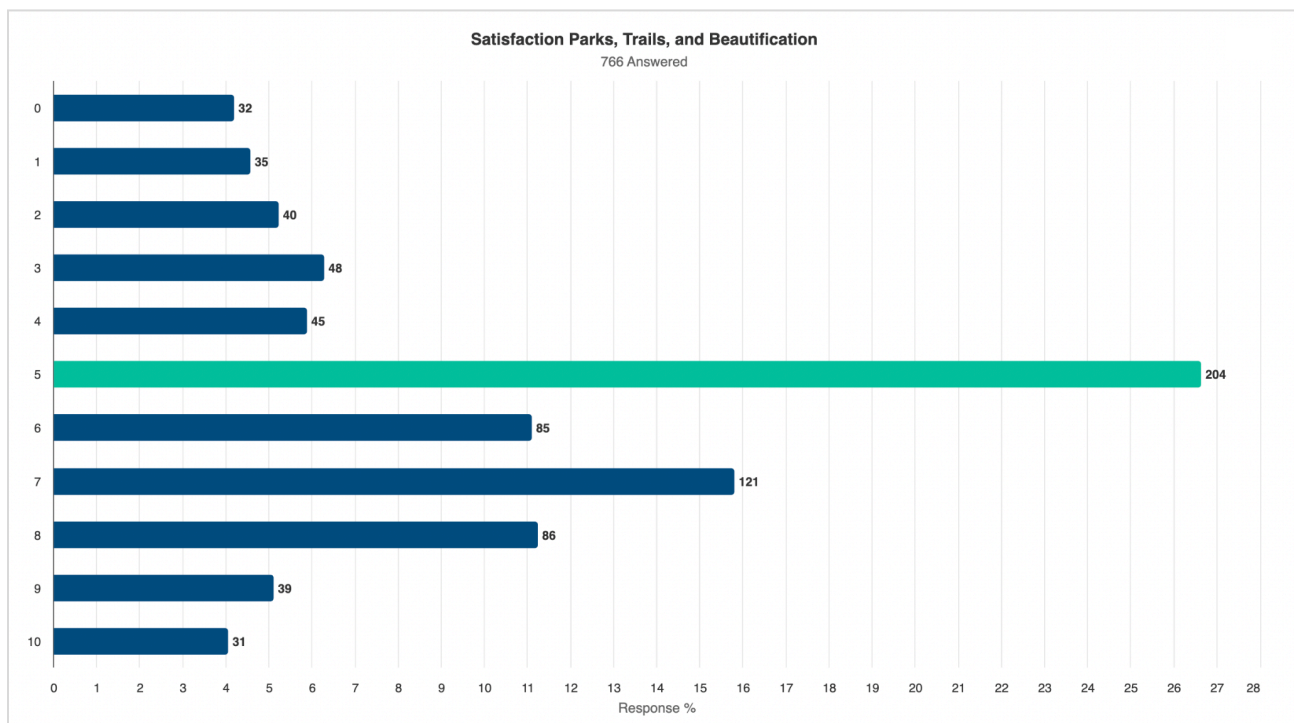


Parks, Trails, and Beautification

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.

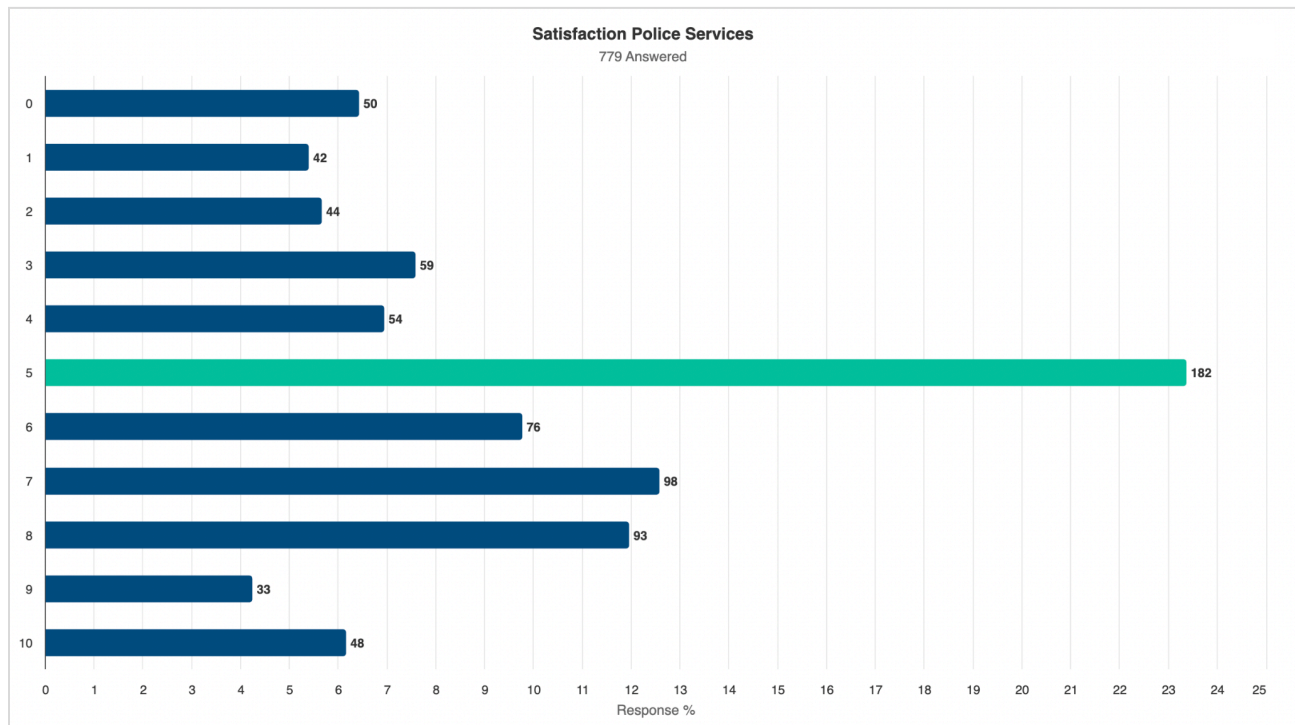


Police Services

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.

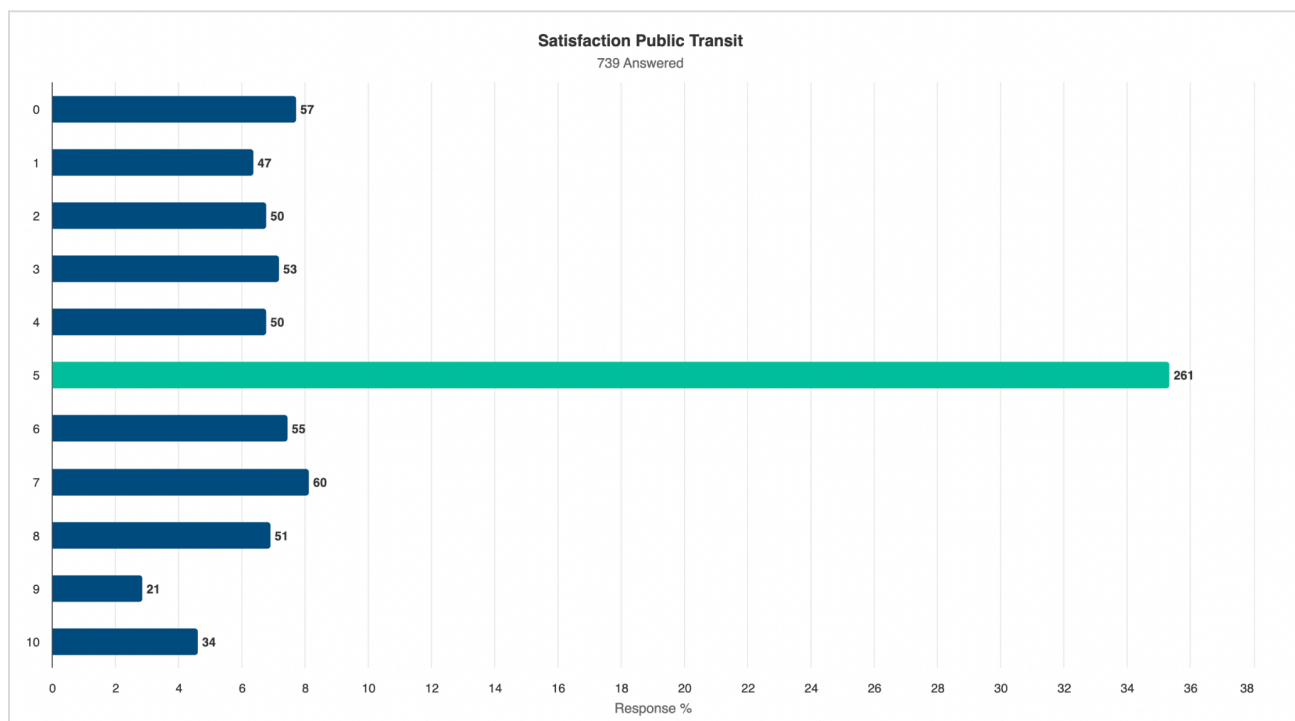


Public Transit

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.

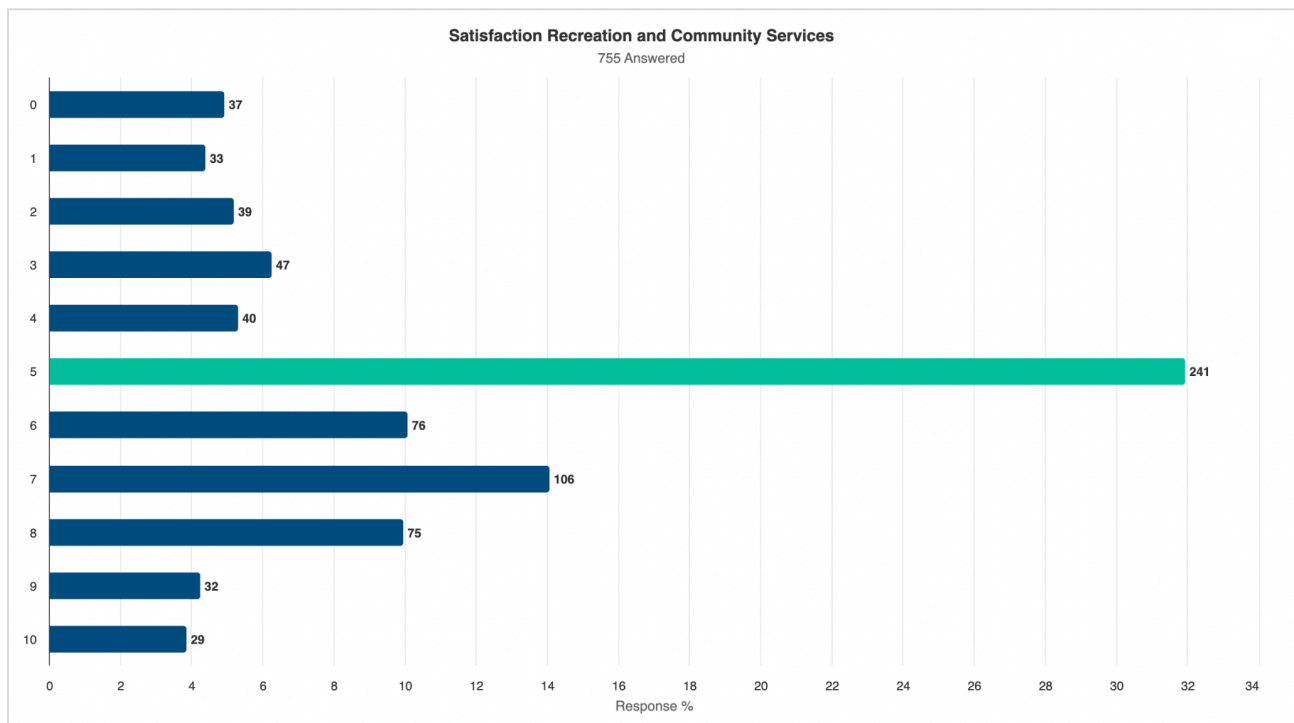


Recreation and Community Services

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.

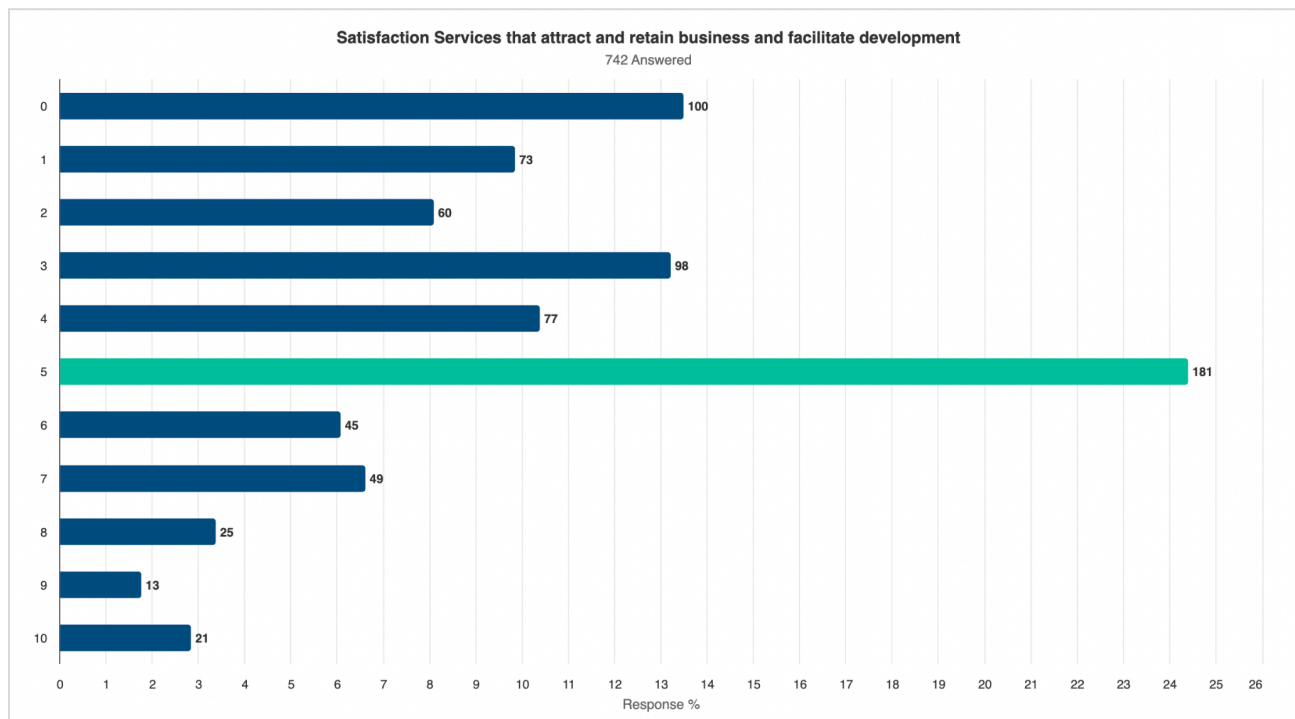


Services that Attract and Retain Business and Facilitate Development

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.

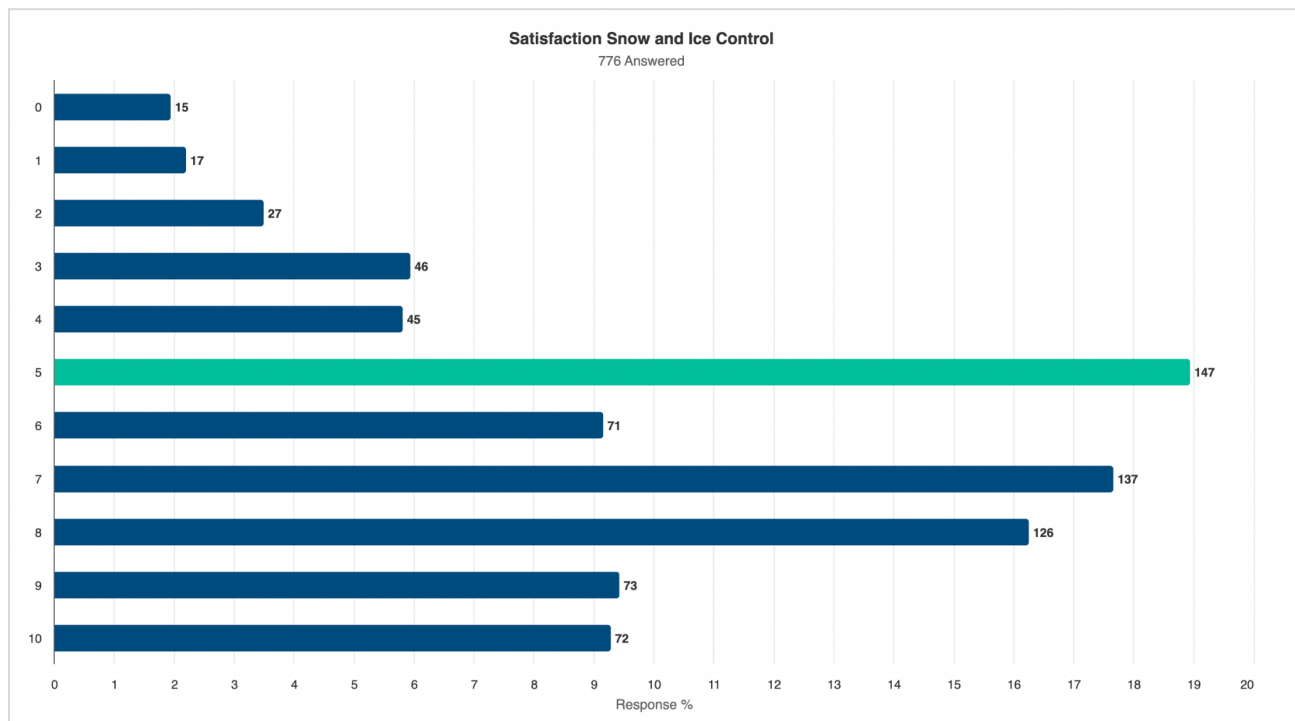


Snow and Ice Control

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.

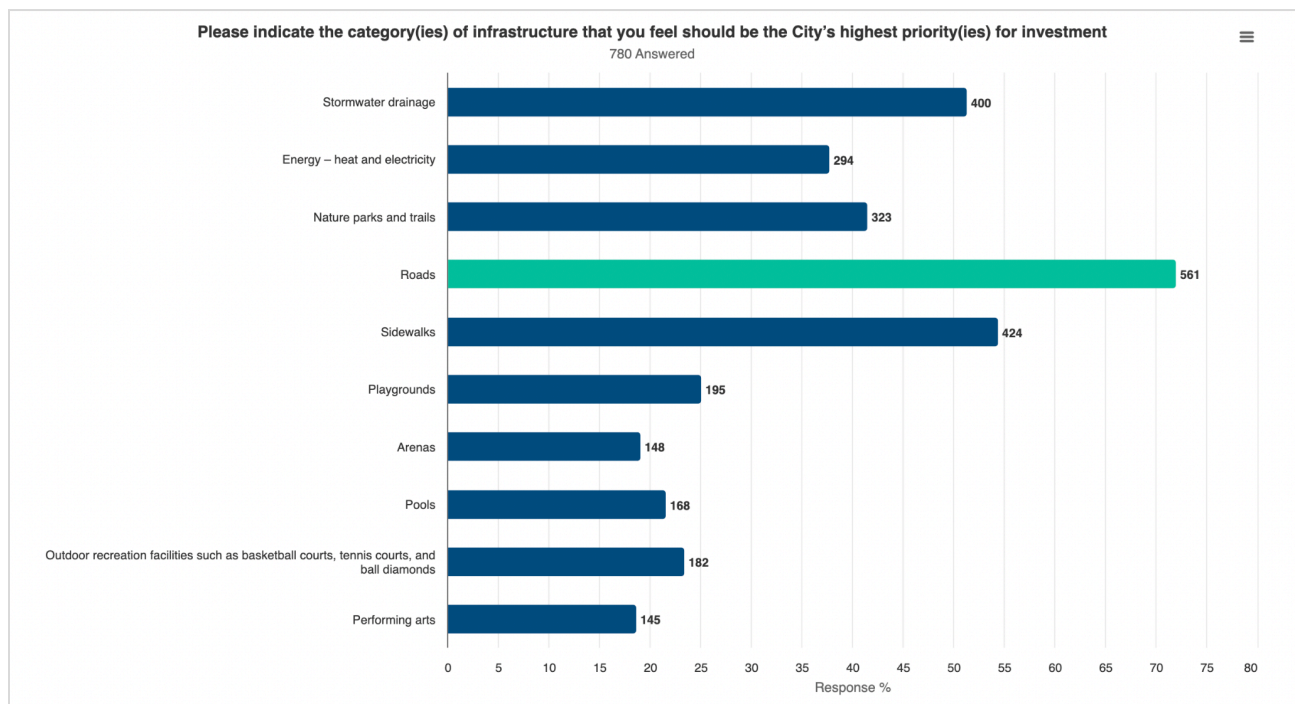
Overall, satisfaction for snow and ice control services trends toward moderate satisfaction, with significant levels of higher satisfaction and relatively fewer neutral or dissatisfied responses.



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%).

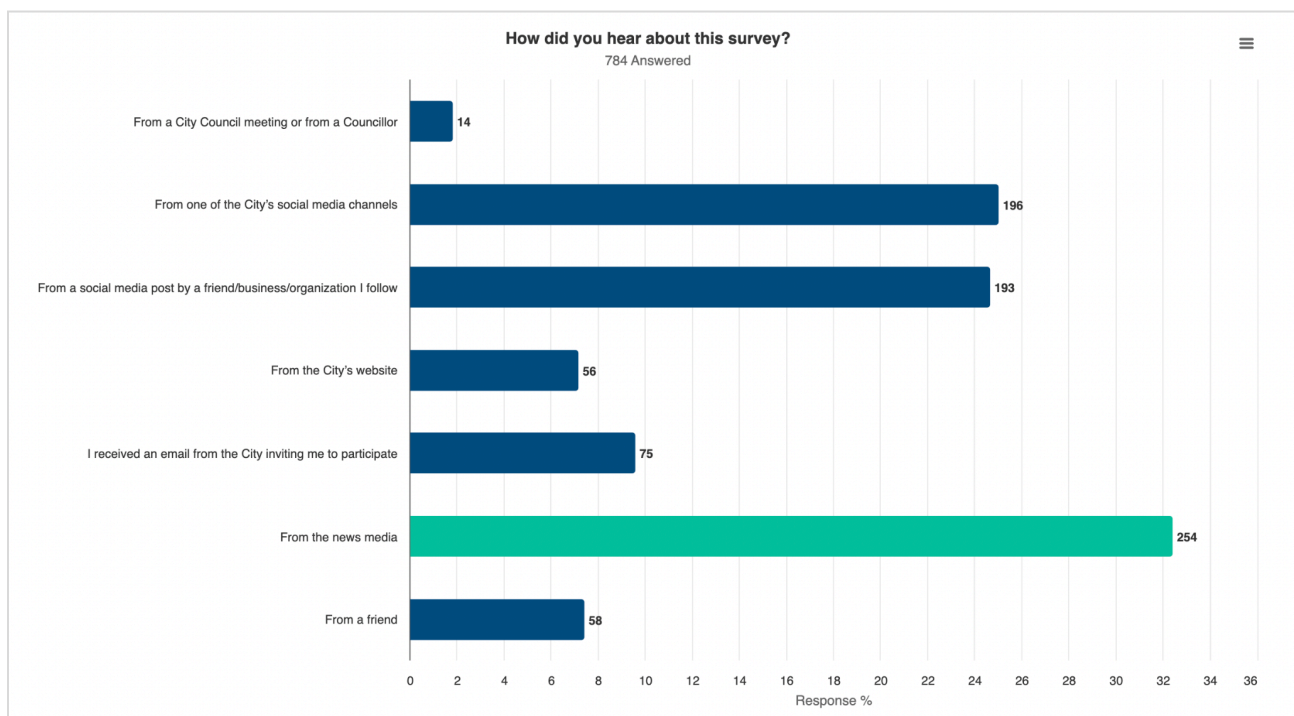


Respondent Information

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:

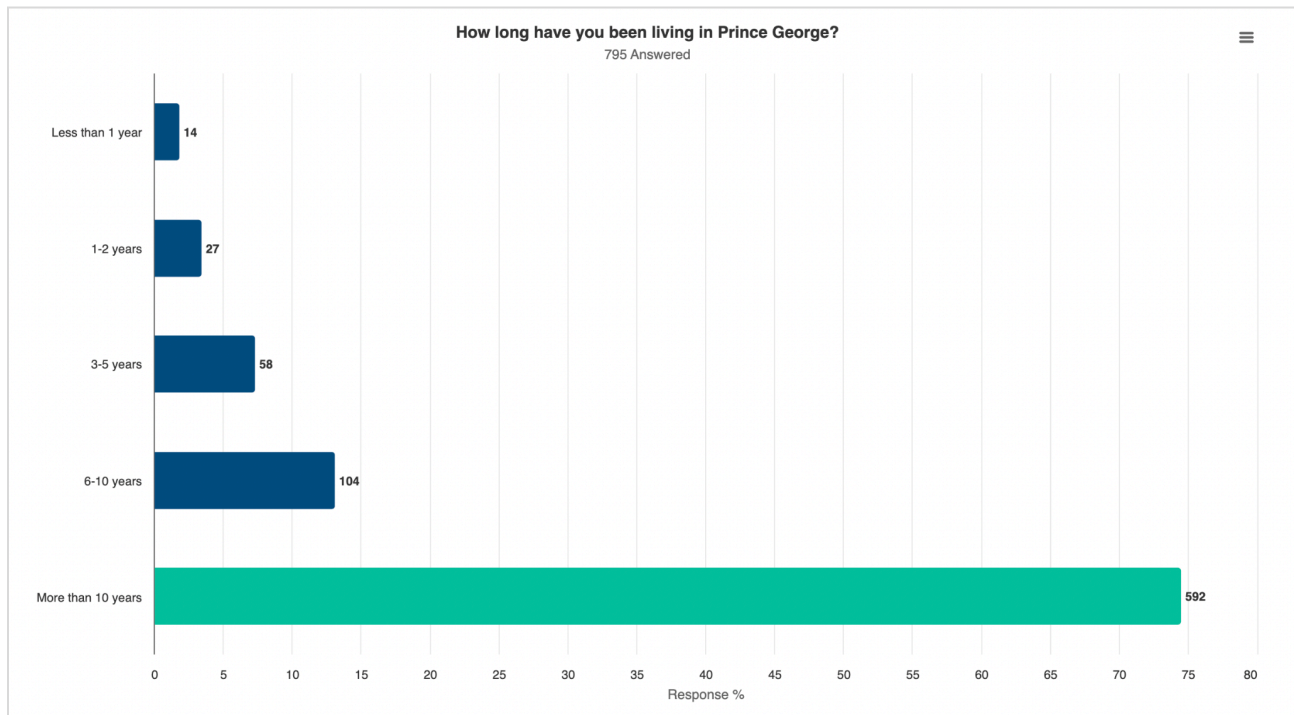
- **News Media** was the most effective outreach channel, with **254 respondents (32%)** indicating they heard about the survey through this medium.
- **The City's Social Media Channels** closely followed, with **196 respondents (25%)** stating this as their source of information.
- **Social Media Posts 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.