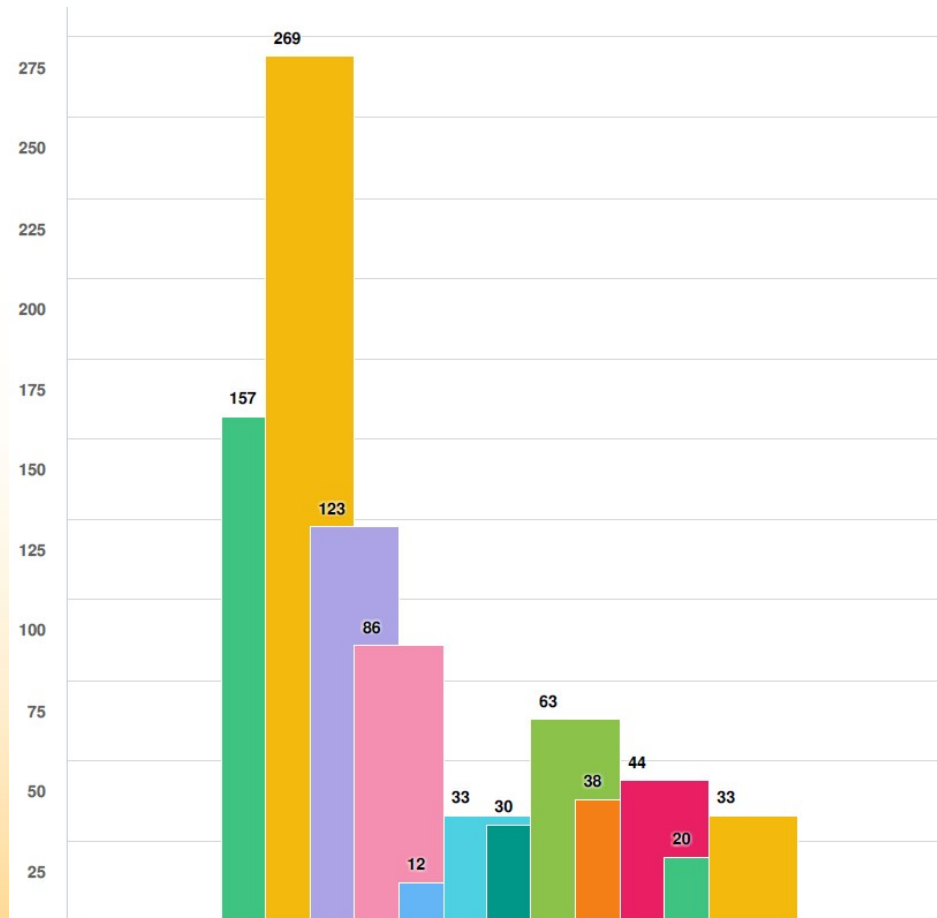


2021 Citizen Survey Follow-up



2021 Citizen Survey Follow-up

- Essential tool to evaluate service and program delivery.
- Improve communication and community engagement.

2021 Citizen Survey Follow-up

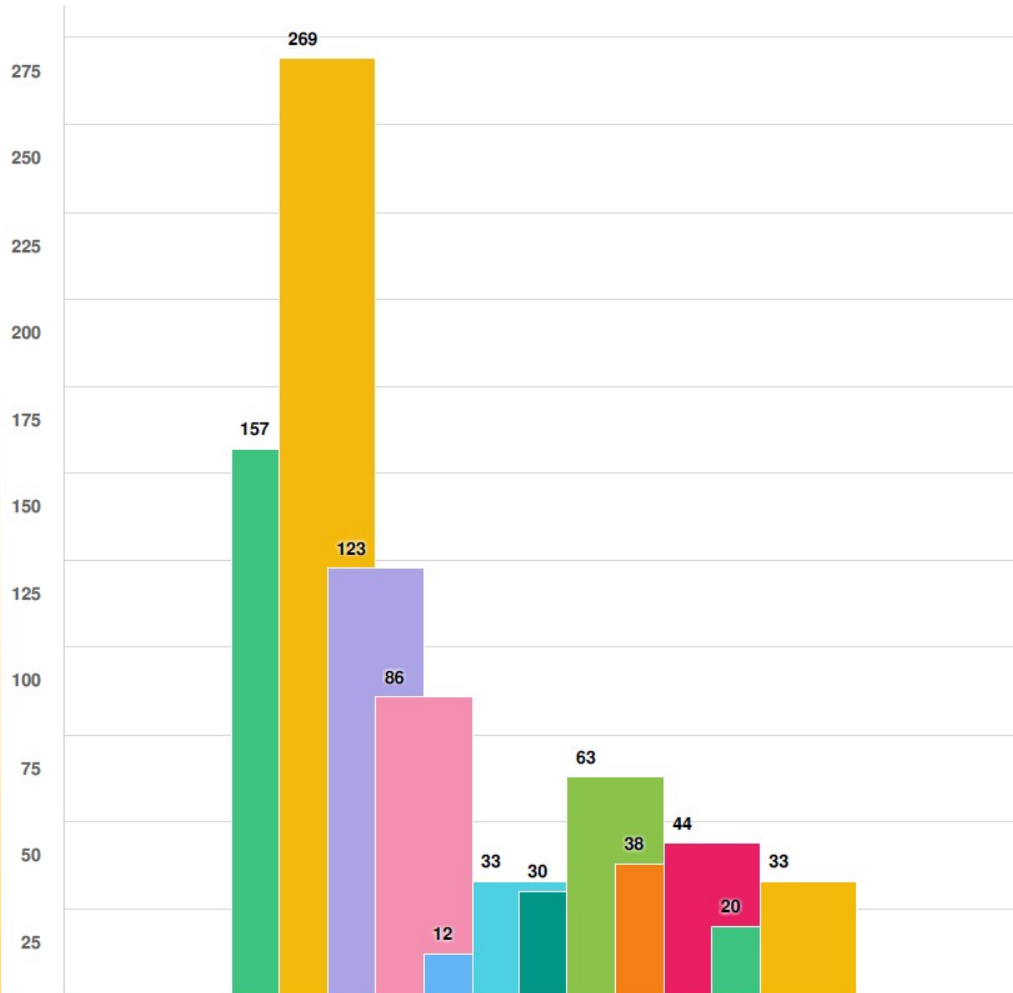
- **June 7 to August 31, 2021**
- **373 online responses**
- **9 paper copies (Keremeos, Tulameen)**
- **5 questions**

2021 Citizen Survey Follow-up

Question #1

- How do you prefer to receive information about Regional District services, projects and initiatives?

How do you prefer to receive information about Regional District services, projects and initiatives?



Online Survey Results

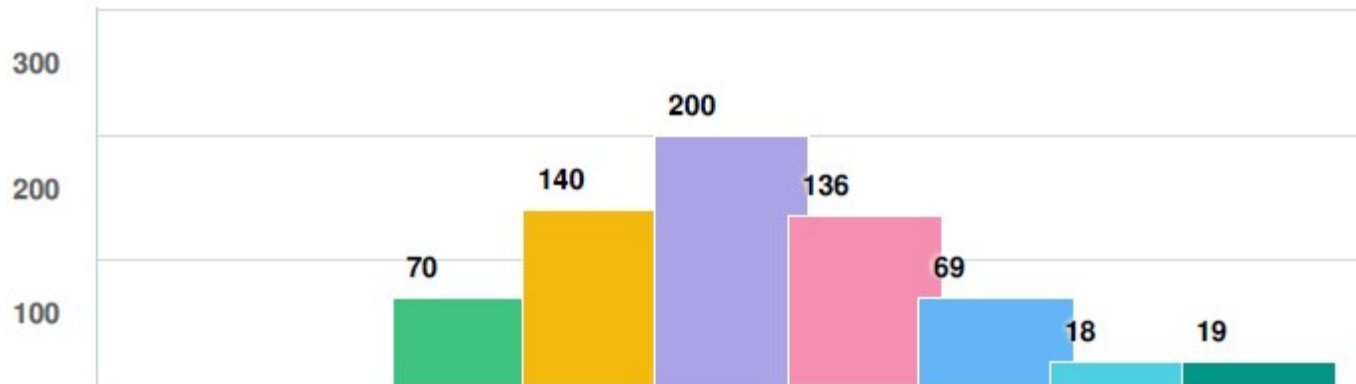
72.7%	Email newsletter
42.4%	RDOS website
33.2%	Social media (Facebook, Twitter)
23.2%	CivicReady
17.0%	Newspaper ads
11.9%	Television
10.3%	Radio
8.9%	Town hall/open house
8.9%	Other (Instagram, mail, text)
8.1%	Board meeting update
5.4%	Notice boards
3.2%	Board meeting

2021 Citizen Survey Follow-up

Question #2

- How do you prefer to share your feedback or ask questions about Regional District services, projects and initiatives?

How do you prefer to share your feedback or ask questions about Regional District services, projects and initiatives?



Question options

- In person (town hall, open house events)
- Directly contact board member (phone, email, in person)
- Directly contact staff person (phone, email, in person)
- Participate in the public engagement website (www.rdosregionalconnections.ca)
- Respond directly on social media (comments on Facebook, Twitter)
- Newspaper (letter to the editor)
- Other (please specify)

54.3% Contact staff

38.0% Contact board

37.0% RDOS Regional Connections

19.0% Town hall/open house

18.8% Social media

5.2% Other (surveys, mail, email)

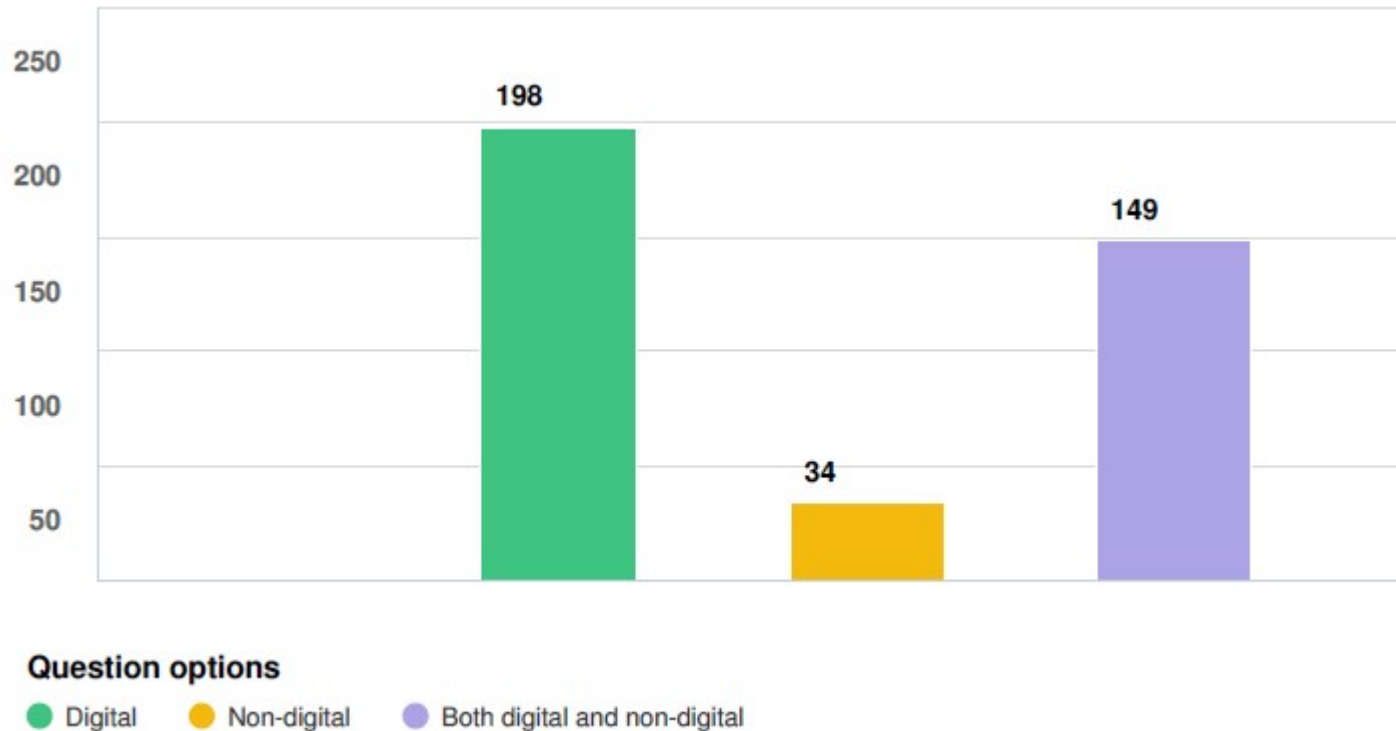
4.9% Letter to editor

2021 Citizen Survey Follow-up

Question #3

- Do you prefer digital (email, web, social media) or non-digital notifications (notice boards or mail-outs) from the RDOS?

Do you prefer digital (email, web, social media) or non-digital notifications (notice boards or mail outs) from the RDOS?



53.5% Digital

40.3% Both digital and non-digital

9.2% Non-digital

2021 Citizen Survey Follow-up

Question #4

- In your opinion, what is the best way for the Regional District to communicate with citizens?

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

6/07/2021 05:34 PM

Local newspaper & social media

Anonymous

6/07/2021 05:52 PM

Email, website, Facebook, text link

Anonymous

6/07/2021 06:13 PM

Personally I like either Twitter or email notifications

Anonymous

6/07/2021 06:23 PM

Like I said not sure as they do not cooperate with the tax payers and listen to their concerns, they just seem to want to make people's lives miserable.

Anonymous

6/07/2021 07:54 PM

digitally

Anonymous

6/07/2021 08:11 PM

Mail or by email

Anonymous

6/08/2021 12:27 AM

Social media

Anonymous

6/08/2021 01:20 AM

Email

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

6/08/2021 06:20 AM

Canada post mail. Some citizens, especially seniors, do not use social media or even e-mail.

Anonymous

6/08/2021 06:23 AM

Mail

Anonymous

6/08/2021 06:52 AM

direct email

Anonymous

6/08/2021 06:55 AM

Happy with the RDOS website and Riley's email notifications.

Anonymous

6/08/2021 07:11 AM

Newspaper

Anonymous

6/08/2021 07:20 AM

For regular business, via email. For emergency or time sensitive issues via email and public announcements.

Anonymous

6/08/2021 07:21 AM

There are good people doing good things at RDOS, so please don't take the public's comments as personal attacks.

Anonymous

6/08/2021 07:30 AM

We do not use any form of social media. Email notices that pertain to my area would be preferred choice.

Anonymous

6/08/2021 07:32 AM

Targetted messaging to the audiences

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

6/08/2021 08:07 AM

There is no best way. Use several including email, postal mail, advertising.

Anonymous

6/08/2021 08:08 AM

Through RDOS website. Stream all board meetings and town hall meetings

Anonymous

6/08/2021 08:16 AM

Please use the mail HARD COPIES

Anonymous

6/08/2021 08:30 AM

mail

Anonymous

6/08/2021 08:35 AM

email only, saves a lot of our money. Drop the slow mail or at the very least, send slow mail to only those that request it.

Anonymous

6/08/2021 08:35 AM

Text for emergencies, and email newsletter. Social Media updates. Notice Boards in time of emergency.

Anonymous

6/08/2021 08:46 AM

Due to Covid restrictions, via email. Otherwise, I prefer to have meetings, since it is good to hear other community members ideas and opinions to engage in any discussions.

Anonymous

6/08/2021 08:59 AM

Press releases, email campaign, and SM posts. On specific issues contact the related citizens directly.

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

6/08/2021 10:34 AM

VIA a local digital news source people would check daily. Not have to go searching RDOS site to see what is up.

Anonymous

6/08/2021 10:52 AM

Direct email and news services (local paper & Castanet etc.).
Meetings with affected areas.

Anonymous

6/08/2021 11:04 AM

While I prefer older non-digital technologies RD will need to communicate in both the digital and the non-digital spaces.

Anonymous

6/08/2021 11:08 AM

Penticton Herald

Anonymous

6/08/2021 11:15 AM

directly by email and also by mailed information

Anonymous

6/08/2021 11:15 AM

ads , mail . email

Anonymous

6/08/2021 11:48 AM

as above - digital (email / Facebook).

Anonymous

6/08/2021 12:00 PM

email

Anonymous

6/08/2021 12:07 PM

Have a monitored EMAIL account where people can direct inquiries and question to.

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

6/08/2021 12:59 PM

Radio, letters

Anonymous

6/08/2021 01:31 PM

email is not reliable in the event of a catastrophe so I would prefer a local notice board where the mailboxes are as well

Anonymous

6/08/2021 01:39 PM

Remember that the majority DO NOT use Twitter/RDOS Facebook so "snail mail" is important

Anonymous

6/08/2021 02:00 PM

Drop the bulletin or information or query or whatever in Canada Post, so it can be read over at leisure.

Anonymous

6/08/2021 02:09 PM

email

Anonymous

6/08/2021 02:55 PM

Notices in the newspaper (that are actually large enough to read) and email.

Anonymous

6/08/2021 04:44 PM

Email/blog when there is new information to share about issues or events.

Anonymous

6/08/2021 04:45 PM

Mail and email. A lot of older residents don't use computers

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

8/14/2021 08:53 AM

Perhaps an update blog on say a regular mail out we receive and read- such as our Summerland monthly letter that has garbage dates, town updates etc.

Anonymous

8/14/2021 09:12 AM

Honestly and forthrightly

Anonymous

8/14/2021 09:19 AM

Newspaper ads and email alerts

Anonymous

8/14/2021 09:27 AM

Public radio

Anonymous

8/14/2021 09:37 AM

Mail-outs and digital, as some people don't do digital

Anonymous

8/14/2021 09:37 AM

Flyers in mail, website, email to a specific place for expressing concerns

Anonymous

8/14/2021 09:39 AM

I don't think there is any one best way...the multi-communication methods approach would seem to reach the majority of people

Anonymous

8/14/2021 09:41 AM

phone or email

Anonymous

8/14/2021 09:48 AM

email or text

In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

8/14/2021 02:32 PM

Bold and obvious signage where applicable to specific properties or clearly identifiable zones

Anonymous

8/14/2021 02:43 PM

Email

Anonymous

8/14/2021 02:50 PM

Email

Anonymous

8/14/2021 03:00 PM

Via news media, and possibly through local government websites and their own outlets.

Anonymous

8/14/2021 03:07 PM

Social media is probably the best way to reach the large amount of people. Most have one or more social medial accounts.

Anonymous

8/14/2021 03:20 PM

Email or text

Anonymous

8/14/2021 03:30 PM

Newsletters by email and public announcements in the media

Anonymous

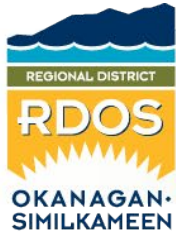
8/14/2021 03:30 PM

Local TV or news paper

Anonymous

8/14/2021 04:11 PM

send information to their mailboxes



In your opinion, what is the best way for the Regional District to communicate with citizens?

Anonymous

8/26/2021 08:10 AM

There is no best way as each generation will have a different preference

Anonymous

8/26/2021 12:51 PM

postal mailings

Anonymous

8/26/2021 06:31 PM

Email

Anonymous

8/27/2021 08:36 AM

Email and on RDOS website

Anonymous

8/27/2021 04:41 PM

email newsletters, or regular mail newsletters

Anonymous

8/28/2021 08:46 AM

Social Media and Website

Anonymous

8/31/2021 10:51 AM

Email, with text notification for emergency or important information

Anonymous

8/31/2021 10:57 AM

Email or social media discussions.

Anonymous

8/31/2021 01:04 PM

Digitally - social media works

2021 Citizen Survey Follow-up

Question #5

- Is there anything you would like to bring to the attention of the RDOS regarding communications and public engagement?

Is there anything you would like to bring to the attention of the RDOS regarding communications and public engagement?

Many of us do not use the internet. nor watch or listen to radio or tv news.

Penticton is doing a wonderful job

This survey is biased toward online/internet persons that would complete this survey.

Surveys such as this allow the public to express views or opinions without the back and forth banter of social media misinformation.

I think public engagements has its place and is an important method for communicating. I think there also needs to be ways for people to make comments privately, without risk of backlash or being ostracized.

Is there anything you would like to bring to the attention of the RDOS regarding communications and public engagement?

Other than emergencies, and a bit about recycling and composting, I know very little about RDOS activities, and would like to understand the relationship between our local municipal governments and RDOS.

I appreciate the signage used to let us know water quality, fire risks, etc. I'm grateful that they are always posted in the same location, it's the main way I stay informed on these issues and lets me know to check out the RDOS site for more information.

Would like to know more about RDOS jurisdiction in Summerland: I am mainly aware of garbage collection and recycling. Want to know more about public transport, land and nature preservation, and services for seniors. Thank you!

Is there anything you would like to bring to the attention of the RDOS regarding communications and public engagement?

Answer you phones in a timely manner

Please disappear. You are not for people. You have no concept with the public. You should NOT be involved with the wild fires.

it is hard to find information on what can and can not be recycled.

Emails seem to be effective

Is there anything you would like to bring to the attention of the RDOS regarding communications and public engagement?

I do like the Hot Topics section of your website. Easy place to access the latest news.

Older citizens like something to hold in their hands, so they can read it again or ask family what something might mean.

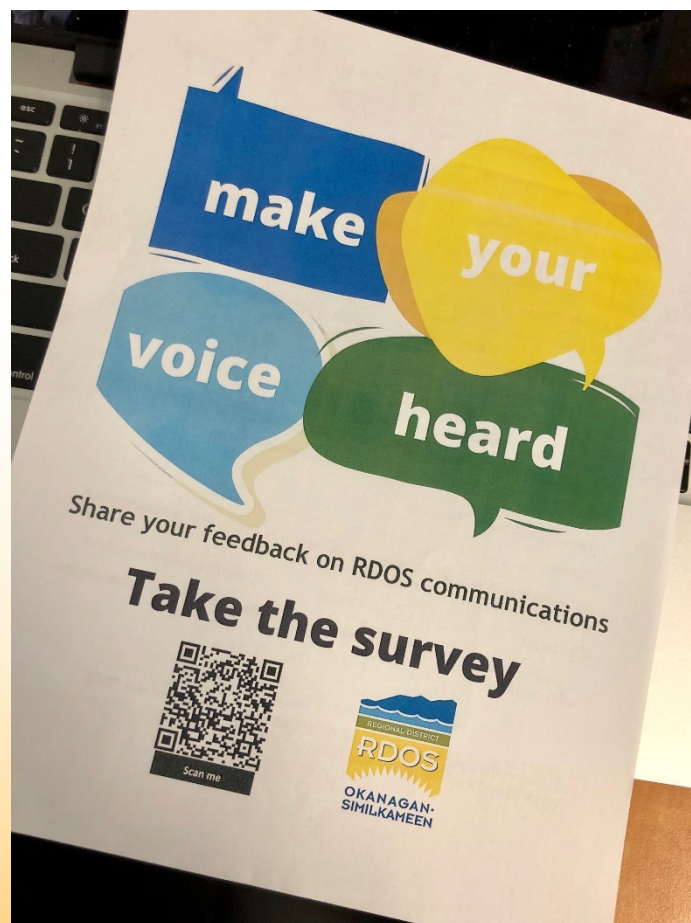
More update information on your website would be great. During the fires, I feel that your information was slow at being posted.

It would be nice to have more public meetings

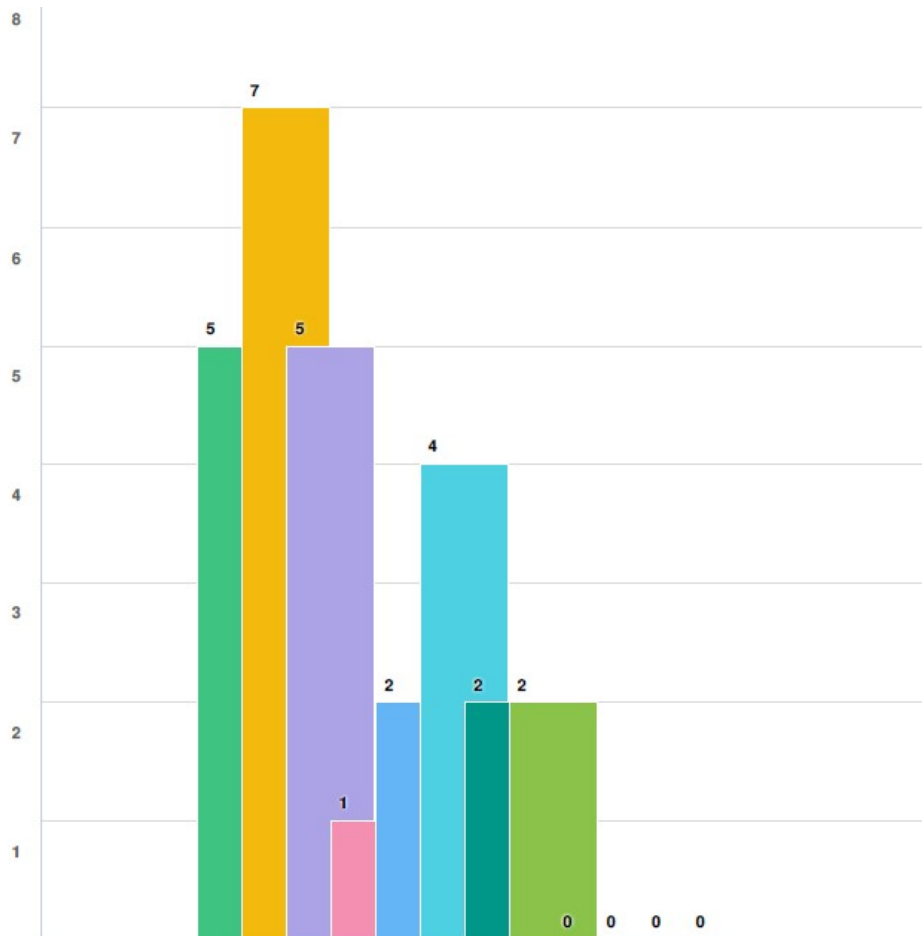
Great work asking these questions, hopefully the results are properly understood and respected.

2021 Citizen Survey Follow-up

Paper Copies



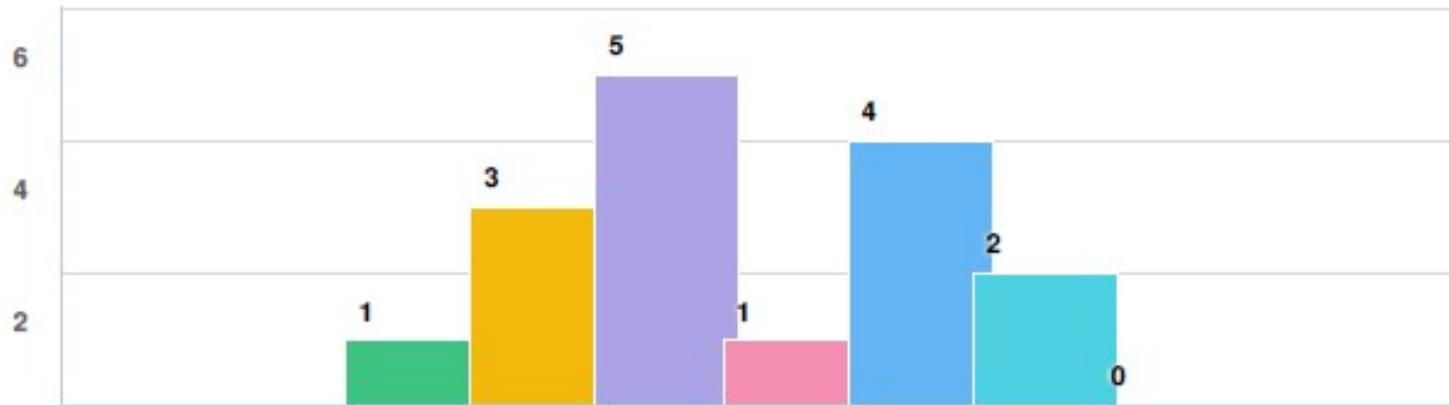
How do you prefer to receive information about Regional District services, projects and initiatives?



Paper Copies

- 77.8%** Email newsletter
- 55.6%** RDOS website
- 55.6%** Social media (Flyer)
- 44.4%** Newspaper ads
- 11.1%** CivicReady
- 8.9%** Other (Instagram, mail, text)
- 22.2%** Notice boards

How do you prefer to share your feedback or ask questions about Regional District services, projects and initiatives?



Paper Copies

55.6% Contact staff

44.4% RDOS Regional Connections

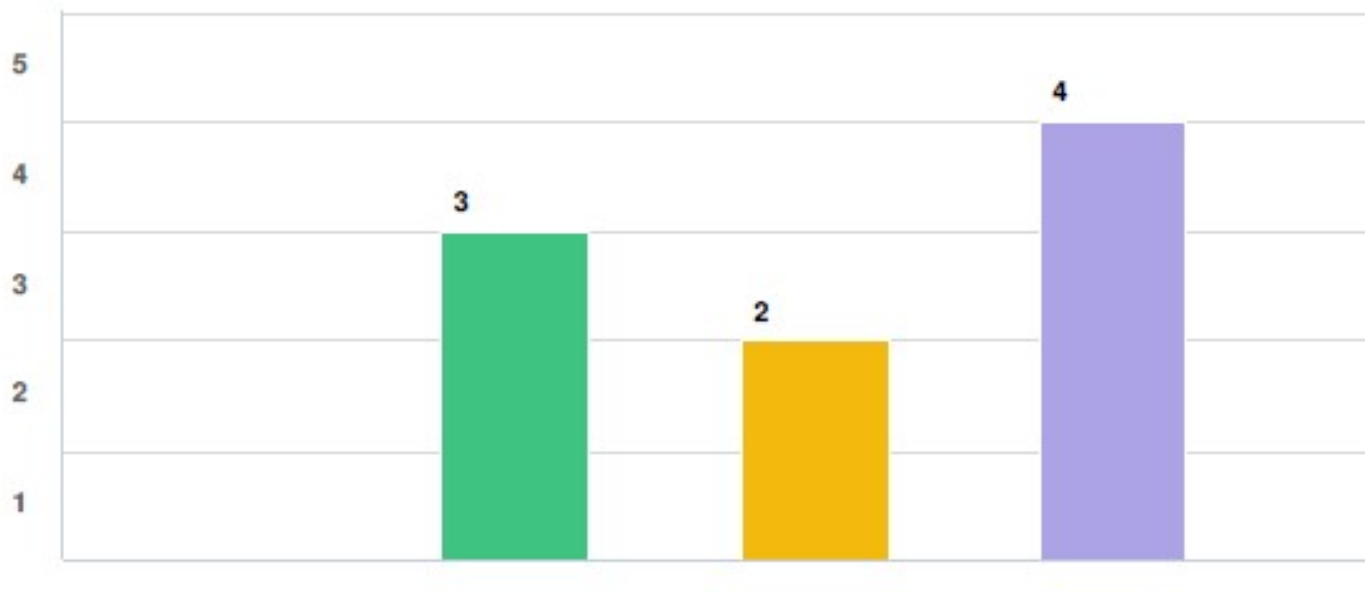
33.3% Contact Board member

22.2% Other (Letter)

11.1% Town hall/open house

11.1% Social media

Do you prefer digital (email, web, social media) or non-digital notifications (notice boards or mail outs) from the RDOS?



Paper Copies

44.4% Both digital and non-digital

33.3% Digital

9.2% Non-digital

In your opinion, what is the best way for the Regional District to communicate with citizens?

Paper Copies

email, text notifications, mail outs

Flyer. With a postal address to write back wait until the Pandemic is over before making a Community Plan.

Depends on importance. Email or online is preferred but sometimes mail is helpful for very important updates or information.

EMAIL AND COMMUNITY FORUMS



In your opinion, what is the best way for the Regional District to communicate with citizens?

Paper Copies

NEWS FLYERS, EMAIL NOTICES, SOCIAL MEDIA

ANYWAY, AS LONG AS INFORMATION IS CURRENT AND
TIMELY.

newsletters, website, facebook

Is there anything you would like to bring to the attention of the RDOS regarding communications and public engagement?

Paper Copies

Limited communication/engagement in rural areas, maybe more advertising would be helpful.

SHOULD BE ON A REGULAR BASIS MONTHLY OR BI-WEEKLY

Keep information consistent and updated

Survey Comparisons

How do you learn about local government news or issues?

2017 Phone:

64% newspaper
27% television station
25% word of mouth
23% online publications

2017 Online:

65.5% newspaper
47.9% word of mouth
38% RDOS website

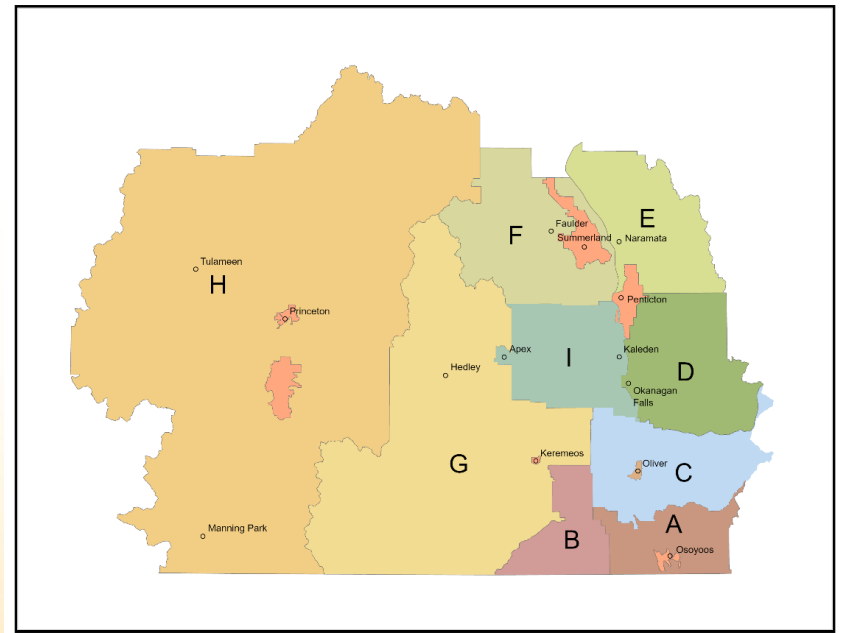
2020 Online:

56% word of mouth
44.8% online news
40.2% RDOS website
38% newspaper

2021 Citizen Survey Follow-up

Summary

- Variety of delivery methods
- Mail and hard copies
- Social media
- News media
- In-person feedback



2021 Citizen Survey Follow-up

Summary

Variety of delivery methods

- RDOS Hot Topics / Calendar
- RDOS Regional Connections
- Social Media
- Voyent Alert!
- Video and electronic meetings
- Large signs in Electoral Areas
- Community Champions
- Phone tree, posters with QR Code, meetings

2021 Citizen Survey Follow-up

Summary

Mail and hard copies

- Include information with billing notices
- Key dates, events, contact information
 - Quarterly: Naramata/Greater West Bench
 - Annually: Regionally
- Event Posters with QR Code
- Paper copies available for pickup

2021 Citizen Survey Follow-up

Summary

News media

- Paid advertising (bi-weekly, static button)
- Editorial content (Regional Reflections)

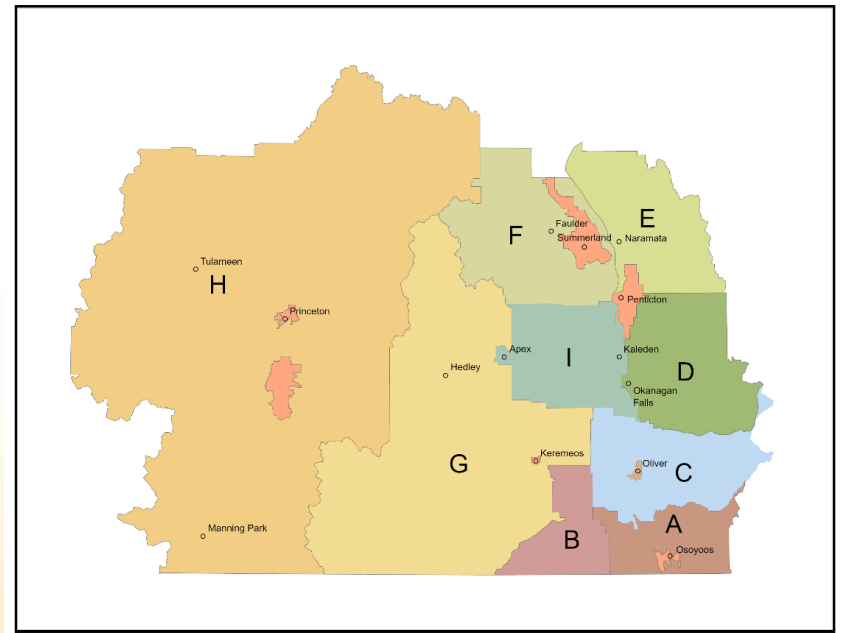
In-person feedback

- Electoral Area public meetings (COVID-19)
- Electronic access via Webex and YouTube

2021 Citizen Survey Follow-up

Challenges

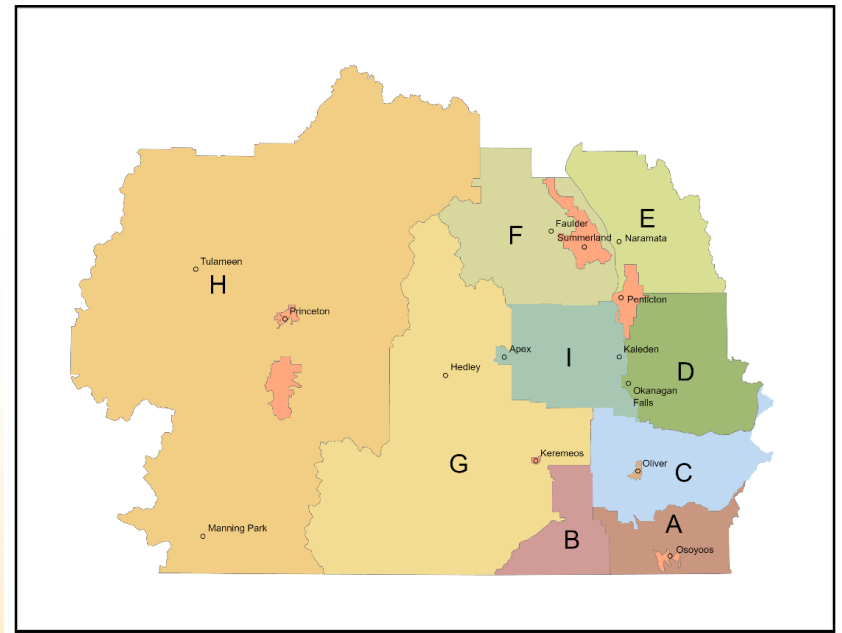
- Mail outs: cost
- Advertising: cost
- In-person: COVID-19
- News media: content



2021 Citizen Survey Follow-up

Steps taken to address gaps

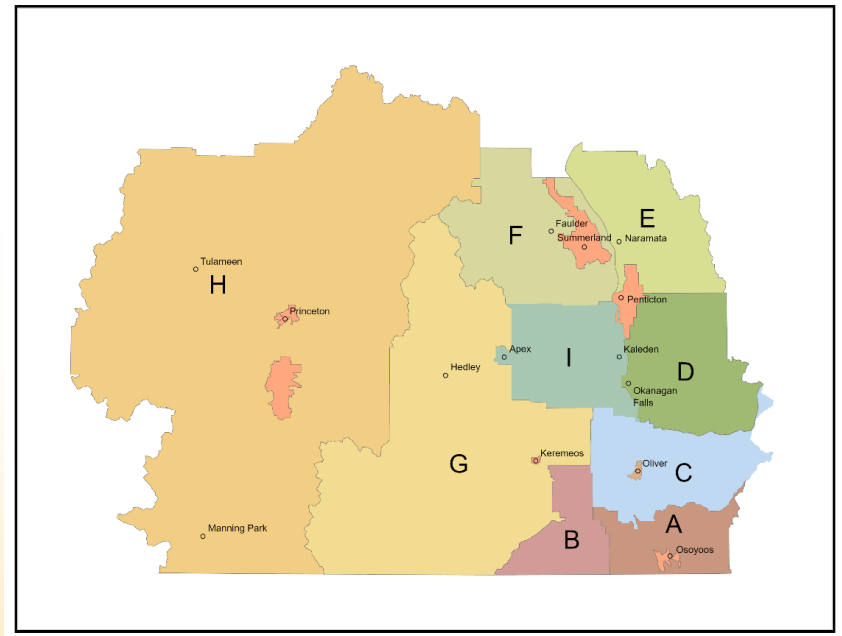
- Monthly newsletter
- Community Champions
- Voyent Alert!
- Informational video



2021 Citizen Survey Follow-up

Other opportunities

- Explainer videos
- Improve web content
- Hybrid public meetings
- Future short surveys
- Proactive communications



2021 Citizen Survey Follow-up

Next Steps

- Report results
- Further analysis

