

WHAT WE HEARD

Communications and engagement survey results

Report to Council

July 23, 2024

LEARN MORE AT: www.lytton.ca

Communications & engagement survey



Open from May 23 to June 21, 2024

- Online survey shared through e-newsletter, website, and Facebook
- Printed survey sent with property tax notices

Received 37 responses

- 36 online responses
- 1 printed survey

Village of Lytton Communications and Engagement Survey - May 2024

EDIT

Introduction

The Village of Lytton is surveying community members about communications and engagement preferences.

Please take 10 minutes to complete one of the following:

- online survey or
- printed survey

The printed survey will be mailed out with the 2024 property tax notices.

You can email the printed survey to communication@lytton.ca or drop it off at the Village Office or Parish Hall.

The survey deadline is June 21, 2024.

Your responses will remain anonymous and will never be linked to you personally. Your participation is entirely voluntary. If there are items you do not feel comfortable answering, please skip them.

If you have any questions about the survey, please contact Communications Advisor Melissa Darou at communication@lytton.ca.

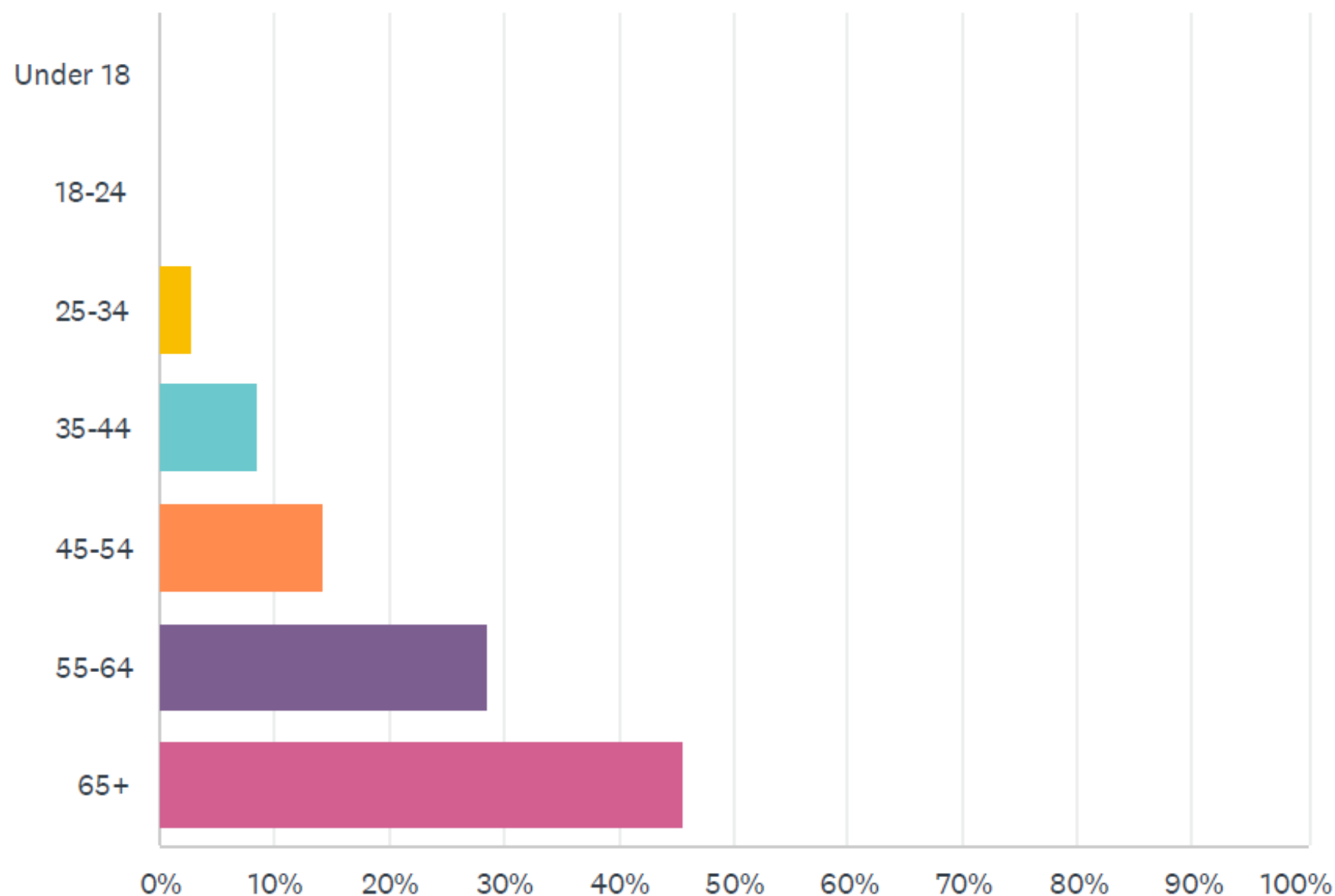
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Who we heard from

Where do you live?

- Lytton area
- Botanie Valley
- Ashcroft
- Cache Creek
- Sorrento
- Midway
- 2 Mile
- Lower Mainland
- Other

What is your age?



Who we heard from

Are you currently displaced from your former home/business in Lytton?

No: 60%

Yes: 37%

Not applicable: 3%

If you are displaced, are you planning to return?

Not applicable: 58%

Yes: 26%

No: 12%

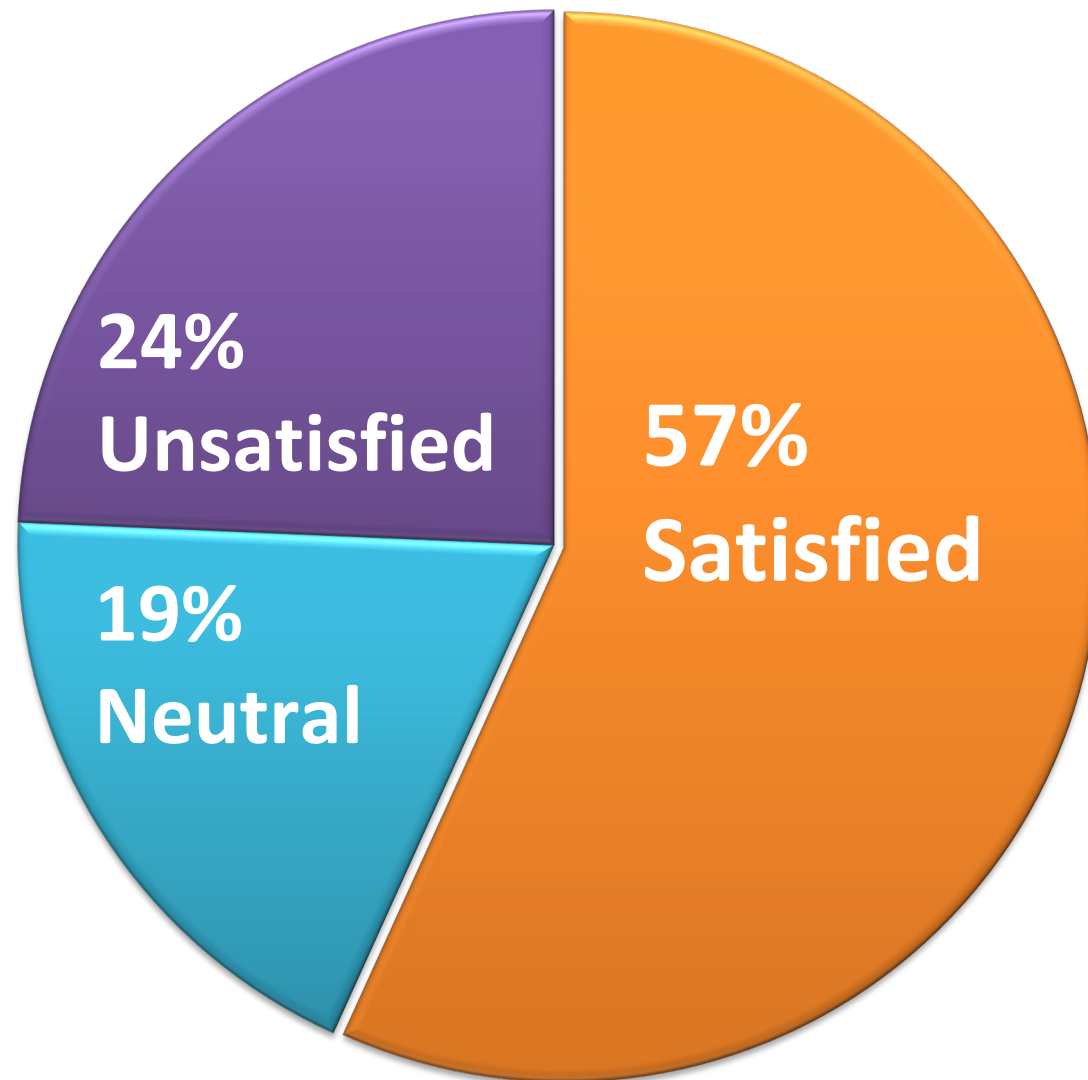
Other: returned already



Satisfaction



Overall, how satisfied are you with information and updates from the Village of Lytton?



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Communications channels

How do you currently receive information and updates from the Village?

1. E-newsletter (65%)
2. Village's Facebook page (51%)
3. Village's website (41%)
4. Community meetings (35%)
5. News articles (35%)

What are your preferred channels for information and updates from the Village?

1. E-newsletter (70%)
2. Village's Facebook page (51%)
3. Village's website (43%)
4. Coffee with Mayor & Council (24%)
5. Community meetings (22%)

E-newsletter & social media

Do you currently receive the weekly e-newsletter?

- Yes (78%)
- No (22%)

What is your preferred frequency for the newsletter?

- Weekly (54%)
- Bi-weekly (19%)

“Weekly during rebuilding, then monthly”

Which social media platforms do you use?

1. Facebook (81%)
2. YouTube (49%)
3. Instagram (32%)
4. X, formerly Twitter (19%)

Engagement channels

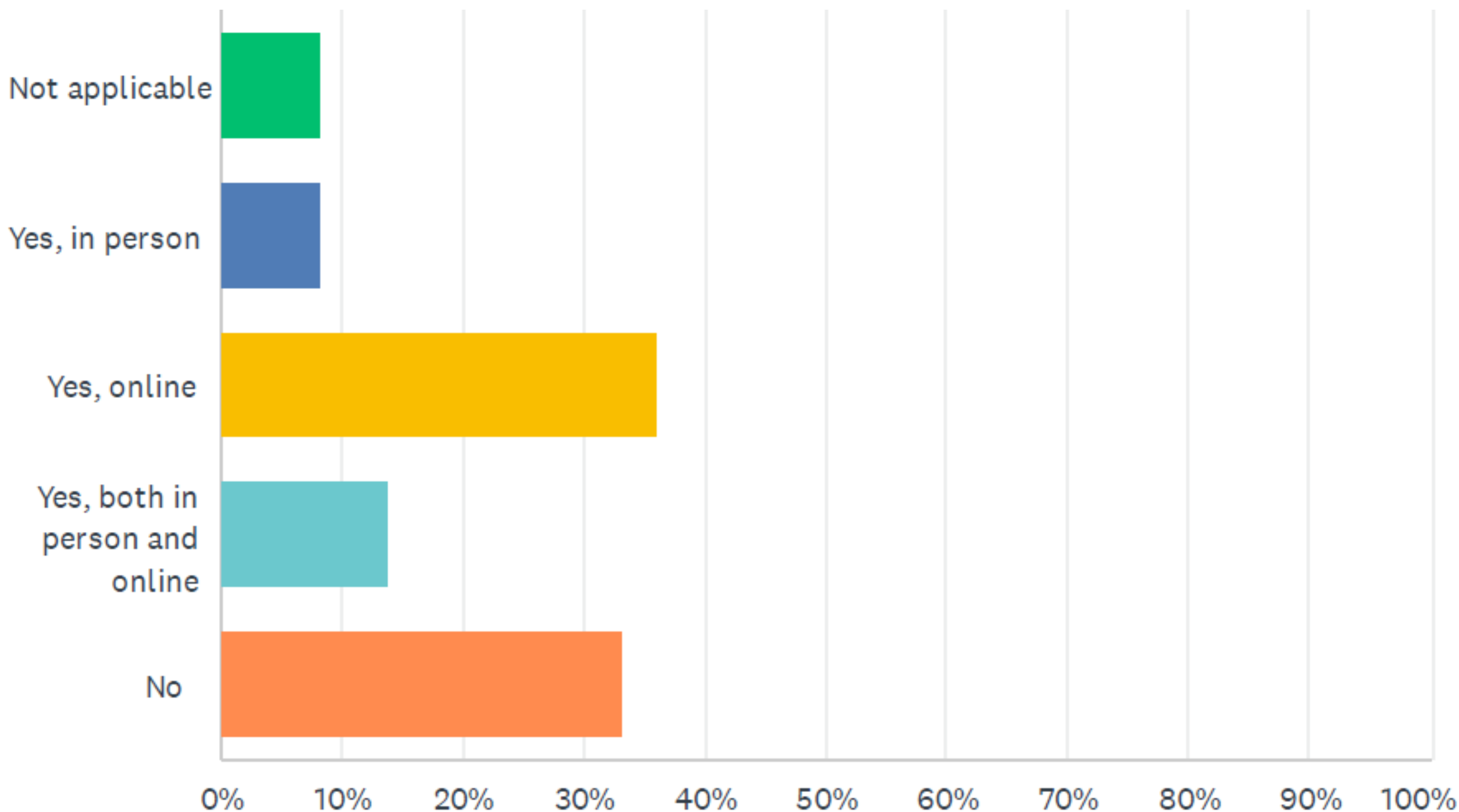
What are your preferred channels for engagement?

1. Informal meetings and discussions like Coffee with Mayor & Council (39%) or attending Council meetings online (39%)
2. Attending community meetings online (33%)
3. Attending community meetings in person (28%)
4. Filling out surveys (19%)
5. Joining committees or working groups (11%)



Community meetings

Have you attended community meetings?



Community meetings



Community meeting format: Should the Village...?

- Keep the format of the meetings (64%)
- Change the format (11%)
 - *"More committee work to involve residents"*
 - *"Host meetings throughout the region"*
 - *"Change to in-person community meetings with [an] interactive component for participation"*
- Not applicable (25%)

Community meeting frequency: Should the Village...?

- Schedule community meetings regularly [e.g., quarterly] (42%)
- Schedule more frequent, less formal meetings [e.g., about a specific topic] (36%)

Other comments



- *"I appreciate and value the quality of the newsletter that comes weekly."*
- *"I appreciate the territorial acknowledgement. Arranging communications by topic might be easier for me. Emergency, rebuild, services, news, community interest, etc."*
- *"I would like engagement to include the 10 focus topics listed in the Message from the Mayor, November 2023."*
- *"I like the improvement in the newsletter, specifically the review of the council meeting."*
- *"I would like to see facilitated interactive community meetings where goals are set and worked towards. Then progress or redundancy could be spotted. Long term & short term goals could be laid out."*
- *"I'm just not up to date with technology."*



Questions?