



Welcoming and Inclusive Communities and Workplaces Program

Knowledge Development and Exchange Report

By Community Futures Central Kootenay and Selkirk College

June, 2010

Canada 



WelcomeBC

Table of Contents

Table of Contents.....	i
Executive Summary.....	v
Welcoming and Inclusive Communities and Workplaces Program Knowledge Development and Exchange Report	1
1) Background	1
2) Project Scope and Objectives.....	1
3) Methodology.....	2
Geographical Area.....	2
Focus Group Sessions.....	2
Immigration and Newcomer Survey	3
4) Findings	5
4.1 Focus Group Sessions.....	5
4.2 Immigration and Newcomer Survey	6
4.3 Survey Results	9
Section 1: Survey Participants.....	9
Table 1: Response Count by Survey Area	9
Question 1: Gender.....	9
Question 2: Age.....	10
Chart 1: Survey Participant age groups.....	10
Question 3: First Language	11
Question 4: Resident Type	11
Chart 2: Participant Origin	11
Chart 3: Immigration Status by Local Area	12
Chart 4: Residence Time and Immigration Status.....	12

Question 5: Length of Residence by Local Area.....	13
Chart 5: Length of Residence	13
Section 2: Perceptions and Services Assessment	13
Question 7: Immigration and Cultural Diversity	13
Chart 6: Immigration and Cultural Diversity	14
Chart 7: Economic Future and Immigration.....	15
Chart 8: Economic Future and Cultural Diversity.....	15
Question 8: Perceptions of Racism and Exclusion	15
Chart 9: Perceptions of Racism and Exclusion	16
Chart 10: Undervaluing of Education and Skills.....	17
Chart 11: Less Income for Same Work.....	18
Chart 12: Exclusion from Interpersonal/Group Interactions	18
Chart 13: Blame for Economic/Crime/Other issues.....	19
Chart 14: Racist Behaviour.....	20
Question 9: Services for Newcomers and Immigrants.....	20
Chart 15: Services for Newcomers and Immigrants	21
Chart 16: Personal and Family Services	22
Chart 17: Health Services	23
Chart 18: Job/Career Counselling	23
Chart 19: Assistance with Accessing Services and Programs.....	24
Chart 20: English Language Training	25
Chart 21: Cultural activities and resources	25
Chart 22: Legal Services	26
Chart 23: Financial Management Services.....	27
Chart 24: Cultural Services	27

Chart 25: Transportation.....	28
Chart 26: Affordable housing options.....	29
Chart 27: Housing and Shelter Services	29
Chart 28: Child Care Services	30
Chart 29: Adequate Employment Opportunities.....	31
Chart 30: Immigrant/community member one-on-one mentoring	31
Chart 31: Translation Services.....	32
Question 10: Welcoming and Inclusive Community Assets.....	33
Chart 32: What assets make a community welcoming and inclusive	33
Question 11: How can your community be more welcoming and inclusive?	34
Table 2: Ideas for more welcoming and inclusive communities.....	35
Table 3: Anticipated Residency.....	36
Table 4: Top 10 Reasons for not staying in the region	36
New Resident Survey	36
Question 14: Rating the New Resident Experience	37
Chart 33: New Resident Experience.....	37
Question 15: Previous Place of Residence	38
Table 5: Previous Place of Residence.....	38
Question 16 & 17: Household Size and Children	38
Table 6: New Resident Household Size.....	39
Table 7: New Resident Child (< 18yr) Household Size	39
Question 18: New Resident Occupations	39
Table 8: New Resident Occupations	40
Question 19: How did you find out about the region?	40
Chart 34: How did you find out about the region?	41

Question 20: Why did you move to the area?.....	41
Chart 35: Reason for moving to the Region.....	42
Question 21: How important were the following to your decision to move?.....	42
Table 9: Newcomer Sample Categories and Sample Sizes.....	42
Chart 36: Factors in the Decision to Move.....	43
Chart 37: Factors in the Decision to Move - Sub Groups.....	44
5.0 Summary	45
Appendix A : Focus Group Questionnaire.....	46
Appendix B: Welcoming Communities Survey.....	47
Appendix C: Community Specific Results of Focus Groups.....	52

Executive Summary

Background and Objectives

The Welcoming and Inclusive Communities and Workplaces Program aims to work towards more inclusive, welcoming and vibrant communities where newcomers and immigrants can integrate and succeed in local communities free of racism and other barriers, while celebrating and valuing their unique cultural diversity. The program is divided into three phases: knowledge development and exchange, public education and demonstration projects.

As the lead agency for the knowledge development portion of the project, Community Futures Central Kootenay in partnership with Selkirk College's Regional Innovation Chair in Rural Economic Development conducted a community needs assessment to identify challenges and weaknesses that may act as barriers to newcomers and immigrants. This needs assessment, making use of interviews, focus groups and a community survey aims to provide information that will help local communities and stakeholders work towards more welcoming and inclusive communities.

Project Objectives

The main objective of the knowledge development phase is to aid in community building while determining strengths and weaknesses that may exist in local communities. This knowledge is to be passed on to the community, key stakeholders, partner agencies and businesses with the aim of promoting welcoming and inclusive communities in both to the community at large as well as in local workplaces. The development and strengthening of stakeholder partnerships is another key objective of the project.

In addition to these prime objectives, this project also aims to identify newcomer and immigrant issues by polling this demographic as well as the community at large. These divergent perspectives will aid in understanding the perceptions and issues that newcomers face when they move to the West Kootenay Boundary region from other areas of Canada and the world.

Methodology

Information in regards to how communities can be more welcoming and inclusive was gathered through seven focus group sessions as well as a community wide survey. The focus group sessions held in Greenwood, Christina Lake, Trail, Castlegar, Nelson, Nakusp and Selkirk College (Castlegar ESL) focused on five questions, on how communities could be more welcoming and

inclusive. The survey contained 21 questions, gathering a variety of information from the 552 residents who filled out the survey. The Welcoming Communities Survey was made available to community members during the focus group sessions as well as to the community-at-large through an online survey.

Focus Group Results

A majority of participants in the focus group sessions had a positive outlook on the role of cultural diversity and immigrants within the local community. However, a few participants stated a fear that immigrants and newcomers would take existing job opportunities from local residents.

Benefits of Cultural Diversity

The benefits of cultural diversity as stated by participants ranged from tangible results such as an introduction to different food and restaurants, to increased global awareness. The most commonly cited benefits were an increased understanding of other cultures and what they can bring to the local community, and economic benefits which range from increased spending in the area to increased business ownership and employment possibilities.

Community Assets to welcoming communities

The most commonly stated community assets that aid in welcoming communities were the small town “communities” as well as the friendliness of the people, a feeling of safety and the beauty of the area. As stated and seen throughout the responses to the focus groups and survey, the strength of the networking that occurs within the communities is seen as the greatest single asset.

Community needs for creating welcoming communities

The two most cited needs for creating more welcoming communities was for increased communication and improved transportation. It was felt by focus group participants that one of the largest gaps was information in regards to available services as well as a lack of available information about events that may be occurring throughout the area. Of particular note were comments from the Selkirk ESL session where participating students stated that the lack of information on surrounding events and the lack of ability to get to these events without a car isolated them from the surrounding community.

Supportive of Businesses

Important steps that could be taken to aid and support businesses in the area is improved and more frequent networking opportunities such as Chamber of Commerce events, where business owners can be inclusive of each other, and also have the opportunity to meet new community members. There was also a great deal of mention about increasing customer service in the retail and services sectors, which will make the community more attractive to newcomers, and also increase repeat business for the owners. It was thought that this, in combination with shopping locally (businesses and community members) would create a more integrated community better able to support itself and newcomers to the area.

Promoting welcoming communities

The single greatest step that could be taken to promote welcoming communities was the need for improved information and advertising about local cultural events and services. This lack of information makes it hard for those outside of the local networks to find out about services or events that could be attended to aid in integration and community bonding. There are many websites and opportunities to advertise events and services, but they are not always known. The ability to provide one website to host all this information, or to have existing websites linked together to form one information area would avoid a duplication of services.

Welcoming Communities Survey Results

A total of 552 participants filled out the Welcoming Communities survey. The participants were distributed between 9 separate geographic sub locations within the West Kootenay/Boundary region, with larger urban centres such as Castlegar and Nelson constituting 53% of all responses. The most represented groups within the survey were women (63%) and those in the 45-64 age range (52%). Participants were also polled on their “first language,” which resulted in 90% of participants stating English, 2% stating French, and the remainder stating other languages including German and Russian. Of all participants, 77% stated they were born in Canada while 22.5% stated that they had immigrated to Canada.

When asked how long they had lived in the area, 74% of participants had lived in the area for more than 5 years. Of these individuals, 78% were born in Canada.

Perceptions and benefits of immigration

Almost all participants rated immigration and cultural diversity as important or very important, which indicates that residents do see the positives of immigration and cultural diversity for the economic future of the region.

The overall perception of the type of racism and exclusionary behaviour that is experienced most “frequently” by immigrants and newcomers is the undervaluing of education, skills or experience. In almost all questions of racism asked, the study found that immigrants to Canada, visible minorities and First Nation respondents all thought that racism is an issue slightly more than long term residents, born in Canada residents and migrants from other regions of Canada. This indicates that immigrants and visible minorities have different perceptions of the level of racism than other long-term residents.

Services Assessment

An assessment of existing services in the area revealed that a large proportion of survey participants did not know about the available services. This would suggest that efforts need to be taken to create more awareness of existing services in order to help those newcomers who need the services. In other words the current methods to provide outreach to immigrants need to be improved.

The services that had the highest recognition in the community were personal and family services, health, and job and career counselling. The services that rated the lowest by immigrants and newcomers alike, are the ‘basic needs’ services: employment, housing, transportation, child care and translation.

Assets that make welcoming communities

When asked how your community could be more welcoming, a majority of participants stated that increased economic security through improved employment opportunities was important. Other items that were important included increased numbers of community/newcomer events as well as improved advertising of these events. It was also felt that an increased willingness by existing residents to accept newcomers and immigrants was a major step in creating more welcoming communities in the West Kootenay Boundary region.

Anticipated residence

When participants were asked if they anticipated living in the area in 5 years time, most of them stated that they did. Many more of the shorter term residents stated that they planned on leaving within the next 5 years than did the longer term residents. In other words, the region can attract newcomers, but it can’t necessarily keep them.

When asked why they did not intend to live in the area 5 years from now, the main reasons included a lack of employment/economic security as well as a desire for large city amenities such as culture and services.

New Resident Specific Questions

Participants who had lived in the area for less than 5 years were asked to answer a series of questions ranging from how their experience was living here, information on household makeup, why they moved and what affected their decision to move.

In general, new residents rated their experience as positive, with only one person rating their experience as extremely poor. When looking at differences between immigrants and those born in Canada, Canadians typically rated their experience slightly more positive than immigrants, while immigrants rated their experience a little below the community average.

Information collected in regards to previous places of residence found that a majority of people coming to the area arrive from BC and Alberta, primarily from Calgary and Vancouver. Based on the survey responses, Nelson and Castlegar received the largest share of residents from these areas.

Household size and makeup

Information collected on household size revealed that new residents typically live in a household size of 1-2 people. Immigrants who filled out the survey had slightly larger household sizes (3-4 people) but slightly lower numbers of children under the age of 18. Immigrants who have the larger household size are likely to have a more significant impact on the economy because of the need for more household based goods and services than other newcomers such as retirees.

Occupation

Most commonly cited occupations of new residents focused on service and government based classifications such as health care, education, and public administration. This was most likely a reflection of the survey distribution, which made use of local networks to collect responses. These networks rely on phone and email communications, and would be concentrated on office jobs and not trades positions. This weakness reinforces the need for a systematic regional approach to a new resident survey to generate more accurate contact information.

Finding out about the area

A majority of respondents (75%) found out about the area they lived in through personal contacts, such as friends, family, vacationing or having lived here previously. Only 25% of respondents found out about the area through external sources such as websites, job opportunities or the media.

Why did you move?

When asked why they moved, the three most commonly cited reasons were: job opportunity, retirement, and to seek employment. Of special note is the high number of participants who moved to Castlegar to retire.

Factors in deciding to move

When polled about which factors were most important in the decision to move to the area, natural amenities were most commonly cited for new residents. Amenities such as climate, rural lifestyle and outdoor recreation were the most dominant reasons. For immigrants to Canada, the most cited factor affecting their decision to move to the area was personal and family safety, the rural and small community lifestyle and affordable housing. For those who moved from other areas of Canada, outdoor recreation was the most important. For those born in Canada, the highest scoring factor was the rural and small community lifestyle of the Kootenays.

Recommended Actions from Focus Groups and Survey Responses

The following is a list of potential recommendations that the Kootenay Boundary Welcoming Communities should consider:

- Conduct a community awareness initiative that immigration and newcomers are an integral part of a thriving community.
- Create an Immigration centre to act as a depository for information and establish first points of contact within the community that would be connected to this centre.
- Work with the appropriate government bodies to improve public transportation within the regions.
- Make use of and advertise existing community event posting sites, so all members of the community have a link to existing programs and events.
- Initiate 'Mystery Shopper' programs in each community to find out how friendly and helpful businesses are. The feedback from a Mystery Shopper will be invaluable to businesses to learn how they are doing and how they can improve.
- Host cultural celebrations and promote them heavily throughout the communities.
- Use Social Media to its fullest advantage to promote the available services throughout the communities.
- Create an ambassador program that will match a newcomer with a current resident, so the newcomer can get first-hand help and advice.
- Create a Newcomers group that would use invited speakers, peer support and organized events to better connect newcomers to the local community
- Creation of a regional buy local program focusing on local suppliers of goods and services.

- Create a more robust New Resident survey administered by the regional governments rather than the Welcome Wagon, and
- Acquire new resident data from available resources to ensure a more complete sample and mail survey directly to these residents
- Create a multi-year new Resident survey to sample some new residents after 1 and 3 years to gauge changing opinions.
- Support for an Immigrant mentoring program by communities and local government.
- Create an Employer Welcome Toolkit describing what employers can do to aid newcomers and immigrants.
- Create a better mechanism to match skilled workers with businesses that have employment opportunities that can utilize those skills.
- Increasing tourism and encouraging residents to invite their family members to the region will increase the number of migrants and immigrants who move to this area.

Welcoming and Inclusive Communities and Workplaces Program Knowledge Development and Exchange Report

1) Background

To support the development and stewardship of the region to attract, welcome, engage and retain newcomers.

Welcoming Communities Partnership Mission Statement

As part of a larger BC government program entitled “Welcoming and Inclusive Communities and Workplaces Program” (WICWP), Community Futures Central Kootenay in partnership with the Greater Trail Community Skills Centre and Community Futures Boundary are attempting to assess and act on information collected from a multi-step process whose aim is to create more welcoming communities throughout the West Kootenay-Boundary regions. The program is split into three separate actions which include: Knowledge Development and Exchange, Public Education and Demonstration Projects.

Immigration is significant to the area because of the challenges of the aging labour force and the need to replace retiring workers, as stated in the “Economic Overview: West Kootenay Boundary” report.¹

The first stage in the WICWP program is to define a benchmark for the area in terms of strengths and weaknesses when it comes to attracting, welcoming, and retaining newcomers to the West Kootenay-Boundary region. As lead agency in this phase Community Futures Central Kootenay determined the best way to assess the state of inclusiveness in the area would be to gather information in a threefold process. This process made use of focus groups, one-on-one interviews and a short immigration survey attempting to identify existing opportunities, strengths, challenges and gaps that currently exist within communities throughout the study area.

2) Project Scope and Objectives

The prime objectives of the first phase of the WICWP project are community building, knowledge development, and the transfer of the knowledge to project partners, key stakeholders, local businesses, and community members. As part of this knowledge development and distribution, the information gathered is used to determine the gaps and issues that exist in terms of welcoming newcomers, and how the community and stakeholders can address them. This gap discovery stems from the focus

¹ <http://www.selkirk.ca/research/ric/theregionaleconomy/>

groups, surveys and interviews to gain the perspectives of both long time and short time residents of the West Kootenay - Boundary regions.

The knowledge development and exchange phase of the project also aims to strengthen the ability of municipalities, the regions and its citizens to provide a welcoming and inclusive atmosphere for newcomers and immigrants. By shedding light on issues such as racism, lack of services or other barriers experienced by these groups, it is hoped that improved community building will result healthier communities for all.

3) Methodology

As lead organization for the Knowledge Development and Exchange phase of the WICWP project Community Futures Central Kootenay with the aid of Selkirk College's Regional Innovation Chair in Rural Economic Development, developed the framework and techniques to be used for knowledge gathering. These techniques focused on two main methods of information gathering, focus groups and a community survey. As part of both of these processes, interviews were conducted on an individual basis with various survey and focus group participants to provide additional perspectives on issues facing newcomers.

Geographical Area

The study area used for information collection and analysis included both the regions of Kootenay Boundary and Central Kootenay. However certain areas were excluded from the study due to geographical factors. In the Boundary Region the area located around Big White Ski Hill located within the Kootenay Boundary Electoral Area E was excluded. In the Central Kootenay area, the city of Creston as well as areas B and C located around Creston were not included in the study area. In total, the area included in the study has an approximate population of 75,000.

Focus Group Sessions

Seven focus group sessions were conducted between January and March 2010, by a Community Futures Central Kootenay facilitator in six communities throughout the study area. The six communities included three communities in the Kootenay Boundary region (Trail, Christina Lake, Greenwood) and three communities in the Central Kootenay region (Nelson, Nakusp, Castlegar). Two focus groups were conducted in the city of Castlegar, one including business people, service providers, and community members, as well as one at Selkirk College with ESL program students. In total there were 86 participants in the focus groups sessions, which ranged in size from 5 to 22 participants. Participants were invited to the focus sessions in an informal way with requests going to the community through personal contacts and local networks.

The focus groups were asked the same five questions in an attempt to determine the effectiveness of existing programs and services as well as gaps that already exist in terms of welcoming communities. These five questions included:

1. What do you believe are the benefits of cultural diversity?
2. What are community assets that make your community welcoming and inclusive?
3. What needs improvement or what is your community lacking to be more welcoming and inclusive?
4. How can businesses be supported to be more inclusive of newcomers?
5. What is needed to better promote the concept of welcoming and inclusive communities?

Immigration and Newcomer Survey

The Welcoming Communities survey was developed by Community Futures and Selkirk College's Regional Innovation Chair in Rural Economic Development. The survey (see Appendix B) consisted of a variety of questions aimed at getting a better understanding of the challenges faced by immigrants and newcomers coming to the West Kootenay Boundary region, getting an assessment of the services offered to immigrants and newcomers, and gathering information on recent newcomers to the region. In total, 552 responses were collected between December 15, 2009 and March 31, 2010.

The survey was distributed to the study area using a variety of methods with the objective of acquiring a minimum of 500 responses. In addition to focus group participants filling out the survey, requests to complete an on line survey were made through various local news outlets including the Trail Times, Grand Forks Gazette, Nelson Star, Nelson Express, and local Pennywise publications. The main method of survey distribution was through advertising the online portion of the survey through local community groups and local community networks.

The main issues and topics of information collected in the survey included:

- General demographic information (age, sex, first language, general area of residence, length of time in Kootenay-Boundary)
- Immigration status (born in Canada, immigration, visible minority, First Nations)
- Importance of cultural diversity
- Issues experienced by newcomers (racism, exclusion)
- Service adequacy assessment
- Inclusive community assets
- Steps that can be taken to be more welcoming and inclusive

In a second "New Resident" section, those who have lived in the area for less than 5 years were asked several questions including:

- Rating your experience in the area
- Previous place of residence
- General household information (size, children)
- Occupation
- How you hear of the area and reason for moving
- Factors important to the decision to move to the area

Approach to Analysis

In order to better understand the differences between population groups several categories were created to aid in comparison analysis. These categories taken from a subset of the main data were chosen in order to best portray differences that may exist between different population sub groups that exist within the survey area. These include:

- Longer term residents (5+ years) compared with newcomers (0-5 years)
- Participants “Born in Canada” compared with “Immigrants to Canada,” “Moved from another region of Canada”, Visible Minorities” and First Nations”
- Business owners compared with Service providers

Regional Characteristics Compared to the Survey Results

Based on 2006 Census data, for the Regional Districts of Kootenay Boundary and Central Kootenay, the Immigrant population represented 11.5% of the total population, Visible Minority residents represented 2.3% of the population and First Nation residents represented 4% of the population.

The number of Visible Minority respondents (11) and First Nation respondents (9) is small and therefore may not be representative or statistically “reliable” in terms of representing the opinions of those respective groups in the region. Three of the Visible Minority respondents reported being born in Canada (not immigrants). Those two groups represent approximately 2% of the overall survey results. That is relatively representative for the Visible Minority population, but the First Nation representation in the survey is approximately half of that in the overall population. The proportion of Immigrant to Canada responses (22.5%) is approximately twice the proportion of Immigrants in the overall population. Of note is the fact that only 20% of our immigrant population are members of Visible Minority communities and that 64.4% of Immigrants to Canada who responded have also lived in the region for 6 or more years.

Between 2002 and 2006, the West Kootenay Boundary region had the highest percentage of immigrants with English skills in BC (89%), and the highest percentage of educated and skilled immigrants (78%). Most immigrants came from the US, UK, Australia, S. Africa & Germany. In comparison, most BC immigrants in 2008 came from Asia (67.2%), Europe and United Kingdom (13.2%), Africa and the Middle East (8.5%), USA (6.0%). In 2006, BC’s immigrant population was 27.5% of total population, the Aboriginal population was 4.8% of total population, and the Visible Minority population was 24.8% of total population.

The median age of the population in Central Kootenay in 2006 was 45.3 years, and 47.3 years in Kootenay Boundary. The largest respondent age group in the survey was 45-64, consistent with the median age given that the population under 18 was not included in this survey.

4) Findings

4.1 Focus Group Sessions

Seven focus group sessions were conducted between January and March 2010, in six communities throughout the study area. The sessions were held in Trail, Christina Lake, Greenwood, Nelson, Nakusp, and Castlegar. Two focus groups were conducted in Castlegar, one including business people, service providers, and community members, as well as one at Selkirk College with ESL program students. Almost 100 people participated in the focus groups sessions. Participants were invited to the focus sessions in an informal way with requests going to the community through personal contacts and local networks.

The focus groups were asked the same five questions in an attempt to determine the effectiveness of existing programs and services as well as gaps that already exist in terms of welcoming communities. The following answers were the most prevalent from the communities. The full analysis from each community follows this summary.

What do you believe are the benefits of cultural diversity?

- Creativity and life experiences, which can bring about a different perspective
- Newcomers are not just bringing new skills, they are buying a house, groceries and contributing economically
- Food (including restaurants and cooking classes), music, movies and festivals
- Opening our minds (and our children's minds) to different languages, beliefs, cultures and customs, leading to global awareness

What are our community assets that make the community welcoming and inclusive?

- The beauty of the area and the ability to engage in a variety of outdoor activities
- There are a large number of different community groups
- Any type of fair or event that brings the community together
- People generally feel a great sense of safety in this community
- Friendly, accepting people who go out of their way to help
- Small communities have the advantage of being able to welcome newcomers because they are more easily identified
- Schools are able to boast smaller classrooms

What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- Lack of effective public transportation services came up as a significant issue in every community. Most input is that public transit needs to be improved in quantity, quality and scheduling. This

problem is especially problematic with Selkirk College students in Castlegar. Transportation to the airport is also an issue.

- Many of the participants said that there is a real disconnect between long-term residents and newcomers. People are very friendly, but actually establishing friendships is hard. Long-term residents can be very cliquy.

Other areas of improvement:

- A lack of information regarding available services and upcoming events/activities
- Our remoteness and isolation from urban centres makes us vulnerable, especially with health care
- Establishing connections with people is so important. Having the opportunity to make these connections through local meetings, gatherings or informal dinners would be a great asset
- Team sports for children are a great asset, but not always affordable

How can businesses be supported to be more inclusive of newcomers?

- Participate in a 'shop local' program that encourages use of local products and services when they are available
- Encourage businesses to enrol in the World Host program (formerly Super Host program), which prepares businesses to deliver the best customer service and learn quality communication skills
- Support the efforts of the Visitors Centres, Chambers of Commerce and Board of Trade, who collaborate with businesses to promote local economic development
- Have mystery shoppers go through the communities as a tourist, and then allow them to share their experiences with businesses
- Businesses need to show more initiative to collaborate and network amongst themselves and with the members of the communities

What is needed to better promote the concept of welcoming and inclusive communities?

- Identify any gaps in services and where can we meet a need
- Work with your champions, profile your successes, measure improvements and prove that it's working
- Promote the community, don't criticize it. Look to the future, not the past
- Create a Multi-cultural access centre for newcomers
- Utilize the Welcome Wagon program to its fullest potential
- Branding and wayfinding signs both need to be used and promoted
- Promote cultural celebrations (gay pride parade, aboriginal day, day of peace)

4.2 *Immigration and Newcomer Survey*

The Welcoming Communities survey was developed by Community Futures and Selkirk College's Regional Innovation Chair in Rural Economic Development. The survey (see Appendix B) consisted of a variety of questions aimed at getting a better understanding of the challenges faced by immigrants and newcomers coming to the West Kootenay Boundary region, getting an assessment of the services

offered to immigrants and newcomers, and gathering information on recent newcomers to the region. In total, 552 responses were collected between December 15, 2009 and March 31, 2010.

The survey was distributed to the study area using a variety of methods with the objective of acquiring a minimum of 500 responses. In addition to focus group participants filling out the survey, requests to complete an on line survey were made through various local news outlets including the Trail Times, Grand Forks Gazette, Nelson Star, Nelson Express, and local Pennywise publications. The main method of survey distribution was through advertising the online portion of the survey through local community groups and local community networks.

The main issues and topics of information collected in the survey included:

- General demographic information (age, sex, first language, general area of residence, length of time in Kootenay-Boundary)
- Immigration status (born in Canada, immigration, visible minority, First Nations)
- Importance of cultural diversity
- Issues experienced by newcomers (racism, exclusion)
- Service adequacy assessment
- Inclusive community assets
- Steps that can be taken to be more welcoming and inclusive

In a second “New Resident” section, those who have lived in the area for less than 5 years were asked several questions including:

- Rating your experience in the area
- Previous place of residence
- General household information (size, children)
- Occupation
- How you hear of the area and reason for moving
- Factors important to the decision to move to the area

Approach to Analysis

In order to better understand the differences between population groups several categories were created to aid in comparison analysis. These categories taken from a subset of the main data were chosen in order to best portray differences that may exist between different population sub groups that exist within the survey area. These include:

- Longer term residents (5+ years) compared with newcomers (0-5 years)
- Participants “Born in Canada” compared with “Immigrants to Canada,” “Moved from another region of Canada”, “Visible Minorities” and First Nations”
- Business owners compared with Service providers

Regional Characteristics Compared to the Survey Results

Based on 2006 Census data, for the Regional Districts of Kootenay Boundary and Central Kootenay, the Immigrant population represented 11.5% of the total population, Visible Minority residents represented 2.3% of the population and First Nation residents represented 4% of the population.

The number of Visible Minority respondents (11) and First Nation respondents (9) is small and therefore may not be representative or statistically “reliable” in terms of representing the opinions of those respective groups in the region. Three of the Visible Minority respondents reported being born in Canada (not immigrants). Those two groups represent approximately 2% of the overall survey results. That is relatively representative for the Visible Minority population, but the First Nation representation in the survey is approximately half of that in the overall population. The proportion of Immigrant to Canada responses (22.5%) is twice the proportion of Immigrants in the overall population. Of note is the fact that only 20% of our immigrant population are members of Visible Minority communities and that 64.4% of Immigrants to Canada who responded have also lived in the region for 6 or more years.

Between 2002 and 2006, the West Kootenay Boundary region had the highest percentage of immigrants with English skills in BC (89%), and the highest percentage of educated & skilled immigrants (78%). Most immigrants came from the US, UK, Australia, S. Africa & Germany. In comparison, most BC immigrants in 2008 came from Asia (67.2%), Europe and United Kingdom (13.2%), Africa and the Middle East (8.5%), USA (6.0%). In 2006, BC’s immigrant population was 27.5% of total population, the Aboriginal population was 4.8% of total population, and the Visible Minority population was 24.8% of total population.

The median age of the population in Central Kootenay in 2006 was 45.3 years, and 47.3 years in Kootenay Boundary. The largest respondent age group in the survey was 45-64, consistent with the median age given that the population under 18 was not included in this survey.

4.3 Survey Results

Section 1: Survey Participants

The Welcoming Communities survey was filled out by 558 residents of the West Kootenay Boundary Regions. Of the 558 responses, six surveys were not completed and had to be removed from the sample resulting in a total of 552 completed surveys. Of those 552 responses, 549 participants stated their area of residence on the survey, with Nelson and Castlegar accounting for 53% of all the surveys completed.

Table 1: Response Count by Survey Area

Central Kootenay		Kootenay Boundary	
Nelson area	171	Grand Forks/Christina Lake area	53
Castlegar area	122	Trail/Roseland area	50
Kaslo/Kootenay Lake area	33	Beaver Valley area	20
Nakusp area	34	East Shore Kootenay Lake	7
Salmo area	28	Kettle Valley area	11
Slocan Valley area	20		

In addition to the general community and personal information, 15% of participants received an additional question asking them if they were a “Business Owner” or “Service Provider”. That question resulted in 21 participants stating that they were Business owners and 61 participants stating that they were a service provider.

Based on current population, it was expected that the Nelson, Castlegar, and Trail areas would have the highest response rates of the sampled areas. However, the responses from Trail area were much lower than the other two areas. The same recruitment methods were used for all communities, and the lack of responses from newspaper releases and contacts through local networks suggests a different dynamic for consultation is needed in the Trail area.

Due to low numbers of participants Kettle Valley and East Shore Kootenay Lake these two areas were combined with other existing areas for the purpose of simplifying the analysis. The 11 responses from Kettle Valley were combined with the Grand Forks/Christina Lake area, and the 7 responses from the East Shore Kootenay Lake area were combined with the Kaslo/Upper Kootenay Lake area.

Question 1: Gender

The majority of survey participants were female (63%) while males constituted 37% of survey responses. This gender bias may exist due to the survey sampling method. Contacts were made through local

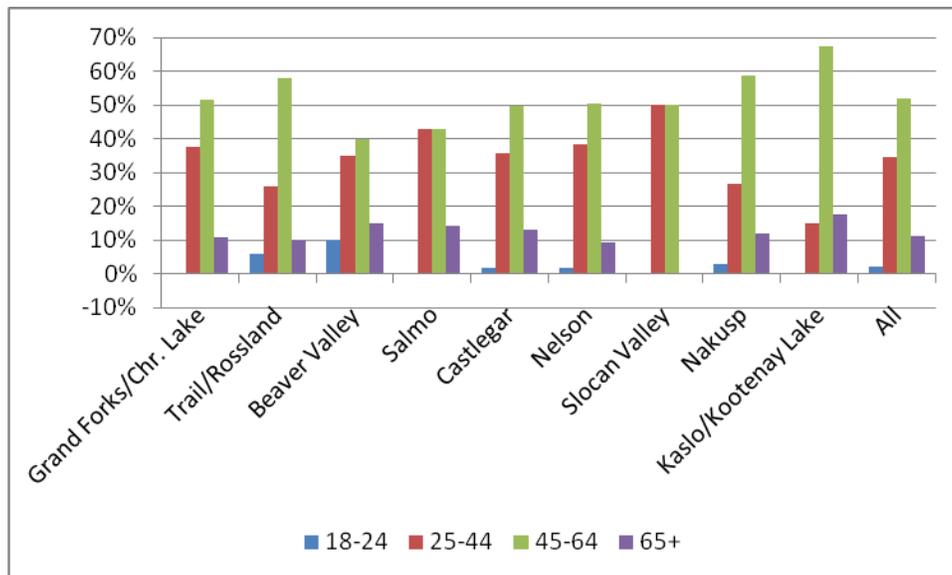
networks of service providers, business associations, and other community groups. As the main survey request was made through phone and email contacts, the results may indicate that a majority of people in office positions contacted are female. Also, we did not have good access to employees of some larger industrial employers such as Teck who do not have company email lists for employees.

A community breakdown reveals that the Nelson area had the most even sampling of female/male responses (53%/47%) with the Slocan and Beaver Valley areas had the widest (80%/20%). The Kootenay Boundary region female male ratio (71%/29%) was slightly higher than the West Kootenay ratio (60%/40%).

Question 2: Age

Age distribution varied from community to community with most communities having a higher proportion of 45-64 year olds answering the survey. Three areas had an equal split between the 25-44 age group and the 45-64 age group: Kettle Valley area, Salmo area, and the Slocan Valley area. The Beaver Valley area had the largest proportion of 18-24 year olds with 10% of participants (2 Of 20) in this age group filling out the survey. (Chart 1)

Chart 1: Survey Participant age groups



The communities of Trail/Rossland and Nelson each had 3 individuals in the 18-24 age category filling out the survey. Six communities had no participants in the 18-24 age range: Grand Forks/Christina Lake, Salmo, Slocan Valley and Kaslo/Kootenay Lake. The Kaslo/Kootenay Lake area had the highest proportion of 65+ participants at 21% (7 Of 33) while Nelson and Castlegar had the highest number of participants from this group at 16 people each.

The Business Owner category had much higher levels of participants in the 45-64 (62%) and 65+ (24%) categories and much lower levels in the 25-44 age grouping (14%) than the average for all survey participants (25-44 - 35%, 45-64 - 52%, 65+ - 11%).

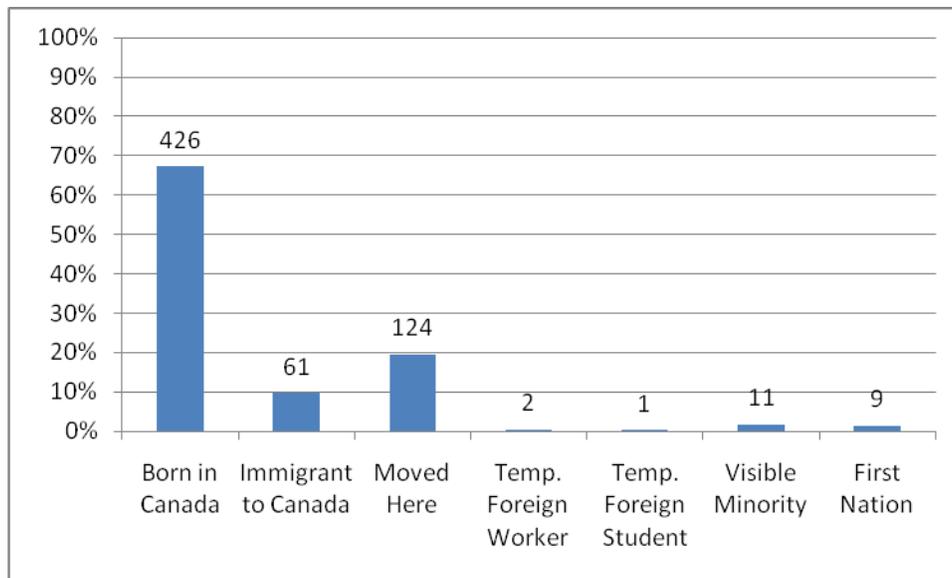
Question 3: First Language

English was the first language of 90% of survey participants with French being the first language for 2% of participants. In addition to the English and French options, another category was provided where other first languages could be stated resulting in 18 different languages being identified. The most commonly cited “other” languages were German (10) and Russian (8). Castlegar area had the highest number of “other” first languages at 18 and Nelson area had the second highest amount of “other” languages at 13.

Question 4: Resident Type

As part of the demographic information collection, survey participants were asked to select options related to their citizenship as well as how they may have arrived in the region.

Chart 2: Participant Origin



The majority of participants selected the “Born in Canada” option (426 participants, 77%) while 124 participants (22.4%) stated that they were immigrants to Canada. In total, 53 participants (9.6%) said they had moved to the region from elsewhere in Canada. (Chart 2)

The Slocan Valley area had the highest percentage of respondents who were born in Canada (95%) and the Nelson area had the highest percentage of respondents who were immigrants to Canada (27.6%). (Chart 3)

Chart 3: Immigration Status by Local Area

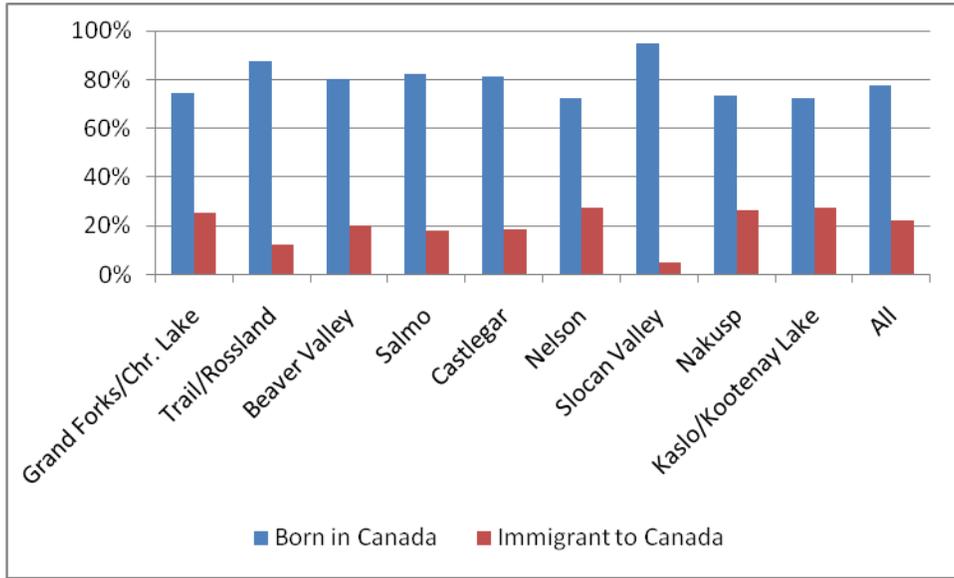
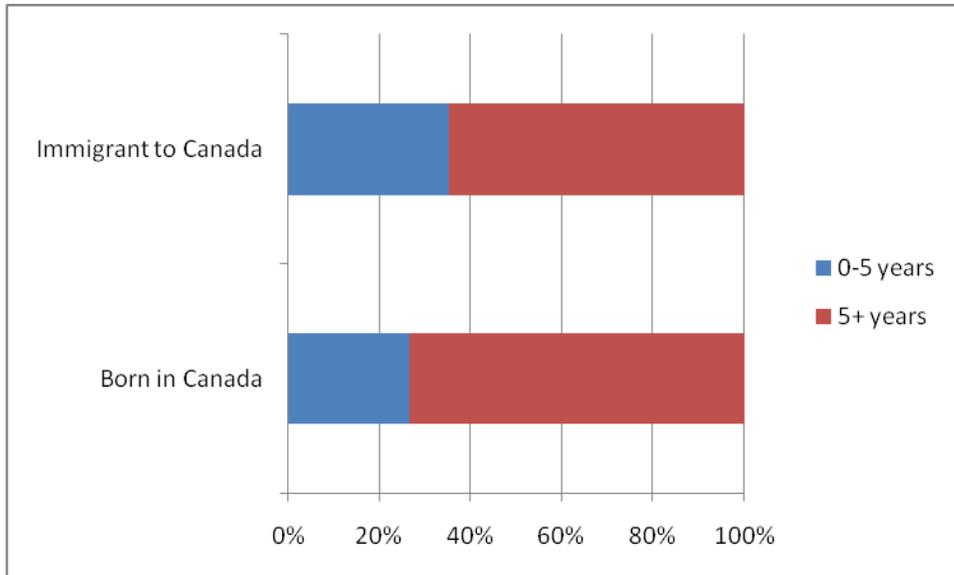


Chart 4: Residence Time and Immigration Status

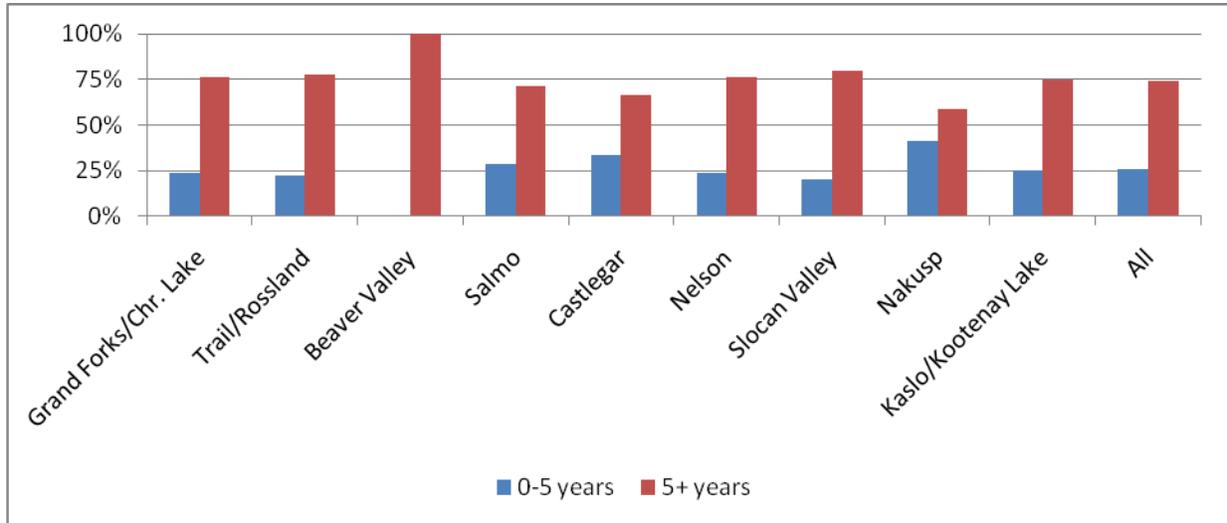


Overall, 77.5% of respondents were born in Canada and 22.5% were immigrants to Canada. In the overall results, the respondent group with shorter residence time (0 to 5 years) had a higher proportion of immigrants (35.4%) than born in Canada residents (26.5%). (Chart 4) The percentage of survey respondents who have been in the region for 5 years or less, and who were immigrants was 28%, 6% higher than the average for all participants. The percentage of immigrants in the group who have been resident for more than 5 years was 21%.

Question 5: Length of Residence by Local Area

The survey asked participants how long they have lived in the West Kootenay Boundary region and on average 74% of participants had lived in the area for more than 5 years. The breakdown of information at a community scale revealed that no one from the Beaver Valley who had filled out the survey was considered a new resident (0-5 years) and Nakusp had the largest proportion of people responding who have lived in the area for 5 years or less at 41%.

Chart 5: Length of Residence



The regional breakdown for length of residence figures indicated that the West Kootenay region sample was similar to that of the total group, while the Kootenay Boundary region had a lower than average number of participants who had lived in the area for 5 years or less (19%).

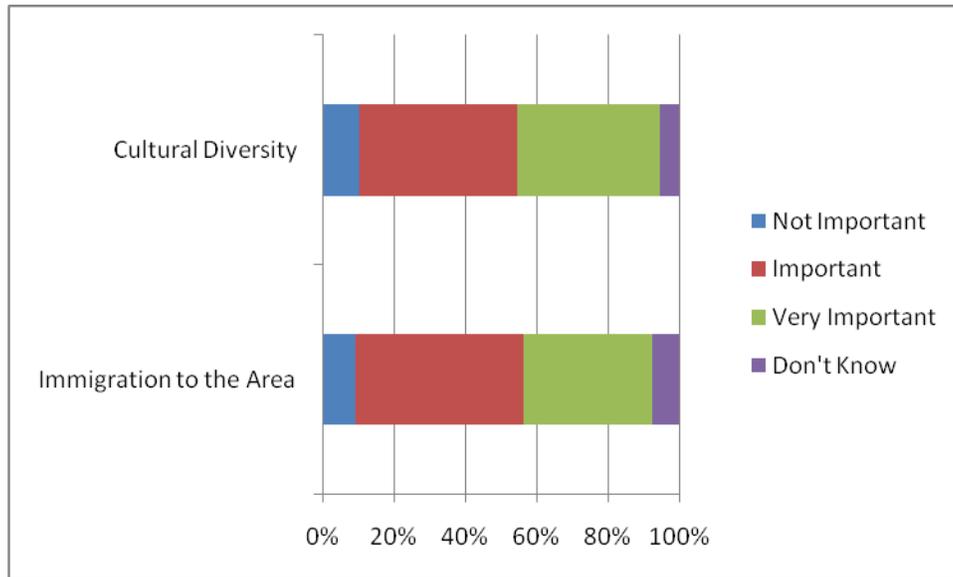
Section 2: Perceptions and Services Assessment

In the perceptions and services assessment section of the survey, participants were asked about the importance of immigration and cultural diversity, how adequate services are for newcomers and immigrants, what assets make a community inclusive, and if they anticipate living in the area 5 years from now.

Question 7: Immigration and Cultural Diversity

Both immigration and cultural diversity were seen to be positives for the economic future of all communities and regions. The majority (83%) of respondents rated immigration, and 84% rated cultural diversity as “Important” or “Very Important.” Only 9% of respondents stated that immigration was not important and only 10% of all participants stated that cultural diversity was not important and another 8% and 6% respectively replied “don’t know.” (Chart 6)

Chart 6: Immigration and Cultural Diversity



Comparison of the difference between short term (0-5 years) and long term (more than 5 years) residents revealed that shorter term residents had a lower proportion of responses that immigration is not important (5.0%) compared to longer terms residents (10.3%) and a lower proportion (8.8%) than long term residents (10.3%) that responded cultural diversity is not important. Short term residents also had a higher proportion of respondents that think immigration and cultural diversity is “very important” (38.6% and 45.1% respectively) compared to longer term residents (35.2% and 38% respectively).

All Visible Minority and First Nations respondents thought immigration is important or very important compared to 81.7% of “Born in Canada” respondents and 86.6% of “Immigrant to Canada” respondents. Similarly all Visible Minority and First Nations respondents thought cultural diversity is important or very important compared to 82.2% of “Born in Canada” respondents and 90.5% of “Immigrant to Canada” respondents. (Charts 7, 8)

Chart 7: Economic Future and Immigration

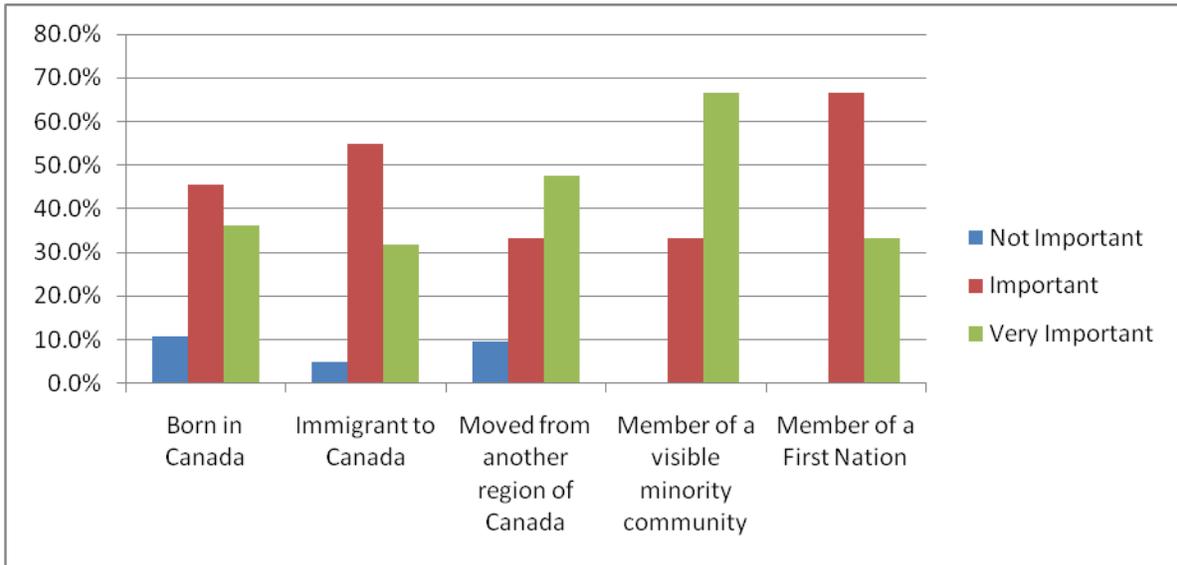
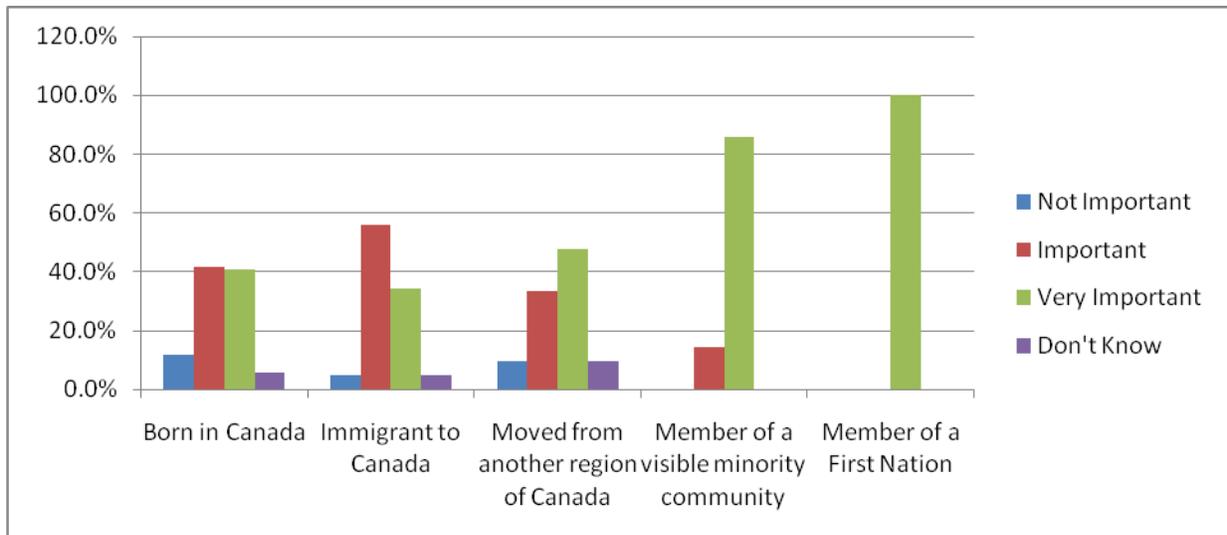


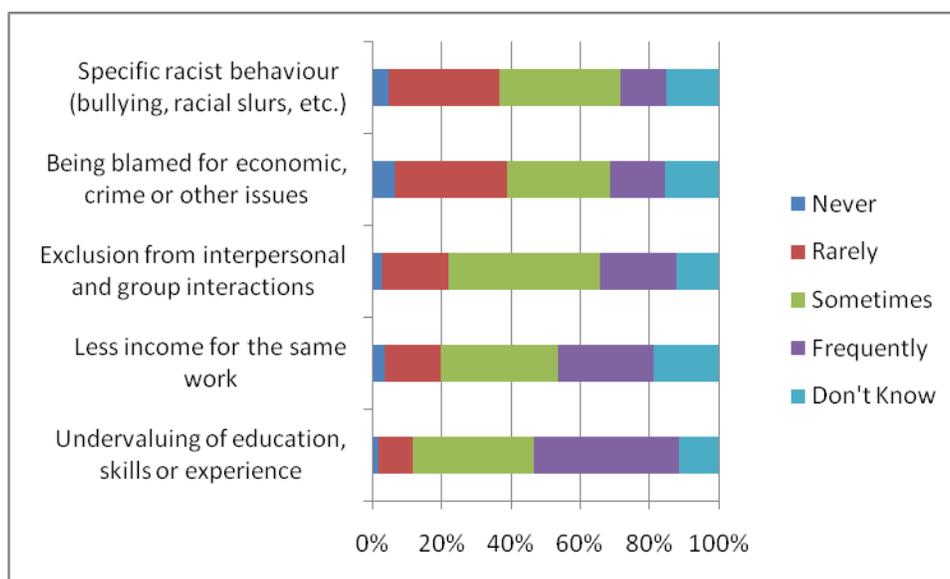
Chart 8: Economic Future and Cultural Diversity



Question 8: Perceptions of Racism and Exclusion

Participants were asked to rank how often they think newcomers and immigrants experienced a variety of factors related to racism and exclusion on a four point scale ranging from never to frequently.

Chart 9: Perceptions of Racism and Exclusion



The overall perception of the type of racism and exclusionary behaviour is experienced most “frequently” is the undervaluing of education, skills or experience (49.1%) followed by less income for the same work (27.6%), exclusion from interpersonal and group interactions (22.1%), being blamed for economic, crime or other issues (15.5%) and specific racist behaviour (15%). (Chart 9) Conversely, experiencing being blamed for economic, crime or other issues and specific racist behaviour was perceived to happen never or rarely by 32.4% and 32.1% respectively of respondents. There was little difference in perception of behaviours in comparing the responses of recent migrants to the area and long term residents, with the exception of racist behaviour where only 43.6% of residents who have lived here 5 years or less though this happened sometimes or frequently compared to 50.2% of long term residents. Following is further detail on responses by each type of experience.

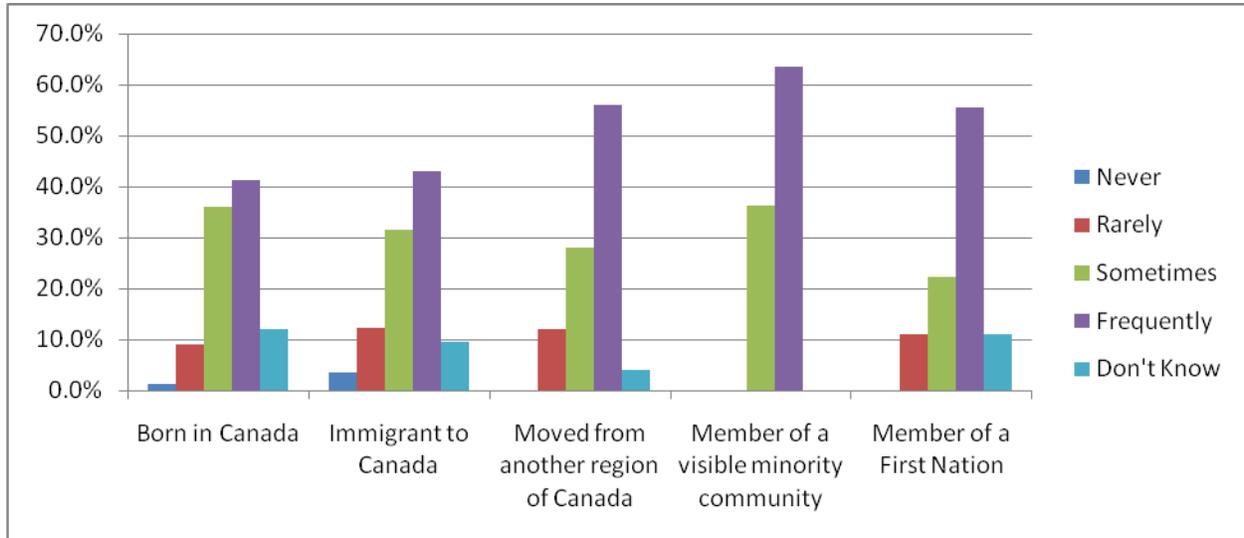
Undervaluing of Education and Skills

Both residents who have lived in the region 5 years or less and long term residents thought undervaluing of skills and experience was a significant issue. They said it happens sometimes or frequently in 76.6% of responses for recent migrants, compared to 77.7% of long term residents. Residents who moved from other parts of Canada, Visible Minority respondents and First Nation respondents said this happens sometimes or frequently at an even higher rate (84%, 100% and 77.8% respectively) and that it happens frequently in a much higher proportion (56.0%, 63.6% and 55.6% respectively) compared to the born in Canada respondents (41.4%) and the Immigrant to Canada respondents (43.0%). (Chart 10)

A report done by Kootenay Career Development Society states that “Nelson and Area has a good complement of skilled and semi-skilled workers. The challenge for our areas is to develop a

comprehensive system that clearly identifies a skills match between employer demand and labour force.”²

Chart 10: Undervaluing of Education and Skills

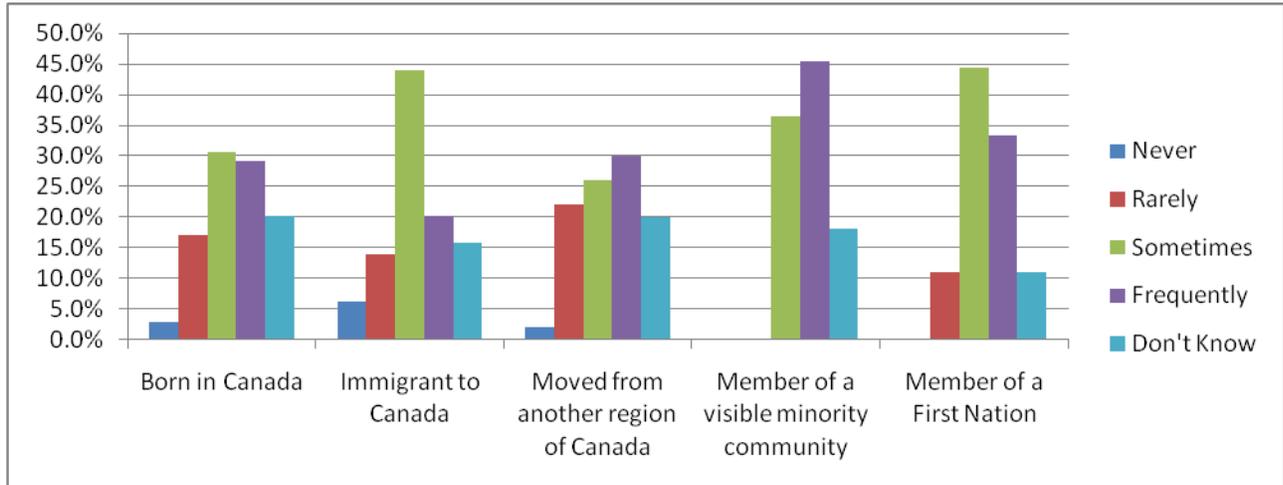


Less Income for Same Work

There was little difference between the perceptions of residents who have lived here 5 years or less (63.1%) and long term residents (60.7%), in terms of immigrants and newcomers sometimes or frequently receiving less pay for the same work. (Chart 11) However, both Visible Minority respondents and First Nation respondents said this happens frequently in higher proportions (45.5% and 33.3% respectively) compared to the Born in Canada respondents (29.2%), the Immigrant to Canada respondents (20.2%) and the Moved from other parts of Canada respondents (30%). The Moved from other parts of Canada respondents had the highest proportion of “rarely” responses (22.0%).

² http://kcds.ca/employer_resources/nelson_human_resources_strategy.asp

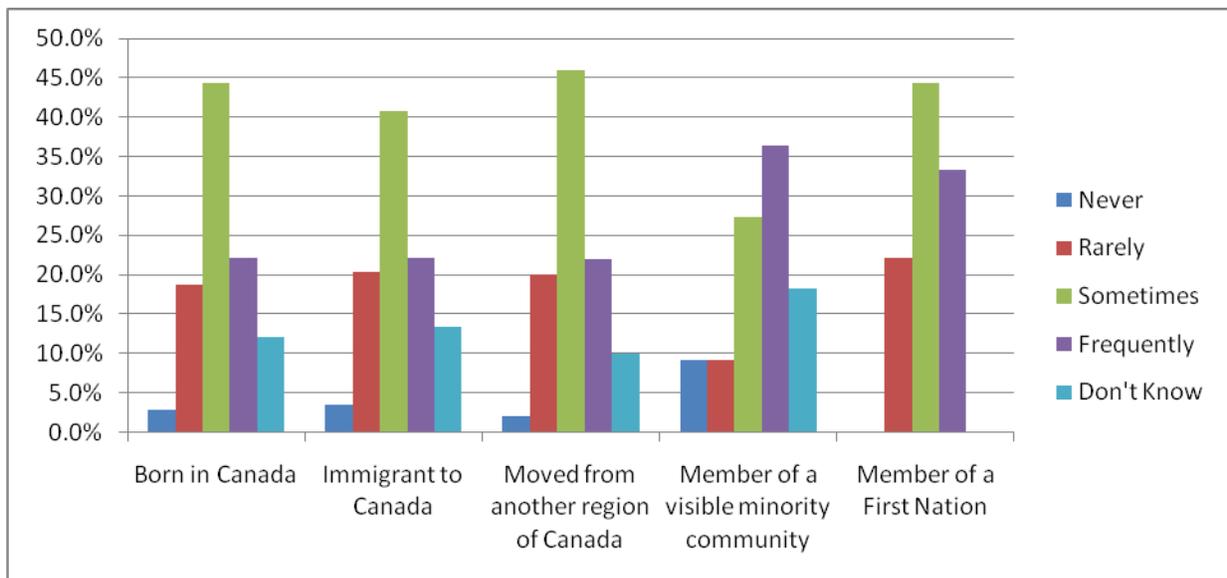
Chart 11: Less Income for Same Work



Exclusion from Interpersonal/Group interactions

There was little difference between the perceptions of residents who have lived here 5 years or less (66.4%) and long term residents (65.9%), in terms of immigrants and newcomers sometimes or frequently being excluded from interpersonal or group interactions, but the overall rate of perceived exclusionary behaviour happening sometimes or frequently is high at over 60%. In terms of the differences between groups, both Visible Minority and First Nation respondents had much higher rates of “frequently” responses (36.4% and 33.3% respectively) compared to Born in Canada and Immigrant to Canada respondents (22.1% each) and Moved from another region of Canada respondents (22.0%). (Chart 12) It is interesting to note that 1 of the 11 the visible minority respondents responded that this never happens. None of the 9 First Nation respondents responded that this never happens.

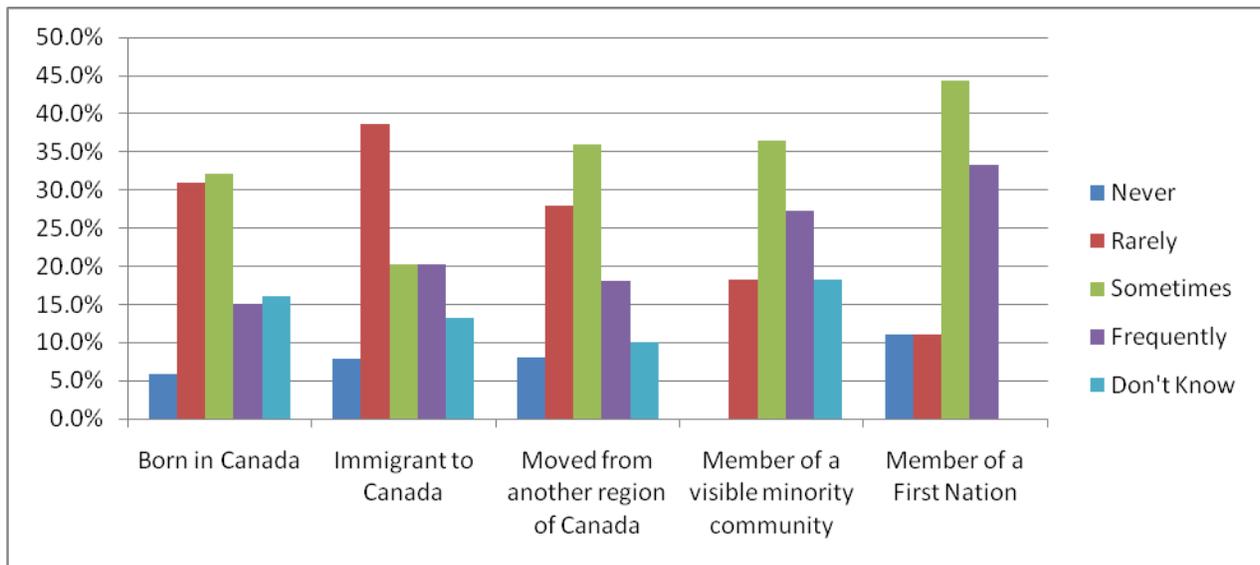
Chart 12: Exclusion from Interpersonal/Group interactions



Blame for economic/crime/other issues

Both short and long term residents thought that immigrants or newcomers were sometimes or frequently blamed for economic, crime, or other issues in 45.5% of the responses. This was the lowest rating of all the responses to negative behaviours experienced by immigrants and newcomers. Again, both Visible Minority and First Nation respondents had much higher rates of “frequently” responses (27.3% and 33.3% respectively) compared to Born in Canada and Immigrant to Canada and moved from other region of Canada respondents (15.1%, 20.2% and 18.0% respectively.) (Chart 13)

Chart 13: Blame for economic/crime/other issues

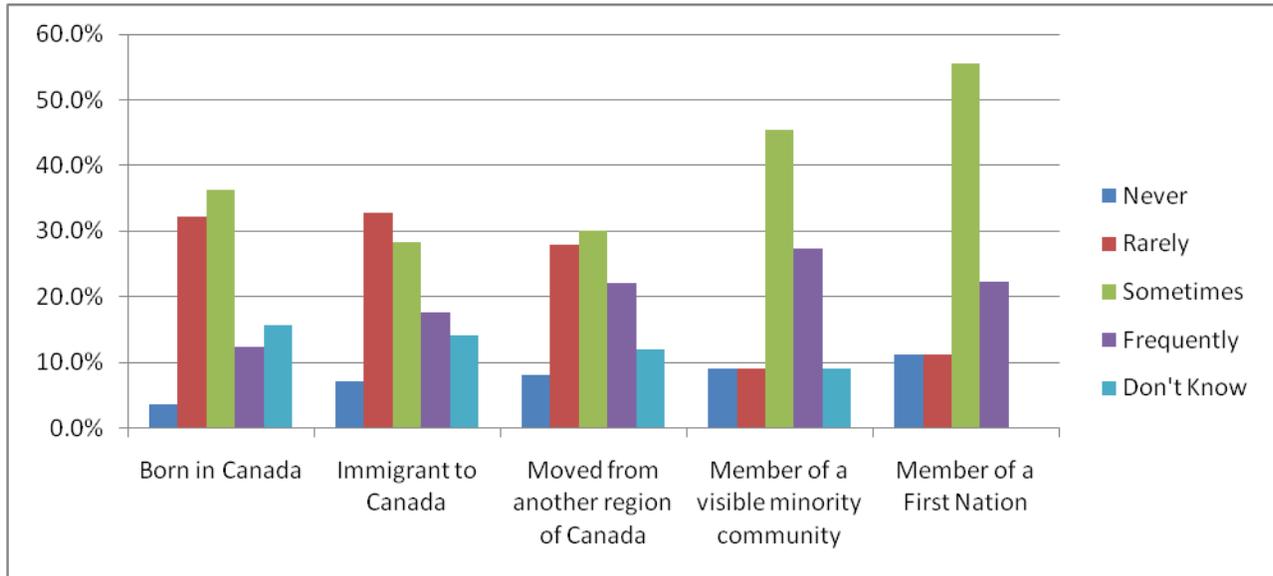


Racist Behaviour

Of all the negative behaviours, racist behaviour had the widest range of responses. Short term residents generally thought this was a less serious issue than long term residents. In 10% of the short term responses, residents felt this was “never” and issue compared to 2.8% of long term residents, while 43.6% of short term residents thought it was sometimes or frequently and issue compared to 50.2% of long term residents.

Again, both Visible Minority and First Nation respondents had much higher rates of “frequently” responses (27.3% and 22.2% respectively) compared to Born in Canada and Immigrant to Canada respondents (12.3% and 17.7% respectively.) Respondents who moved from another region of Canada also had a higher proportion of “frequently” responses (22.0% than Born in Canada respondents. (Chart 14)

Chart 14: Racist Behaviour



Summary

The overall “sometimes or frequently” scores for both short and long term residents range from 43.6% to 77.3% indicating that there are issues for newcomers and immigrants in all categories. With the exception of “less income for the same work”, Immigrants to Canada, Visible Minority and First Nation respondents all recorded higher levels of “frequently” responses to the issues identified than long term residents, born in Canada residents, and in most cases, migrants from other regions of Canada. That would indicate that the long term residents have a different perception of negative behaviours happening in their communities towards immigrants and newcomers, than do immigrants, and the visible minority and First Nation population that are more likely to be subject to these negative actions and behaviours.

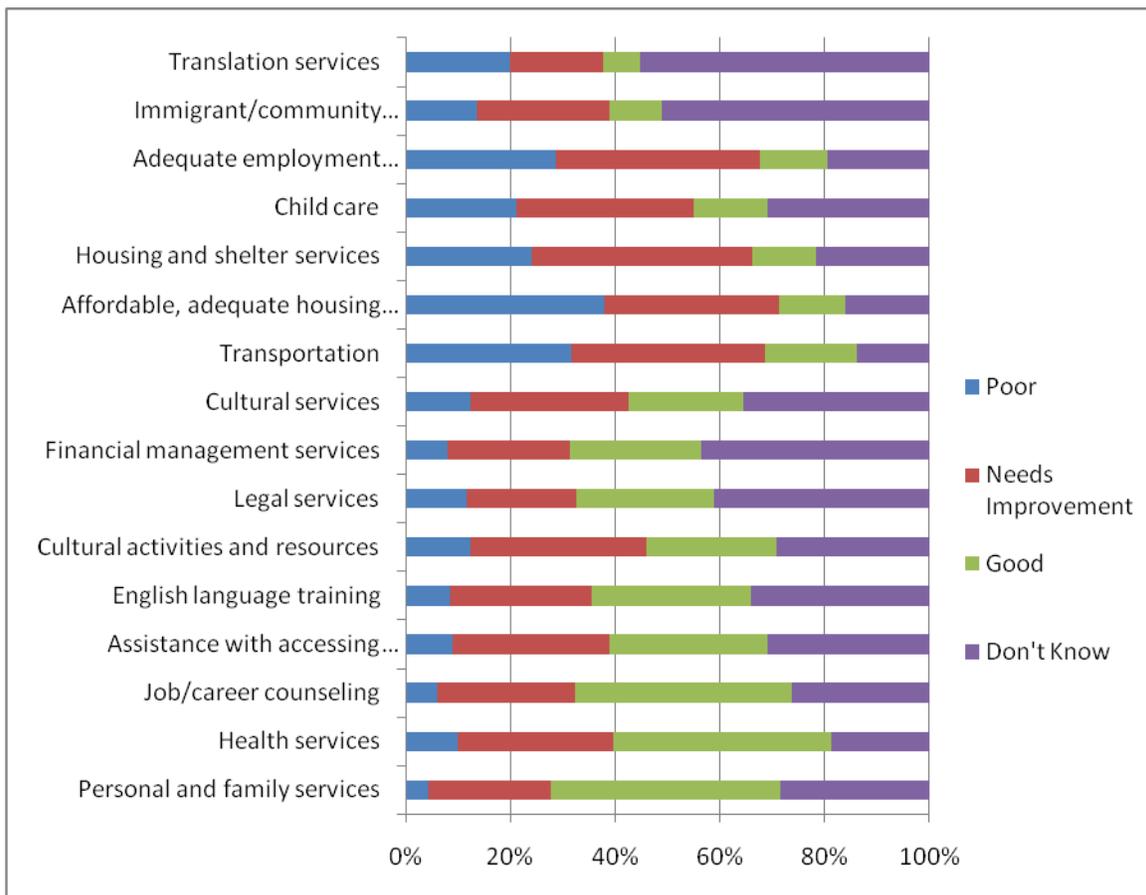
Question 9: Services for Newcomers and Immigrants

Question 9 asked participants to rate the adequacy of services for newcomers and immigrants across 16 different service categories. The participants ranked each item in terms of poor, needs improvement, good, and don’t know. A total of 50 respondents did not answer the question, and of the 16 questions, there were two questions that had over 50% of responses in the “don’t know” category, two questions in the 40-50% “don’t know” range, and four questions in the 30-40% “don’t know” range. This would suggest a general lack of familiarity with services available for immigrants and newcomers.

Overall Responses

Of the services listed, Personal and Family Services (43.9%), Health Services (41.6%) and Job and Career Counselling (41.3%) had the highest proportion of “good” responses. (Chart 15) Housing and Shelter Services (24.1%), Translation Services (19.1%), Immigrant/community member one-on-one mentoring (13.5%) and Cultural Services (12.3%) had the highest proportion of “poor” ratings. Translation Services (55.3%), Immigrant/community member one-on-one mentoring (51.1%), Financial Management Services (43.6%), Legal Services (41.2%) and Cultural Services (35.6%) had the highest proportion of “don’t know” responses.

Chart 15: Services for Newcomers and Immigrants



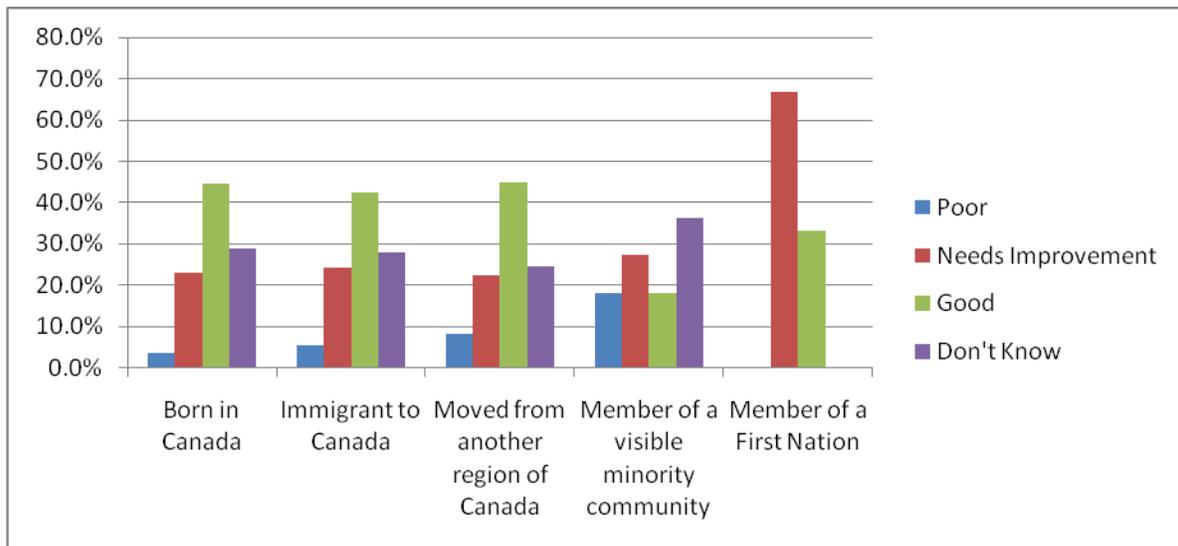
Housing and Shelter Services (42.1%), Adequate Employment Opportunities (39.0%), Transportation (36.8%), Child Care (33.8%), Cultural Activities and Resources (33.7%) and Housing and Shelter Services (33.3%) had the highest proportion of “needs improvement” responses. The following are details by sub group.

Relatively “Good (40% or more “good” responses) Services

Personal and Family Services

Short term residents who have lived in the region for 5 or fewer years rated these Personal and Family Services as “good” in a lower proportion (38.8%) than long term residents (46.2%) who have lived in the region 6 years or more. Born in Canada respondents (44.6%), Immigrants to Canada (42.6%) and respondents who moved from another region of Canada (44.9%) all rated these services as “good” in relatively high proportions compared to visible minority respondents (18.2%) and First Nation respondents (33.3%) both had a lower proportion of “good” responses compared to long term residents. The Visible Minority respondents had the highest proportion of “don’t know” responses (36.4%).

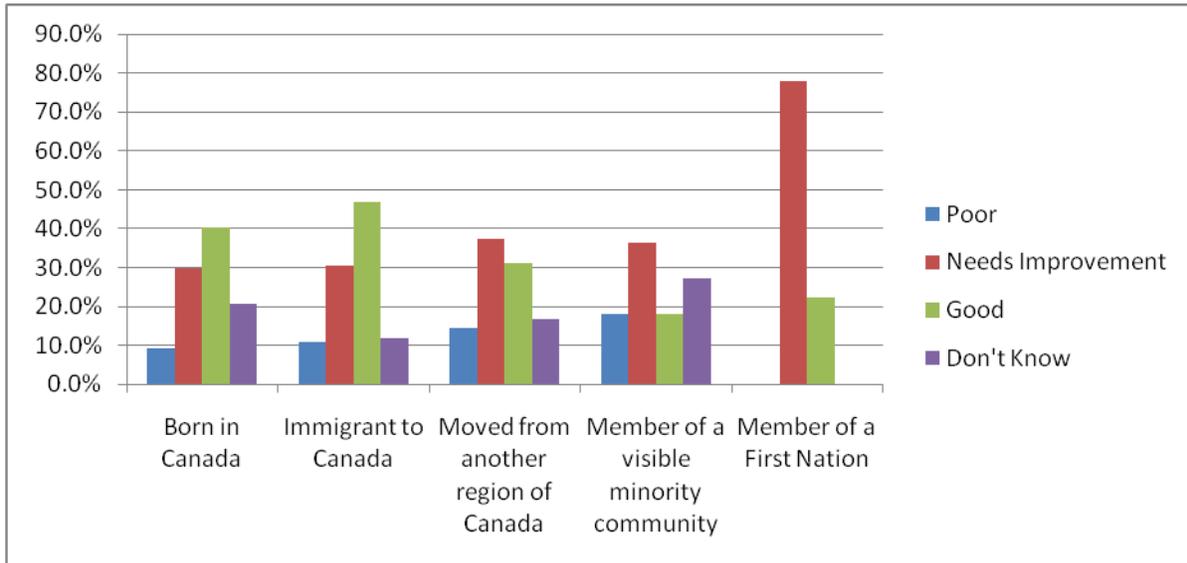
Chart 16: Personal and Family Services



Health Services

Short term residents rated Health Care Services as “good” at a slightly higher rate (42.4%) than long term residents (41.5%). The born in Canada (40.2%), and Immigrant (46.8%) respondents rated Health Care Services a as “good” at higher rates than those who moved from another region of Canada (31.2%), Visible Minority (18.2%) and First Nation (22.2%) respondents. Again the Visible Minority respondents had the highest rate (27.3%) of “don’t know” responses.

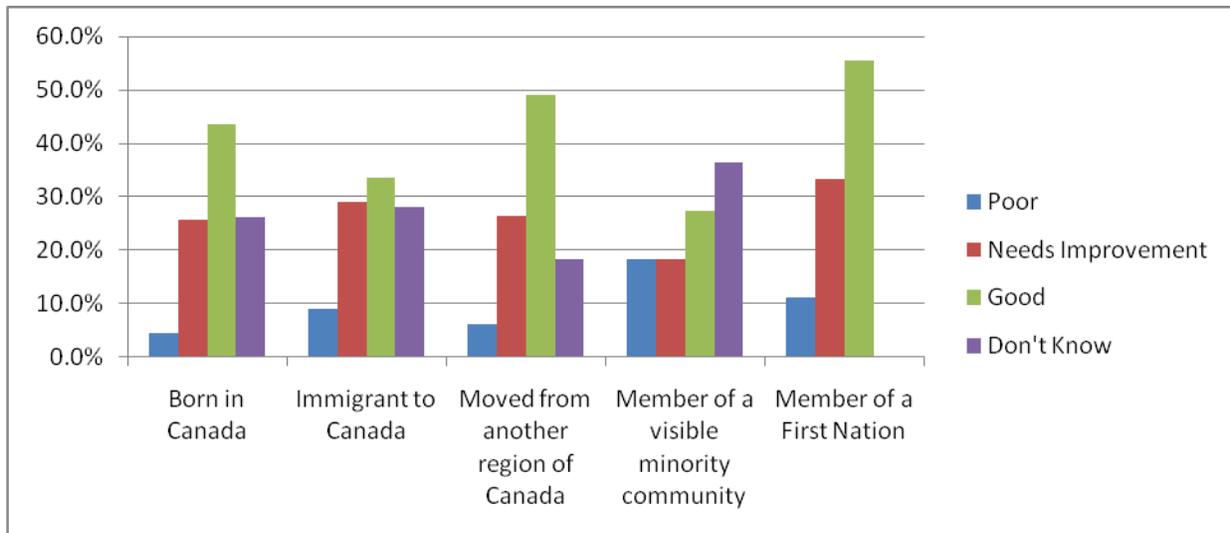
Chart 17: Health Services



Job/Career Counselling

Short term residents rated Job and Career Counselling Services as “good” in a lower proportion (38.4%) than long term residents (42.7%). Born in Canada respondents (43.7%), and respondents who moved from another region of Canada (49.0%) all rated these services as “good” in relatively high proportion compared to Immigrants to Canada (33.6%) and Visible Minority respondents (18.2%). This service had the highest overall rating from First Nation respondents (55.6%) of all services rated by all groups. The Visible Minority respondents had the highest proportion of “don’t know” responses (36.4%). (Chart 16)

Chart 18: Job/Career Counselling

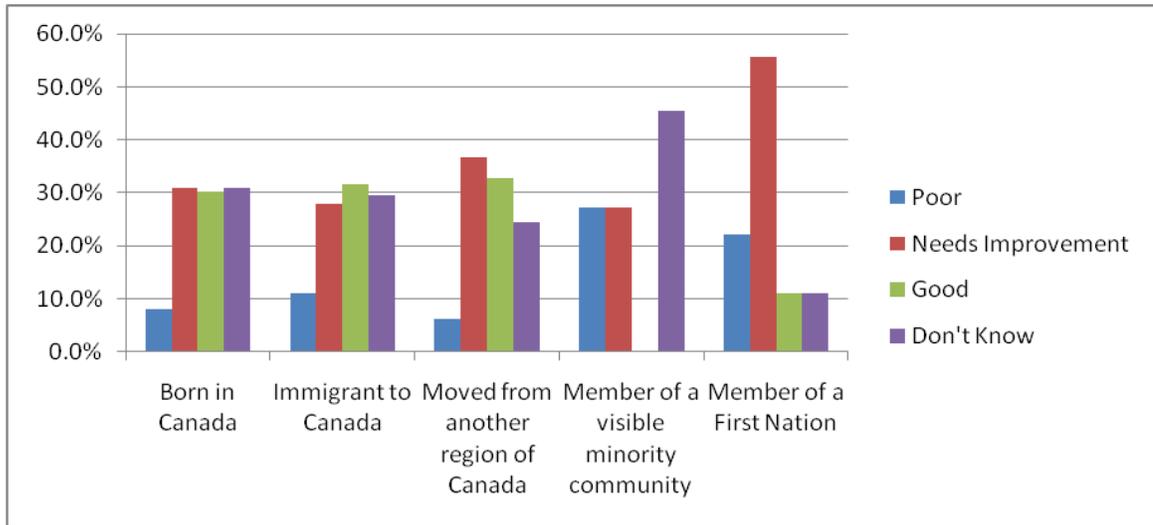


Services that need improvement (20% to 39% “Good” rating)

Assistance with Accessing Services and Programs

Short term residents rated Assistance with Accessing Services and Programs as “good” in a lower proportion (27.5%) than long term residents (31.7%). Born in Canada respondents (30.2%), Immigrant respondents (31.5%) and respondents who moved from another region of Canada (32.7%) all rated these services as “good” in relatively high proportion compared to Visible Minority respondents (0.0%) and First Nation respondents (11.1%). Again, visible minority respondents had a very high (45.5%) “Don’t know” response rate.

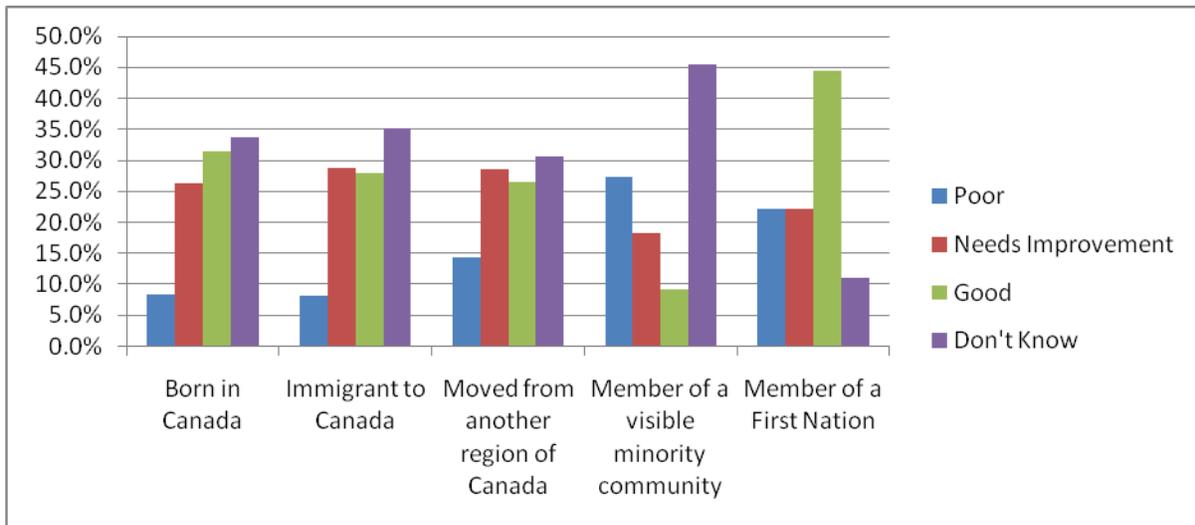
Chart 19: Assistance with Accessing Services and Programs



English Language Training

Short term residents rated English Language Training services as “good” in a lower proportion (27.5%) than long term residents (31.8%). Born in Canada respondents rated this service as “good” more frequently (31.5%) than Immigrant respondents (27.9%) and respondents who moved from another region of Canada (26.5%). Visible Minority respondents rated this service as “good” in only 9.1% of response, while First Nations rated this service as “good” in higher proportion (44.4%) than other groups. Again, visible minority respondents had a very high (45.5%) “Don’t know” response rate.

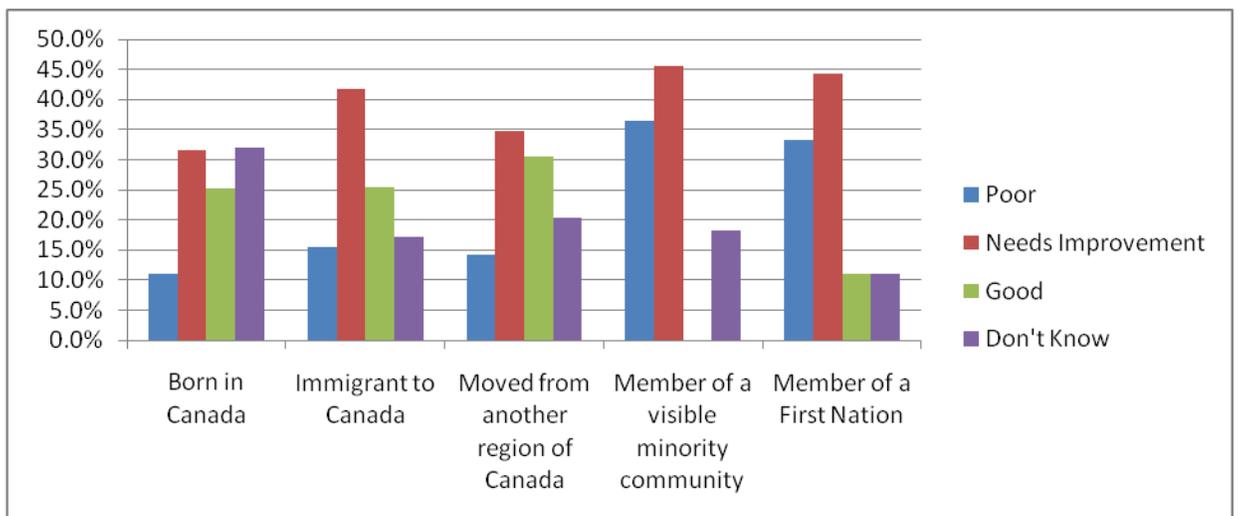
Chart 20: English Language Training



Cultural Activities and Resources

Short term residents rated Cultural Activities and Resources as “good” in a lower proportion (17.3%) than long term residents (23.7%), but the “don’t know” response rate was relatively high in both cases (40.3% and 33.4% respectively). Born in Canada respondents (25.3%) and Immigrant to Canada (25.5%) respondents rated this service as “good” less frequently than respondents who moved from another region of Canada (30.6%). No Visible Minority respondents rated this service as “good”, while First Nation rated this service as “good” in only 11.1% of responses.

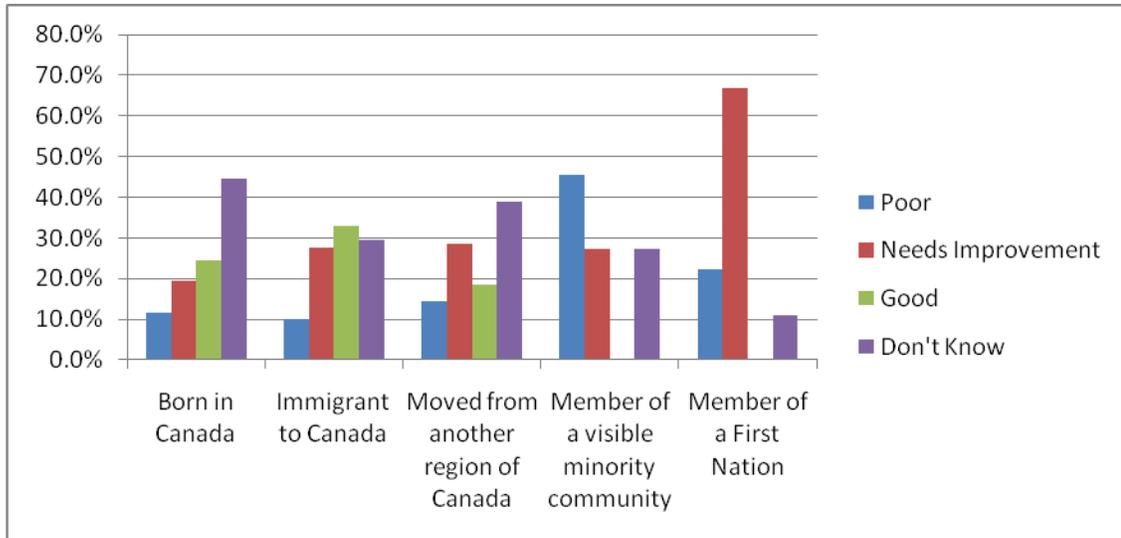
Chart 21: Cultural activities and resources



Legal Services

Short term residents rated Legal Services as “good” at the same rate (26.3%) as long term residents (26.5%), but again the “don’t know” response rate was relatively high in both cases (40.1% and 39.8% respectively). Born in Canada respondents (24.6%) and Immigrant to Canada (33.3%) respondents rated this service as “good” more frequently than respondents who moved from another region of Canada (18.4%). No Visible Minority or First Nation respondents rated this service as “good”.

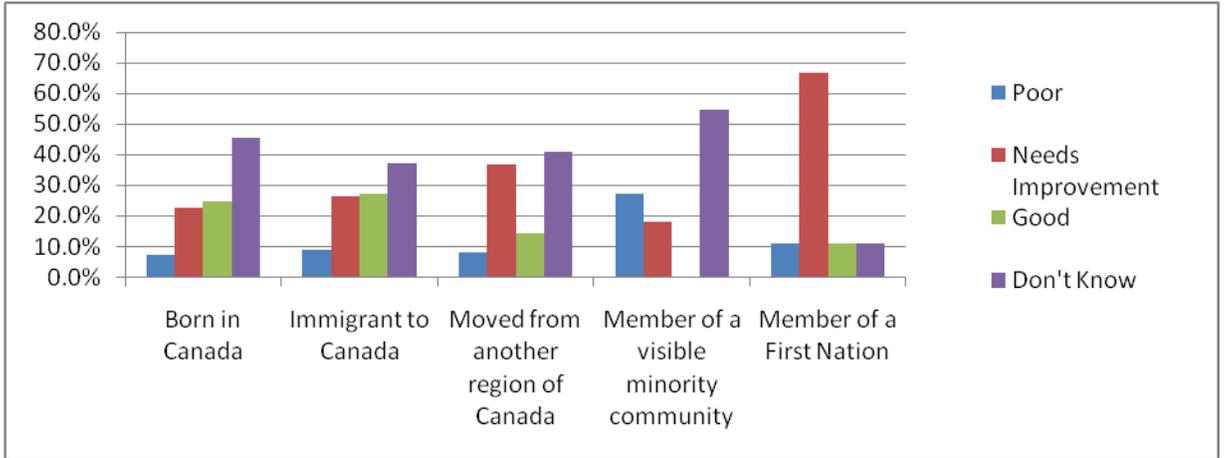
Chart 22: Legal Services



Financial Management Services

Short term residents rated Financial Management Services as “good” at a lower rate (20.3%) than long term residents (26.9%), but again the “don’t know” response rate was relatively high in both cases (45.7% and 42.2% respectively). Born in Canada respondents rated this service as “good” less often (24.7%) than Immigrant to Canada (27.3%) respondents. Respondents who moved from another region of Canada rated this service as good at a significantly lower rate (14.3%). No Visible Minority respondents rated this service as “good” and First Nation respondents rated this service as “good” in only 11.1% of responses. Again, visible minority respondents had a very high (54.5%) “Don’t know” response rate.

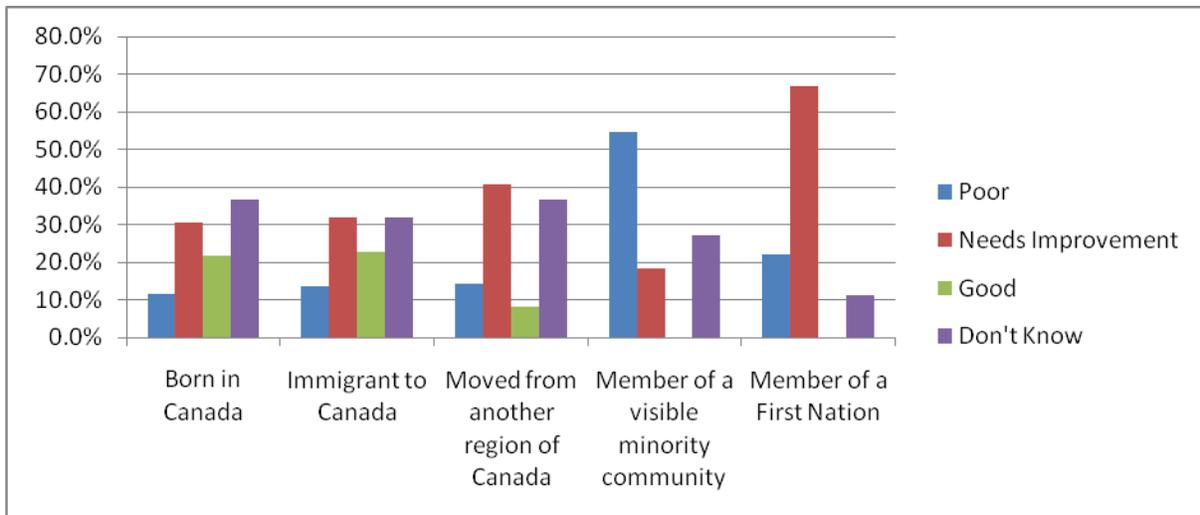
Chart 23: Financial Management Services



Cultural Services

Short term residents rated Cultural Services as “good” at a lower rate (17.3%) than long term residents (23.7%). The “don’t know” response rate was relatively high in both cases (40.3% and 33.4% respectively). Born in Canada respondents (21.7%) and Immigrant to Canada respondents (22.7%) rated this service as “good” at a much higher rate than respondents who moved from another region of Canada (8.2%). No Visible minority or First Nation respondents rated this service as “good”. Almost 1/3 of born in Canada, Immigrant and moved from another region in Canada respondents replied “don’t know”.

Chart 24: Cultural Services

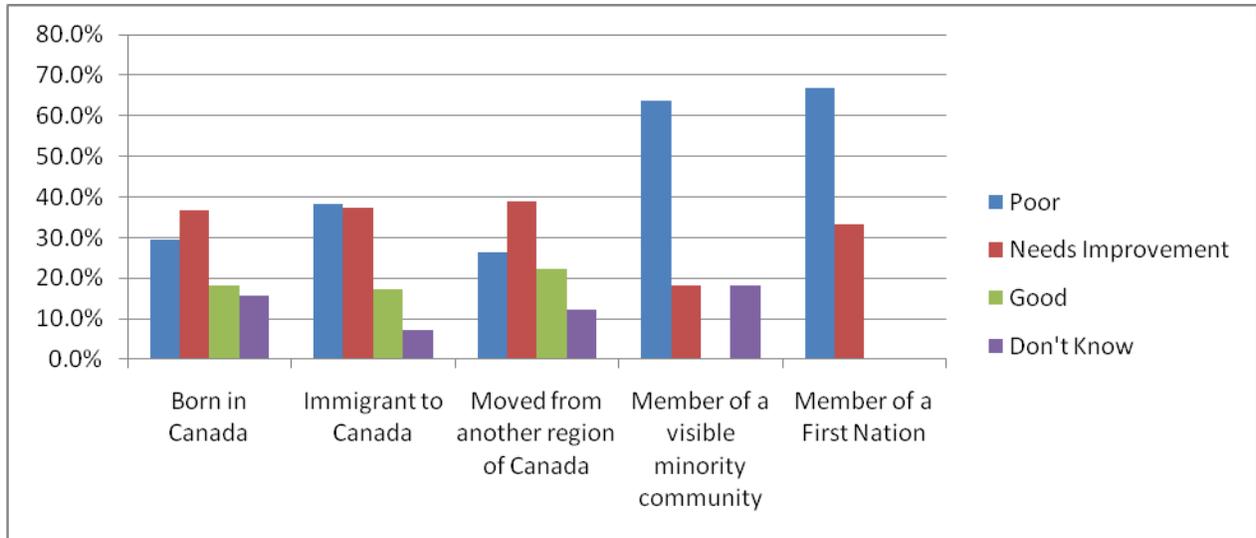


“Poor” Services (0% to 19% “Good” rating)

Transportation

Short term residents rated Transportation Services as “good” at a lower rate (15.2%) than long term residents (18.7%). Born in Canada respondents (18.1%) and Immigrant to Canada respondents (17.3%) rated this service as “good” at a lower rate than respondents who moved from another region of Canada (22.4%). No Visible Minority or First Nation respondents rated this service as “good”.

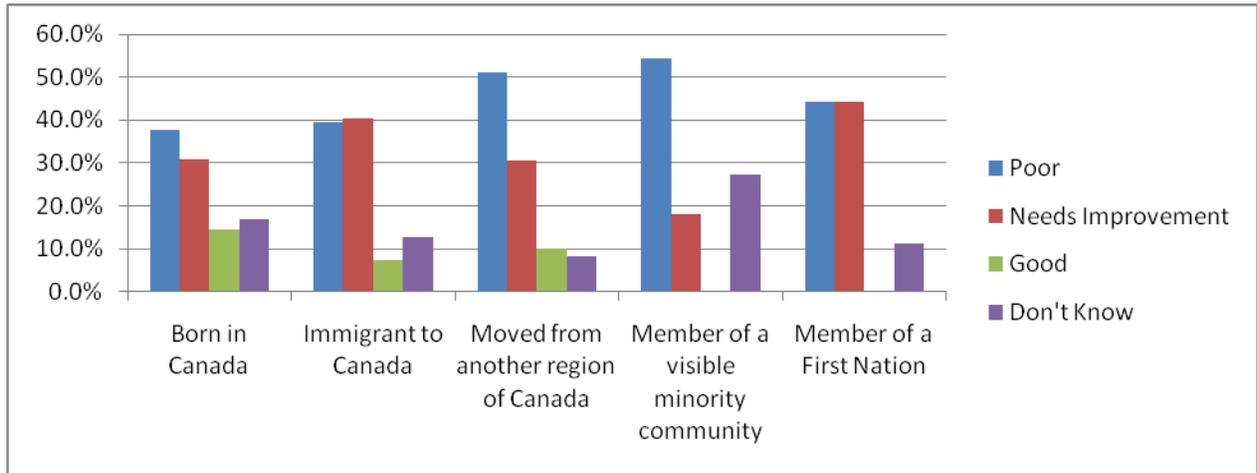
Chart 25: Transportation



Affordable Housing Options

Short term residents rated Affordable Housing Options as “good” at a lower rate (9.5%) than long term residents (14.1%). Born in Canada respondents rated this service as “good” at a much higher rate (14.5%) than Immigrant to Canada respondents (7.3%) and respondents who moved from another region of Canada (10.2%). No Visible Minority or First Nation respondents rated this service as “good”. Visible Minority respondents had the highest rate of “don’t know” responses at 27.3%.

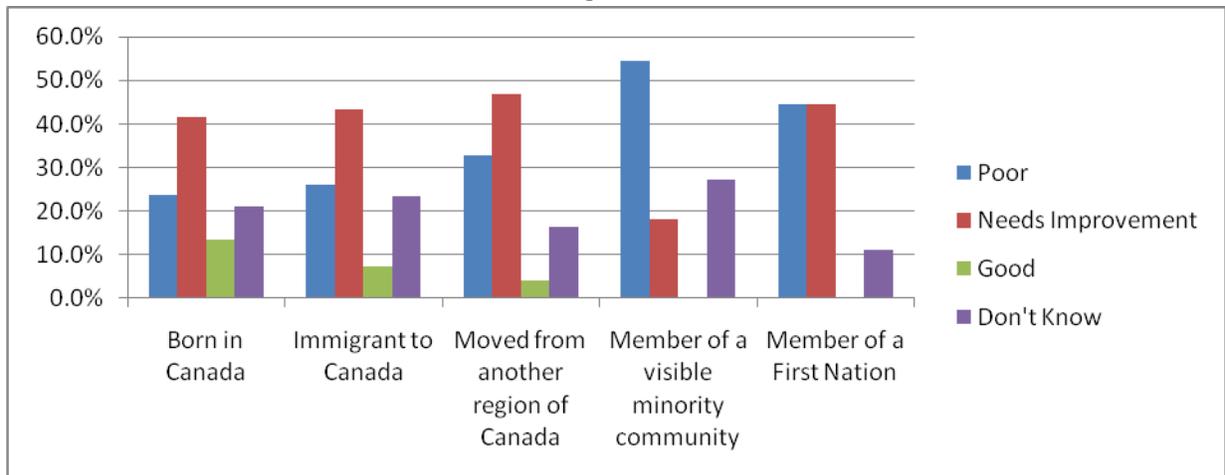
Chart 26: Affordable housing options



Housing and Shelter Services

Short term residents rated Housing and Shelter services as “good” at a lower rate (8.0%) than long term residents (13.6%). Born in Canada respondents rated this service as “good” at a much higher rate (13.5%) than Immigrant to Canada respondents (7.2%) and respondents who moved from another region of Canada (4.1%). No Visible Minority or First Nation respondents rated this service as “good”. Visible Minority respondents had the highest rate of “don’t know” responses at 27.3%.

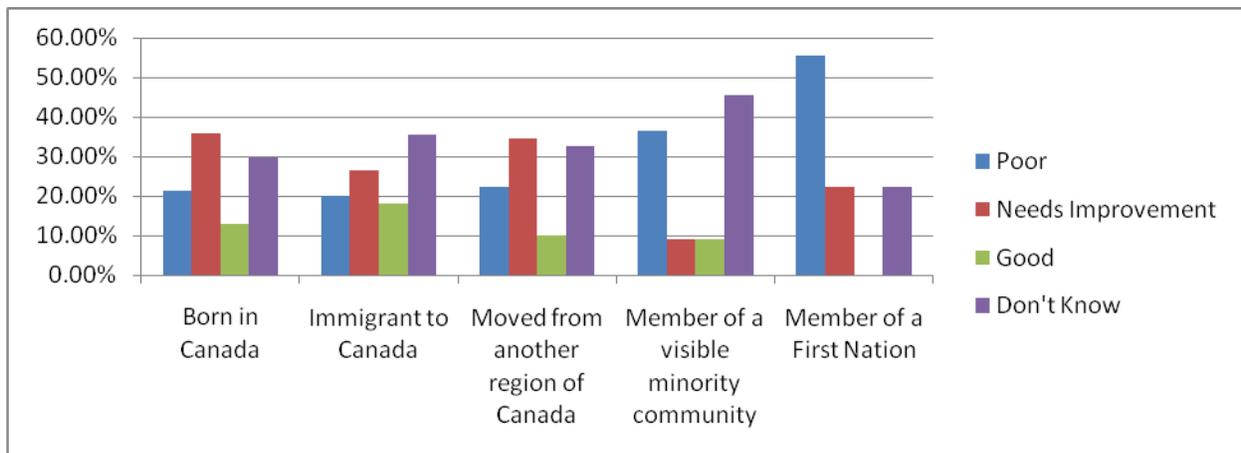
Chart 27: Housing and Shelter Services



Child Care Services

Short term residents rated Child Care Services as “good” at a lower rate (13.1%) than long term residents (14.6%). ‘Don’t know’ response rates were high for the short term resident group (41.6%) Immigrant to Canada respondents gave this service the highest proportion of “good” responses (18.2%) compared to born in Canada respondents (12.9%) and respondents who moved from another region of Canada (10.2%). Visible Minority respondents rated this service as “good” in 9.1% of responses, but no First Nation respondents rated this service as “good”. Visible Minority respondents had the highest rate of “don’t know” responses at 45.5%.

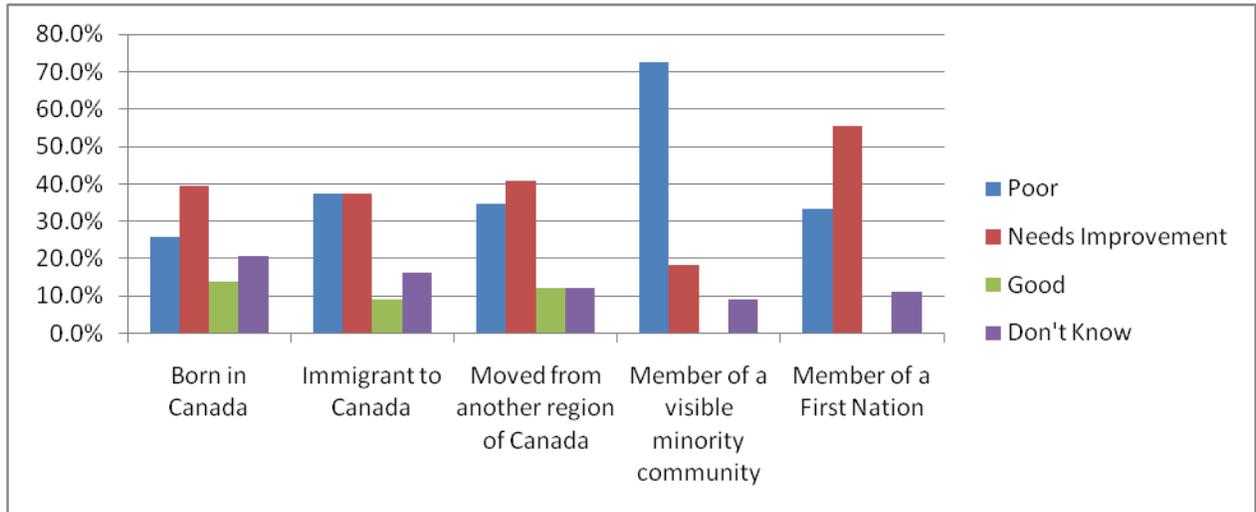
Chart 28: Child Care Services



Adequate Employment Opportunities

Short term residents rated Employment Opportunities as “good” at a much lower rate (7.2%) than long term residents (15.1%). Born in Canada respondents gave Adequate Employment Opportunities a higher “good” rating (13.9%) than Immigrant to Canada respondents (9.1%) and respondents who moved from another region of Canada (10.2%). No Visible Minority or First nation respondents rated this service as “good”. Born in Canada respondents had the highest rate of “don’t know” responses at 20.8%.

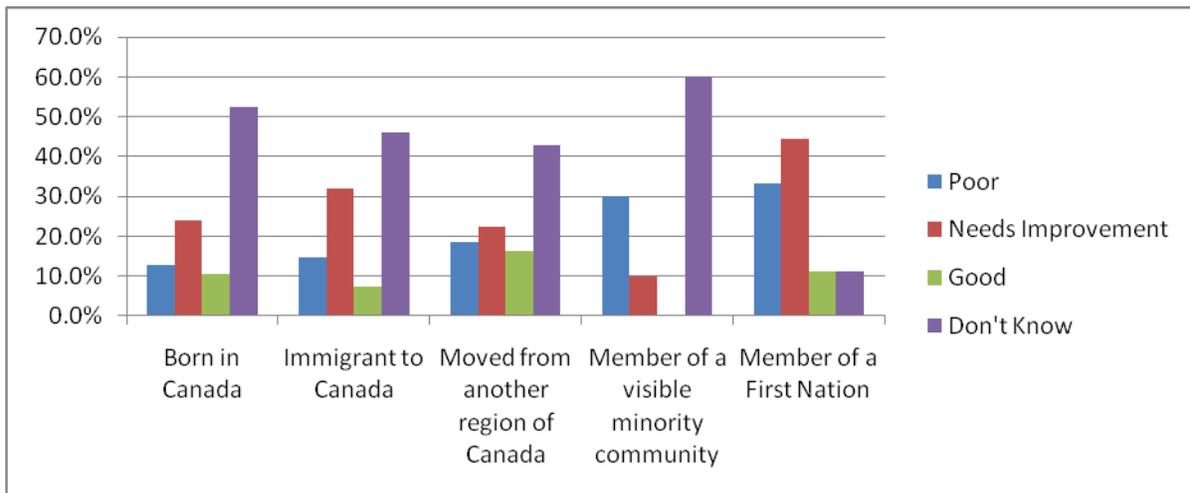
Chart 29: Adequate Employment Opportunities



Immigrant/community member one-on-one mentoring

Short term residents rated Immigrant/community member one-on-one mentoring services as “good” at a lower rate (8.8%) than long term residents (10.3%). “Don’t know” response rates were high for both groups (53.7% and 49.7% respectively). Respondents who moved from another region of Canada gave this service the highest proportion of “good” responses (16.3%) compared to Born in Canada respondents (10.7%) and Immigrant to Canada respondents (7.3%). No Visible Minority respondents rated this service as “good” and 11.1% of First Nation respondents rated this service as “good”. Visible Minority respondents had the highest rate of “don’t know” responses at 60.0%.

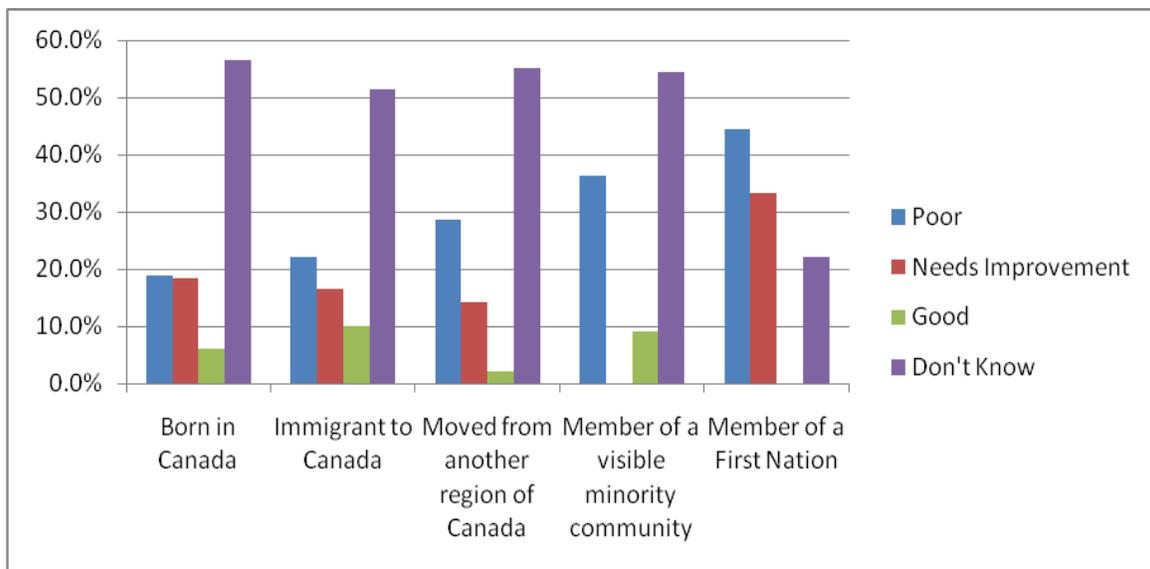
Chart 30: Immigrant/community member one-on-one mentoring



Translation Services

Short term residents and long term residents rated Translation Services as “good” at a similar rate (7.2% and 7.0% respectively) ‘Don’t know” response rates were high for both groups (59.4% and 53.1% respectively). Immigrant to Canada respondents gave this service the highest proportion of “good” responses (10.1%) compared to born in Canada respondents (6.1%) and respondents who moved from another region of Canada (2.0%). Visible Minority respondents rated this service as “good” in 9.1% of responses, but no First Nation respondents rated this service as “good”. “Don’t know” responses were over 50% for all groups except First Nations at 22.2%.

Chart 31: Translation Services



Summary

The highest rated services including personal and family counselling, health, and job and career counselling are “generic” services for the whole community, and are not specialized or specifically focussed on the needs of newcomers or immigrants.

The services that were not rated as highly were more focussed on the needs of immigrants, visible minorities and First Nations and the poor, including cultural services, program assistance, and legal and financial services and language training.

The lowest rated services are the “basic needs” services, employment, housing, transportation, child care and translation.

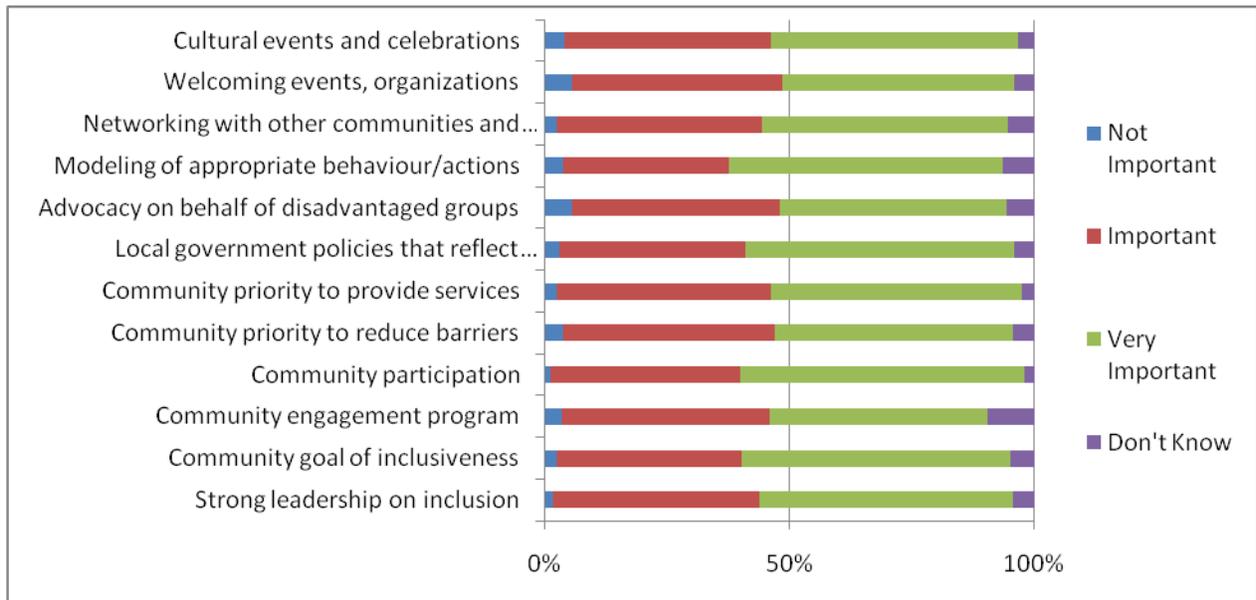
Recent migrants to the region generally rated services at lower quality levels than long term residents, and Visible Minority and First Nation responses generally rated service quality lower than other groups. Again there were relatively small numbers of responses in these two groups, so reliability of these responses may be low.

The rates of “don’t know” responses generally increased as the services moved from good to poorer ratings, especially in the categories of service that are more specialized to newcomer and immigrant needs such as cultural ESL and translation services, but consistently, the rate of Visible Minority “don’t know” responses was higher than for all other groups.

Question 10: Welcoming and Inclusive Community Assets

Much like question 9, participants were asked to rank 12 different assets that could make a community more welcoming and inclusive by selecting one of three options (Not Important, Important, Very Important).

Chart 32: What assets make a community welcoming and inclusive



All assets listed were considered as “Important” or “Very Important” by survey respondents. Community Participation, Modeling of appropriate behaviour/actions, and Community goal of inclusiveness had the highest proportion of “Very Important” responses. Community engagement program, Welcoming events, organizations, and Community priority to reduce barriers had the lowest proportion of “Very Important” responses, but the differences between these three and the top three were relatively small. Both “Don’t know” and “Not important” responses combined were under approximately 10% of total responses with the exception of Community Engagement where almost 10%

of respondents replied “Don’t know”. Although this rate is low, especially compared to the responses in Question 10, this number may indicate the need for better information being disseminated to the community about these programs.

The responses of short term residents who have lived in the area 5 years or less and longer term residents were consistent with the overall results and with each other across most “asset” categories. Three exceptions were “Community priority to provide services” where 58.8% of short term resident respondents replied “very important” compared to 48.3% of long term residents, “Welcoming events, organizations” where 53.3% of short term resident respondents replied “very important” compared to 44.9% of long term residents and “Cultural events and celebrations” where 57.8% of short term resident respondents replied “very important” compared to 47.9% of long term residents.

Responses between the 5 sub groups (Born in Canada, Immigrant to Canada, Moved from another region of Canada, Member of a visible minority community, and Member of a First Nation) were quite different, especially in terms of the proportion of “Very Important” responses (Chart 31). In all cases, responses from Visible Minority and First Nation respondents rated these assets as “Very important” in significantly higher proportions as the other three groups. Visible Minority respondents “Very Important” responses ranged from 72.7% to 100% and First Nation “Very Important” responses ranged from 66.7% to 100% with the exception of “Welcoming events, organizations” at 44.4% - somewhat understandable as First Nations are also long term residents. “Strong leadership” was seen as “very important” by all Visible Minority respondents, and Local government policies that reflect fairness was seen as Very Important by all First Nation respondents.

In all cases, respondents who moved from other parts of Canada also rated these assets as Very Important” in higher proportion than either born in Canada or Immigrant to Canada respondents. This may be explained by the fact that most Immigrants to Canada (64.4%) are also long term residents, and have not recently experienced issues of transition from another place or country to this region.

Summary

Although there are some differences in responses between sub groups, these assets were all seen as either “Important” or “Very Important” by 90% of all respondents. Visible Minority and First Nation respondents generally saw these assets as being more important overall than other respondents, but again, the relatively small numbers of respondents in these two groups may mean the results do not accurately reflect the broader opinion of those two regional communities.

Question 11: How can your community be more welcoming and inclusive?

Survey participants were asked to comment on how their community could be more welcoming and inclusive. This question was intended to add information and to provide context to the previous question of community assets that could result in more welcoming and inclusive communities. A total of 244 separate responses were gathered resulting in 79 unique suggestions on how to make regional communities more welcoming.

The top 13 most common responses, or those with a total count above 10, are shown in Table 2. The most frequently noted idea for making communities more welcoming and inclusive was to “increase

employment/economic” opportunities. A total of 31 respondents stated that enhanced economic security would result in more welcoming communities as people would be able to plan to stay in the area and join in or create community connections. Following closely with 30 responses was more Community and Newcomer events. In combination, participants appear to be saying that the ability to create connections between newcomers, immigrants, and long term residents of the area through events and celebration is the most effective step to creating more welcoming communities. Additional comments that support this idea that appear in Table 2 include: multicultural events (26), mentor program (24), Public Education (24) and a Welcome Wagon program (11).

Table 2: Ideas for more welcoming and inclusive communities

	Count
Increased employment/economic opportunities	31
Community/Newcomer events	30
Community willingness to accept newcomers	29
Advertise available services and contacts	27
Multicultural events	26
Housing (quality, affordable, rentals)	24
Mentor Program	24
Public Education/Awareness of newcomer/racism issues	24
Public Transit	20
More/Improved ESL training	14
Public institutions take the lead on inclusiveness	14
Immigration service hub	11
Welcome Wagon Program	11

Question 12 and 13: Anticipated Residency

All survey participants were asked if they anticipated living in the West Kootenay Boundary region 5 years from now and if they didn’t, why they anticipated moving. A total of 525 participants answered the question with 88% of all residents anticipating on continuing to live in the area. All respondents in the Slocan Valley area stated that they planned on living in the area in 5 years whereas 20% of participants in the Trail/Rossland area stated that they did not plan on staying in the area.

A comparison of shorter term residents (0-5 years) with longer term residents (5+ years) found that 25% of shorter term residents did not anticipate living in the region in 5 years, whereas only 7% of longer term residents anticipated not living in the area in 5 years. There are few differences between the various sub groups in the survey in regards to residency expectations, with the exception of First nation respondents, none of whom expect to move from the region. (Table 3) Based on these results, it appears that although the region can attract newcomers, it has challenges keeping them in the area.

Table 3: Anticipated Residency

	0-5 Years Resident	5+ Years Resident	Born in Canada	Immigrant to Canada	Moved from another region of Canada	Member of a visible minority community	Member of a First Nation	Total
Yes	74.8%	93.3%	88.3%	87.3%	84.3%	81.8%	100.0%	88.1%
No	25.2%	6.7%	11.7%	12.7%	15.7%	18.2%	0.0%	11.9%

When asked why they didn't anticipate living in the area in five years, the most common answer given by respondents was the lack of employment, followed by the lack of large city amenities such as culture and services. Not surprisingly employment related issues were reflected in the individual community results by being in the top one or two most common reasons for leaving in each community.

Table 4: Top 10 Reasons for not staying in the region

Lack of Employment	22
Lack of Large City Amenities	11
Lack of Community	6
Family	6
Retirement	5
Public Transportation	5
Travel	5
Lack of medical services	4
Lack of services	4
Cost of Living	3

New Resident Survey

In addition to demographic information and opinions on services and perceptions, a new resident section was included and made available to survey participants who had lived in the survey region for less than 5 years. Of the total of 552 total responses, 144 participants had stated that they had lived in the region for less than five years and also responded to this portion of the survey. No First Nation respondents were newcomers to the region.

The number of new resident respondents ranged from a high of 44% in Nakusp to 0% from Beaver Valley. (Table 5) In addition to the Beaver Valley area, the Trail/Rossland area had the lowest proportion of new resident responses at 23% of area responses.

A comparison of community data with regional data, immigration categories and business/service provider data reveals some interesting departures in terms of calculated averages. The regional breakdown of the numbers indicate that the Kootenay Boundary region had a slightly lower than average number of new residents filling out the survey due to slightly lower than average numbers of new residents from both the Grand Forks/Christina Lake and Trail/Rossland areas. As well, as compared to the new resident average of 28% for all communities and categories, a higher proportion of

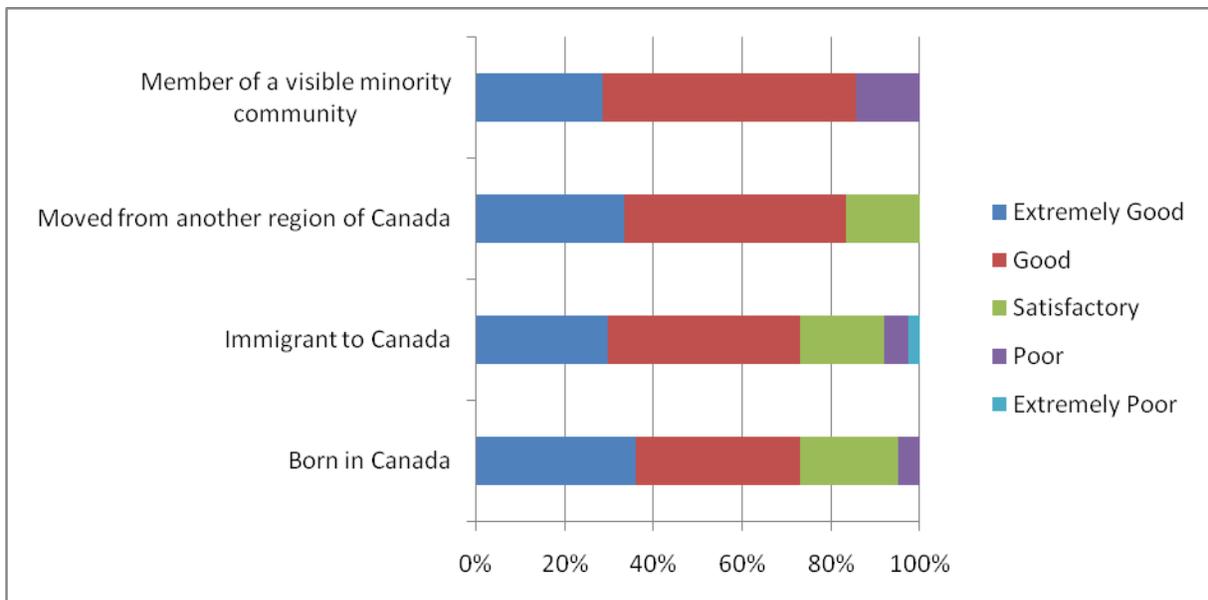
immigrants (35%) had been in the region for less than 5 years. Similarly, 38% of business owners who participated in the survey had been in the region for less than 5 years.

Question 14: Rating the New Resident Experience

When asked to rate their personal experience of living in the West Kootenay Boundary region, a majority of new residents had a positive outlook with only a small percentage of residents giving their experience an overtly negative response. Of particular note was that only one recent immigrant to Canada stated that their experience was “Extremely Poor”, the only participant in the survey to select this option.

When comparing new residents who were born in Canada and immigrants with the average of all new residents in the survey region, the overall impressions were positives with a few deviations from the average. In particular, the numbers indicate that people “Born in Canada” rated their experience slightly higher than average while “Immigrants to Canada” rated their experience slightly lower than the community at large. None of the First Nation respondents were newcomers, but 7 of the 11 Visible Minority respondents were newcomers, and they rated their experience as “Good” or “Extremely Good” in higher proportion than all other groups. None of the respondents who moved from another region of Canada rated their experience in the region as “Poor”.

Chart 33: New Resident Experience



Question 15: Previous Place of Residence

New resident survey participants were also asked to provide their place of origin including country, city, and province/state with a majority of respondents (78%) stating Canada as their country of origin and British Columbia (61%) as their province of origin.

An analysis of previous places of residence and which areas they moved to found that majority of respondents who moved from other areas in BC and Alberta to the Kootenay Boundary region are currently living in Nelson and Castlegar. Nelson and Castlegar were also the main destination for those respondents who moved from Vancouver and Calgary with the two communities receiving over 50% of these residents. The Kootenay Boundary area of Grand Forks/Christina Lake received a majority of residents from Kelowna (3) as well as all of the new residents from Salt Spring Island (2).

Table 5: Previous Place of Residence

Country		Province		City	
Canada	89	BC	54	Vancouver	15
England	10	Alberta	23	Calgary	13
USA	5	Ontario	5	Kelowna	4
Germany	2	Sask.	3	Victoria	3
India	2	Quebec	2	Toronto	3
Spain	2	Man	1	Red Deer	2
Cuba	1	NS	1	Penticton	2
Czech Republic	1			Prince George	2
Guatemala	1			Prince Rupert	2
Netherlands	1			Salt Spring	2
				White Rock	2

Question 16 & 17: Household Size and Children

New residents were also asked to provide information in regards to their household size indicating a majority of new residents live in two person households. This may correspond with the fact that the proportion of new residents in the 25-44 age groups (49%) was higher than the community average (35%) and longer term residents (29%). Nakusp had the highest proportion of two person households while the Slocan Valley survey area had the largest proportion of 3-4 person households. The Kaslo/Kootenay Lake area had the highest percentage of single person households, while Nelson had the second highest percentage and the highest count of one person households (6). In terms of larger households, the Trail/Rossland area had the largest recorded household at 10 people and the highest percentage of households greater than four partially due to this fact. It was the Nelson and Castlegar areas that had the largest recorded count of 5+ household sizes at four each.

Focusing on other categories, immigrant households were slightly larger than average with 38% of respondents indicating that their household includes 3-4 people. Results of the Business Owner/Service Provider comparison indicate that 57% of business owners who responded live in a two person

household, compared to 39% of the service providers who responded. For the Service providers, the 3-4 person household was slightly more common at 39% of responses.

Table 6: New Resident Household Size

# of Persons	Grand Forks / Christina Lake	Trail / Rossland	Salmo	Castlegar	Nelson	Slocan Valley	Nakusp	Kaslo / Kootenay Lake	All
1	14%	20%	0%	13%	17%	0%	0%	22%	13%
2	43%	50%	43%	43%	44%	33%	71%	44%	47%
3-4	36%	10%	43%	35%	28%	67%	29%	33%	32%
5+	7%	20%	14%	10%	11%	0%	0%	0%	9%

An analysis of household size in terms of children (less than 18 years of age) indicates that the city of Nelson has slightly higher numbers of households with more children than the other survey areas. A comparison of those “born in Canada” with “immigrant” respondents found that those born in Canada had larger families than immigrants who typically had families with 1 or 2 children.

Table 7: New Resident Child (< 18yr) Household Size

Child Count	Grand Forks / Christina Lake	Trail / Rossland	Salmo	Castlegar	Nelson	Slocan Valley	Nakusp	Kaslo / Kootenay Lake
1	0	0	0	9	3	1	0	2
2	3	1	3	5	5	1	2	1
3	1	0	1	1	2	0	0	0
4	0	0	0	0	1	0	1	0

Question 18: New Resident Occupations

Participants of the “New Resident” portion of the survey were also asked to record their occupation resulting in 132 occupations being listed. These occupations were grouped into 20 different classifications as shown in Table 10. The high counts for certain occupations such as educational services, small business owners and public administration may once again speak to the strength of local networks that were used sample the population. Intra-business networks being much harder to access may have resulted in a lower number of tradespersons and other classifications appearing in the occupations section. This weakness reinforces the need to a regional approach to a new resident survey in order to rely on more robust contact information rather than through workplaces which may make it harder to access these new workers.

Table 8: New Resident Occupations

Occupation	Count
Health Care & Social Assistance	16
Educational Services	12
Small Business Owner	12
Not in the workforce	11
Public Administration	11
Information & Cultural Industries	9
Professional, Scientific & Tech Services	9
Administration & Support	7
Other Services (except Public Admin.)	7
Unemployed	6
Retail Trade	6
Student	4
Construction and Trades	4
Arts, Entertainment & Recreation	4
Manufacturing	3
Management of Companies & Enterprises	3
Accommodation & Food Services	3
Financing & Insurance	2
Real Estate, Rental & Leasing	2
Utilities	1

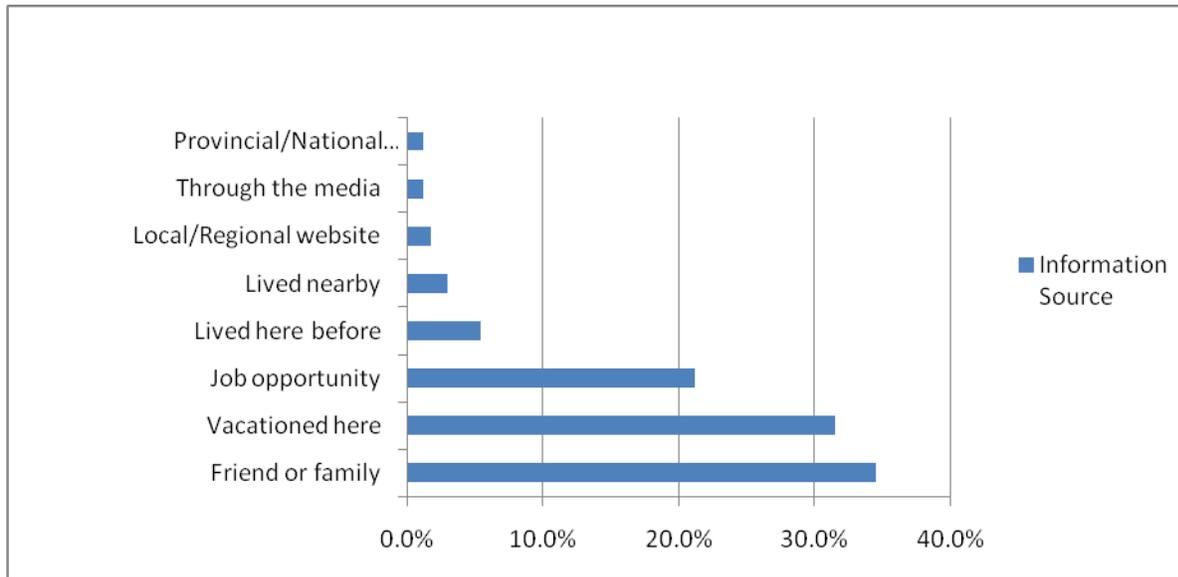
Question 19: How did you find out about the region?

The main sources of information about the region were “Family and Friends” and “Vacationed Here”. Those two methods accounted for two thirds of all sources of information mentioned. Job opportunity was the next most important source at 21.2%. Analysis of business owners and service providers indicate that 56% of business owners knew of the area through friends and family while 48% of service providers knew of the area through a job opportunity.

This high percentage of new residents relying on internal sources of information and vacation experience reinforces the fact that getting new people isn’t necessarily the biggest issue for attracting new residents. Such a high percentage would seem to indicate that people come to the area to visit or find out about the region from existing social networks. These results are similar to the results of two prior studies done in this area.³ Such high “internal” numbers would suggest that if the right opportunity for people to relocate here is present, keeping those who come to the area may be a bigger task than getting them to move to the area.

³ http://www.investkootenay.com/resources/Investment_Promotion_Strategic_Report.pdf
<http://www.futures.bc.ca/documents/pressreleasenewresidentsurvey2009.pdf>

Chart 34: How did you find out about the region?

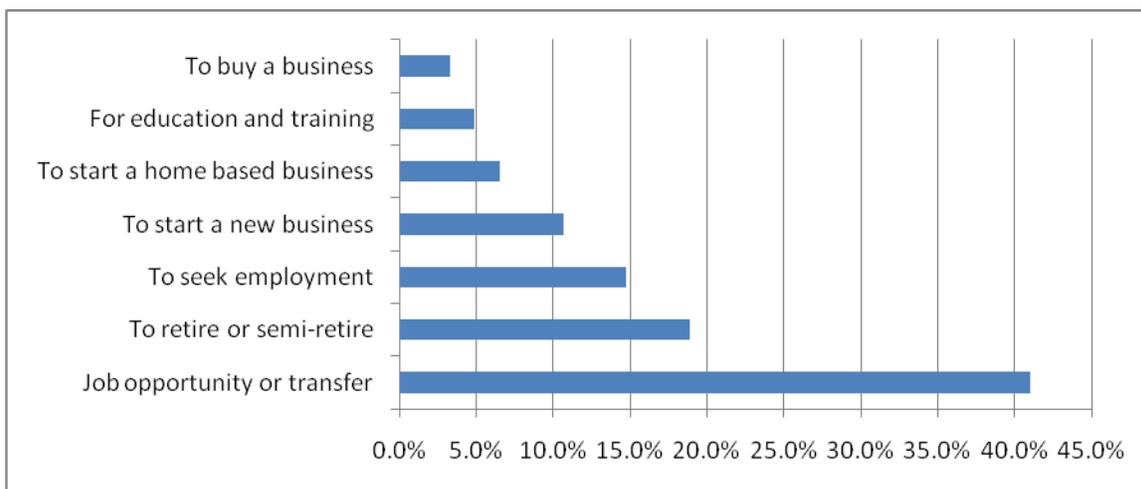


Question 20: Why did you move to the area?

The most prevalent reason for moving to the area as stated by new residents was a “Job opportunity or transfer” (41%) followed by “retirement” (18.9%) and “seeking employment” (14.8%). The “job opportunity” reason was particularly strong in the Kootenay Boundary region due to the higher, and less varied responses from the Grand Forks/Christina Lake and Trail/Rossland areas. Although the responses from places like Castlegar and Nelson were higher, the communities had a more varied response rate. Of special note is the high number of participants who moved to Castlegar to retire. This is in contrast to the results of question 13 where a majority of respondents who were moving from Castlegar were doing so to retire.

Although not an option on the form, several comments were made in regard to moving to the area to start a new life or for other personal reasons.

Chart 35: Reason for moving to the Region



Question 21: How important were the following to your decision to move?

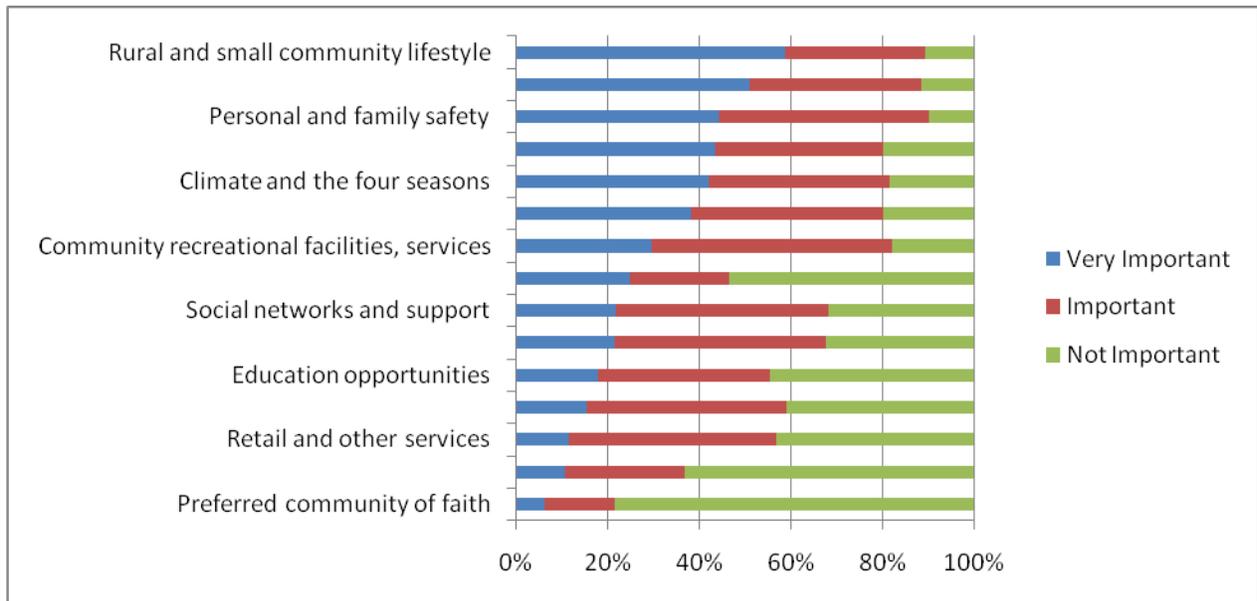
To better understand issues that are important to newcomers in the West Kootenay Boundary region, residents who had been in the area for less than five years were also asked to ranked 15 separate items in terms of their importance for moving to the area. In total 131 newcomers filled out this portion of the survey (Chart 37). Newcomers are distributed between the various population sub groups as shown in Table 11.

Table 9: Newcomer Sample Categories and Sample Sizes

0-5 Years	Immigrants	Born in Canada	Business	Service
130	36	94	8	19

The highest scoring factors that are important to newcomers in their decision to move to the region can be broken down into two general categories, natural amenities and social wellbeing. In terms of natural amenities, Kootenay rural/small community lifestyle, outdoor recreation, and Kootenay climate all had high “very important” ratings indicating that the surrounding natural environment is important to people who recently moved to the region. The social wellbeing grouping which includes personal and family safety, affordable housing, and health services also indicates that new residents consider these to be important factors in their decision making process to move to the area. Conversely the high “not important” rating for preferred community of faith indicates that this is not an important factor in the decision to move to the West Kootenay Boundary region. As well the public transit item also scored high on the “not important” rating. However, previous questions in the survey and in the focus group reveal that although this may not be important in the present decision making process, it is perceived to be important to those who may move to the area in the future.

Chart 36: Factors in the Decision to Move

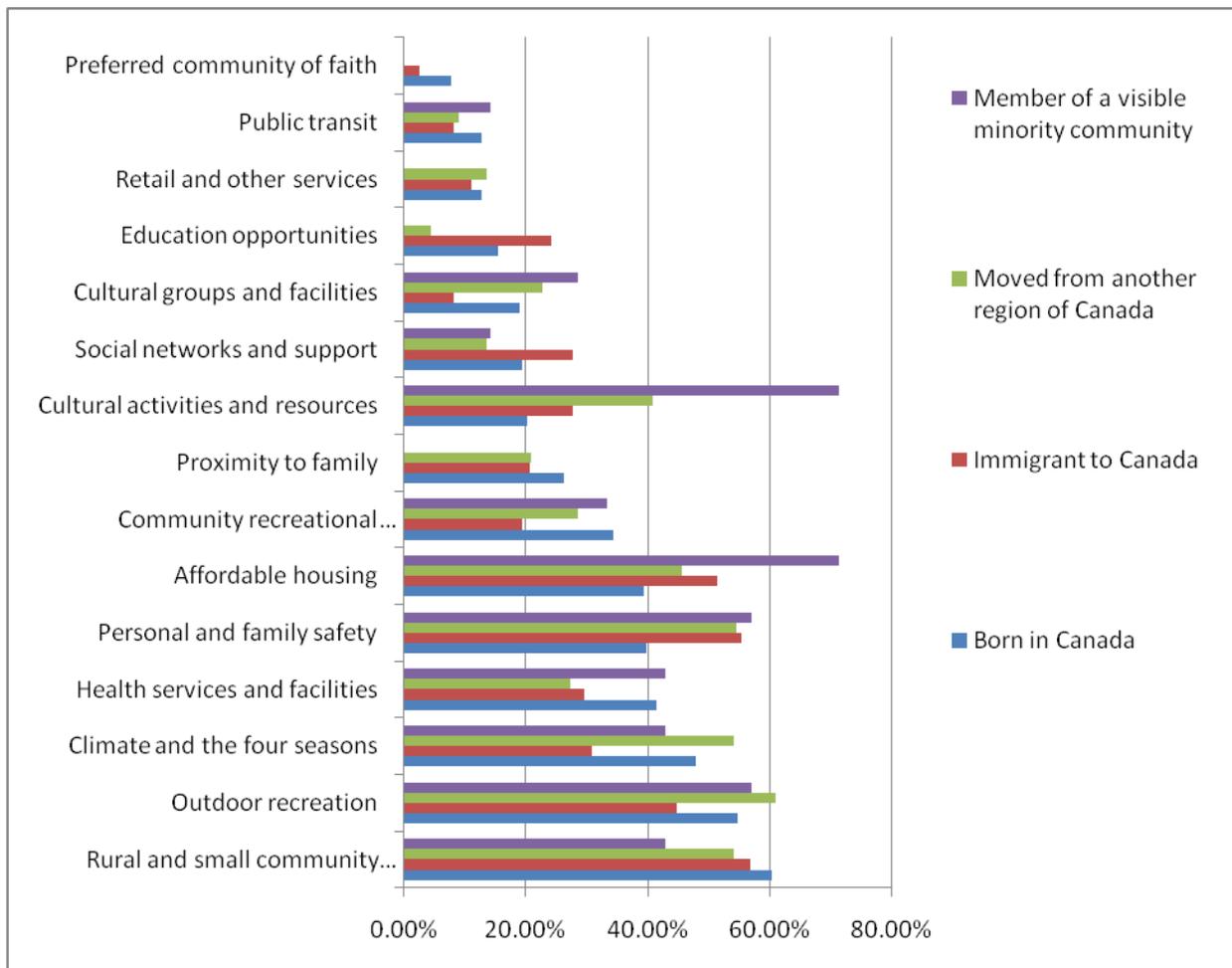


Immigrant and Born in Canada

An analysis on the score results for both immigrants and those born in Canada reveals that some differences exist between the two groups. Immigrants to Canada who participated in this question scored “Personal and Family Safety” and “Affordable Housing” as “very important” in higher proportion, and “Outdoor Recreation” as “very important” in lower proportion compared to born in Canada respondents. Visible Minority respondents had the highest proportion of “very important” responses for “Affordable Housing” and “Cultural Activities and Resources.” Immigrants to Canada had a higher proportion of “very important” ratings on Social Networks than all other newcomer groupings.

Outdoor Recreation was the highest scoring “Very important” factor for newcomers who moved from other regions of Canada. Personal and Family Safety, Rural and Small Community Lifestyle and Affordable housing were also significant factors for movers from other regions of Canada.

Chart 37: Factors in the Decision to Move - Sub Groups



This selection of higher scores would indicate that Immigrants to Canada and Visible Minority respondents are generally placing more importance on the social and cultural aspects than born in Canada participants who tended to rank other factors such as Rural Lifestyle.

Business Owners and Service Providers

A similar pattern exists in the comparison between business owners and service providers where new resident business owners appear to value social aspects of the community slightly higher than service providers. However, higher overall scores from the service provider group appears to indicate that those who are service providers value a wider range of factors than business owners or any other category including immigrants, new residents born in Canada and those from both regions.

5.0 Summary

The role of employment opportunities in both attracting and retaining people to the region is critical. Although there are respondents who moved to the region for other reasons, either a job opportunity or seeking employment was a key motivator for 2/3 of newcomers. Retirees are also important, and constitute 22% of newcomers. Also of note is the number of newcomers moved here to buy (4%) or start (12.6%) their own business.

Based on the survey results, there appears to be a much higher proportion of Immigrants to Canada (27.8%) in the newcomer group than in the overall population (11%).

Generally, the experiences of newcomers appears to be relatively satisfactory, and Immigrants and Visible Minority respondents rated their experience as extremely good or good more often than born in Canada respondents.

Most newcomers are employed in the services producing or public sectors rather than the goods producing sector. Given that approximately 30% of our regional employment is in the goods sector, and that sector has a higher average employee age than the services sector, past patterns of migration/immigration to the region may not respond well to future labour force needs.

Most newcomers find out about the region through family or friends, or through tourism experiences, as well as through employment opportunities. This may suggest the need for closer links between organizations that promote and support visitation to the region, and those that are supporting economic development labour force retention and growth.

Both the rural character and the outdoor amenities of the region, and other social factors such as employment, health care, affordable housing and cultural resources are important in attracting and keeping people. There also appears to be some factors that are considered generally as important such as public transportation, retail services and facilities and educational services as attractors for newcomers, that newcomers do not rate as important in the decision to move to or from the region.

Generally, the importance of motivating factors and support needs for newcomers are rated differently by newcomers and especially the Visible Minority and First Nations respondents than long term residents. There appears to be a need for much more interaction between long terms residents and newcomers to gain a better understanding of each other and the respective needs each have in order to remain and be happy in the region.

Appendix A: Focus Group Questionnaire

Welcoming and Inclusive Communities Focus Group Sessions

Hello,

We are conducting a series of seven focus group sessions throughout the West Kootenay/Boundary area. The intent of these focus group sessions is to gather information about how our community is able to attract and retain individuals migrating within or immigrating to Canada.

The focus group sessions will include participants from four different backgrounds: newcomers, residents, local businesses and service providers. We anticipate these sessions to take 1 ½ to 2 hours.

Examples of topics we would like to discuss are:

1. What do you believe are the benefits of cultural diversity?
2. What are our community assets that make the community welcoming and inclusive?
3. What is the community lacking and/or needing in order to be more welcoming and inclusive?
4. How can businesses be supported to be more inclusive of newcomers?
5. What is needed to better promote the concept of welcoming and inclusive communities?

The results of these focus group sessions will be shared with key stakeholders throughout the region, and will be presented within local networks and local media.

We thank you in advance for your participation in these focus groups and for helping us to make our communities more welcoming and inclusive.

Lisa Cannady
Project Coordinator
Community Futures Central Kootenay

Appendix B: Welcoming Communities Survey

Welcoming Communities Survey

In an effort to make local communities more welcoming and inclusive to newcomers within the West Kootenay Boundary regions, we are asking local citizens to fill out this short **3-5 minute survey**. The information you provide will help your community be more welcoming and help to integrate new residents into the area, leading to stronger, more diverse communities and regions. Thank you for your cooperation.

1) Are you?

- Female
- Male

2) What is your age?

- 18 – 24
- 25 – 44
- 45 – 64
- 65+

3) My first Language is:

- English
- French
- Other: _____

4) I live in: (Check one)

- Kettle Valley Area
- Grand Forks/Christina Lake area
- Trail/Rossland area
- Beaver Valley area
- Salmo area
- Castlegar area
- Nelson area
- Slocan Valley area
- Nakusp area
- Kaslo/Upper Kootenay Lake
- East Shore Kootenay Lake

5) I have lived in the West Kootenay Boundary Region for ____ years.

6) I am a: (Check all that apply)

- Born in Canada
- Immigrant to Canada
- Moved here from another region of Canada

- Temporary foreign worker
- Temporary foreign student
- Member of a visible minority community
- Member of a First Nation

7) How important are the following to the economic future of the region?

	Not Important	Important	Very Important	Don't Know
Immigration to Area				
Cultural Diversity				

8) How often do you feel immigrants and newcomers to the area experience the following?

	Never	Rarely	Sometimes	Frequently	Don't Know
Undervaluing of education, skills or experience					
Less income for the same work					
Exclusion from interpersonal and group interactions					
Being blamed for economic, crime or other issues					
Specific racist behaviour (bullying, racial slurs etc.)					

9) How adequate are the following for immigrants and newcomers to your region?

	Poor	Needs Improvement	Good	Don't Know
Housing and shelter services				
English language training				
Job/career counselling				
Personal and family services				
Immigrant/Community member one-on-one mentoring				
Translation services				
Financial management services				
Legal services				
Health services				

Cultural services				
Assistance with accessing public services and programs				
Adequate employment opportunities				
Affordable, adequate housing options				
Cultural activities and resources				
Transportation				
Child care				

10) What assets make a community welcoming and inclusive?

	Not Important	Important	Very Important	Don't Know
Strong leadership on inclusion				
Community goal of inclusiveness				
Community engagement program				
Community participation				
Community priority to reduce barriers				
Community priority to provide services				
Local government policies that reflect fairness				
Advocacy on behalf of disadvantaged groups				
Modelling of appropriate behaviour/actions				
Networking with other communities and groups				
Welcoming events, organizations				
Cultural Events and celebrations				

11) How can your community be more welcoming and inclusive?

12) Do you anticipate living in the West Kootenay Boundary region 5 years from now? Yes No

13) If no, why?

**If you have moved to the West Kootenay Boundary Region within the last 5 years,
please respond to the following questions**

14) How would you rate your experience living in the West Kootenay Boundary? (Check)

- Extremely good
- Good
- Satisfactory
- Poor
- Extremely Poor

15) Previous place of residence:

Country _____

Province or state _____

City or town (if you lived in a city or town) _____

Nearest city or town (if you lived in a rural area) _____

16) How many people are in your household? _____

17) How many children (less than 18 years old) are in your household? _____

18) What is your occupation? _____

19) How did you find out about this region? (Check all that apply)

- Vacationed here
- Through the media
- Friends or Family
- Lived here before
- Lived nearby
- Job opportunity
- Local/Regional web site
- Provincial/National Government web site
- Other _____

20) Why did you move? (Check all that apply)

- To retire or semi retire
- For education or training
- To buy a business
- To start a new business
- To start a home based business
- Job opportunity or transfer
- To seek employment

21) How important were the following in your decision to move?

	Not Important	Important	Very Important
Affordable housing			
Cultural activities and resources			
Community recreational facilities and services			
Outdoor Recreation			
Personal and family safety			
Social networks and support			
Public transit			
Health services and facilities			
Cultural groups and facilities			
Preferred community of faith			
Retail and other services			
Education opportunities			
Proximity to family			
Kootenay climate and the four seasons			
Kootenay rural and small community lifestyle			

Appendix C: Community Specific Results of Focus Groups

Castlegar

Question 1: What do you believe are the benefits of cultural diversity?

- Arts & culture, traditions, music and food are all expanded with new ideas and different skills and products
- Social diversity brings strength. More cultures means we're not dependent on only one culture strength
- A broader, richer view and understanding of differences
- Newcomers are buying a house, groceries, and bringing all forms of economic benefits to region
- Breaks down stereotypes and an 'us vs. them' perspective
- From an immigrant's point of view, they tend to not think about all these great things. They are here to improve their families and their economy

Question 2: What are our community assets that make the community welcoming and inclusive?

- Tremendous accolades on how friendly people are. People say hi, and don't even know you
- Because it's a small community, there is a novelty to hear a new accent
- The visitor's centre and Welcome Wagon have information that is a great asset to newcomers
- People come here on vacation and end up coming back because they love the area so much
- The First Nations and Doukhobour communities are great examples of our inclusivity
- The local exhibits are wonderful. Other events such as scavenger hunts and Olympic torch events provide excellent opportunities for social networking
- The ESL programs, Columbia Basin Trust and other funding opportunities available to this community are a great asset

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- People who move here don't know where to take their garbage
- We don't appreciate or talk about the things that make us unique. We've got converging rivers, parks and community assets. People come here for these things, but we don't really advertise it
- Public transit needs to be improved (quantity, quality, schedules). The routes aren't practical and don't make sense, especially considering the hospital connections
- The lack of transit makes it harder to meet people
- There is no way for Nelson college students to get to college in Castlegar unless you are one hour late for class or you leave 1 ½ hours early
- There are a limited number of students in the area
- There is a lack of social gathering, especially if you don't go to church
- Lack of short term affordable housing

- People aren't always patient enough with Francophones learning English
- Newcomers don't always speak English when they come, so they are searching for somebody who understands them. One family moved away from the community because they weren't able to learn to speak English
- We are lacking tolerance. In a recent Selkirk College survey over 90% had witnessed or experienced racism
- Sometimes there is a gap between perception and the reality of how welcoming the community is
- There is a tolerance for diversity, but there is also a boundary. Sometimes it takes a crisis to fully experience or receive the benefits of a welcoming and inclusive community

Question 4: How can businesses be supported to be more inclusive of newcomers?

- Promote customer service. Often Castlegar residents don't shop in Castlegar because of a lack of customer service
- Bring back the Super host program
- Create a 'shop local' campaign

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- More cultural celebrations (Gay pride parade, aboriginal day, day of peace). Why not have banners up on that day to show that we are celebrating these important cultural aspects
- Multi-cultural access centre to include such things a driver's licenses
- What is routine for long term community members, is not routine for somebody new. For example, a person who has never experienced a Canadian winter doesn't know that he/she needs winter tires
- Designated cultural/welcome ambassadors such as Welcome Wagon
- Sometimes who you know is just as important as what you know. As a newcomer, meeting somebody who is 'important' can be crucial
- There is a distinction between friendly and inclusive. Friendliness can be there without being inclusive
- Kootenay entrepreneurs and social media networks
- We need volunteers like the Big Brothers programs for immigrants. One immigrant/one Canadian
- Create a brochure of where to go and what to do. This can be more beneficial than paying for a translator
- Information is available in many different places. They need a one-stop shop for it all. If you can lessen the amount of places you need to go, it will be easier to settle into the community and stay
- We need more regional and municipal cooperation. Make local MLAs aware of the situation
- Information provided at the front of phone books is amazing and could be improved if it were provided in other languages.
- A better way to introduce community organizations to newcomers (Rotary, Lions, Gyro, Legion)
- We all believe in diversity, or we wouldn't be here

Christina Lake

Question 1: What do you believe are the benefits of cultural diversity?

- Creativity and life experiences which can bring about a different perspective
- Cultural diversity would allow us to explore the idea that we don't have to feed millions of people, we just need to feed our local area
- Fosters a new culture
- Brings a oneness to the community

Question 2: What are our community assets that make the community welcoming and inclusive?

- Welcoming attitude of the people
- Beautiful countryside
- Affordable housing
- The Rock Creek Fall Fair is the biggest thing that happens in the area
- The Boundary Family & Individual Service Society is a real benefit to the community
- The area is getting a big bulletin board that will be able to showcase upcoming events

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- We need a greater variety of ethnic restaurants such as Indian and/or Japanese
- The lack of a nearby hospital creates many issues. For example, for an expectant mother to have a baby, she would have to travel to Kelowna because there is no available birthing facility. There is also a shortage of general practitioners in the Boundary region
- Lack of adequate transportation within and between communities
- A focus on increasing the tourism season from six weeks to year round would provide longer term employment for newcomers
- This area has a rich history, which should be shared between the local residents and newcomers

Question 4: How can businesses be supported to be more inclusive of newcomers?

- Incorporate a branch of Selkirk College in this community
- Businesses have the ability to recognize the commercial needs of newcomers
- It would be ideal to be recognized as "The Region That Feeds Itself"
- We need to work regionally rather than individually, to become a strong, self sustaining, vibrant community
- Relaxed regulations
- Tax incentives
- Make a conscious effort to control costs, since Kelowna has the ability to offer goods for much cheaper

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- Encourage positive thinking in people
- Teach business ethics in the region
- Residents should help newcomers feel welcome by promoting social inclusion
- An 'Upcoming Events' website, branding and wayfinding signs for easier access to facilities and events
- A municipal library
- Curriculum that meets the needs of newcomers
- Establish a community ambassador program such as Welcome wagon. This ambassador could partner with the Visitor's Centre to help navigate questions that locals may not have necessarily thought of
- Community Futures Grand Forks set up a booth at the farmers market that was very successful
- Target a certain demographic of people to attract and go get them to come live here
- Access the provincial nominee program, which accelerates the permanent application process for skilled and experienced workers
- If you move to a smaller centre, you need less money than if you move to larger communities
- Promote the fact that doctors and nurses get student loan forgiveness if they work in smaller regions

Greenwood

Question 1: What do you believe are the benefits of cultural diversity?

- Diversity brings educational experience and exposure
- Understanding, learning, and networking throughout the community
- New foods, restaurants and cooking classes
- We have the option to learn new religious beliefs
- Children get to learn about other cultures and backgrounds
- Growing up in a multi-cultural community makes you colour blind, more accepting and compassionate, and less racist
- If someone is different in any way (purple hair, tattoos, or physical appearance) it can be difficult to find work. The also applies to people with developmental disabilities
- There is a big divide between communities, where we should all be one community. This is also a tight community to break into.
- Social media has been a huge benefit to making people more diverse

Question 2: What are our community assets that make the community welcoming and inclusive?

- During the Olympic torch relay, the community held a sit-down dinner. There was a power point presentation showcasing businesses, people who have passed on, and people who are still here. The people who attended were very proud and touched at seeing the history of the community
- The Community Hall is a great asset for the community
- The City Hall is a beautiful building. They should provide an open door policy so others can enjoy
- The Seniors in this community are a strong, active group
- Elected officials have changed the parameters because they are a more diverse group, with different views, etc.
- Small communities have the advantage of being able to welcome newcomers more, because they know when the newcomers arrive
- Real estate agents are a key component and need to be educated about the community
- Coffee shop/business owners are our ambassadors to the community. They have the ability to make this area very desirable
- People who come through are thinking of retiring in 5 years. They drive through, they like this area, and they remember it

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- Grand Forks has a lot of outdoor activities (hockey rinks, baseball diamonds), but not much for indoor activities
- We could have more interaction with the new people who are coming to the community
- The Welcome Wagon program is important to have for newcomers. The Chamber of Commerce can provide excellent information, but there really isn't a Chamber in Greenwood
- Big billboard showing what's happening in the community

- Promote the Invest Kootenay website
- When you have an industry, you have people meeting at a focal point which creates a great venue for socializing. With the closing of the Mill, this community no longer has that

Question 4: How can businesses be supported to be more inclusive of newcomers?

- Bring back the Super Host program
- Create volunteer ambassadors to help newcomers learn all about the community
- Have mystery shoppers go through the community as a tourist, then share their experience. How are we doing? What's working? What's not?
- Team meetings with the whole Boundary area so we work as a team, rather than individually
- We need to draw people to this region beyond the summer season, to promote economic growth
- Utilize existing resources such as the Board of Trade which performs the same duties as a Chamber of Commerce
- Have more of a cross section of community members making big decisions, so these decisions are made as a group
- Have yearly awards for business owners, to recognize those who do well
- Have businesses advertise and promote themselves better, to encourage repeat customers
- Show businesses the benefit to them if they extend their hours

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- The province needs to provide funding to re-brand the community. A good website is the most important thing in the community. Colville WA has a one page promo material that would work well here
- A giant billboard promoting people come to live, not just drive through
- A Regional Board and Chamber of Commerce would be beneficial to this area, to help promote the area
- Work with your champions, profile your successes, measure improvements, and prove that it's working
- You have to have industry to sustain your community, so don't make industry a negative, make it a positive
- The local school welcomes the kids and the parents. A 4-day school week and small class size are assets to bringing in new families. This needs to be advertised
- This area has poor proximity to health care and maternity services, but we're still in the middle of the hub. You live with it, but it is a disadvantage. You're going to lose seniors because there is not cancer centre. Social amenities are drivers
- An important message to the community: The lifestyle is more important than the job
- Facebook is your biggest advertisement, and an effective way to promote your community and satisfy your customer
- Don't criticize your community, promote your community. Look at the future, not the past

Nakusp

Question 1: What do you believe are the benefits of cultural diversity?

- Cultural communities evolve with cultural diversity
- It enriches our culture, with food, different languages, stories, different perspectives and methods of communicating
- It prepares our youth to have a clearer understanding of the world
- Brings new forms of industry like jewelry and textiles. There are beautiful products that are created in other countries, but may be produced locally
- Cultural diversity brings new business ideas.
- Creates a much broader global perspective
- Newcomers challenge locals to think differently

Question 2: What are our community assets that make the community welcoming and inclusive?

- We are an astonishingly welcoming community. If the newcomer is a visible minority, it may be different
- There are a large number of community groups
- For this size of town, child care is exceptional
- The accessibility to services is excellent. In the city you drive for an hour, and pay \$15 for parking
- People see that it's okay to be different. Ask those groups to be inclusive by being included
- This area hasn't utilized the tourism potential of outdoor recreation. There could be more access to information on local trails, etc.
- This area is one of the most beautiful places in the world
- There is a great deal of volunteerism
- Handmade items and associated skills are valued here
- Taxes are low considering the services available. This is an underutilized message
- We have the huge advantage of smaller classrooms for our children, which is something larger schools would give anything to have
- There are many musical events, such as Nakusp Music Festival and music in the park in July and August
- We offer a stunning walkway running through the town, along the waterfront
- It is affordable to live here, and you may not necessarily need a car
- There is compassion in this community. In the larger centres you become anonymous
- There are great ski programs and other programs for the kids
- Community potlucks are held each month and have great attendance
- There are a lot of resources available for senior citizens

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- A huge disadvantage is our isolation
- We emphasize that it's hard to get somebody. We need people knowledgeable in agriculture and health services
- Transportation to other towns could be much better and more accessible

- Housing, rentals are hard to come by. It's all word of mouth. Prices are going up, but the jobs aren't there
- If you want to have a baby, you have to travel 2 hours away
- Daycare is not an issue, but infant care is. Children must be 2 years old to be eligible for daycare
- Maybe there is a lack of communication. Insulated approach – we don't know what's available down the road
- There is no welcome wagon, but there is a package at the chamber office
- The Arts Council organizes 18 people under their umbrella. They raise funds together, write grants together, and do not overlap
- Evolve/update the website
- Newcomers will look first for: doctor, school, post office, village office, that's in our context, not in the context of other countries
- There needs to be a promotional piece to go around to key places and outreach offices. It's the distribution of the information, not the information itself that is lacking.
- There are not many visible minorities in this region. You feel more comfortable when somebody else speaks your language
- Immigrants don't generally move to a rural community. The Asian impression of rural is poor
- Our community within itself isn't very accepting of different people
- Minorities need to advocate for themselves
- Credentials to transfer over from another country are hard to access
- There is a lack of knowledge to take it to the next level

Question 4: How can businesses be supported to be more inclusive of newcomers?

- Promote the 'shop local' concept by encouraging local consumers to purchase items made and/or sold in their community
- Newcomers sometimes pack up everything and come here willing to do anything, but economically there isn't much to offer
- Home hardware did an open house at Christmas, which was a huge success and promoted inclusivity
- If you're welcoming somebody from a certain country, identify any other people who may be from that country, and invite them as well. This makes it much easier for the newcomer
- Chamber business meetings could promote open houses and welcoming programs
- There are new business opportunities and more ethnic shopping
- Attract the agriculture knowledge base, including the local gardening clubs and food box distribution
- Support home based businesses

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- Identify absent services and where can we meet a need
- Talk positively among the community
- Educate people about the upcoming demographics and why we need newcomers
- We need to keep our local townspeople here, while encouraging newcomers to move here

- We need more housing, transportation, jobs and education
- Showcase what newcomers can bring to us, including new employment opportunities
- create a jobs inventory so we know what is available, what is needed and what is not needed
- Schools are the best way to promote events, because kids can take information home to their parents
- Broadband infrastructure

Nelson

Question 1: What do you believe are the benefits of cultural diversity?

- Creativity from different cultures
- Brings different foods options to the community
- The opportunity to experience other cultures without having to travel there
- Options for a person to adopt another's culture, fashion, knowledge, lifestyle
- Broadens the mind
- Leads to an increased interest in global issues
- Creates a more globalized generation
- Breaks down cultural barriers

Question 2: What are our community assets that make the community welcoming and inclusive?

- People feel safe in this community
- This is a very accepting community
- The sense of welcoming is practically overwhelming
- People are very open minded here
- Music is a great asset, but often overlooked

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- There is a lack of public transportation within and around the area
- There is a remoteness and distance from large urban centres, which means products and services can be harder to obtain and more expensive
- Schools need to be aware of the fact that a small community does not always welcome newcomers and their children, therefore making it hard for children to fit in
- It's hard to break through the division of friendships and connections between long-term locals and newcomers
- If you arrive here without any connections it can be tough. People have left because it can be hard to make new friends here
- Team sports for youth are inclusive, but not always affordable
- There could be more community resources such as sports, arts and projects
- A natural gathering spot like a plaza or village square would be a great place for people to meet other people. Street Fest was a prime example of this, but unfortunately that event has been cancelled
- The law of keeping dogs off of Baker Street is not acceptable for a large number of people

Question 4: How can businesses be supported to be more inclusive of newcomers?

- Business owners off of Baker Street and the downtown core often don't feel included
- Businesses need to utilize representatives like the Chamber of Commerce or Nelson Business Association
- Immigrants need more than business. They need churches, employment services, etc.

- Businesses need to show more initiative to collaborate so everyone is included
- Expand Welcome Wagon to include service providers, and find other ways to promote Welcome Wagon. Involve Columbia Basin Alliance for Literacy in the Welcome Wagon program
- The newcomers who really need the help may not be getting it due to a lack of communication and language barriers
- Social media is such a great resource, and should be used by businesses to promote themselves
- A community ambassador would be helpful, so newcomers have a first contact when they arrive here. This ambassador would be able to point people in the right direction for their needs
- There could be a specific “brand” to identify businesses that actually are welcoming and inclusive, and are inclusive to employees. This would promote inclusivity

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- Make a point of understanding newcomers and locals (who they are, what they need). Get to know your neighbour
- Talk to the newcomers to learn what their experiences are, so we know firsthand what we are going right, and what needs improvement
- Get a newcomer to facilitate talks in a classroom setting like a school or college. Create a space for these interactions (library, youth centre)
- Completion of the Chamber of Commerce Wayfinding signs will be very beneficial, to help people move around the community better
- Have the local newspapers do a promotional piece, and profile a newcomer. This can really make people want to know more about that person
- Host a dinner at a church every 6 months. Invite newcomers and people who may have an anecdote or story of what happened when they moved here

Selkirk ESL group

Question 1: What do you believe are the benefits of cultural diversity?

- It allows us to open our minds to other beliefs and cultures
- You get to learn about and try new foods that you may not have even heard about before
- The opportunity to make new friends
- Learning new things such as languages and customs
- It is a good opportunity to learn that we are different and talk about it

Question 2: What are our community assets that make the community welcoming and inclusive?

- This community is filled with friendly, accepting people who go out of their way to help, and will say hello, even though they may not know you
- When somebody notices you have an accent, they want to talk to you to learn more about you
- The skate park in Castlegar is a great place for the youth to hang out and have fun

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- Keep museums open in the winter so those who want to experience the culture can, since some students aren't around in the summer. Also, provide discounts at museums for students
- There is a two hour wait between bus arrivals and departures at the college. That is a very long wait if you miss a bus by a few minutes
- Students are isolated at Selkirk College in the evenings and weekends. Public transportation is needed in order for students to have access to local businesses during these times
- The bus system has very little option for students to go to other towns. If you don't have a car, it's next to impossible to leave town
- It takes 1.5 hours for students to walk to town from Selkirk College. A bridge (even if it is a walking bridge) crossing the river would shorten the journey significantly and provide access to the town
- The city is very spread out and not structured for people who do not have a vehicle
- There is only one taxi service in town, so there are usually ½ hour waits for a taxi

Question 4: How can businesses be supported to be more inclusive of newcomers?

- There is one ATM at Selkirk College. If that machine breaks down, there is no access to your funds without taking a bus to another ATM
- Businesses often close early, which makes it harder for students to access businesses after their classes are finished

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- Expand the Host Families idea, which enables you to meet new people immediately

- Promote trails on Zuckerberg Island, Millennium Park, festivals, and other events. These are excellent for the community, but often overlooked
- Have more shows, concerts, arts events and other cultural events
- Offer weekend hours for the gym at Selkirk College, for those students living on campus
- Host a multicultural food festival, that will bring out the entire community and enable people to mingle
- Offer better transportation options between communities, so people without vehicles don't feel so isolated
- Each community should take turns hosting a special event, which would promote the whole Kootenay/Boundary Region as one community
- Advertise existing cultural events better, so people always know what is happening in their community

Trail

Question 1: What do you believe are the benefits of cultural diversity?

- The benefit of trying new foods and more having more diverse restaurants
- New people bring new backgrounds and different talents
- New people to the community bring in money and a great deal of economic benefits
- Our global awareness is raised when foreigners move into our area
- Our community is more aware, more adaptable and creates more bonding
- The economy is changing and needs a higher level of skills, expertise and superior technology
- The creative class is attracted to cultural diversity, so by attracting the creative class, we can attract more diversity

Question 2: What are our community assets that make the community welcoming and inclusive?

- The beauty of the area and all of the available outdoor activities available are a real draw
- There is a small town mentality, which makes people feel safe and close to their neighbours
- You have the ability to take a plane directly from Trail to Vancouver
- The Katimavik program makes people feel welcome with the aid of activities like scavenger hunts
- It can be hard to find employment, but once you get your foot in the door it's much easier
- We are extremely spoiled because we have free programs for kids and families
- In general, most programs available to the community are easy to find

Question 3: What is the community lacking and/or needs improvement to be more welcoming and inclusive?

- There is a lack of adequate ESL offered for technical work, but there is also not enough volume to make it affordable
- Bus transportation in the area could be more accessible
- From a youth perspective, youths want more things to do but there is not a lot of accessibility. For example, if there is an event in Castlegar it is hard to get there and back. This leads to boredom and an increase in drugs and alcohol
- The younger generation would love to have a skate park to give them something to do
- Different cultures can bring different learning challenges, such as language barriers
- Upcoming events need to be advertised more
- We advertise a wild area but for some people that isn't necessarily a good thing. Many people are terrified of bears, cougars, avalanches, cliff diving, etc.
- Once you establish connections, it is easy to get along in this community. Maybe we need the opportunity to have the networking meetings, or gatherings. Trail is especially lacking in this area
- There is no specific gathering spot for people to connect and socialize
- Trail used to try to attract pensioners, but doesn't happen anymore
- Selkirk is doing definitely doing their part to attract more people to the area

Question 4: How can businesses be supported to be more inclusive of newcomers?

- Some people said that employers are not connecting with the service providers, but others strongly disagrees
- Employers can have a fear of not understanding newcomers' values and beliefs
- The notion of an ambassador program such as welcoming service should be re-established
- Teck did a survey a few years ago, specifically as a recruitment tool. CBal did a Literacy audit a few years ago. These surveys are beneficial to understand what the community needs
- When workshops are held, we should monitor the outcomes between local residents and people who come from another country, to gauge any differences

Question 5: What is needed to better promote the concept of welcoming and inclusive communities?

- There is an absence of reasonably priced, quality housing. Eighty per cent of rental homes are barely habitable
- There is a community project underway to upgrade homes. Realtors and the Chamber of Commerce would be a good way to get the word out
- Social media is an ideal way to connect with the youth and get the word out to them about upcoming events and festivals. The Trail Chamber has a very successful website
- Build a skate board for the youth
- Offer public transit from Trail to Fruitvale
- Have a website showcasing what's going on in the community
- Share the history of Trail. There is such rich history, and yet that is not widely known
- Have a person available to newcomers who can tell them what steps need to be taken, and what doesn't need to be done