



ETHELO

# Prince George Poverty Reduction

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# Introduction

In October 2019, Prince George City Council approved the formation of a [Select Committee on Poverty Reduction](#) to recommend how the City could address poverty. Councillor Murry Krause chaired the committee of volunteers, who brought diverse perspectives and understandings of poverty reduction to meetings that took place from November 2019 - October 2020.

From February 11, to March 12, 2021 the committee used an engagement platform powered by Ethelo to ask the larger Prince George community for input as they sought to rank the importance and urgency of its recommendations. Special efforts were made to hear from those with lived experience in poverty, and those who support and advocate for them. Additionally, the committee partnered with community groups and organizations to ensure a diverse representation of voices were heard.

The engagement helped to educate participants on the experience of poverty within their City, in addition to the various recommendations and priorities the committee had identified to help reduce poverty and its impacts. Participants were invited to share their views regarding each potential initiative by voting , sharing comments, and weighing priorities against one another.

Though all recommendations and priorities were generally supported by the community, Ethelo used the results to identify the most important and urgent priorities for the City to address as it aims to reduce poverty.

# Overview

## Participation

- Visitors: **1,852**
- Total Participants: **814**
- Page Views: **17,939**
- Average Visit Length: **15 minutes**



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# Overview

Participants were asked to indicate the importance of each recommendation, using a 7 point Likert scale ranging from Totally Oppose to Totally Support. Below are the top 5 most important recommendations ranked, in order.

## Top 5 Most Important Recommendations

Adult basic education and English language learning should remain free	90% Support
Ask for input from people who have experience living in poverty	87% Support
Support people who want to improve their education or access employment opportunities	85% Support
Advocate for resources at all levels of government to help with housing needs	84% Support
Create more affordable childcare spaces	84% Support



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# Overview

Participants were asked to indicate the urgency of each recommendation, using a 7 point Likert scale ranging from Totally Oppose to Totally Support. Below are the top 5 most urgent recommendations ranked, in order.

## Top 5 Most Urgent Priorities

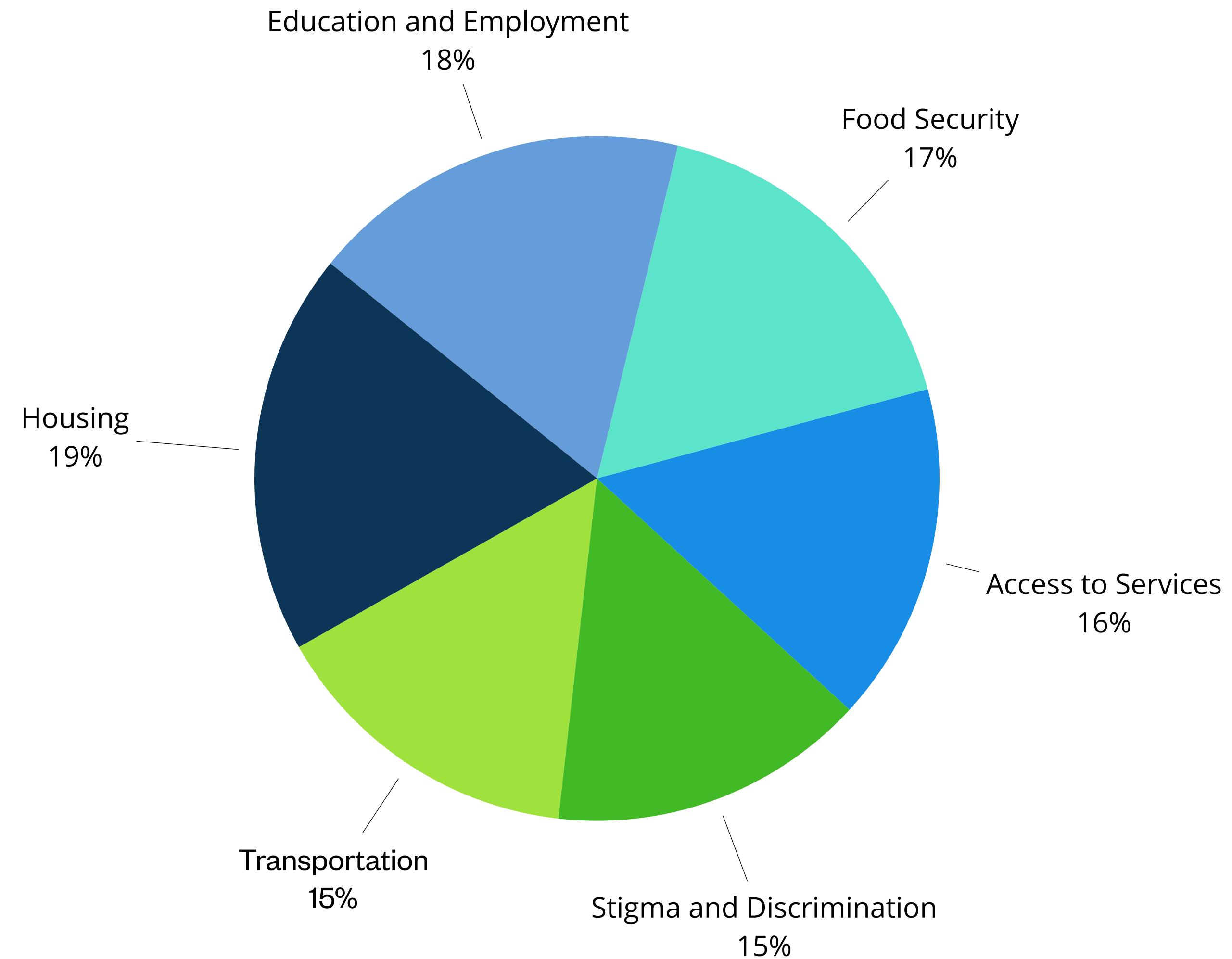
Adult basic education and English language learning should remain free	87% Support
Ask for input from people who have experience living in poverty	84% Support
Advocate for resources at all levels of government to help with housing needs	82% Support
Support people who want to improve their education or access to employment opportunities	82% Support
Create more affordable childcare spaces	82% Support



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# Overview

## Average Weight per Topic

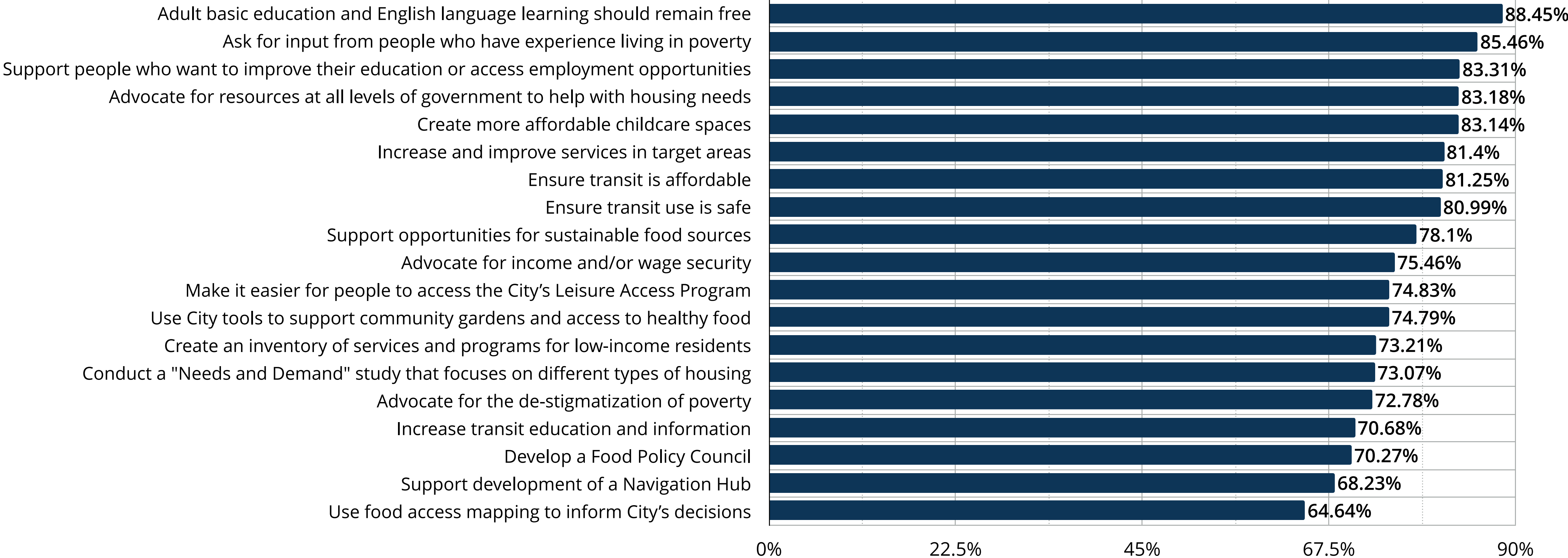




# Overview

Using the input gathered from both the importance votes and the urgency votes from each recommendation, an overall score was created for each recommendation. Below can be seen each recommendation ranked against the others.

## Overall Recommendations Rank

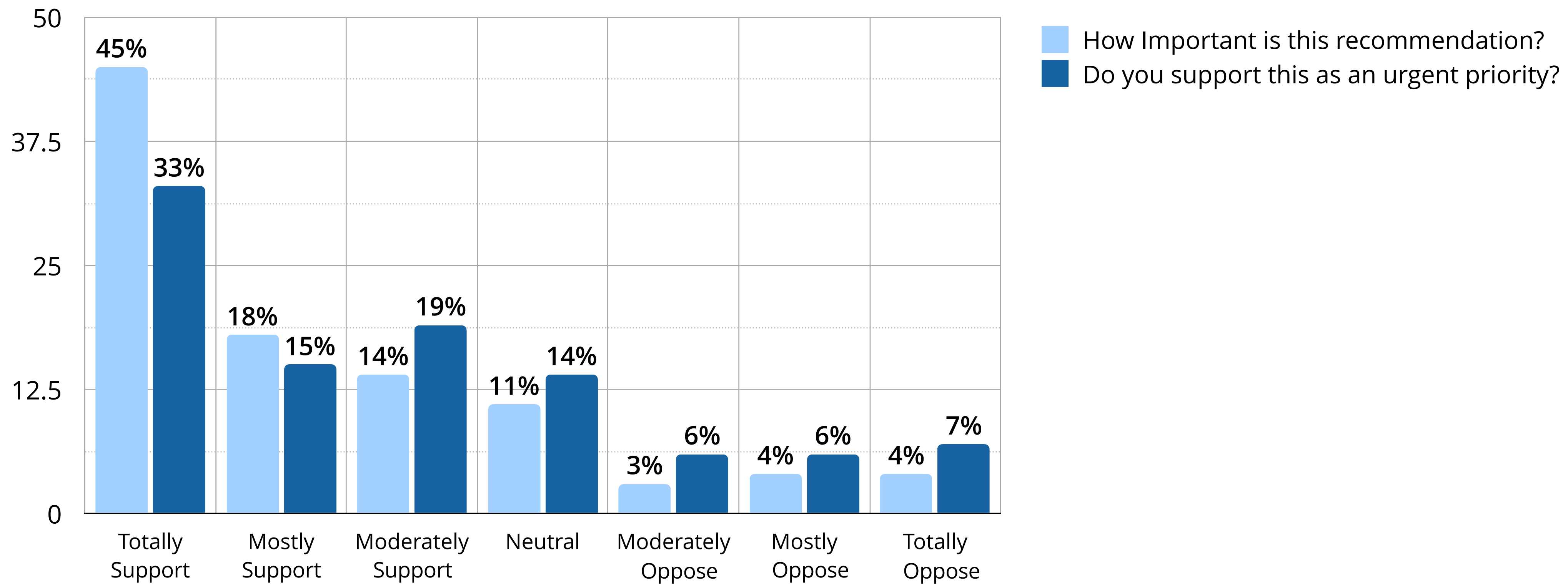




A photograph of a woman with blonde hair tied back, wearing a dark purple off-the-shoulder top, holding a baby. The woman is looking down at the baby with a gentle expression. The baby is wearing a grey long-sleeved shirt and has a pacifier in its mouth. The background is a solid, muted blue color. A white rectangular box is overlaid on the lower left side of the image, containing the text 'Stigma and Discrimination'.

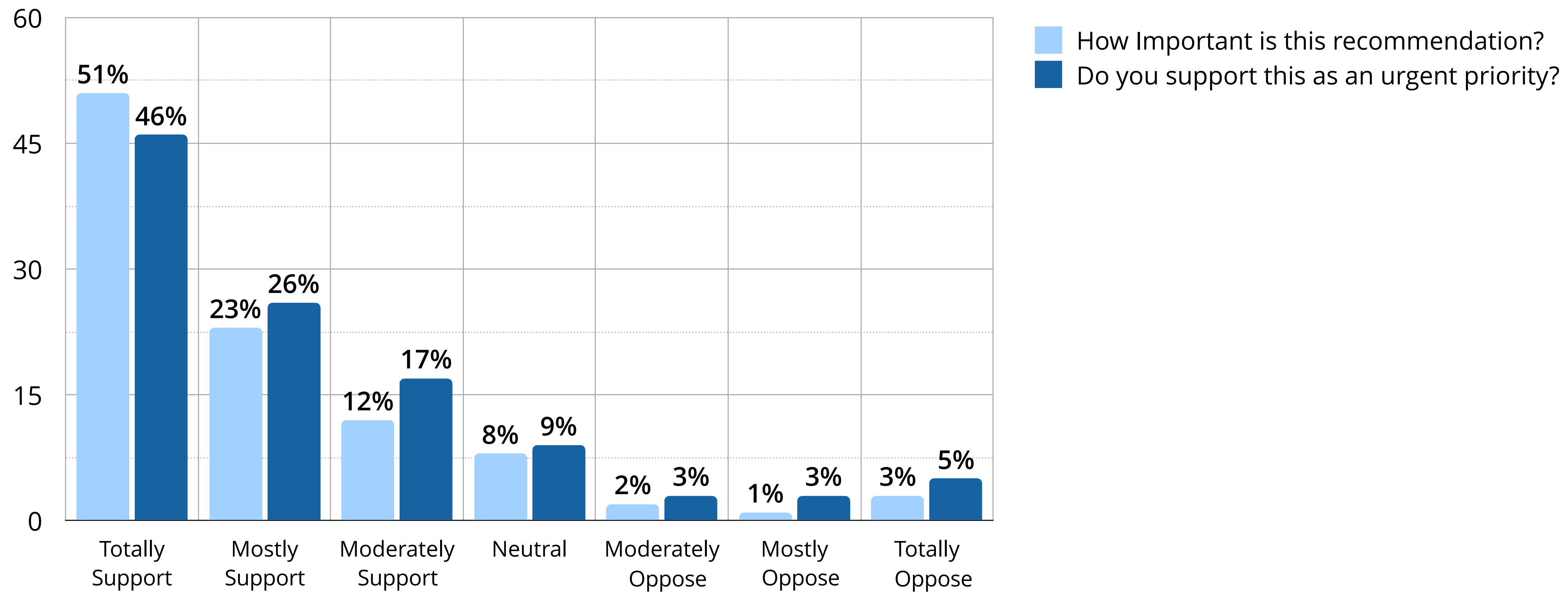
# Stigma and Discrimination

## Advocate for the de-stigmatization of poverty

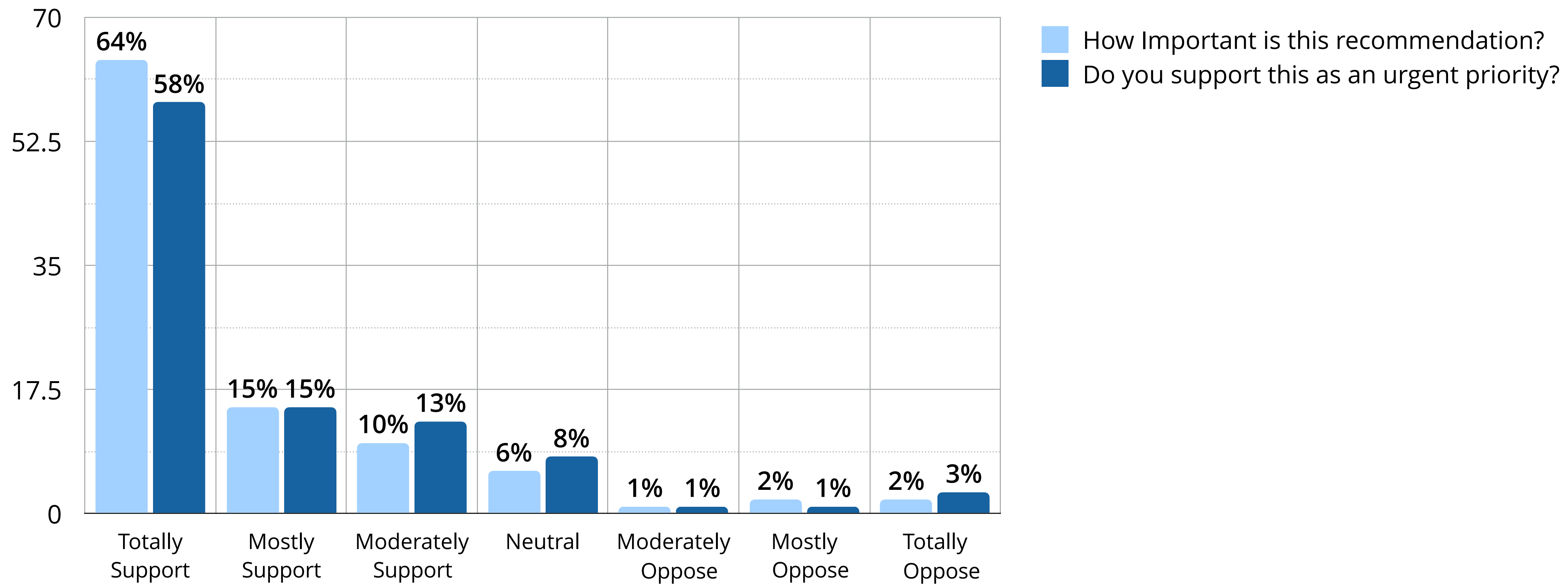




## Increase and improve services in target areas



## Ask for input from people who have experience living in poverty





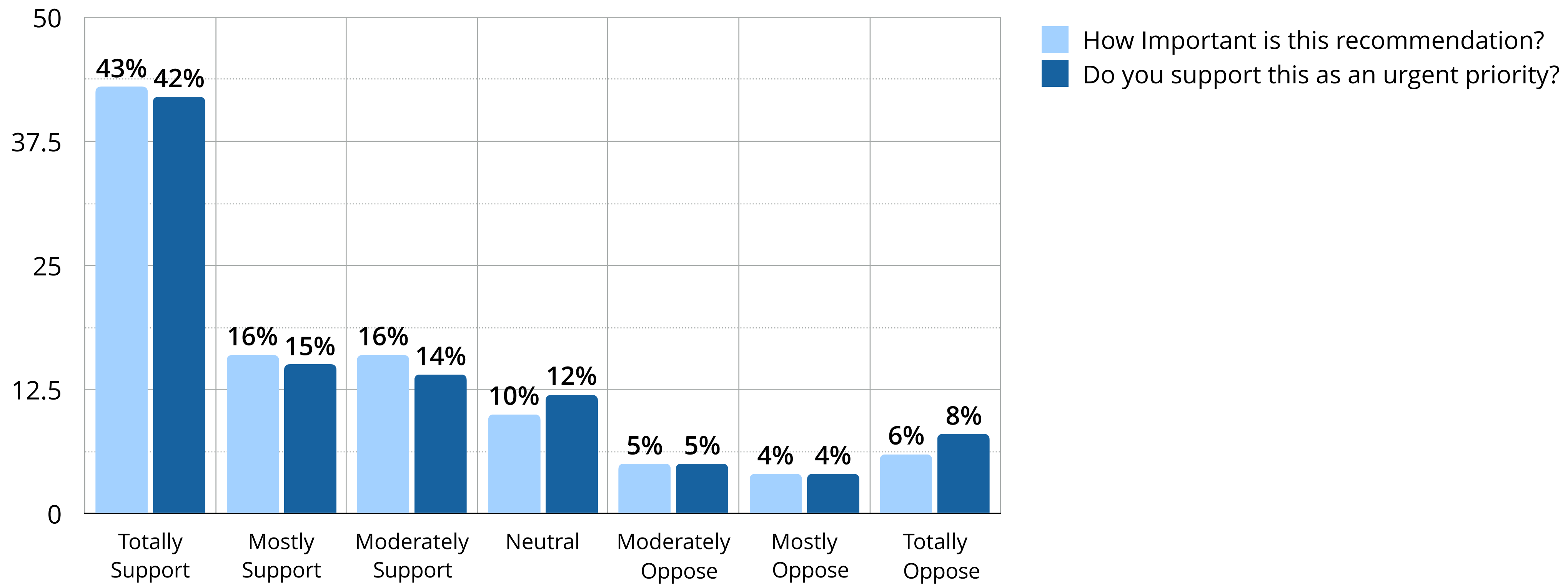


# Housing

**SOLD**  
Rod McLeod    George Wilson  
258-987-3325    258-968-9356  
Aspire Realty

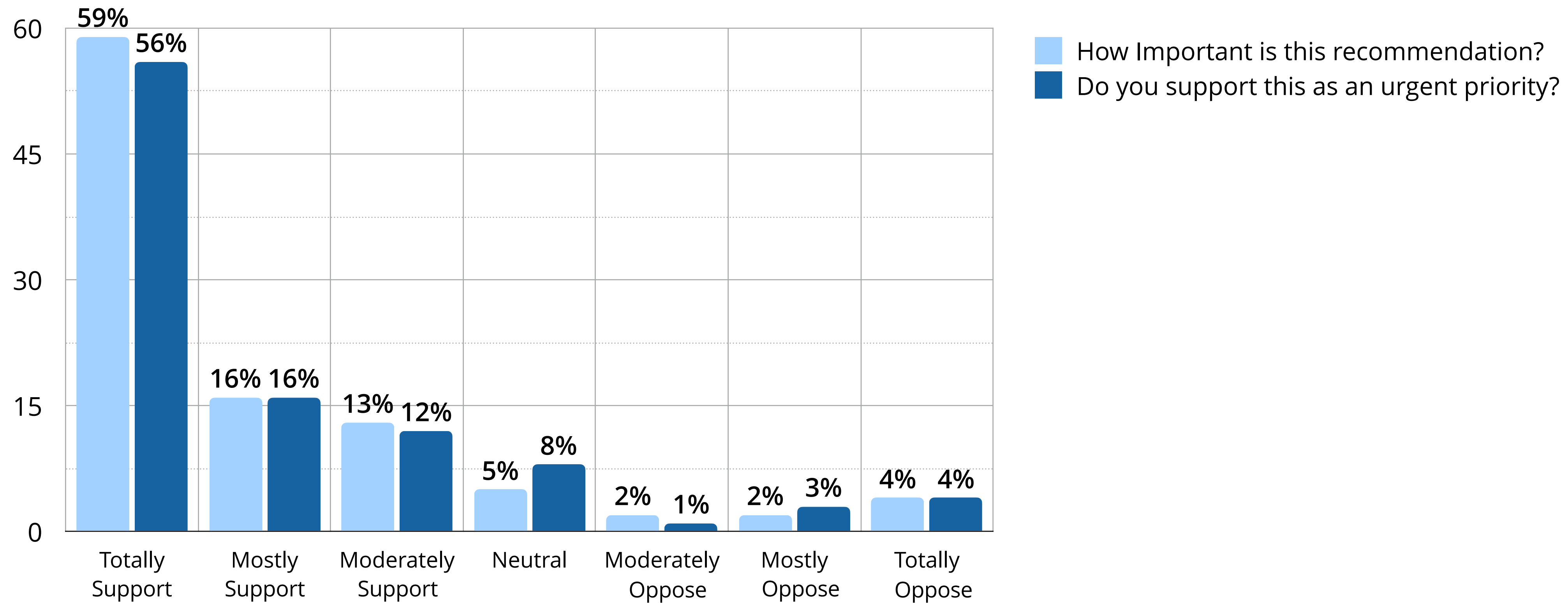


## Conduct a “Needs and Demand” study that focuses on different types of housing





## Advocate for resources at all levels of government to help with housing needs



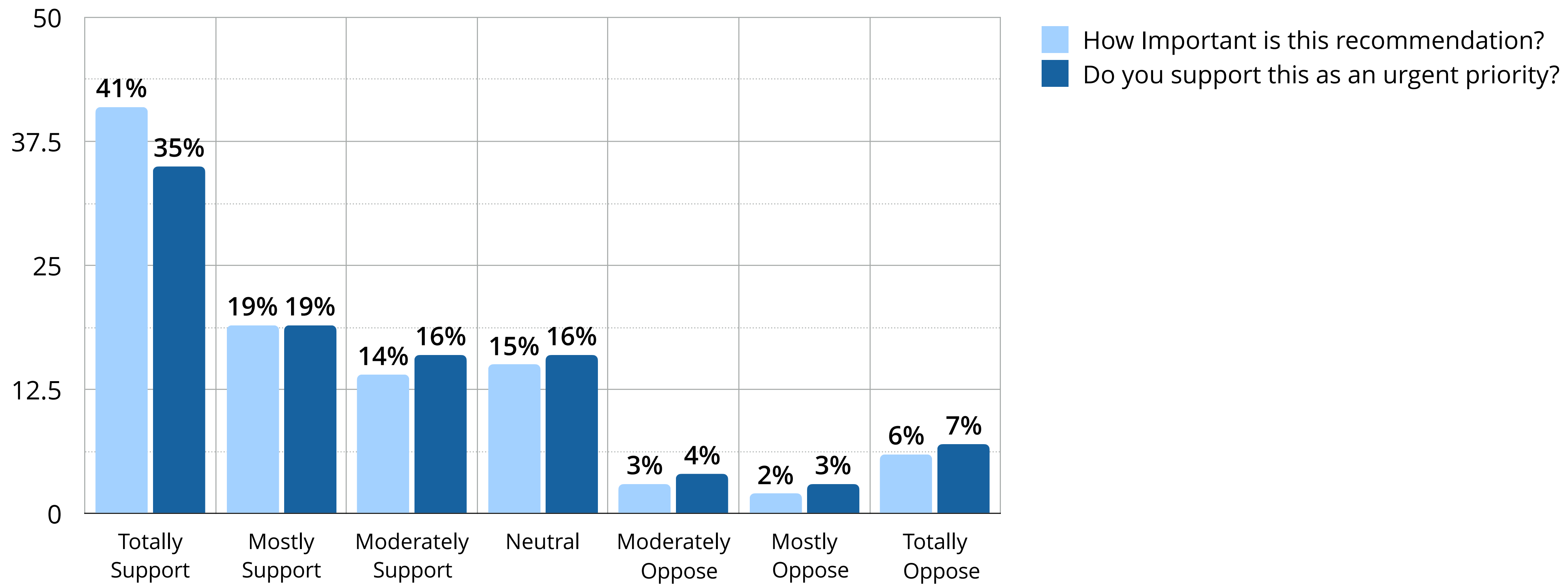




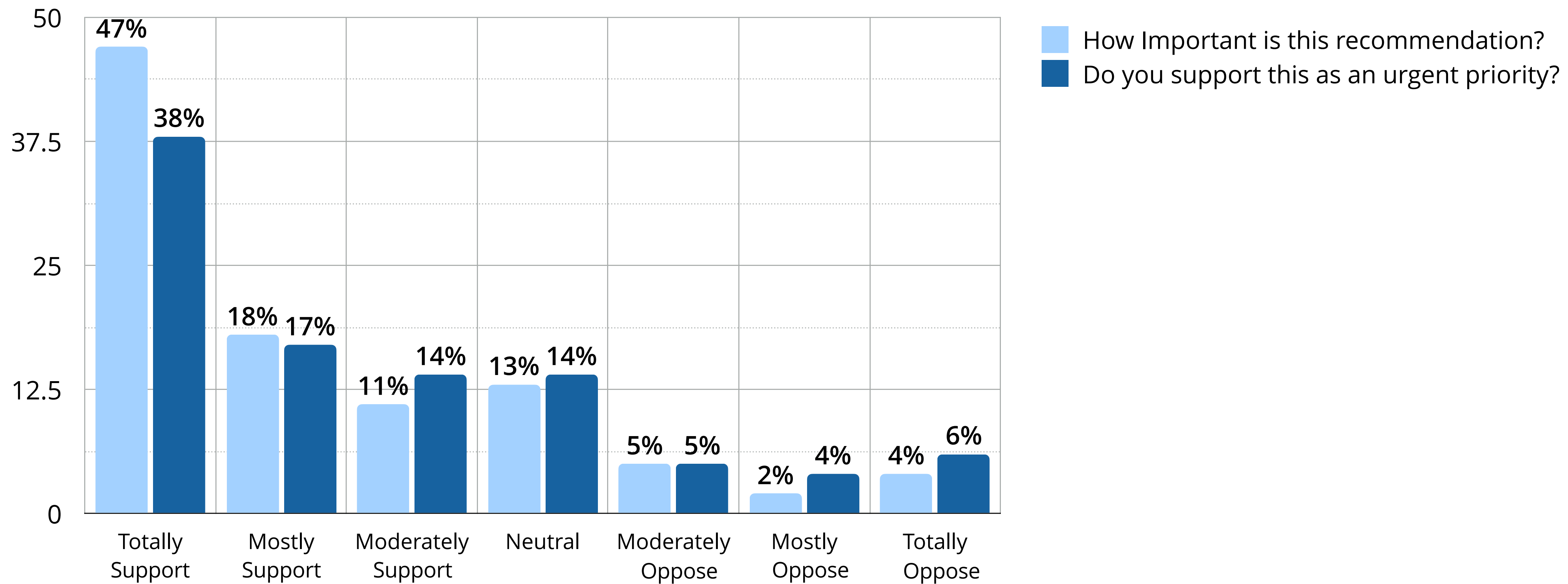
# Access to Services



# Create an inventory of services and programs for low-income residents

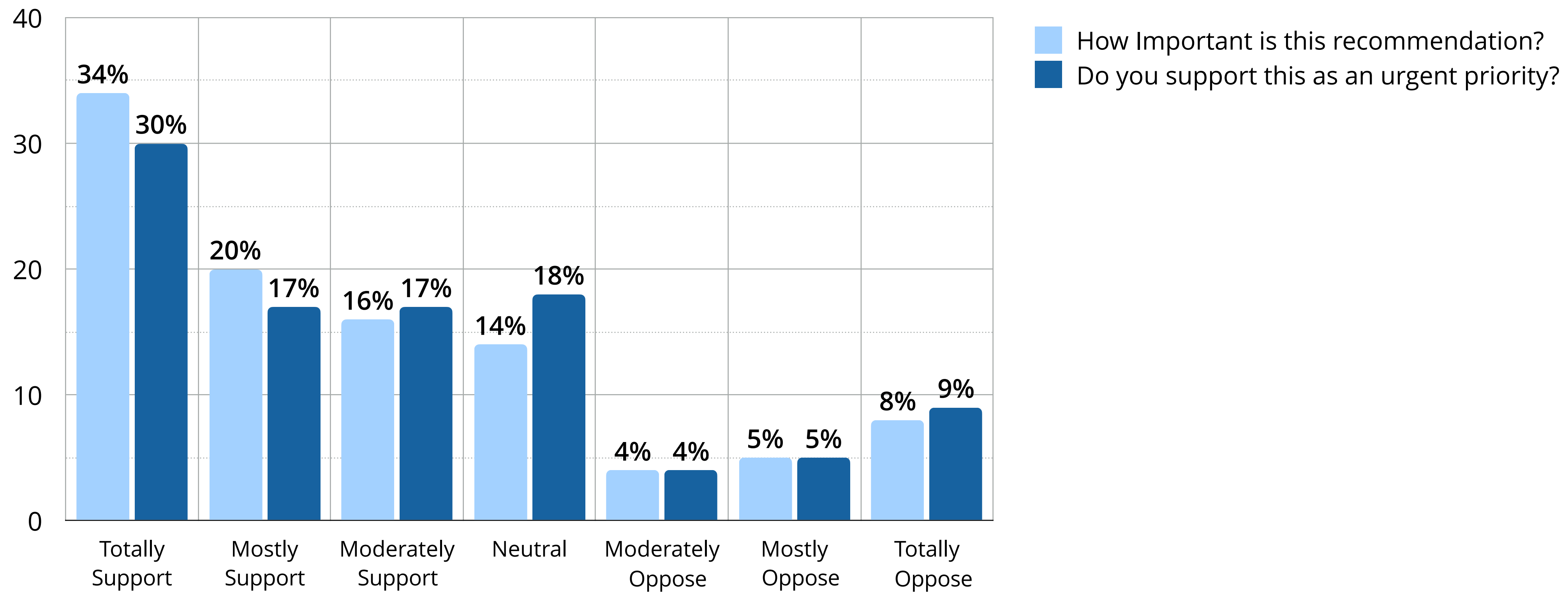


# Make it easier for people to access the City's Leisure Access Program

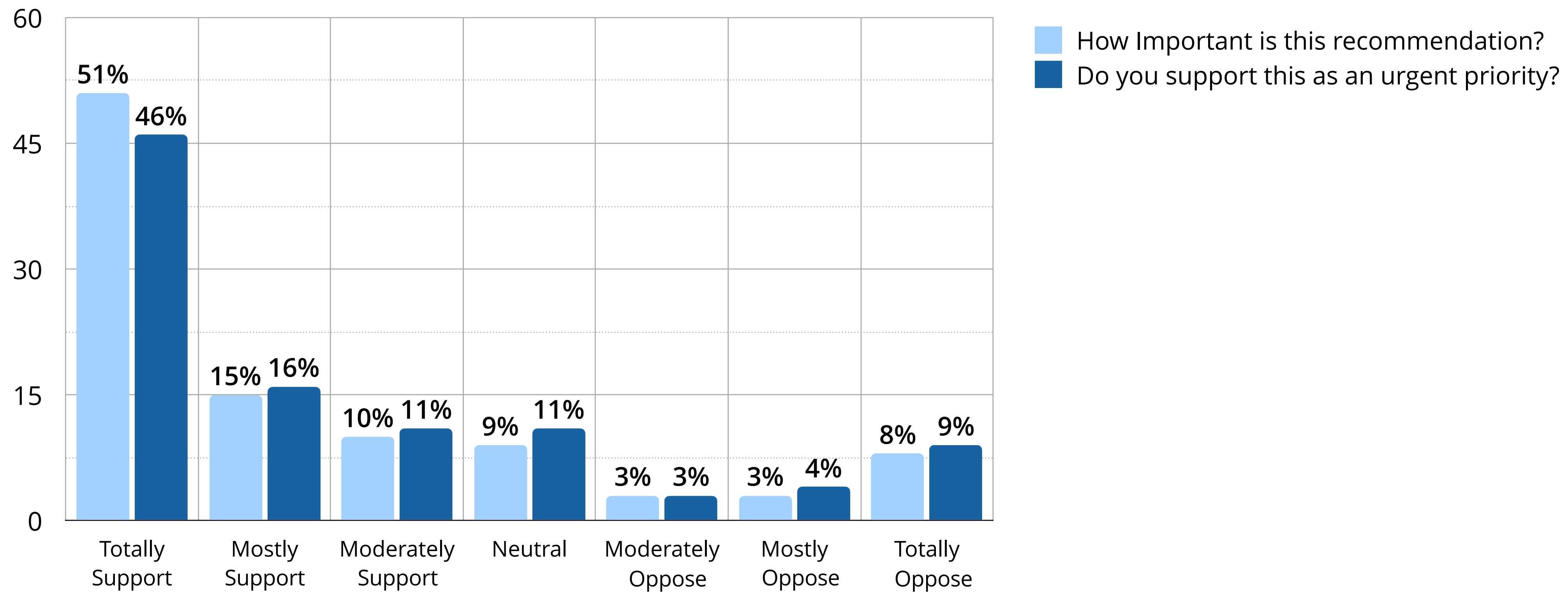




## Support development of a Navigation Hub

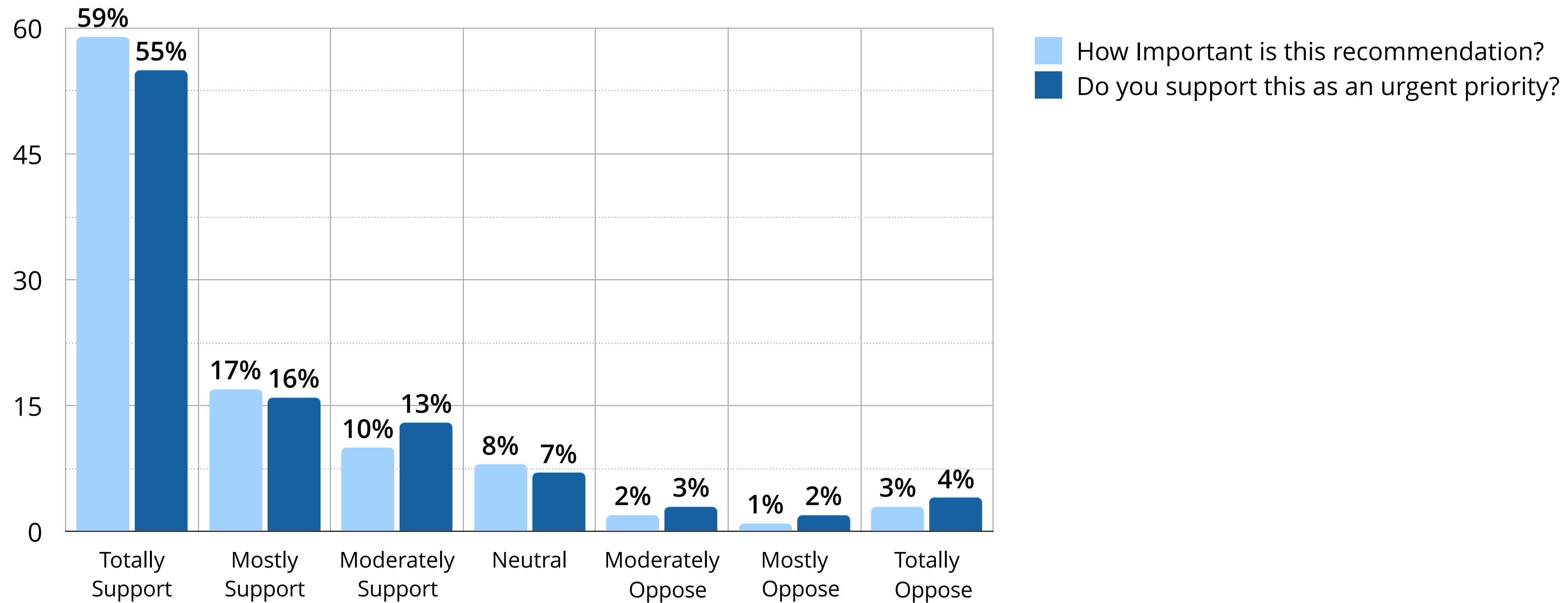


## Advocate for income and/or wage security





## Create more affordable childcare spaces



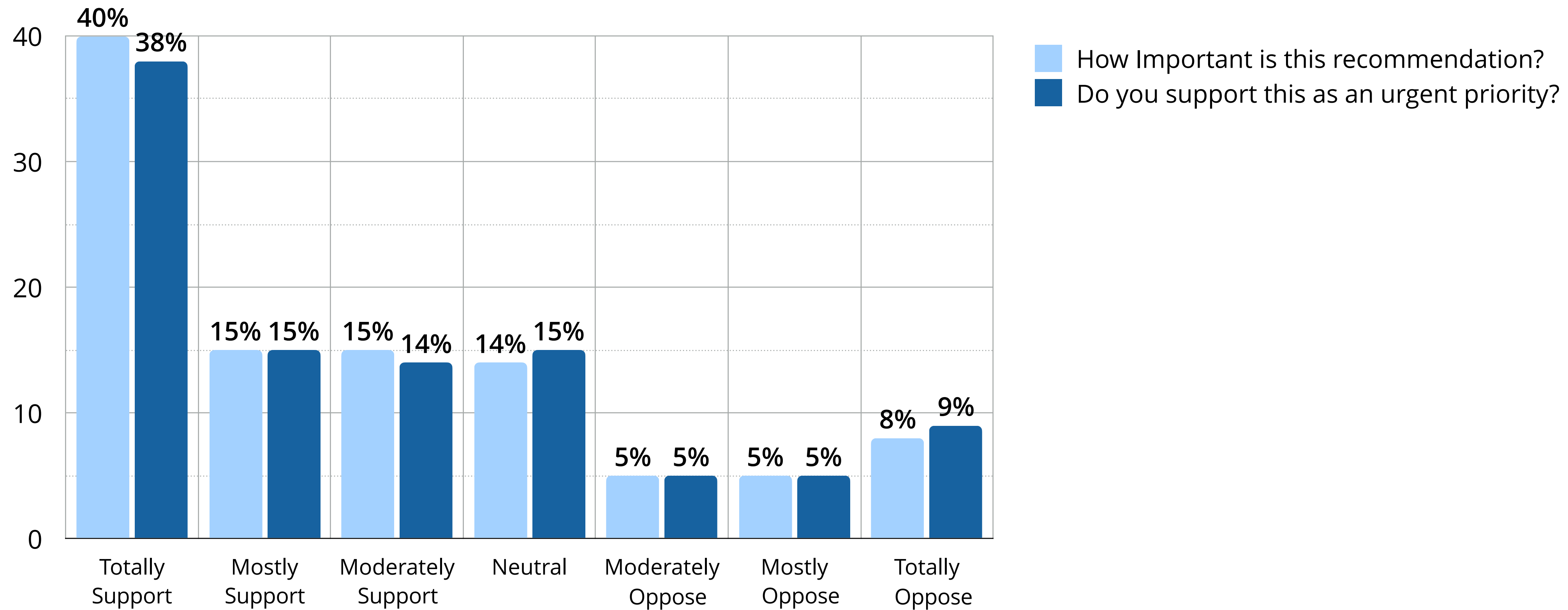




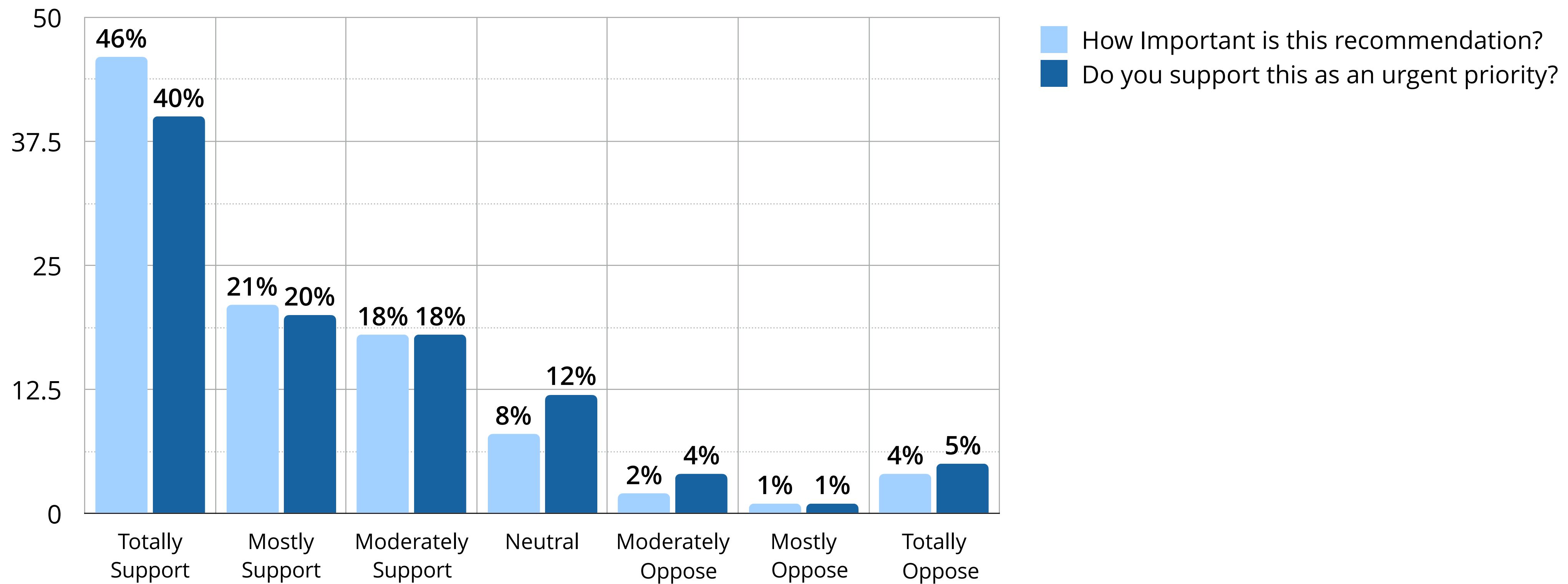
# Food Security



# Develop a Food Policy Council

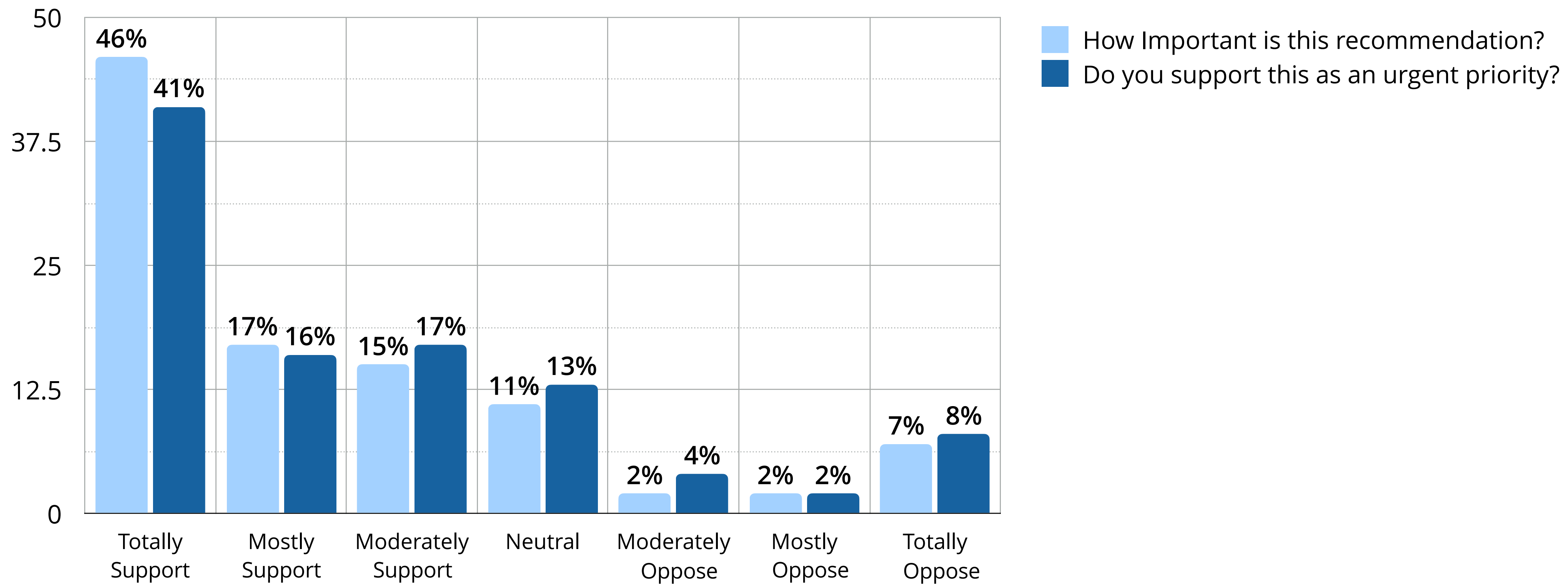


## Support opportunities for sustainable food sources

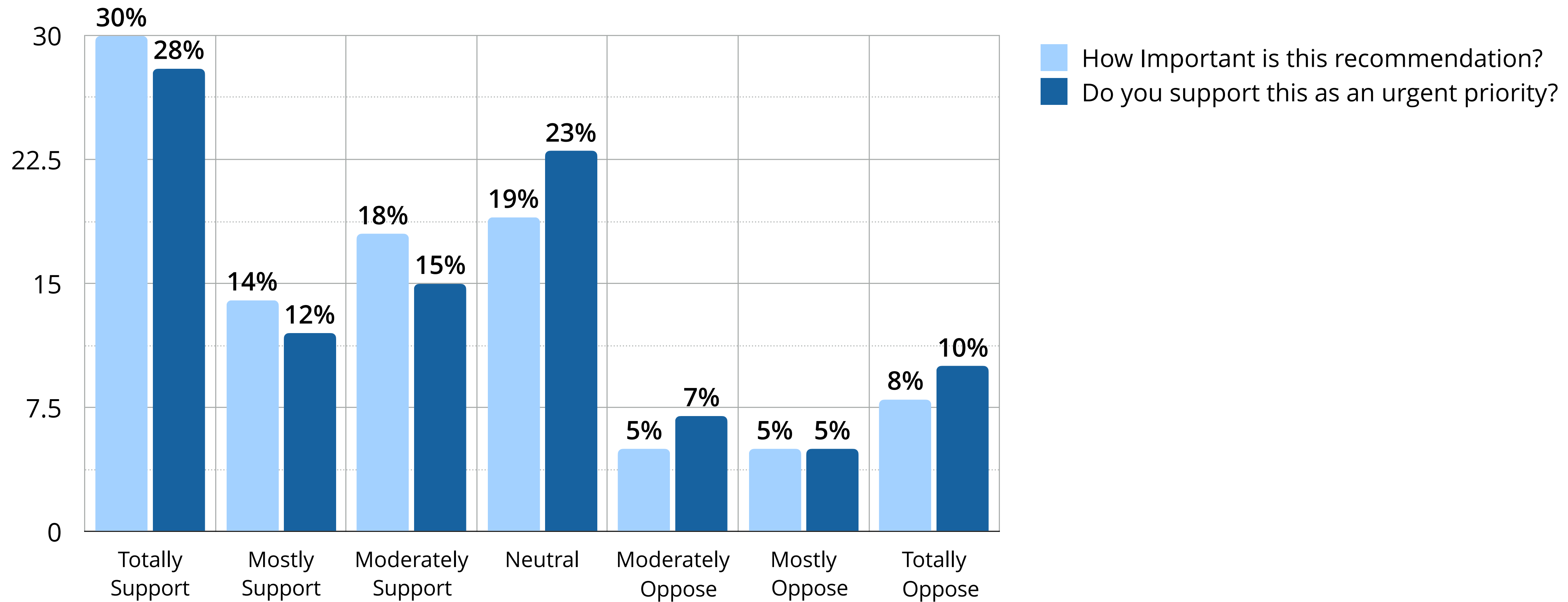




# Use City tools to support community gardens and access to healthy food



## Use food access mapping to inform City's decision

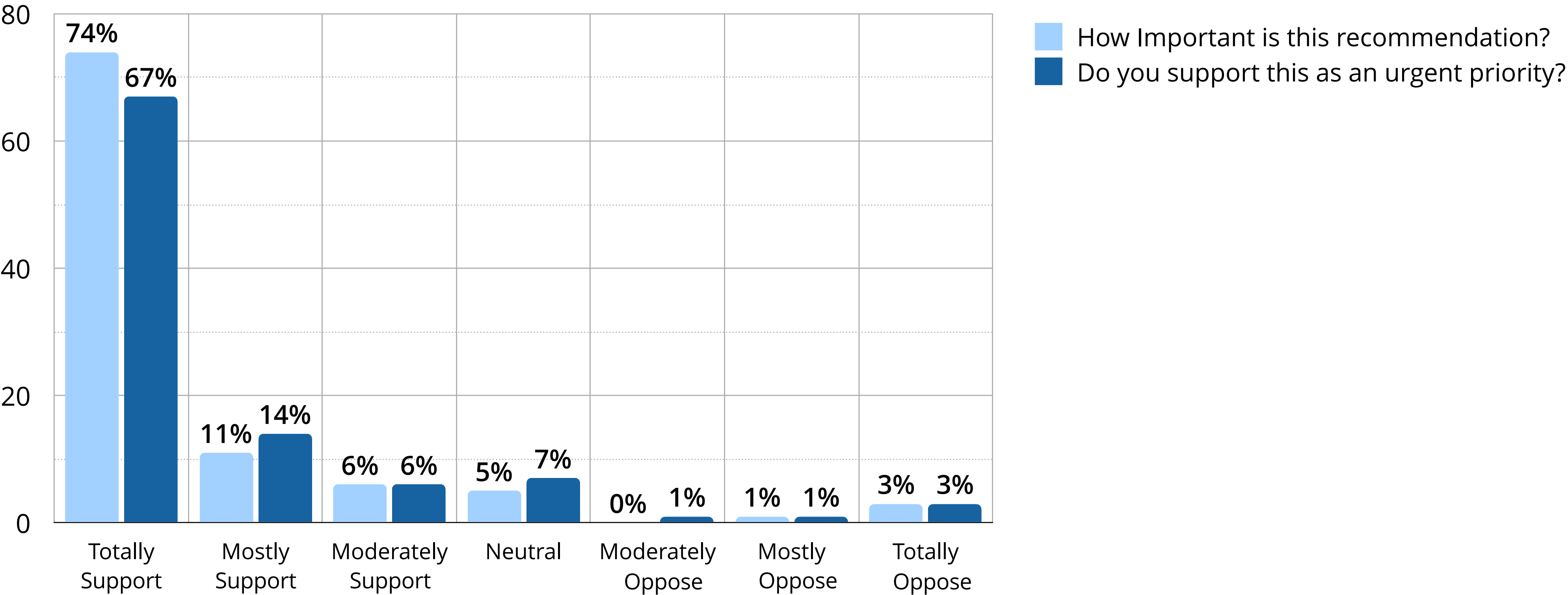






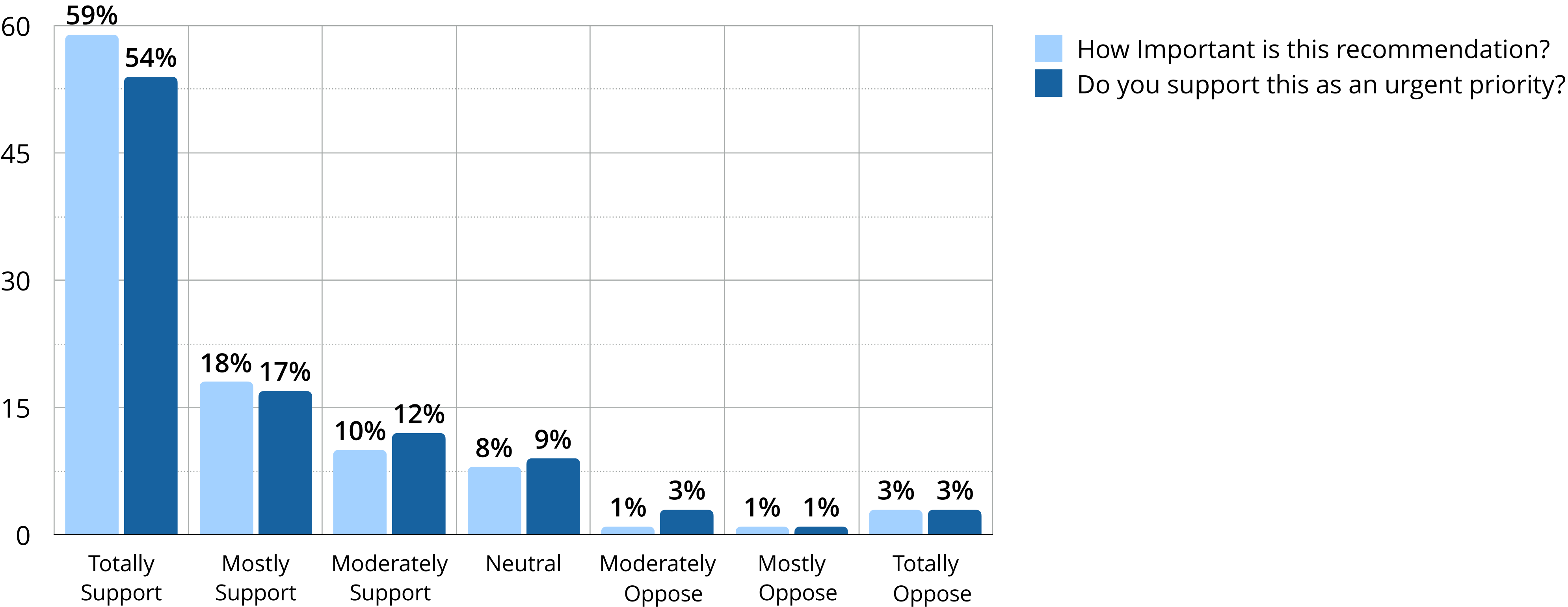
# Education and Employment

# Adult basic education and English language learning should remain free





# Support people who want to improve their education or access to employment opportunities



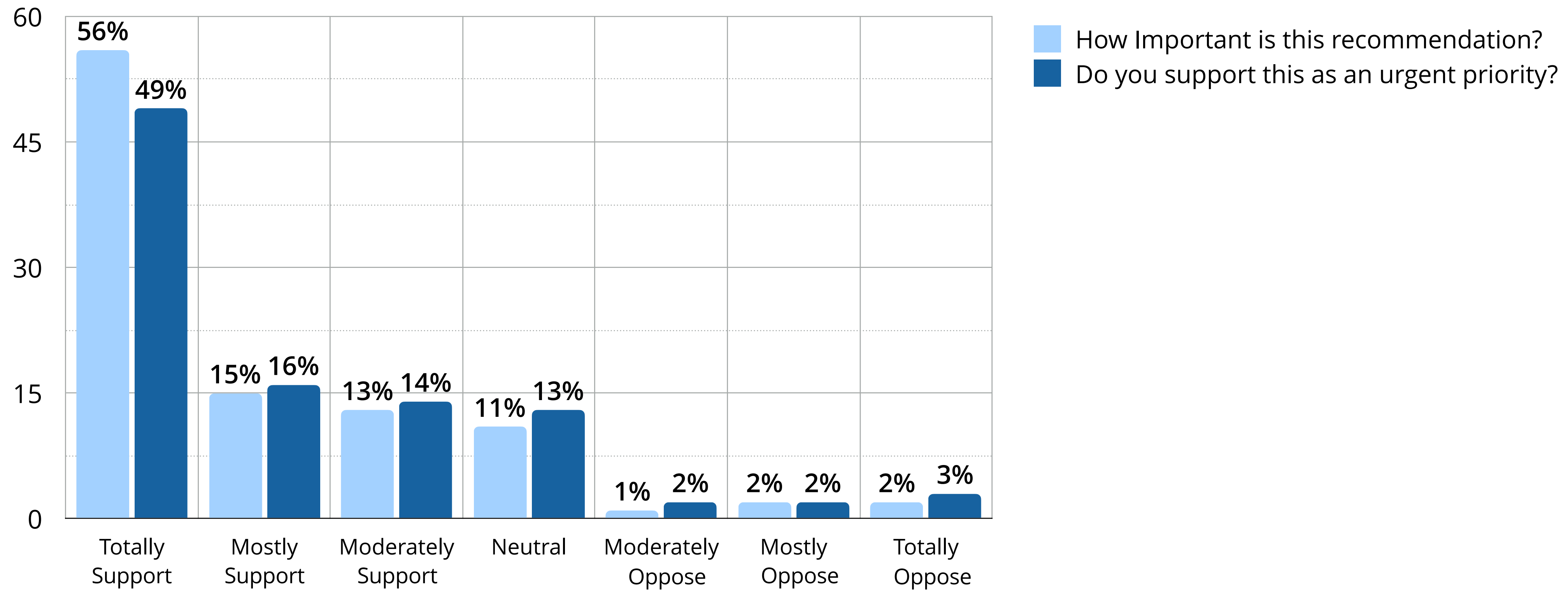




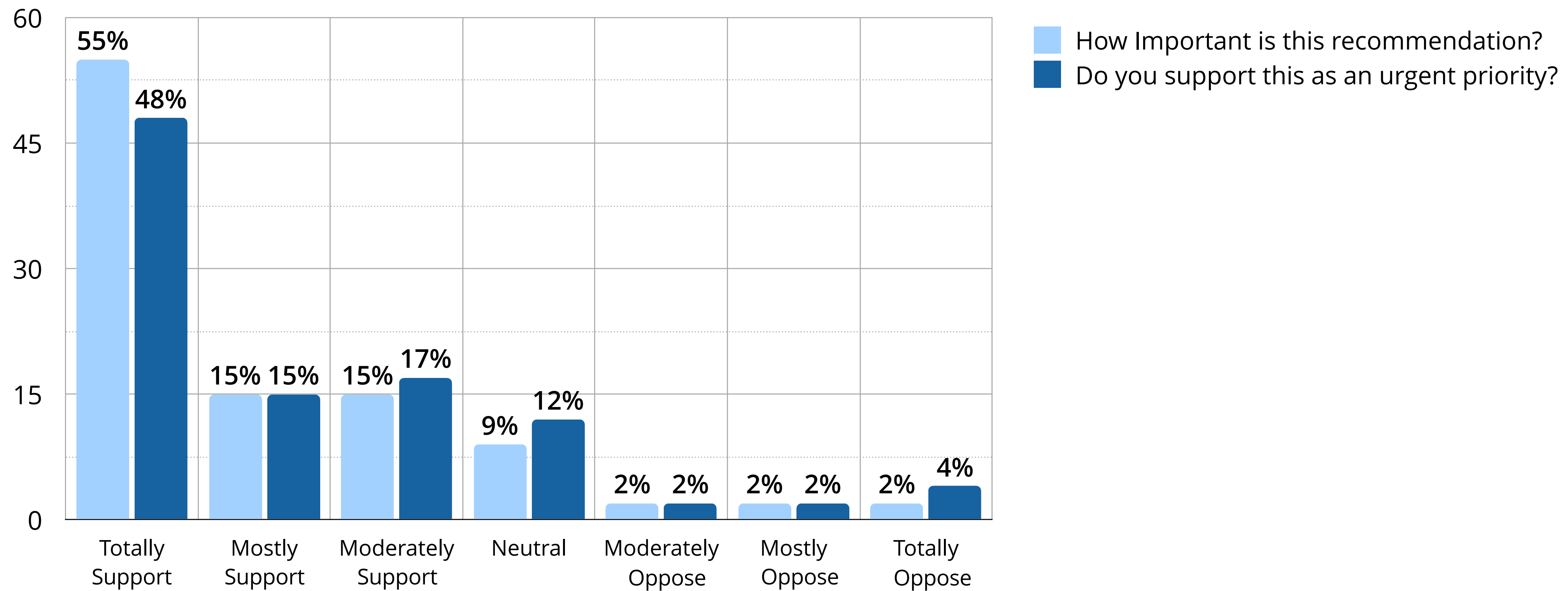
# Transportation



## Ensure transit is affordable

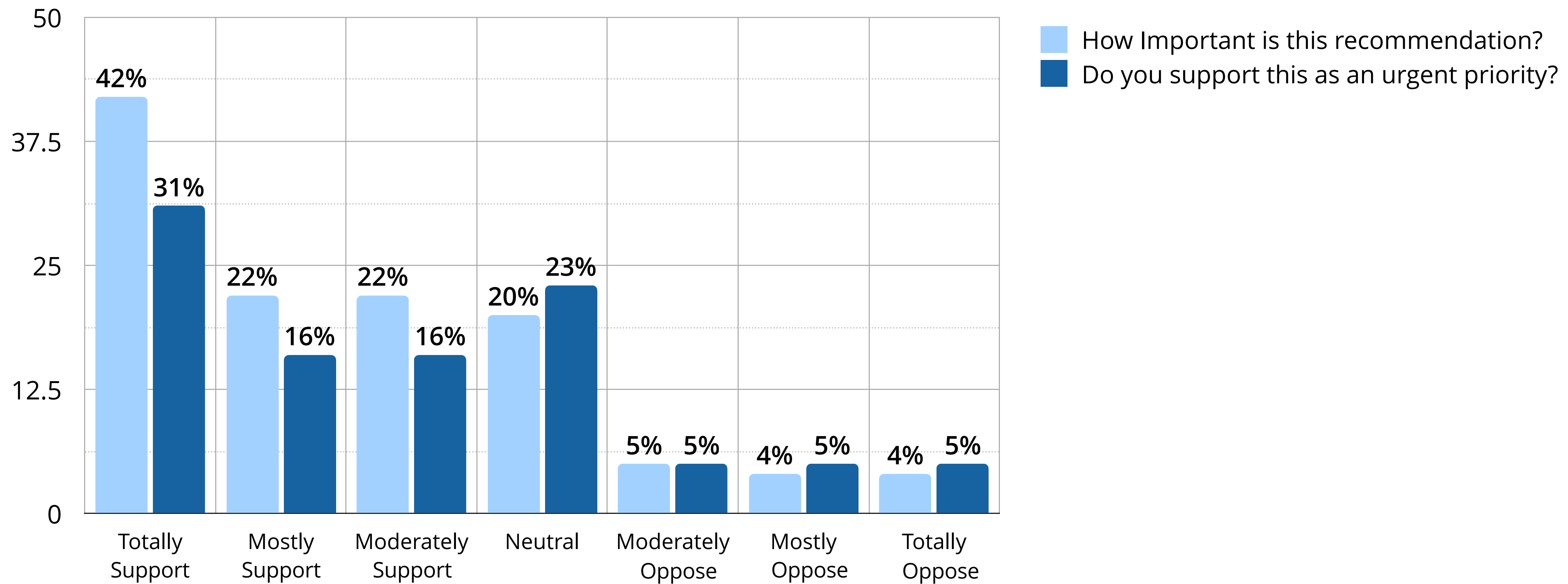


## Ensure transit use is safe





## Increase transit education and information





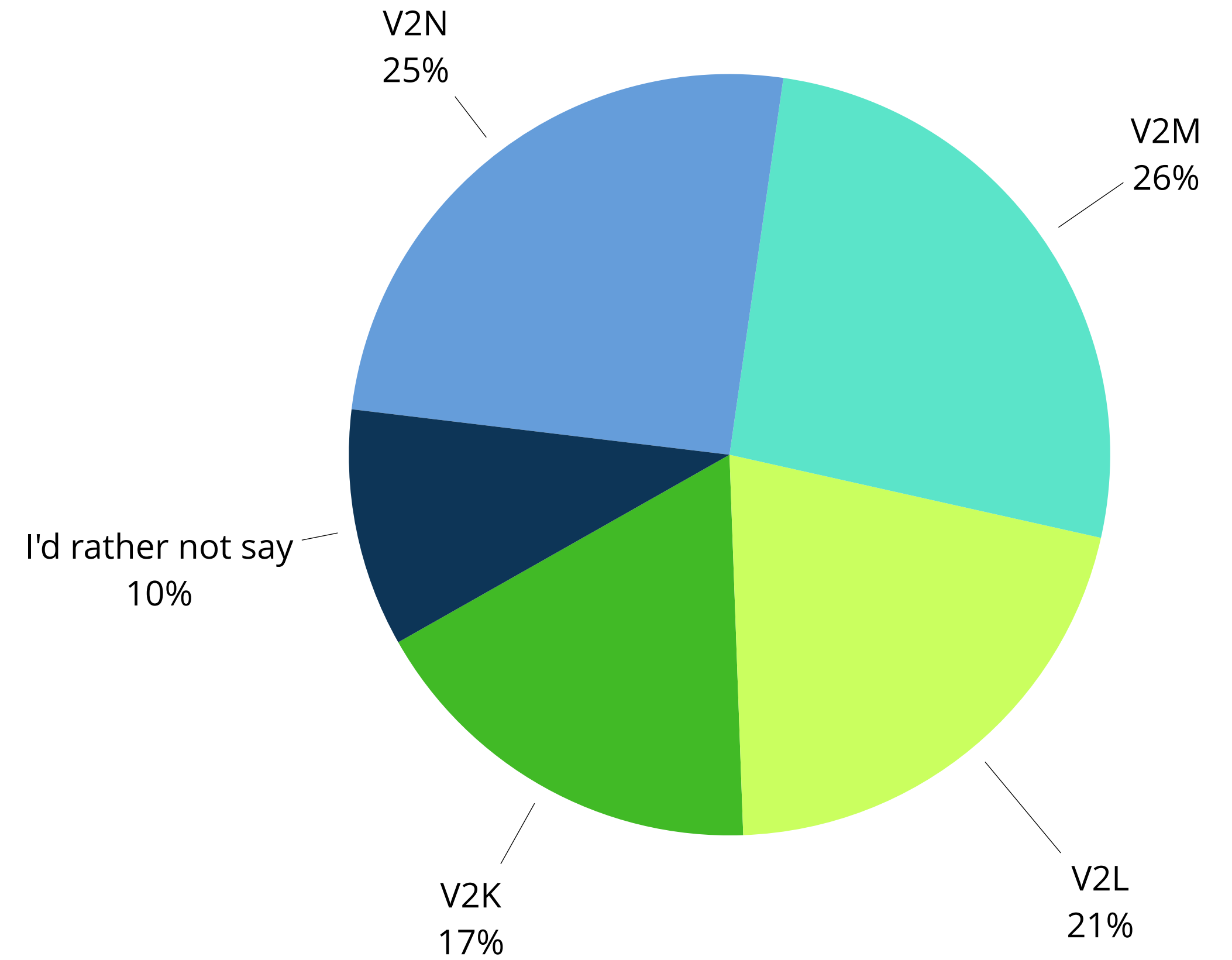


**About you**



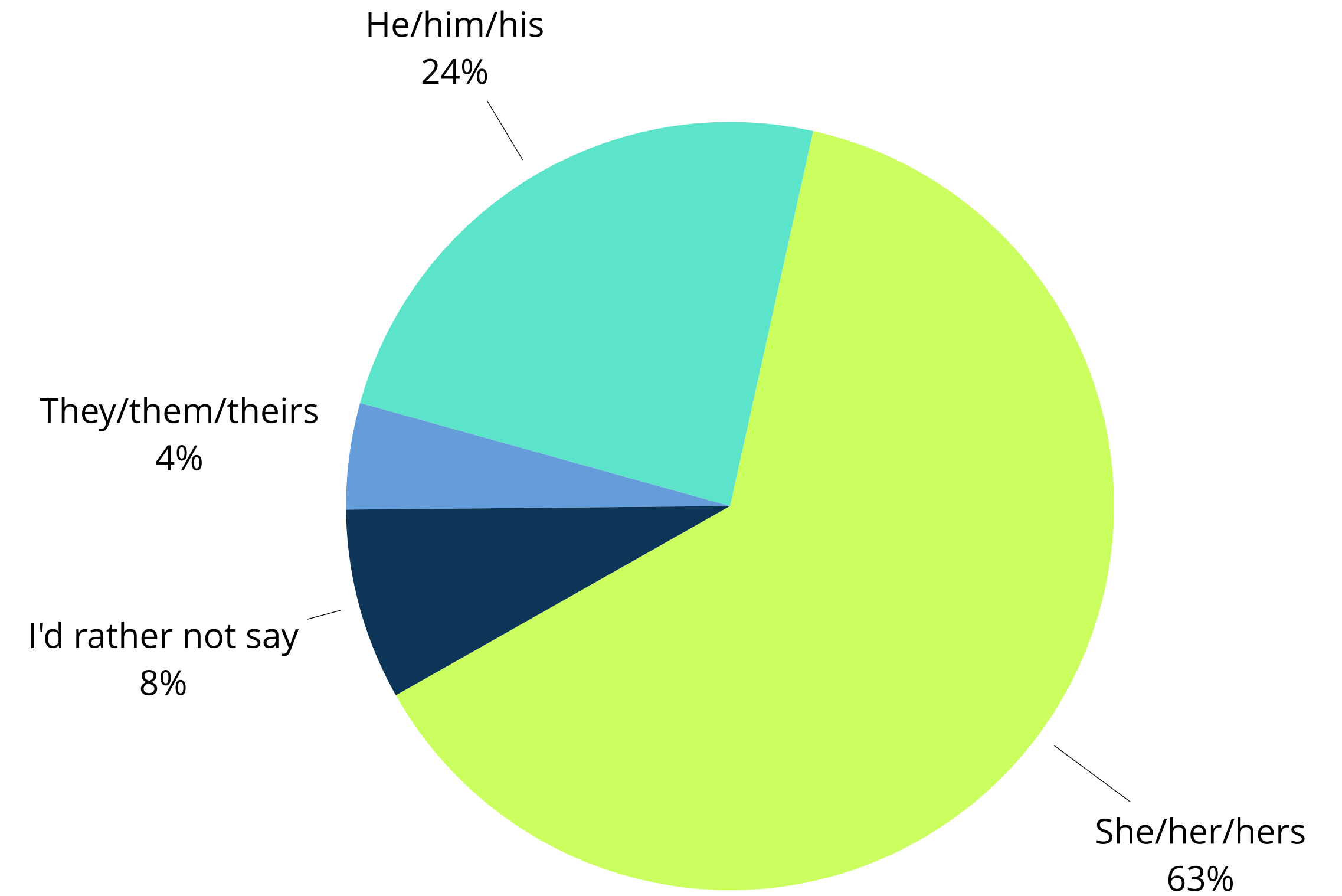
## Location

Respondents were asked to indicate their postal code.



## Pronouns

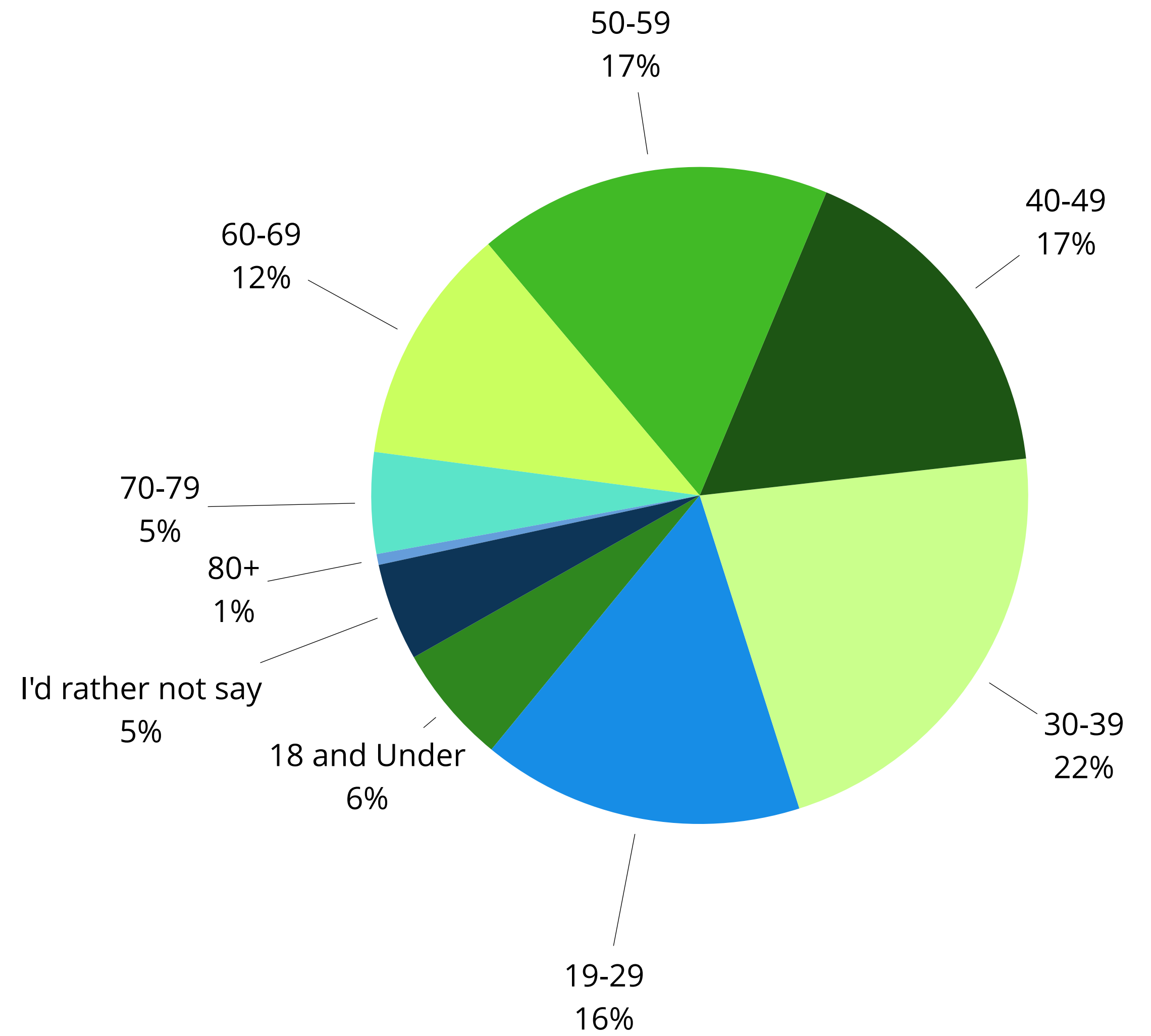
Respondents were asked to indicate their preferred pronouns.





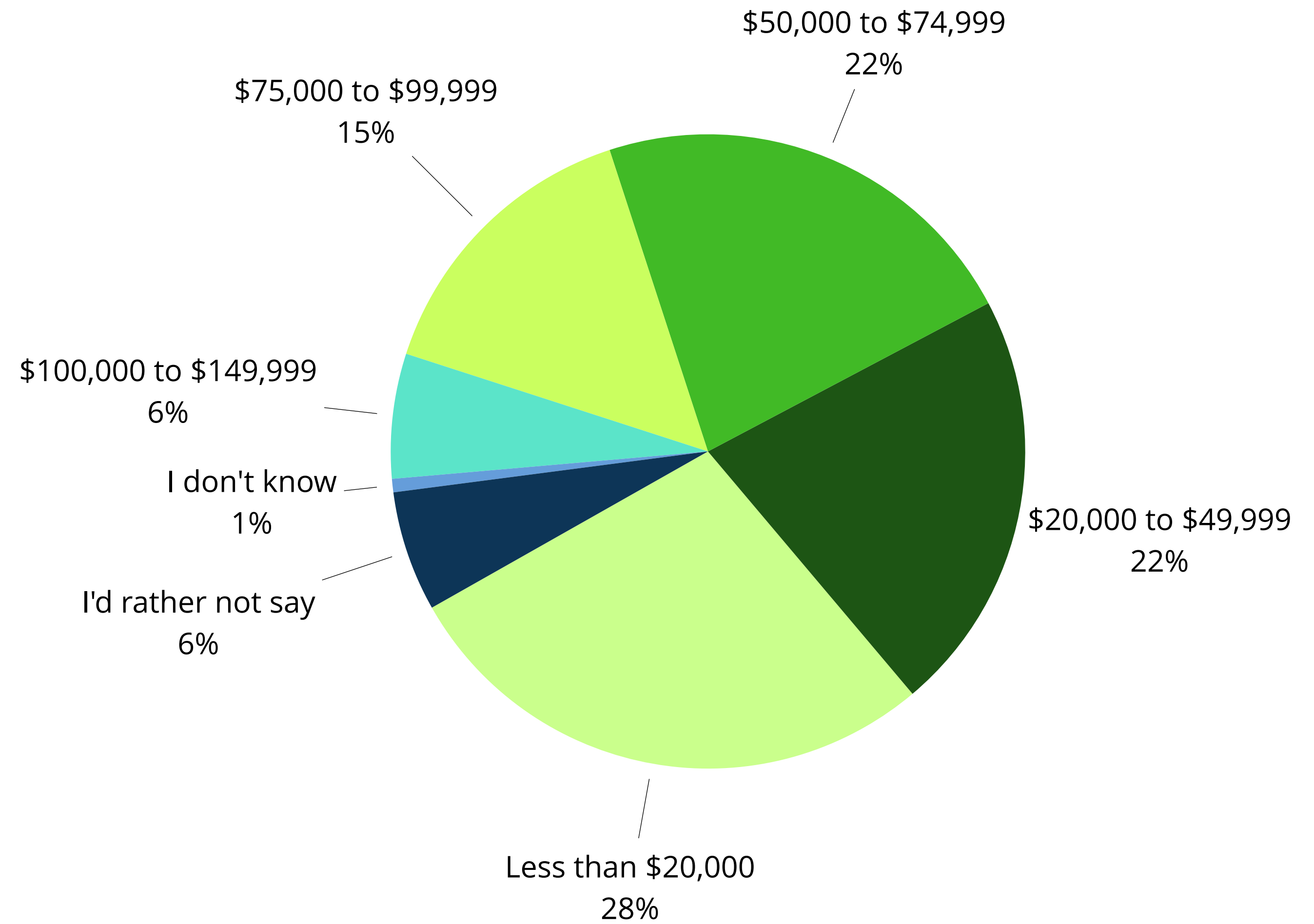
## Age

Respondents were asked to indicate their age.



## Income

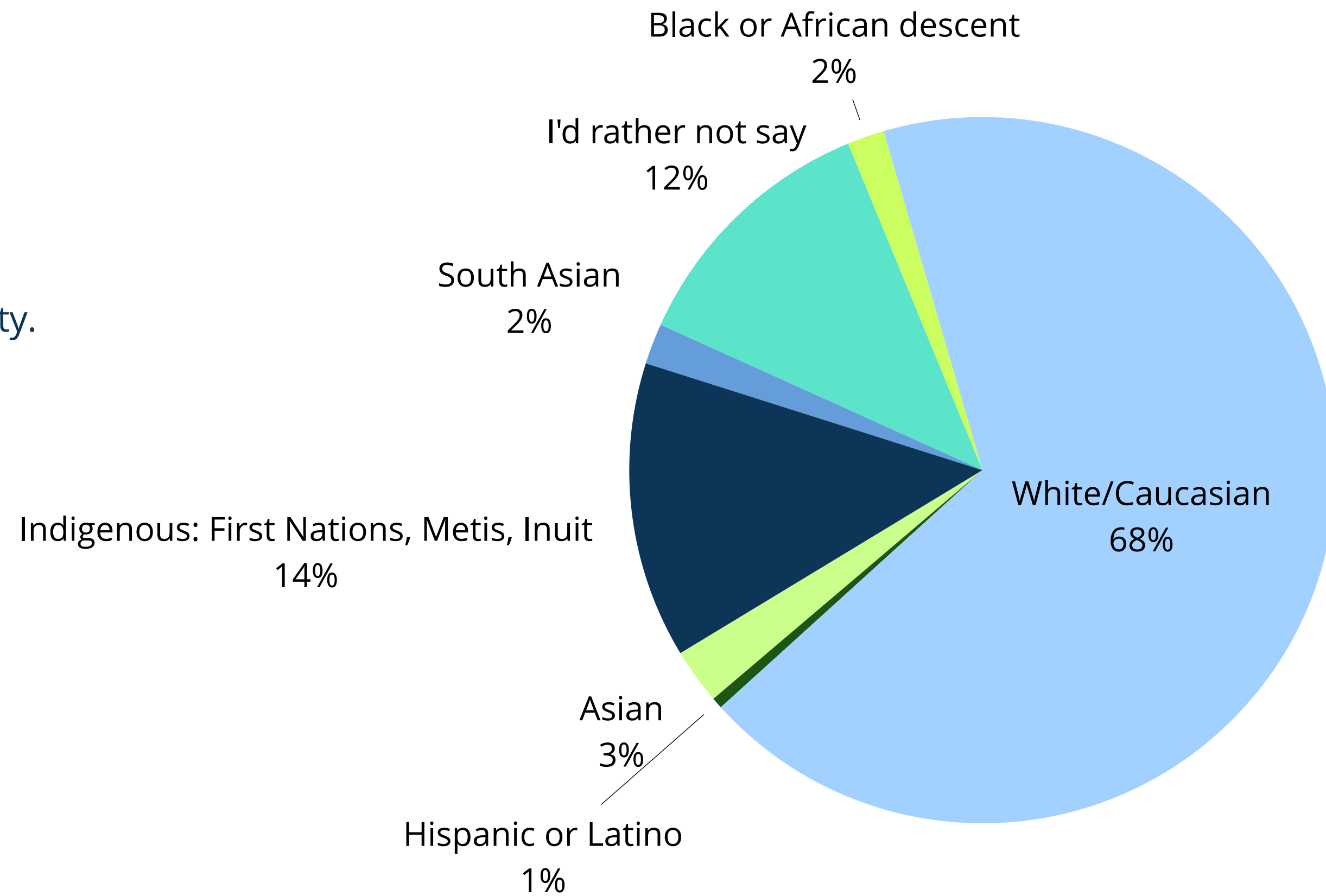
Respondents were asked to indicate their household income.





## Race & Ethnicity

Respondents were asked to indicate their race and ethnicity.







ETHELO

**Thank you!**

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