



Your City, Your Vision

What We Heard Report
2024 Municipal Budget Engagement

August 30, 2023

Communications + Finance

Project Outline

After five years of municipal budget engagement campaigns, City Council requested that City Administration continue to hold public consultation opportunities surrounding the municipal budget.

This year, Administration revised the campaign structure to focus on long-term goals of the community. This tactic will allow for City Council to consider the community's future vision for operations and investments. The 2024 Your City, Your Vision campaign was designed around three main topic areas; community beautification, tourism and event management and the redevelopment of Downtown Lloydminster.

Advertising

The Communications department used a series of traditional and digital advertising methods to educate residents on consultation opportunities. These methods include:

- Media Release
 - Stingray (Primetime Local News, Real Country, Boom, Wayne)
 - Kurt Price Live
 - Meridian Source
 - The Goat
- Social Media
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
- Print Media
 - The Bean
 - Morning News
 - Meridian source
- Digital Billboards
 - Aztec Billboard
 - City Hall/RCMP Billboard
- Radio
 - The Goat
 - Real Country
- Website
 - City of Lloydminster
 - Your Voice Lloydminster (yourvoicelloyd.ca/2024Budget)
- Newsletters
 - Your Voice
 - FCSS
 - Economic Development
- Additional Techniques
 - Business Card Handouts
 - Lobby
 - Posters

Engagement Tactics

Throughout the 2024 Your City, Your Vision; Municipal Budget Engagement campaign, City Council and Administration have engaged with residents and visitors via digital and in-person means.

Virtually, a budget survey and question-and-answer (Q&A) tool was published on the yourvoicelloyd.ca/2024Budget website from June 13 to August 24, 2023. The Q&A module encouraged residents to share their budget-related questions with Administration throughout their campaign. This tool allows for public and private dialogue with residents. Paper copies were also available throughout the campaign at City Hall and the Operations Centre, as well as through a lobby display at the Lloydminster Public Library.

In-Person Consultation

- Streetfest
 - o Downtown Lloydminster
 - o June 10
 - o 203 individuals engaged at the booth
- Filipino Festival
 - o Bud Miller All Seasons Park
 - o June 24
 - o 156 individuals engaged at the booth
- Pancake Breakfast
 - o City Hall
 - o July 13
 - o 32 individuals engaged at the booth
- Heritage Day Presented by Cenovus Energy
 - o Weaver Heritage Park
 - o August 7
 - o 56 individuals engaged at the booth
- Pop-Up in the Park
 - o Lloydminster Outdoor Pool
 - o August 17
 - o 20 individuals engaged at the booth

Throughout these pop-ups roughly 467 people engaged with City officials. They were asked three questions which follow the themes of the online survey. The data below summarizes the feedback received:

Question 1: Thinking about general esthetics and beautification of the community, place a marker next to your top two priorities.	
Vegetation Management (flower planting, tree pruning, grass mowing etc.)	250
Outdoor Seasonal Décor (holiday lighting, signage etc.)	199
Community Grants (downtown façade grant, community neighbourhood grants etc.)	196
Public Art (statues, abstract pieces, murals etc.)	165
Community Signage (entrance signs, wayfinding sign etc.)	58

Question 2: What are your downtown area redevelopment plan priorities? Place a marker next to your top three priorities.	
Gathering Spaces (patios, café etc.)	295
Child-Friendly Spaces (play areas)	226
Sidewalks/General Walkability	226

Events in the Downtown Core	182
Trees, Shrubs and Greenery	158
Public Art	121
Benches and Picnic Tables	99
Grant Programs for Downtown Storefronts	94
Lighting	89
Trash and Recycling Bins	88
Downtown- Specific Wayfinding Signage	23

Question 3: Supporting green spaces and municipal facilities such as Cenovus Energy Hub ensures Lloydminster is open and accepting of large-scale events. In your opinion, what types of infrastructure should be considered to support future tourism?

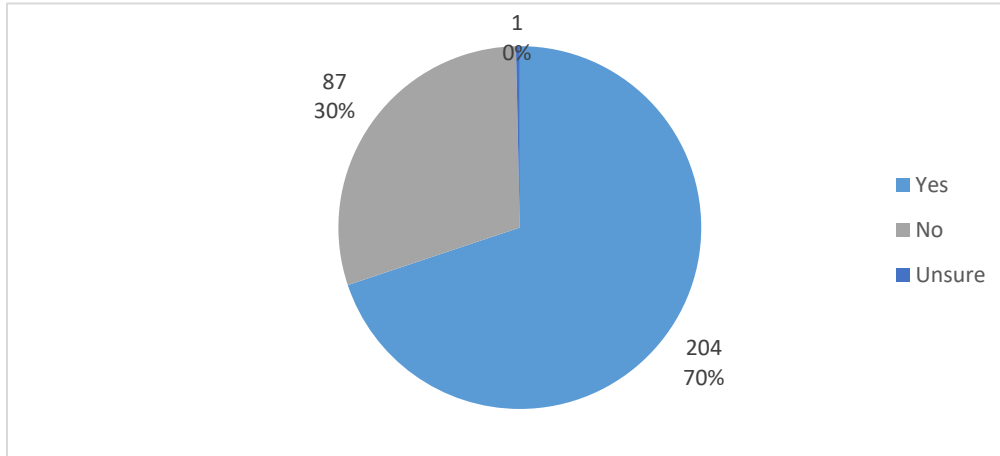
Themes include:

- Desire for trail and sidewalk maintenance, such as repairing missing curbs and sidewalks, enhancing wheelchair accessibility, adding additionally connected paths and appropriate surfaces for all modes of transportation (bike, walk, run etc.)
- Need for parking within the downtown core, along with roadway cleanliness
- Vegetation management through tree removal and stump grinding, edible trees, additional planters/flowers in parks and boulevards and additional community garden spaces
- Desire for youth-friendly amenities such as playgrounds, events and programming, climbing walls, indoor play structures, indoor basketball courts, disc golf enhancements etc.
- Sustainable actions such as solar power grants, composting and other renewable energy sources
- Dog-friendly amenities such as educational signs and additional allocated spaces
- Event and attractive amenities such as scheduled weekly outdoor events, patios, lantern walks
- Downtown business support through business renovations, incentives and attraction of new opportunities
- Aquatic facilities
- Beautification and waste receptacles such as cigarette disposals and garbage cans
- Public transportation
- Low-income, victim services and houseless patron support
- Desire for recreational opportunities such as pickleball, pool and aquatic facilities, splash parks
- Regulation of untidy residential and commercial properties
- Roadway safety concerns such as parking lines, speed control, turning lanes and roadway upgrades to support dangerous good routes
- Promotion of Lloydminster as a “gateway” to neighbouring recreational areas (lakes/parks)
- Balance of activities and amenities on Alberta and Saskatchewan sides

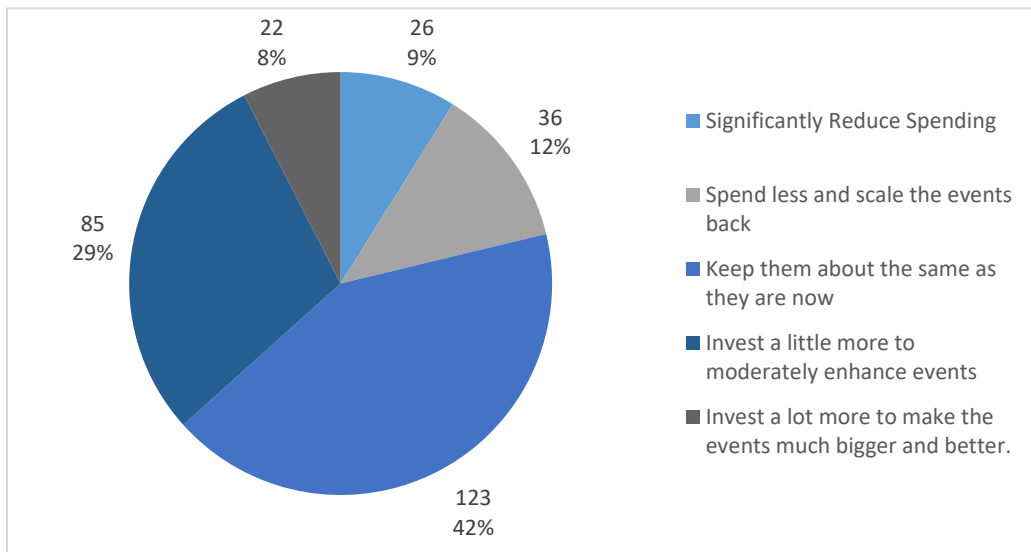
Digital Survey

The City of Lloydminster aims to engage residents and visitors via inclusive and accessible techniques. In efforts to reach a large audience, as a digital means on engagement, an online survey was published from June 13 to August 24, 2023, on the public engagement website. The survey collected feedback from 292 individuals throughout the campaign. The following data is a conclusion of these submissions:

1. Have you attended one or more of the City’s five major events within the last three years (Winterfest, Streetfest, Canada Day, Heritage Day or Fall Fest)?



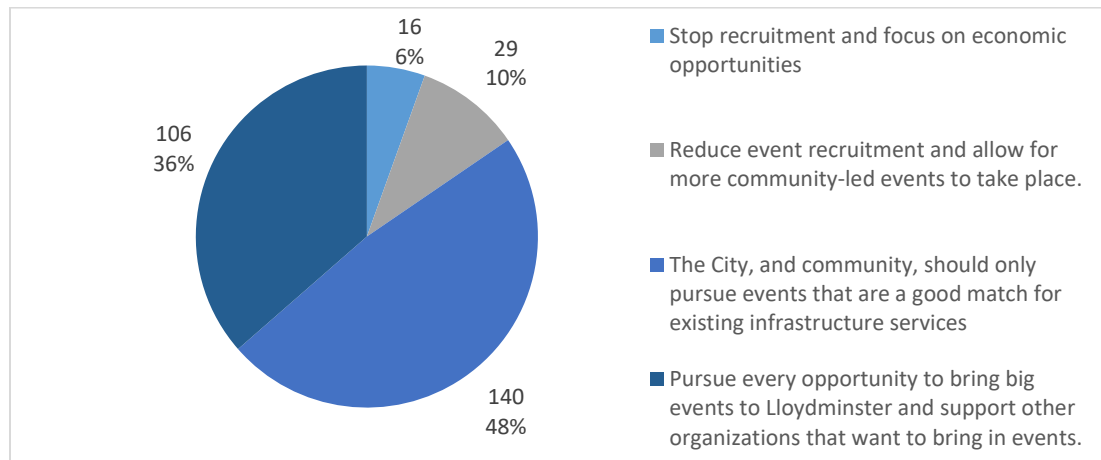
2. Understanding that scaling these events up or down likely impacts cost, how would you like to see the City invest in these events for the future?



3. In addition to these community festivals, the City also seeks to draw provincial and national-level events to Lloydminster. In the past, Lloydminster has hosted events such as the 2016 RBC Cup, the 2017 Pinty’s Grand Slam of Curling and the 2022 Rogers Hometown Hockey. In 2023, Lloydminster will play host to the All-Nations Cup Indigenous golf tournament and in 2024 to the Saskatchewan Summer Games.

Events like these draw big visitation numbers and big dollars into the community, but again, they often require a significant upfront investment.

Knowing this, which of the following statements best matches your feelings about how the City should approach opportunities to host provincial and national level events?

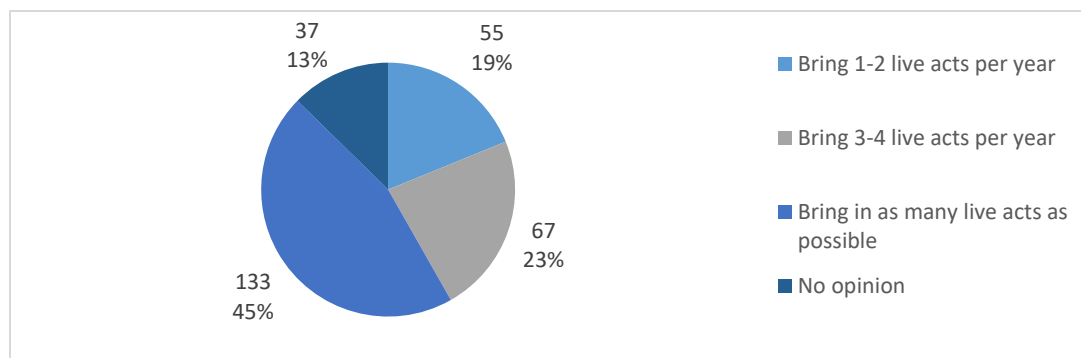


4. Do you have any comments or questions about the City-hosted events and future investments in events as economic drivers?

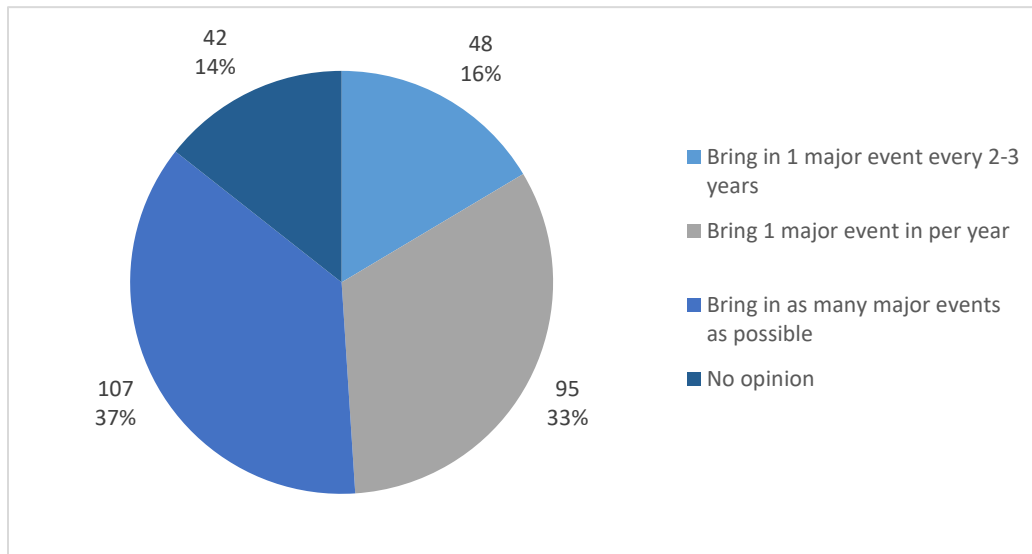
Submissions followed the themes of:

- Suggestion to depend on community groups for local events instead of spending municipal funds
- Concern for the dependency on volunteers
- Desire to continue with events, with the goal of turning profits to support other municipal functions
- Concern that these events are not intended to reach the majority of the population and that funds may be better utilized elsewhere
- Suggestion to do pilot events to gauge frequency, rather than committing to a number that may not be financially feasible
- Prioritize diversity in event attraction. Branch away from hockey and sporting events where possible

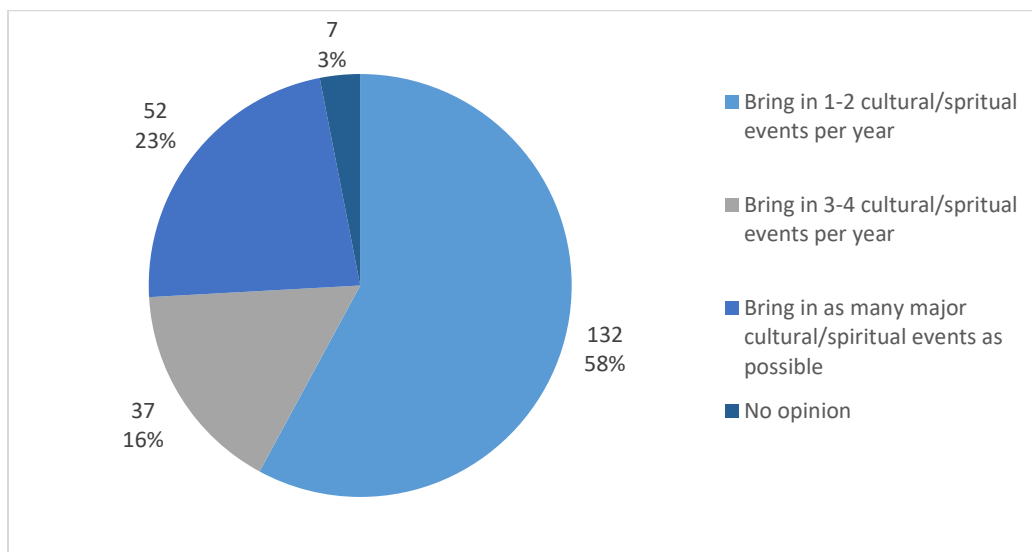
5. Thinking about how the Cenovus Energy Hub facility might be utilized as an economic driver, please select the statement that best matches your preferences on live acts such as concerts, performances, etc. Keep in mind that the more acts we host may impact the availability of ice times for drop-ins and user groups.



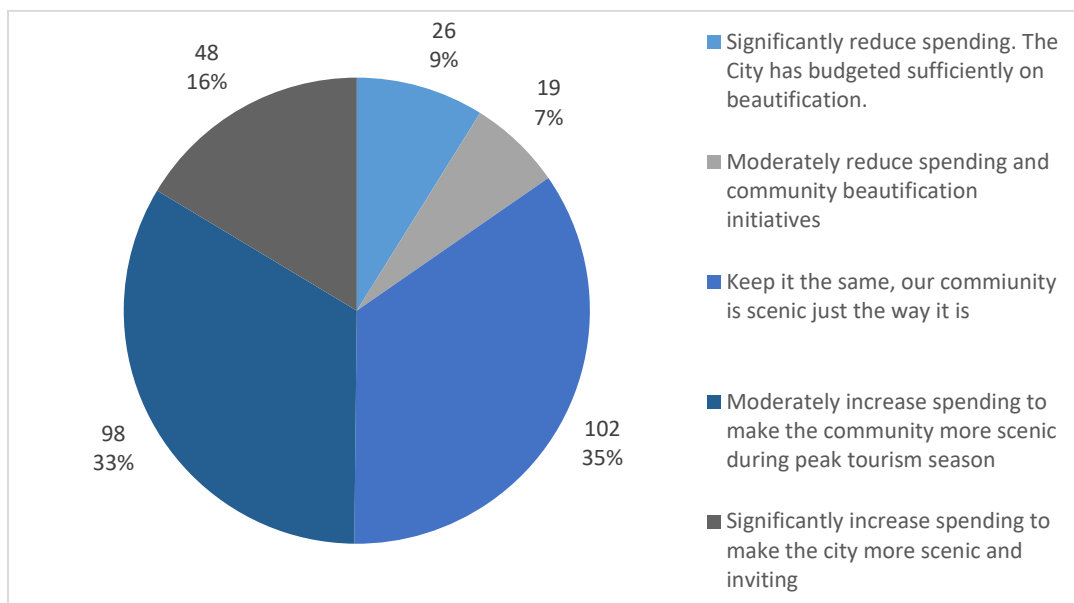
6. Understanding how the Cenovus Energy Hub facility may support the economy, please select the statement that best matches your preferences on major events such as junior hockey tournaments, curling, figure skating etc. Keep in mind the more acts we host may impact the availability of ice times for drop-ins and user groups.



7. Considering the economic potential for the Lloydminster Place facility, please select the statement that best matches your preferences on cultural or spiritual events such as powwows, Diwali, spiritual celebrations, cultural festivals, etc. Keep in mind that the more acts we host may impact the availability of ice times for drop-ins and user groups.



8. Thinking about the impression our community makes for new visitors, how would you like to see the City approach future spending for beautification work?



9. Please rank the following beautification categories in order of importance to you (1 being highest, 5 being lowest).

1. Vegetation Management (flower planting, tree pruning, grass mowing etc.)
 - a. Average Rank- 1.95
2. Outdoor Seasonal Décor (holiday lighting, signage etc.)
 - a. Average Rank- 2.93
3. Community Grants (downtown façade grant, community neighbourhood grant etc.)
 - a. Average Rank- 3.03
4. Community Signage (entrance signs, wayfinding signs etc.)
 - a. Average Rank- 3.45
5. Public Art (statues, abstract pieces, murals etc.)
 - a. Average Rank- 3.65

10. Do you have any comments or ideas regarding community beautification initiatives?

Submissions followed the themes of:

- Concern for unsightly buildings surrounding the east and west entrances of the community
- Desire to invest in long-standing vegetation such as trees and shrubs that don't need too much maintenance
- Reduce barriers and encourage residents to take pride and active roles in their community by painting streets, temporary public art, bulletin boards, community gardens etc.
- Prioritize visual enhancements to main corridors throughout each season. Suggestion is to add trees, planters, vegetation throughout the meridian, add additional refreshed lighting during winter/darker seasons
- Suggestion to create picturesque photo areas downtown to support visitation (lights, benches, trees, etc.)
- Concern for houseless individuals and public safety
- Praise for the vegetation planted on "ring road" berms
- Support for local artists to work collaboratively with the City on permanent and temporary installations
- Concern for lack of sidewalks on the "ring road"

11. Thinking about what might entice you – or visitors to Lloydminster – to spend time downtown, please rank the amenities/areas should the City focus on over the next 5-10 years from most important to least important? (1 being top priority, 11 being lowest priority).

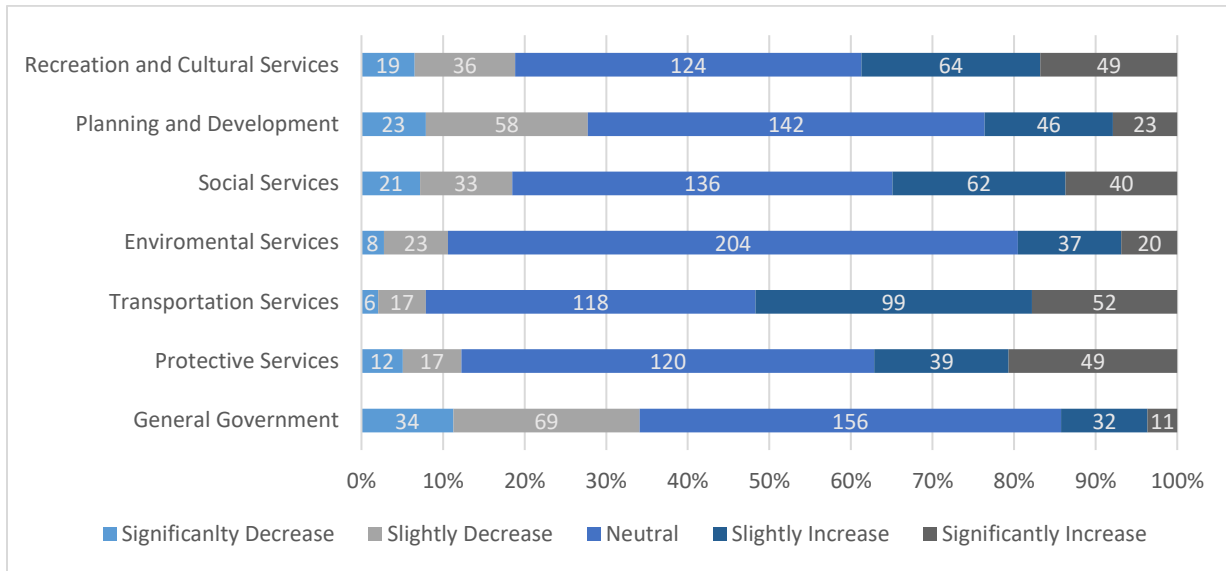
1. Gathering spaces (patios, café areas, etc.)
 - a. Average Rank- 3.84
2. Sidewalks / general walkability
 - a. Average Rank- 4.59
3. Trees, shrubs and greenery
 - a. Average Rank- 4.8
4. Events in the downtown core
 - a. Average Rank- 5.23
5. Lighting
 - a. Average Rank- 5.26
6. Child-friendly spaces (play areas)
 - a. Average Rank- 6.13
7. Benches and picnic tables
 - a. Average Rank- 6.3
8. Trash and recycle bins
 - a. Average Rank- 6.48
9. Grant programs for storefront improvements
 - a. Average Rank- 6.84
10. Public Art
 - a. Average Rank- 8.12
11. Downtown-specific wayfinding signage
 - a. Average Rank- 8.42

12. What other ideas do you have for enhancing the appeal of our downtown as a commerce and gathering destination?

Submissions followed the themes of:

- Concern for public safety while visiting, travelling and walking throughout the downtown area
- Some support opportunities are perceived as unequal for non-downtown businesses
- Strong concern for displaced individuals and the effect they have on commerce and visitation of the area
- Attract businesses that reflect core human needs (clothing, groceries, restaurants, hardware etc.)
- Support different modes of transportation (walking, biking, public transportation)
- Desire for additional visual features, meeting spaces, youth spaces etc.
- Support for traffic calming and alternative route options to enhance pedestrian-friendly options

13. Understanding the current services offered by each department, please indicate how you would like to see municipal spending, and services adjusted for 2024 in the following questions.



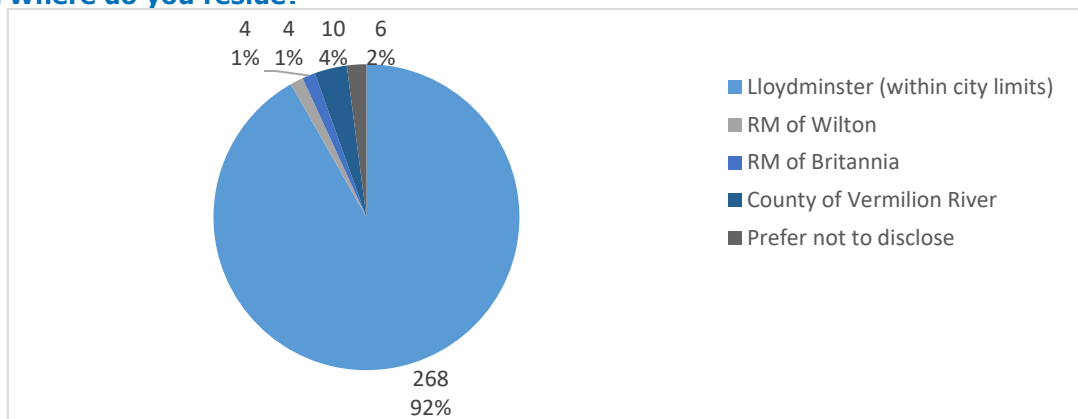
14. Do you have any questions or comments regarding the municipal budget or budget process?

Submissions followed the themes of:

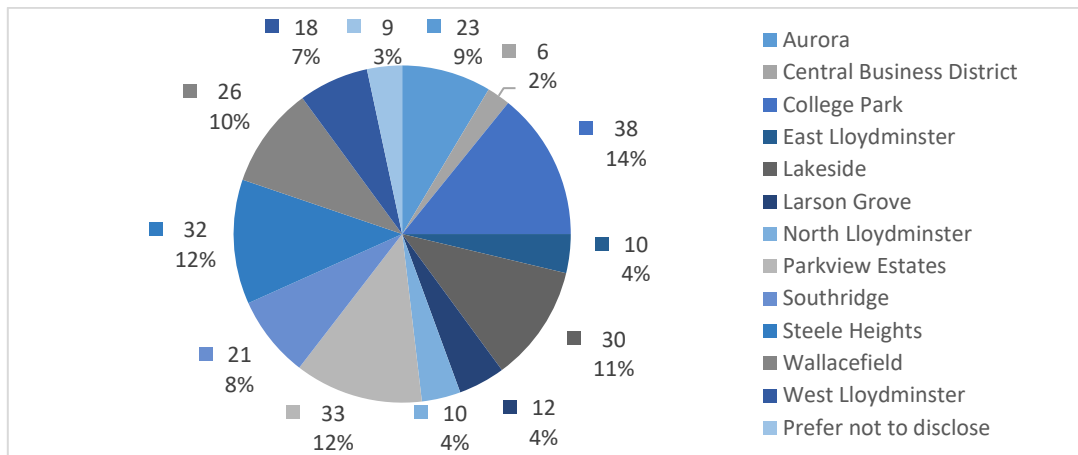
- Concern for procurement processes that are fair, equal and supportive of local organizations
- Desire for enhanced aquatic facilities
- Concern for municipal wages and employee utilization
- Concern for recreational priorities and equal opportunities for all abilities and groups
- Transportation concerns in regard to roadway enhancements and reconstruction of high-traffic areas, perceived low regard for public transportation options
- Concern for the snow removal and winter maintenance operations
- Concern for the rising population of houseless individuals
- Support and praise for the recent enhancements to trails and sidewalk network

Demographics

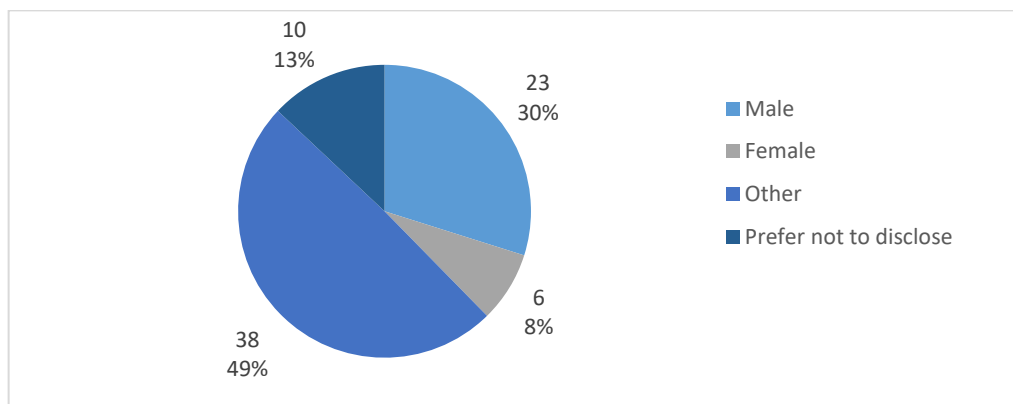
15. Where do you reside?



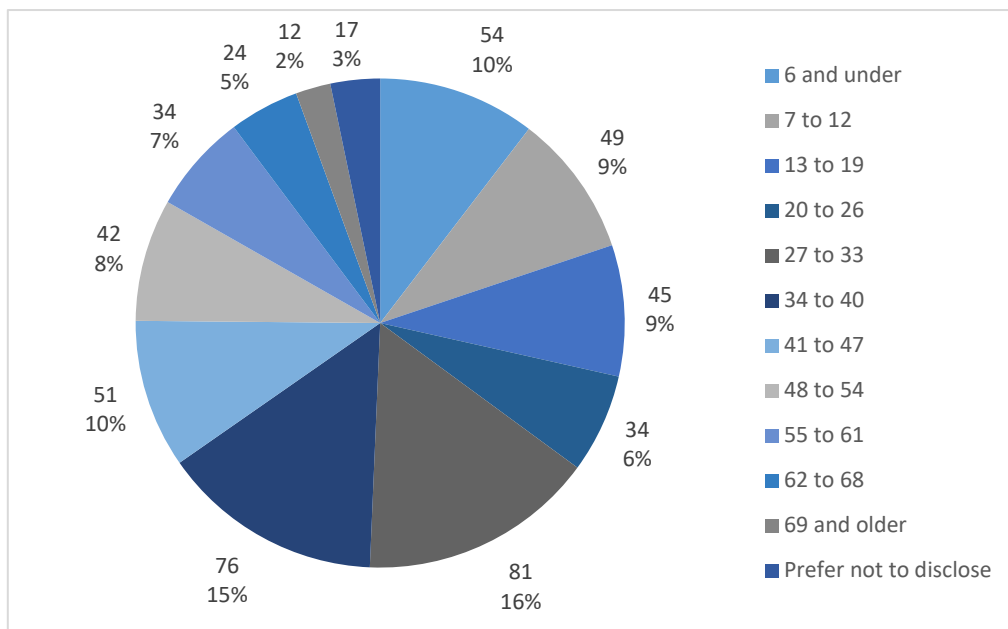
16. If Lloydminster, which neighbourhood do you reside in?



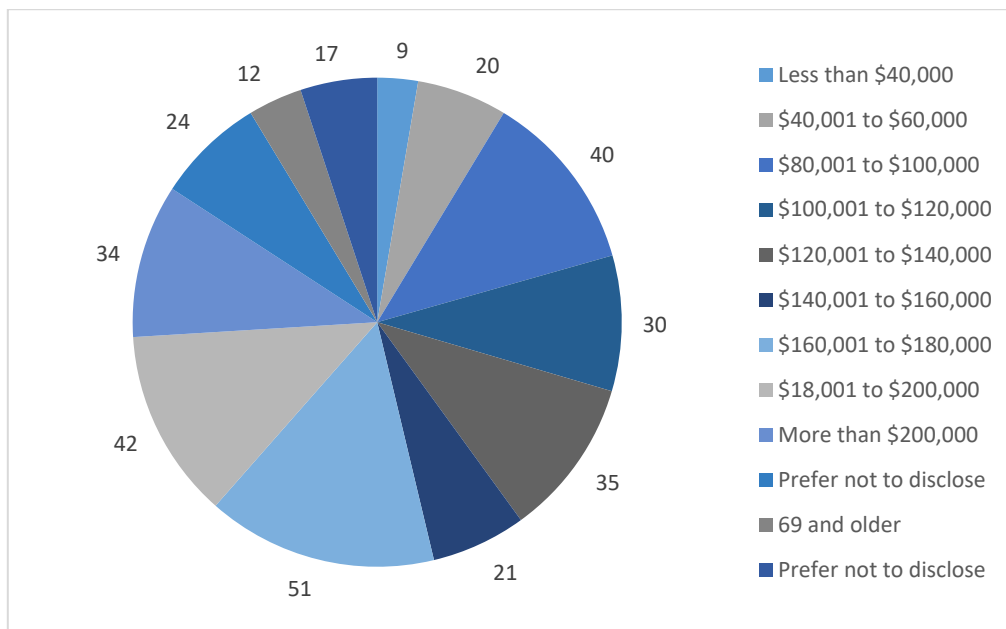
17. What is your gender?



**18. Including yourself, which of the following age range(s) reside within your household?
Please select all that apply.**



19. What is your household income?



Conclusion

The City of Lloydminster would like to thank everyone who engaged through in-person, lobby displays or the survey throughout the 2024 Your City, Your Vision Budget campaign. The results from this consultation will be considered by City Council in the 2024 municipal budget approval and long-term community planning goals.

Stay tuned to lloydminster.ca/Budget for upcoming information.