

THOMPSON-NICOLA REGIONAL DISTRICT **COMMUNICATIONS FEEDBACK SURVEY SUMMARY**

FEBRUARY 11 – MARCH 10, 2025



THOMPSON-NICOLA
REGIONAL DISTRICT

Contents

1. Background	3
2. Survey Responses by Section	4

Background

The TNRD hosted its Communications Feedback Survey from February 11 to March 10, 2025. This survey was conducted to gain public feedback on:

- How residents interact with the regional district;
- What information residents would like to receive from the TNRD;
- Whether residents are satisfied with various communication methods; and
- How information sharing could be increased or improved.

The TNRD released this survey to coincide with a review of its Communications Policy, which was ongoing as of early 2024. The Communications Policy was last updated in 2018 and is currently being assessed to ensure all best practices are considered.

The TNRD is committed to good governance, transparency, and accountability, and values making sure that information is easy to access and meets the needs of residents.

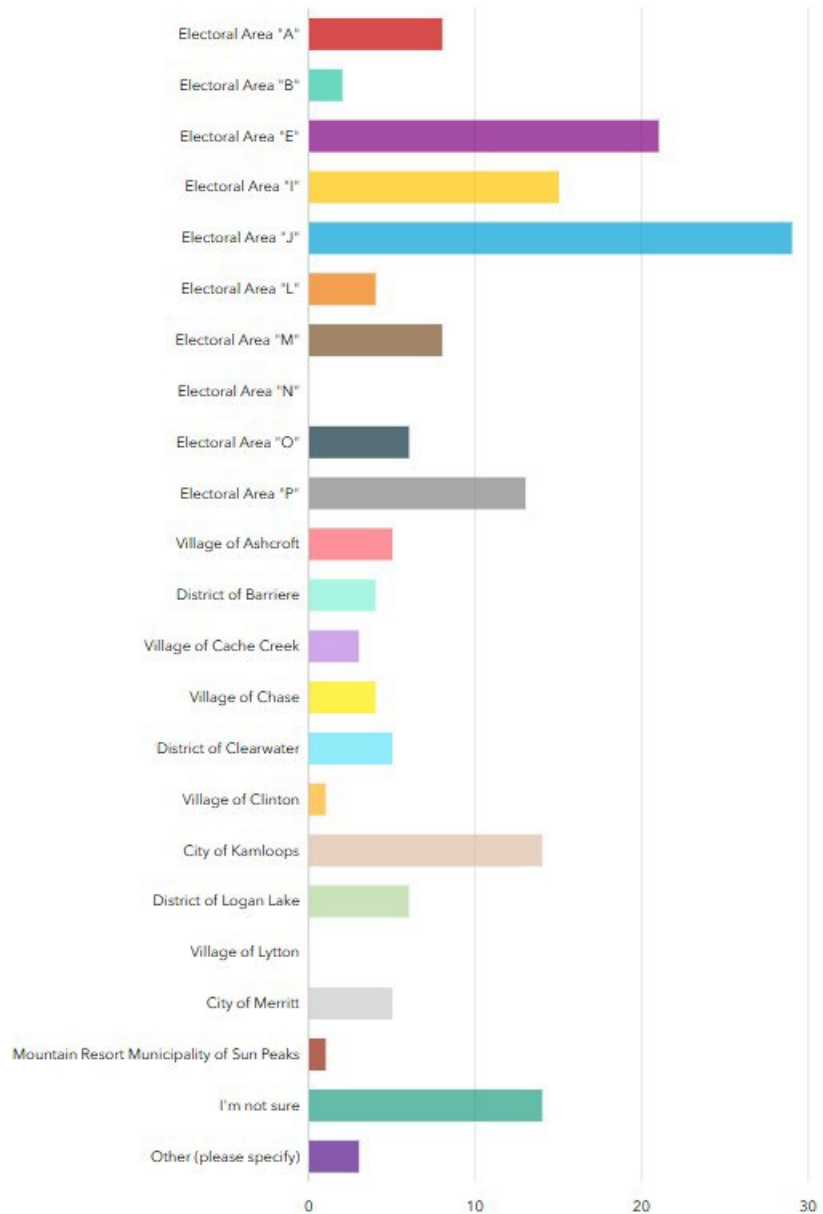
In total, the TNRD received 176 responses to the Communications Feedback Survey (171 responses submitted online, 5 responses submitted by paper). Public participation in this survey is helpful for the TNRD to assess and improve its communications.



Survey Responses

Q1. What area of the TNRD do you reside in or own property in?

Answered: 176 Skipped: 0



THOMPSON-NICOLA REGIONAL DISTRICT
Communications Feedback Survey Summary – March 2025

(Q1 Continued)

Answer	Count	Percentage
Electoral Area “A”	8	4.55%
Electoral Area “B”	2	1.14%
Electoral Area “E”	23	13.07%
Electoral Area “I”	15	8.52%
Electoral Area “J”	29	16.48%
Electoral Area “L”	6	3.41%
Electoral Area “M”	8	4.55%
Electoral Area “N”	0	0.00%
Electoral Area “O”	6	3.41%
Electoral Area “P”	13	7.39%
Village of Ashcroft	5	2.84%
District of Barriere	4	2.27%
Village of Cache Creek	3	1.70%
Village of Chase	4	2.27%
District of Clearwater	5	2.84%
Village of Clinton	1	0.57%
City of Kamloops	15	8.52%
District of Logan Lake	6	3.41%
Village of Lytton	0	0.00%
Mountain Resort Municipality of Sun Peaks	1	0.57%
I’m Not Sure	14	7.95%
Other (Please Specify)	3	1.70%

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

Q2. If you selected any of the TNRD Electoral Areas in Question 1, which community or area do you reside in or own property in?

Answered: 137 Skipped: 378

- | | |
|---------------------------------|--|
| - 70 Mile (11) | - Area "L" |
| - Cherry Creek (8) | - Barriere* |
| - Loon Lake (8) | - Black Pines |
| - Tranquille/ Alpine Valley (8) | - Cache Creek* |
| - Savona (7) | - Clearwater* |
| - Spences Bridge (6) | - Clinton* |
| - Kamloops* (5) | - Coldwater Road |
| - Logan Lake* (5) | - Eagan Lake |
| - Lower Nicola (5) | - Heffley Lake |
| - Ashcroft* (4) | - Knouff Lake Estates |
| - Chase* (4) | - Lac Le Jeune |
| - South Thompson (4) | - Mamit Lake |
| - Birch Island (3) | - McLure |
| - Blackpool (3) | - Monte Creek |
| - Blue River (3) | - Roche Lake |
| - Botanie Valley (3) | - Sun Rivers |
| - East Barriere Lake (3) | - Thompson River Estates |
| - Green Lake (3) | - Tobiano |
| - Pinantan Lake (3) | - Tunkwa Lake/ Red Lake/
Campbell Creek |
| - Pritchard (3) | - Vavenby |
| - Area "I" (2) | - Vinsulla |
| - Knutsford (2) | - Whitecroft |
| - Little Fort (2) | |
| - Lytton* (2) | |
| - Merritt* (2) | |
| - Paul Lake (2) | |
| - Red Lake (2) | |
| - Adams Lake | |

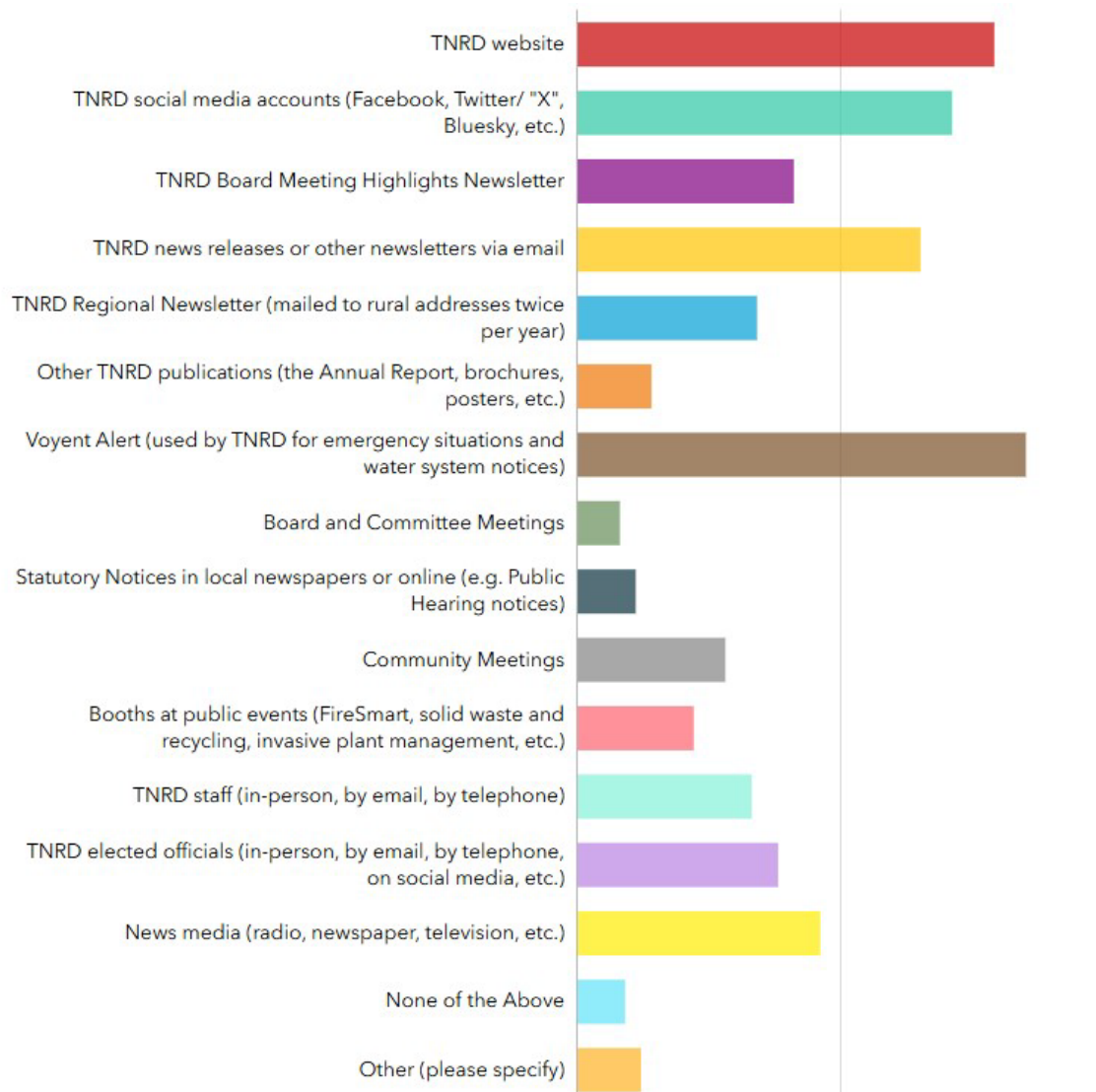
* = Member Municipalities (not within TNRD Electoral Areas)

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

Q3. How do you receive information from the TNRD? Select all that apply.

Answered: 176 Skipped: 0



THOMPSON-NICOLA REGIONAL DISTRICT
Communications Feedback Survey Summary – March 2025

(Q3 continued)

Answers	Count	Percentage
TNRD website	79	44.87%
TNRD social media accounts (Facebook, Twitter/ "X", Bluesky, etc.)	72	40.91%
TNRD Board Meeting Highlights Newsletter	41	23.30%
TNRD news releases or other newsletters via email	67	38.07%
TNRD Regional Newsletter (mailed to rural addresses twice per year)	35	19.87%
Other TNRD publications (Annual Report, brochures, posters, etc.)	14	7.95%
Voyent Alert (used by TNRD for emergency situations and water system notices)	85	48.30%
Board and Committee Meetings	8	4.55%
Statutory Notices in local newspapers or online (e.g. Public Hearing notices)	11	6.25%
Community Meetings	29	16.48%
Booths at public events (FireSmart, solid waste and recycling, invasive plant management, etc.)	24	13.64%
TNRD staff (in-person, by email, by telephone, social media direct message, etc.)	39	22.16%
News media (radio, newspaper, television, etc.)	50	28.41%
None of the above	9	5.11%
Other (please specify)	12	6.82%

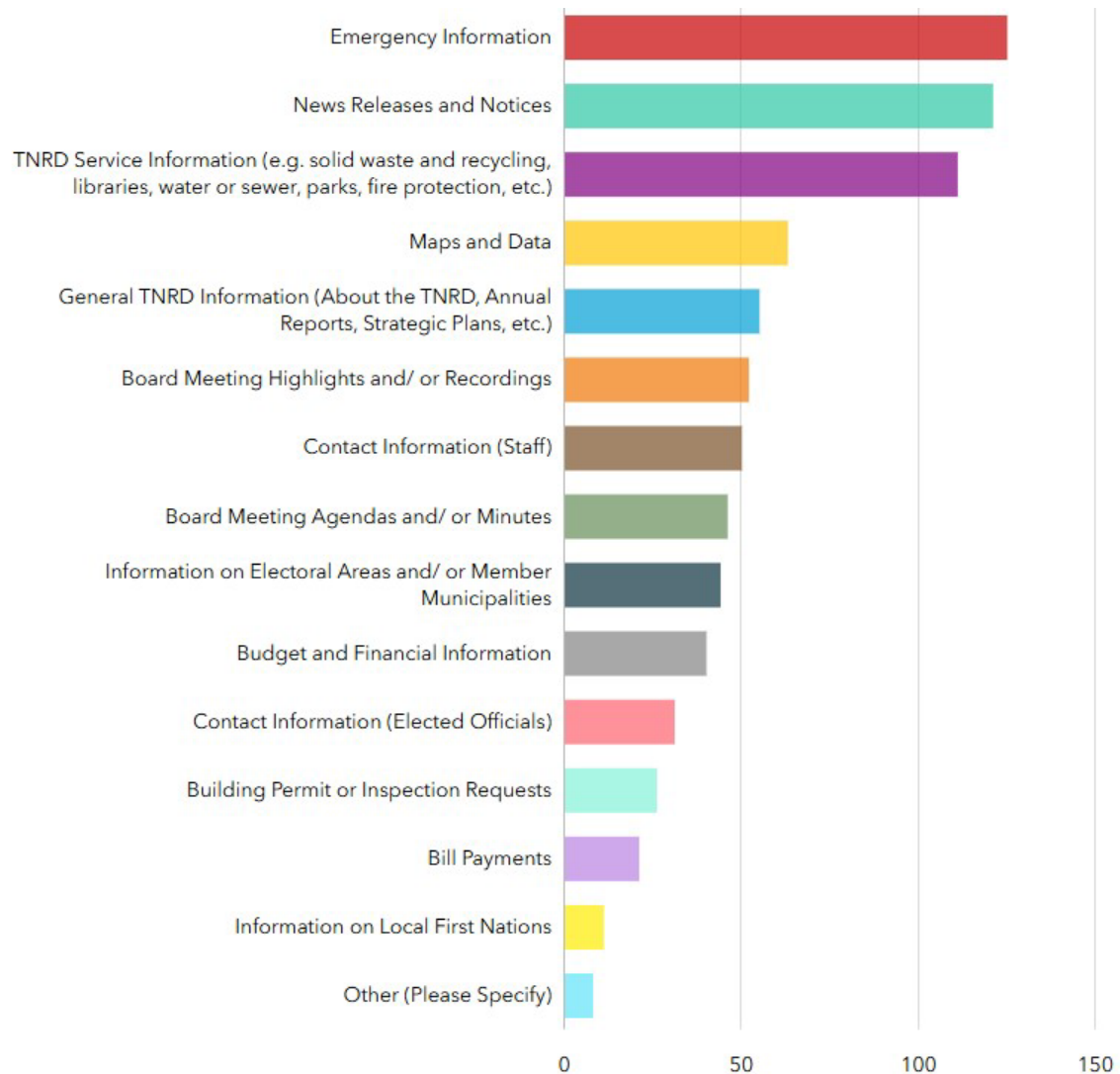
Other:

- Social media (6)
- Area Director (2)
- Email
- Meeting minutes
- Neighbours

THOMPSON-NICOLA REGIONAL DISTRICT
Communications Feedback Survey Summary – March 2025

Q4. What kind of information do you typically look for from the TNRD? Select all that apply.

Answered: 176 Skipped: 0



THOMPSON-NICOLA REGIONAL DISTRICT
Communications Feedback Survey Summary – March 2025

(Q4 continued)

Answers	Count	Percentage
Emergency information	126	71.59%
News Releases and Notices	125	71.02%
TNRD Service Information (e.g. solid waste and recycling, libraries, water or sewer, parks, fire protections, etc.)	113	64.20%
Maps and Data	65	36.93%
General TNRD Information (about the TNRD, Annual Reports, Strategic Plans, etc.)	57	32.39%
Board Meeting Highlights and/ or Recordings	53	30.11%
Contact Information (Staff)	50	28.41%
Board Meeting Agendas and/ or Minutes	46	26.14%
Information on Electoral Areas and/ or Member Municipalities	45	25.57%
Budget and Financial Information	41	23.30%
Contact Information (Elected Officials)	31	17.61%
Building Permit or Inspection Requests	28	15.91%
Bill Payments	21	11.93%
Information on Local First Nations	12	6.82%
Other (please specify)	8	4.55%

Other:

- Bylaws, policies, planning services (2)
- Grants
- Most of the above
- Water quality
- Works in the area

Communications Feedback Survey Summary – March 2025

- Q5. What is your preferred method of receiving information from the TNRD?

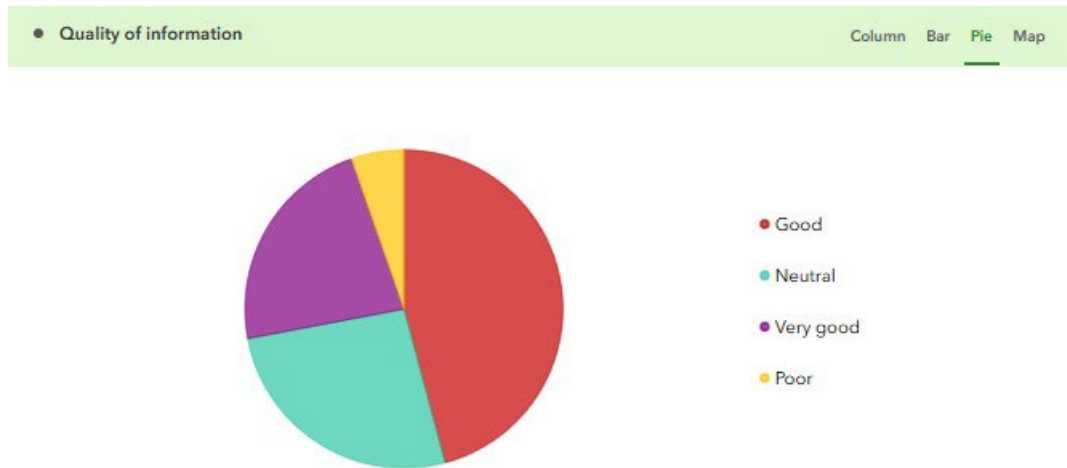
Answered: 153 Skipped: 23



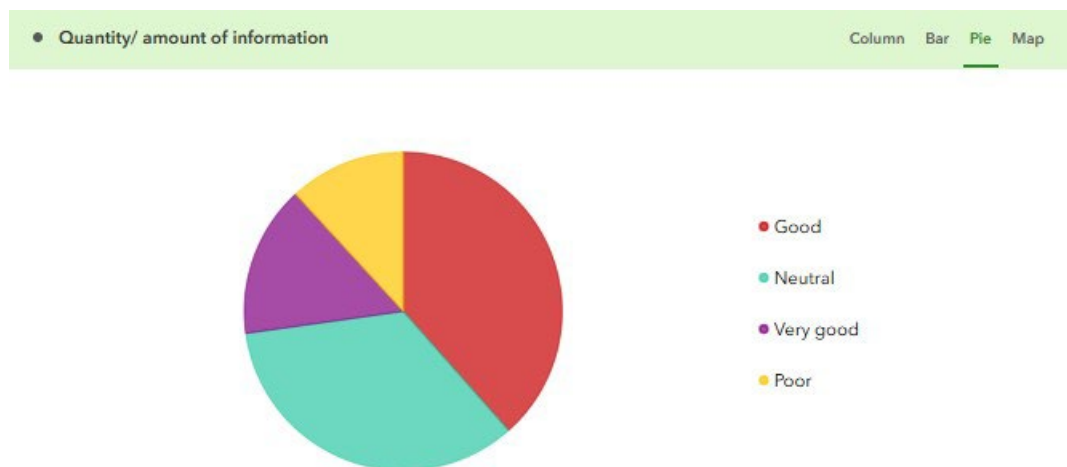
- Email (99)
- Mail (24)
- Social Media (20)
- TNRD website (17)
- News Media (10)
- Voyent Alert (5)
- Text (2)

THOMPSON-NICOLA REGIONAL DISTRICT
Communications Feedback Survey Summary – March 2025

Q6. How would you rate the quality, quantity, and usefulness of TNRD information that you access?



Answers	Count	Percentage
Very good	39	22.16%
Good	77	43.75%
Neutral	45	25.57%
Poor	12	6.82%

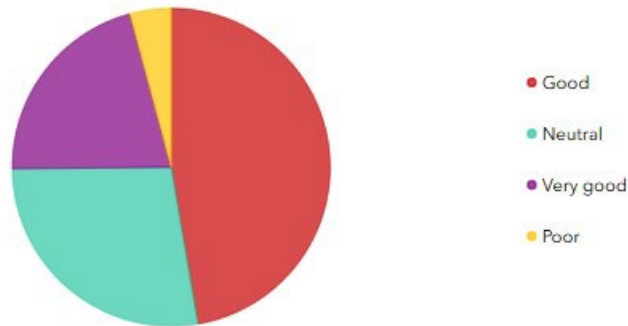
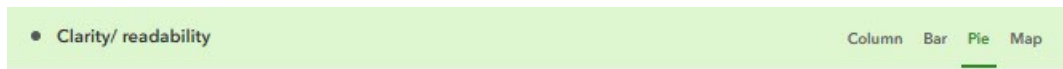


Answers	Count	Percentage
Very good	27	15.34%
Good	65	36.93%
Neutral	58	32.95%
Poor	24	13.64%

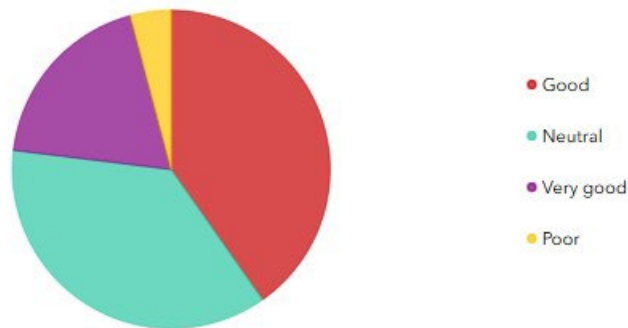
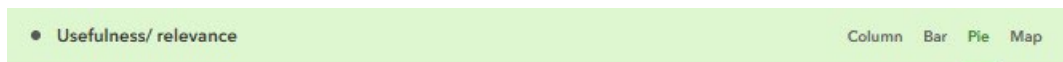
THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

(Q6 continued)



Answers	Count	Percentage
Very good	35	19.89%
Good	81	46.02%
Neutral	46	26.14%
Poor	10	5.68%

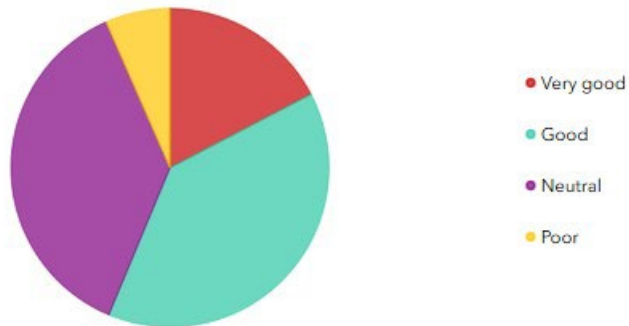
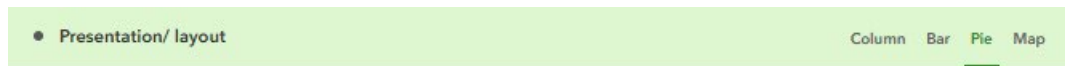


Answers	Count	Percentage
Very good	32	18.18%
Good	69	39.20%
Neutral	63	35.80%
Poor	10	5.68%

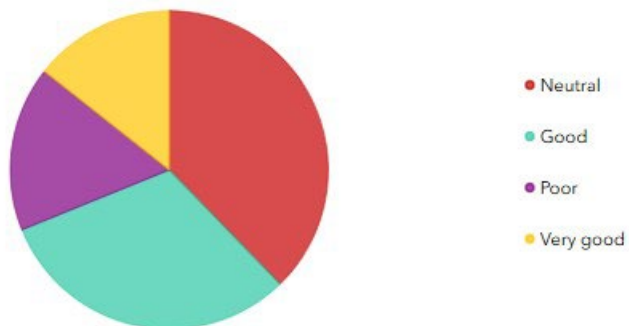
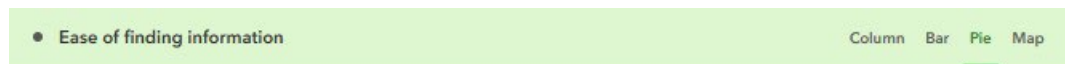
THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

(Q6 continued)



Answers	Count	Percentage
Very good	29	16.48%
Good	67	38.07%
Neutral	62	35.23%
Poor	14	7.95%

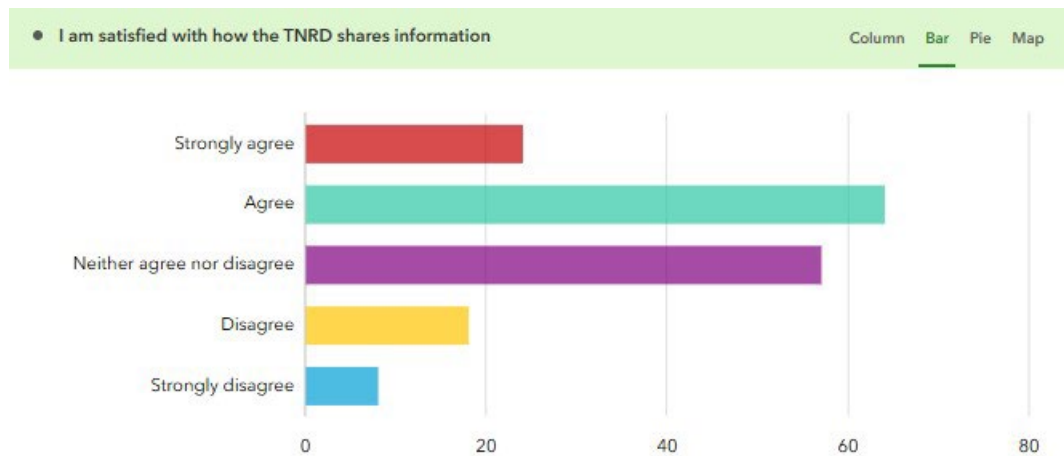


Answers	Count	Percentage
Very good	25	14.20%
Good	53	30.11%
Neutral	63	35.80%
Poor	32	18.18%

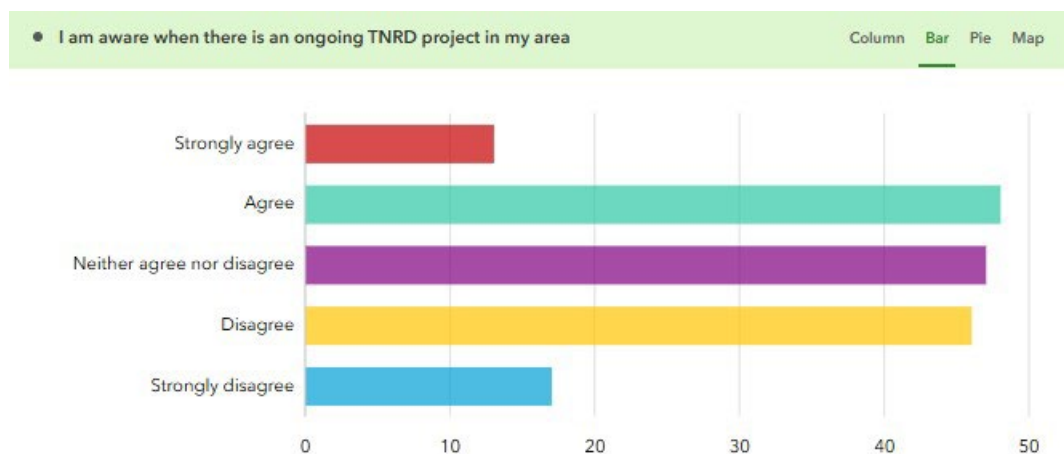
THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

Q7. How would you rate the following statements below?



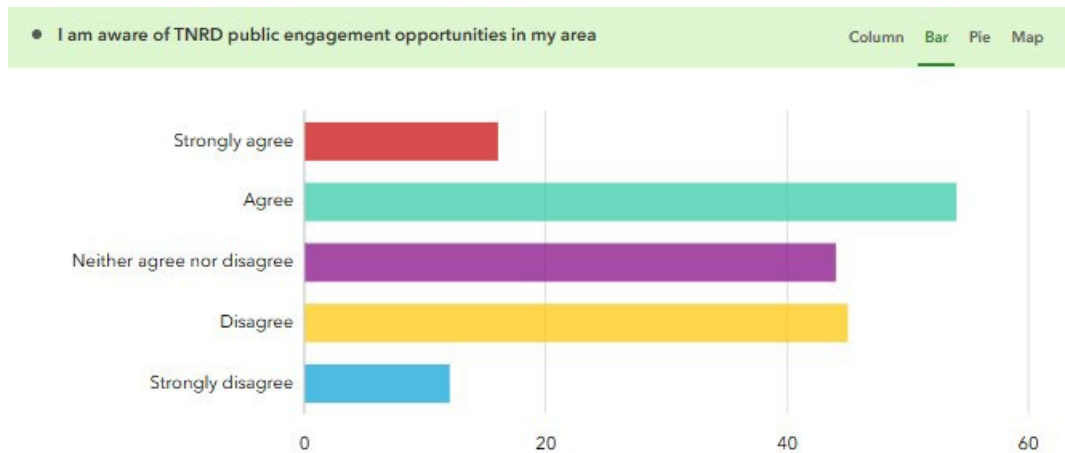
Answers	Count	Percentage
Strongly Agree	24	13.64%
Agree	65	36.93%
Neither agree nor disagree	57	32.39%
Disagree	18	10.23%
Strongly disagree	11	6.25%



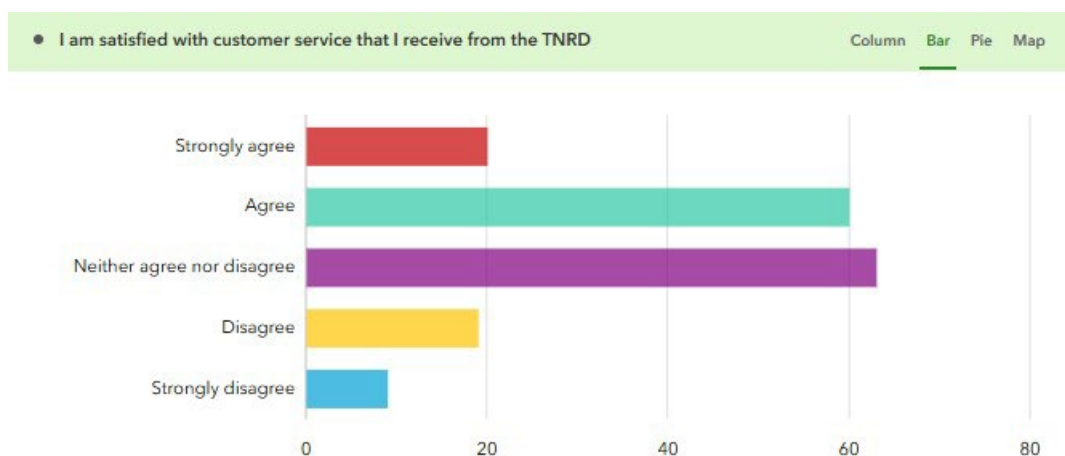
Answers	Count	Percentage
Strongly Agree	13	7.39%
Agree	49	27.84%
Neither agree nor disagree	47	26.70%
Disagree	46	26.14%
Strongly disagree	19	10.80%

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025



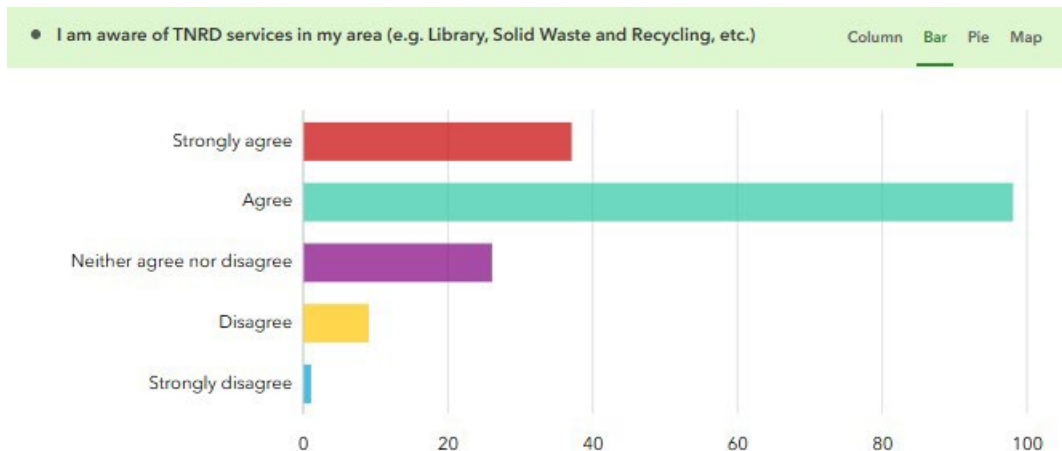
Answers	Count	Percentage
Strongly Agree	17	9.66%
Agree	54	30.68%
Neither agree nor disagree	44	25.00%
Disagree	45	25.57%
Strongly disagree	14	7.95%



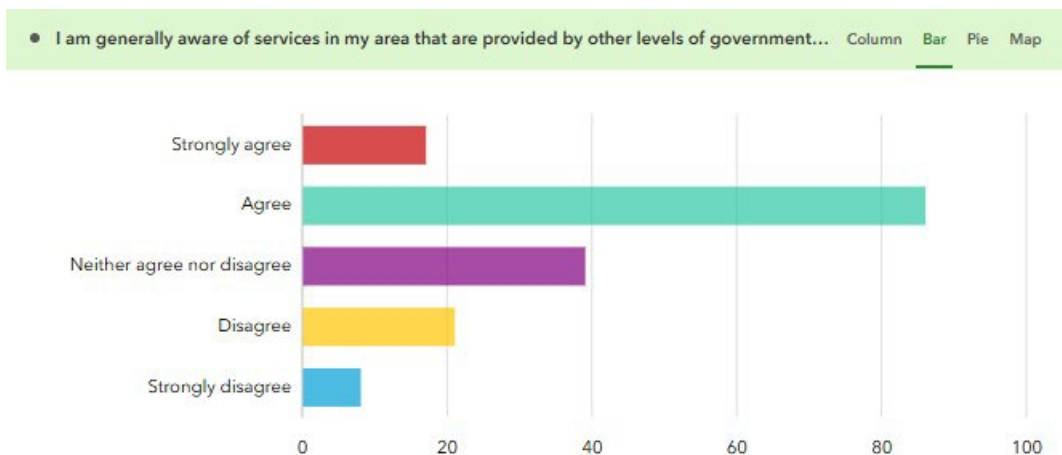
Answers	Count	Percentage
Strongly Agree	21	11.93%
Agree	60	34.09%
Neither agree nor disagree	63	35.80%
Disagree	19	10.80%
Strongly disagree	11	6.25%

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025



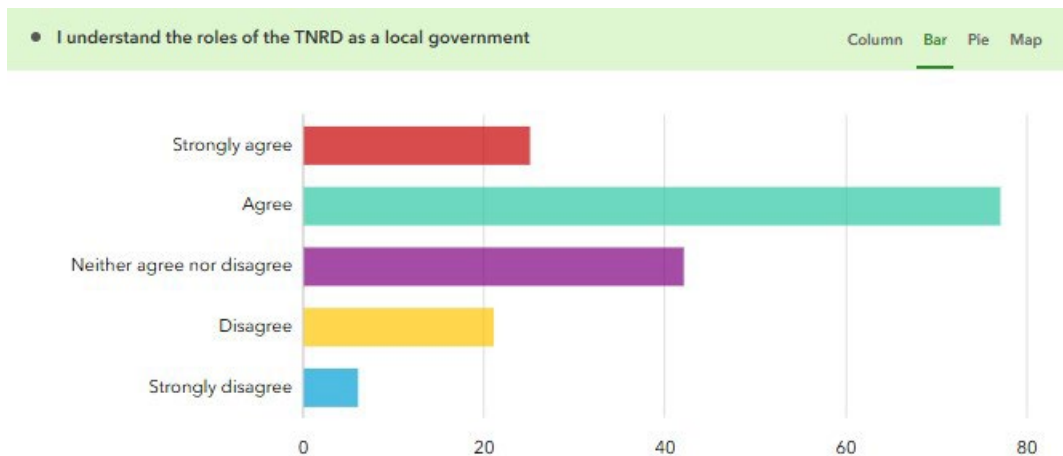
Answers	Count	Percentage
Strongly Agree	39	22.16%
Agree	100	56.82%
Neither agree nor disagree	26	14.77%
Disagree	9	5.11%
Strongly disagree	2	1.14%



Answers	Count	Percentage
Strongly Agree	18	10.23%
Agree	87	49.43%
Neither agree nor disagree	40	22.73%
Disagree	21	11.93%
Strongly disagree	9	5.11%

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025



Answers	Count	Percentage
Strongly Agree	25	14.20%
Agree	78	44.32%
Neither agree nor disagree	43	24.43%
Disagree	21	11.93%
Strongly disagree	8	4.55%

Q8. How could the TNRD improve ways that information is shared with residents and stakeholders in your area?

Answered: 93 Skipped: 83

- Use public information board/ signage on mailboxes
- Bulletin board, information handouts at refuse stations/ handouts at Mobile Library stops
- Use email
- Use Voyent Alert
- Frequent and earlier communication through email and Facebook
- Newsletters in the mail / more direct mail
- Get more residents on communication email list
- Keep meeting highlights brief, clear, and more concise with links for in-depth information
- Provide all relevant data so that analysis of the data has context
- More community engagement
- Hold townhall meetings when requested
- More in-person meetings
- Tell the public where to find information
- Talk to residents in person
- Limit changes to website/ moving around information
- Make website easier to navigate
- Local TV/ newspaper/ radio news
- Be aware that older folks are not very computer savvy, hold community meetings and if possible, offer some means of transportation
- Send out an email with quarterly reports/ changes/ “did you know” updates
- Share with Savona Improvement District more
- Provide monthly updates on water quality/ ongoing boil water advisory with any information on improvements or decline in water quality
- Send notices in mailboxes for water advisory updates
- Updates on Monte Creek Firehall
- Better education for water conservation
- Listen before making decisions
- Be honest, transparent, open-minded
- Know your demographic
- Demonstrate how TNRD is maintaining and improving services in our community
- Something that affects one area disproportionately needs public engagement before the Board makes any decision

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

Q9. How often do you use the TNRD website (tnrd.ca)?



Answers	Count	Percentage
Once per month or less	110	62.50%
Never	34	19.32%
Once per week or less	24	13.64%
Multiple times per week	8	4.55%

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

Q10. What information do you look for/ access on the TNRD website?

Answered: 107 Skipped: 69

- Bylaws/ permits/ policies/ rules/ regulations (19)
- Eco Depot/ Transfer Station information/ recycling (19)
- Mapping/ Zoning (18)
- Board agendas/ minutes/ decisions/ Board information (14)
- Finance/ budgets/ spending decisions (10)
- What's going on in my community/ local area information (9)
- Emergency information/ Emergency Maps/ wildfire information (8)
- Libraries (6)
- Water/ water quality/ water rights (5)
- Community Events (4)
- Fire protection/ fire department news/ "how to get a firehall" (4)
- Services/ "what you do" (4)
- Contact information (3)
- Press releases/ news (3)
- Strategic plans and reports (3)
- Parks information (2)
- Projects in the area (2)
- Property values/ real estate (2)
- Putting money on our Eco-Card (2)
- Taxes (2)
- Board Meeting online registration
- Fire restrictions
- FireSmart
- Follow link from TNRD emails or news articles to TNRD website
- Health service delivery
- Invasive plants
- OCP "What We Heard" report
- Policies
- Procurement opportunities
- Public notices
- Road plowing
- Services
- Waste disposal

Q11. What information would you like to see on the TNRD website that isn't already available?

Answered: 60 Skipped: 114

- Road work/ rural road improvements (5)
- Upcoming projects/ developments specific to my area (3)
- Building code changes/ planning changes (2)
- Community events/ information relevant to my area (2)
- Historical information on real estate/ building permits/ permit information (2)
- More information on the mapping site and property assessments (2)
- Septic information (2)
- Agriculture
- Better searchability and hyperlinks
- Contact information that is clear and concise
- Director information
- Director and TNRD staff spending
- Easier way to get Zoom link for Board meetings
- Events list that deal with climate, fire, conservation
- How to get a firehall
- How to use maps and data features (recorded workshop and/ or in-person sessions once or twice annually)
- Links to other self-help websites to make TNRD website a more holistic resource (smoke fire websites, BC Assessment, farm classification information, construction rules and regulations)
- Make archived information easy to find
- Maps of each Electoral Area
- More information on Eco Card pricing
- One-stop shop explaining non-TNRD services and who to contact
- Share more stories
- Video and audio (“way too much written”)
- Water quality tests/ updated water quantity and impacts for fire protection/ insurance
- Water turbidity reports (not just bacterial levels)
- Where and how to recycle products not accepted at Eco-Depots
- Wildfire news
- 2024 wildfire final reports

Q12. Please provide any additional feedback that you have not already shared about TNRD communications.

Answered: 45 Skipped: 131

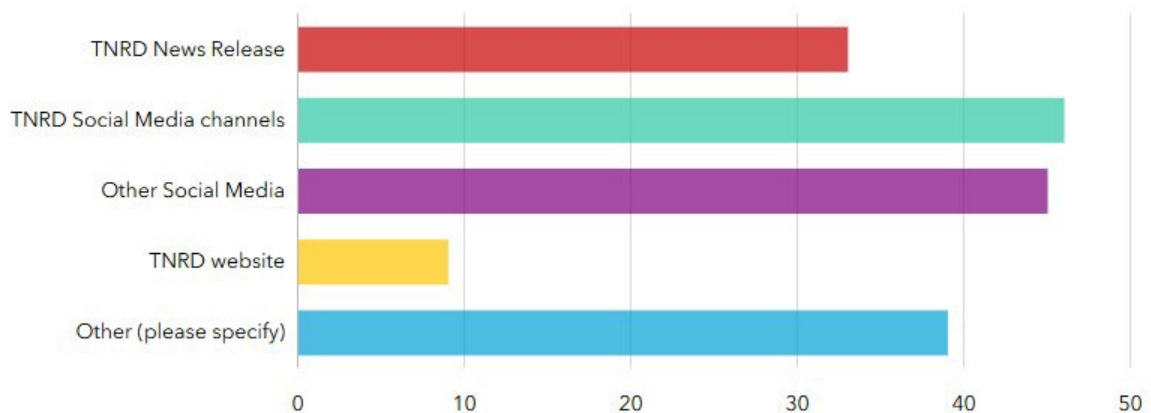
- Focus on customer service (3)
- Concerns about building permit timelines/ building standards in rural areas being similar to urban areas (2)
- Over-reliance on electronic communications (2)
- Preference for communication by mail (2), email, radio (2)
- Staff are very helpful over the phone/ in office (2)
- Use improvement districts to share information (2)
- Create additional video content if TNRD has resources to do so
- Ensure respectful communication with all individuals
- Ensure that emergency communications are empathetic
- Focus on two-way communication
- Google search showed many TNRD responsibilities
- Search and keywords on website could be improved
- Take a stance against using the social media platform “X”
- TNRD tends to be very receptive and accessible
- Trying to stay aware of my community and surrounding area
- Would like to see a firehall in Lower Nicola area

THOMPSON-NICOLA REGIONAL DISTRICT

Communications Feedback Survey Summary – March 2025

Q13. How did you hear about this survey?

Answered: 172 Skipped: 4



[Hide table](#)

Other response ☒ Empty categories Sort

Answers	Count	Percentage
TNRD News Release	33	19.3%
TNRD Social Media channels	46	26.9%
Other Social Media	45	26.32%
TNRD website	9	5.26%
Other (please specify)	39	22.81%

Other:

- Email (24)
- Facebook (5)
- CFJC News online (3)
- Ashcroft Cache-Creek Journal (2)
- Neighbour (2)
- Area Director
- Local radio
- TNRD Library