

What We Heard Report

COMMUNITY SERVICE PROGRAMS & EVENTS SURVEY 2026

This survey will help guide future community programs and services by identifying resident interests, priorities, and opportunities for improvement. Your feedback will support the development of accessible, engaging, and responsive programming for the community.

May 20, 2026



CITY OF YELLOWKNIFE



Table of Contents

1. Introduction.....	3
2. Engagement Approach	3
3. Demographic Profile of Participants	4
4. Key Findings	5
A) Understanding Community Service Programs Usage	5
B) What Users Value.....	6
C) Challenges & Gaps Identified.....	7
D) Desired Program Improvements	7
5. Community Insights on Future Program Design	9
6. What Happens Next	11

1. Introduction

Community programs play an important role in supporting individual well-being, lifelong learning, and social connection. In a community such as Yellowknife, these programs also help strengthen a sense of belonging, encourage active lifestyles, and create opportunities for residents of all ages and backgrounds to come together.

The City of Yellowknife launched the **2026 Community Programs Survey** to better understand how recreation and community programming can continue to meet the evolving needs of residents. As community interests, schedules, and participation patterns change over time, the City recognizes the importance of regularly checking in with residents to ensure programs remain relevant, accessible, and responsive.

The survey provided an opportunity for Yellowknifers to help shape the future of local recreation by sharing what programs they value most, what new opportunities they would like to see, and what barriers may prevent participation.

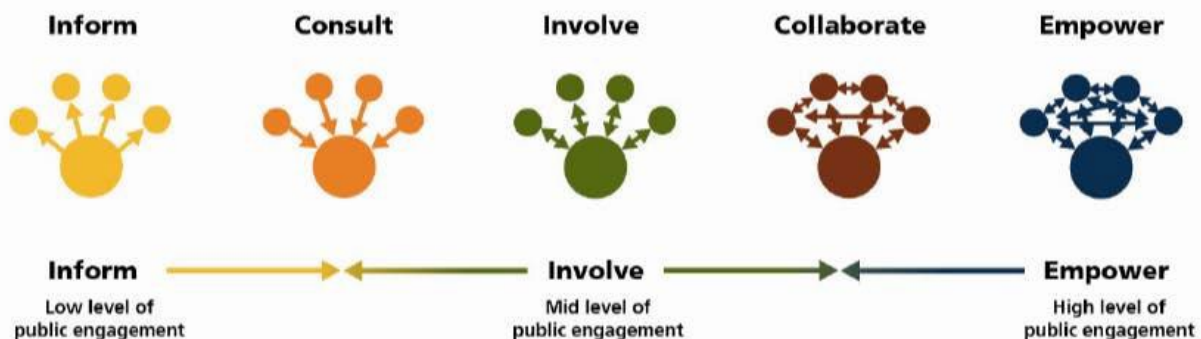
This engagement was conducted at the “Consult” level of the **International Association for Public Participation Spectrum of Public Participation**. Feedback will inform program design options alongside technical requirements, site conditions, and budget.

2. Engagement Approach

The City conducted a public survey from March 16 to April 15, 2026, to gather input on the future of Community Programs in Yellowknife.

This engagement was carried out at the “Consult” level of the International Association for Public Participation Spectrum of Public Participation. At this level, feedback informs programs planning and design decisions.

An online survey was selected as the primary engagement method to provide a quick and accessible way for residents to share input within a limited timeframe. The survey was promoted through City communication channels, and 186 responses were received.



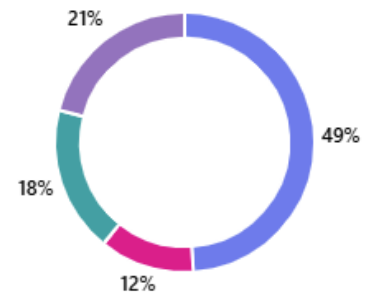
3. Demographic Profile of Participants

A total of 186 survey responses were received from community members interested in City programs and workshops. While the survey did not collect detailed demographic information such as age, gender, or ethnicity, the responses provided a strong picture of participant engagement patterns and program preferences.

- 41% of the respondents indicated that they had participated in City workshops or classes within the past two years
- 21% of the respondents reported never having registered for City programs
- 30% of the respondents show their participation occurred more than three years ago.

1. I have registered for City workshops or classes...

● In the past two years	91
● 3-5 years ago	22
● More than 5 years ago	34
● Never	39



The core user groups of community service programs identified:

- 43% of the responses suggest that programs are often accessed by individuals registering for themselves, 30% registering for their children, and 14% registering for either other adults or family members, highlighting the importance of offering programming that supports a broad range of household and community interests.

Overall, the respondent profile reflects a community with diverse interests, varying levels of prior engagement, and a clear interest in accessible, flexible, and community-oriented programming.

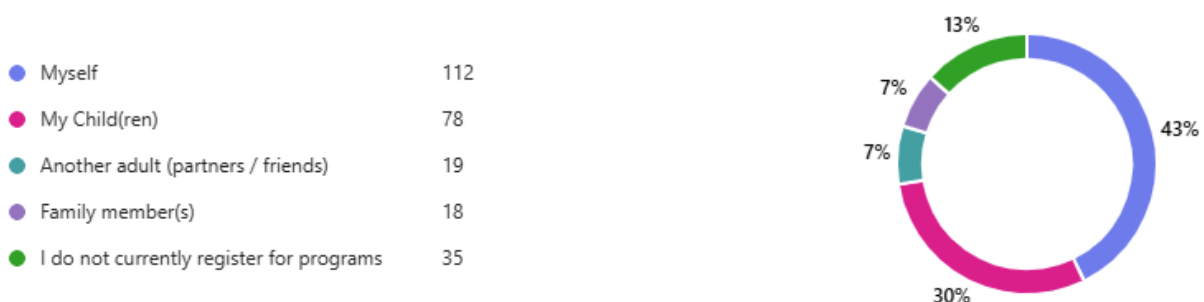
4. Key Findings

A) Understanding Community Service Programs Usage

Survey responses show that community members engage with City programs in different ways and at different levels of frequency. While many respondents have participated in programs within the past two years, a significant number reported either not participating recently or never registering for programs at all. This suggests there is both an established participant base and an opportunity to reach new audiences.

Most respondents register for programs for themselves, while many also register children or family members, demonstrating that City programming serves both individual and family-oriented needs.

2. Who do you typically register for City Programs? (Check all that apply)



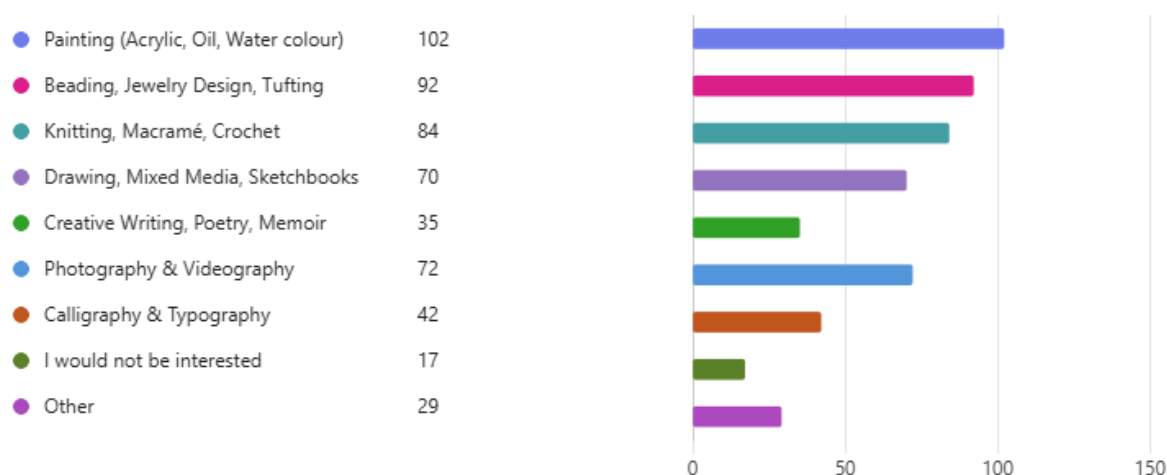
Interest levels were strongest for winter programming, likely reflecting the demand for accessible indoor recreational and wellness opportunities during colder months.

7. What season are you more likely to register for a course?



The survey also highlighted strong interest in practical and creative programming areas.

4. I would be interested in Creative Programs (Check all that apply)



Respondents also expressed a preference for flexible participation options, with most favoring a combination of drop-in and pre-registered programming formats.

B) What Users Value

Respondents identified several factors that motivate participation in City programs and services. The strongest themes included:

- Learning new skills and trying new experiences
- Opportunities for social connection and community engagement
- Fun, recreation, and entertainment
- Personal wellness and self-improvement
- Family bonding opportunities

Participants who had attended programs previously spoke positively about programs that created welcoming environments, offered hands-on learning opportunities, and provided opportunities to connect with others in the community.

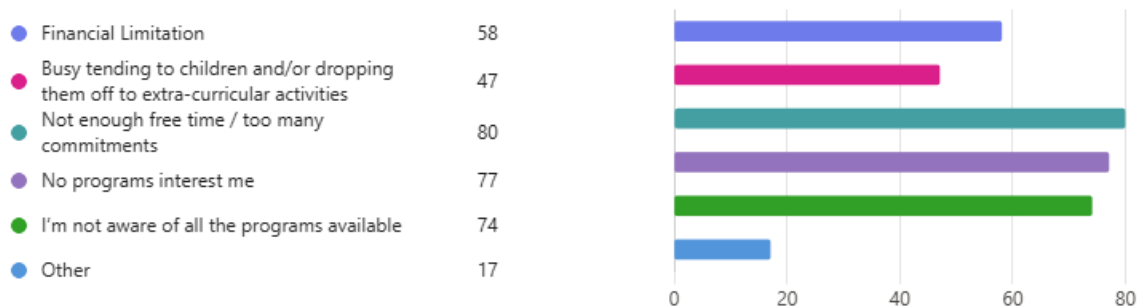
The survey findings also suggest that residents value programs that are accessible, practical, creative, and community focused. Respondents showed appreciation for programs that support both personal development and social well-being.

C) Challenges & Gaps Identified

Several recurring barriers and service gaps emerged throughout the survey responses.

The most identified challenge was lack of time or competing commitments, particularly for working adults and parents balancing extracurricular schedules. Financial limitations were also identified as a barrier for some participants.

WHAT ARE SOME OF THE BARRIERS TO REGISTERING FOR CLASSES THAT INTEREST YOU?



Awareness and communication gaps were another major theme. Many respondents indicated that they were not fully aware of available programs or felt that programs were not promoted consistently enough. Although the City website and social media channels remain the primary source of information, respondents noted that stronger and more consistent communication could improve participation.

Another notable finding was that many respondents felt current program offerings did not fully align with their interests. This points to a need for broader programming variety and more responsive program planning informed by community feedback.

Some respondents also identified concerns related to limited spots, scheduling, transportation, and accessibility of programs.

D) Desired Program Improvements

Respondents expressed interest in expanding both the variety and accessibility of City programming.

Key improvement themes included:

- More diverse creative and practical skill-building programs

- Expanded cooking, wellness, financial literacy, and entrepreneurship workshops
- More family-oriented and intergenerational programming
- Improved communication and promotion of programs
- Increased flexibility in scheduling and registration options
- More affordable and accessible programming opportunities
- Greater consistency in program availability throughout the year

Many respondents also emphasized the importance of offering programs that strengthen community connection, encourage participation across age groups, and create opportunities for residents to build skills, hobbies, and social networks locally.

Overall, the findings suggest that residents are interested in engaging more with City programs when offerings are relevant, well-promoted, affordable, and flexible enough to fit into busy schedules.



Communication!!! It's easy to miss social media posts and dates of when registration is not announced well. Can we get an option to sign up for a newsletter or an alert from the registration program? (even reminders for canceled classes).

I saw one that would have been somewhat interesting to me this winter, but it was too expensive



5. Community Insights on Future Program Design

Survey responses provided valuable insight into how residents would like future community programs to be designed and delivered. Overall, respondents expressed a desire for programs that are flexible, inclusive, practical, and responsive to evolving community interests.



Flexible Participation

- Preference for a mix of drop-in and pre-registered program formats
- Need for flexible scheduling to accommodate work, family, and personal commitments
- Interest in evening and weekend programming
- Desire for programs that allow varying levels of participation and commitment
- Importance of convenient and easy registration processes

Social Engagement and Skills Acquisition

- Strong interest in programs that combine learning with social interaction
- High value placed on creativity, wellness, and personal growth opportunities
- Interest in practical, hands-on workshops and activities
- Desire for programs that strengthen community connections and reduce social isolation

I would like one-off events of short sessions (like 4 weeks)

Even though I follow the City on social media. Sometimes I don't always see them in time. Maybe add events to other calendars (i.e., cabin radio events calendar)

let the library start their own social media accounts, the cities social media presence as a whole sucks and could use A LOT of work.

Amount of time available, not enough

Better communication on registration. One stop page website for all programs registration and events

Wider Range of User Groups

- Need for programs that serve diverse age groups and household types
- Interest in family-friendly and intergenerational programming
- Desire for activities that engage both youth and adults

Accessibility and Affordability

- Importance of keeping programs financially accessible
- Need for clear communication regarding program schedules, locations, registration timelines and availability of spaces
- Desire for improved promotion and awareness of programs
- Preference for communication through multiple channels, including social media and community updates
- Interest in reducing barriers related to scheduling, transportation, and access

Community Input

- Strong interest in ongoing opportunities to provide feedback
- Desire for programs to reflect evolving community interests and needs
- Appreciation for community consultation and engagement processes
- Interest in more resident involvement in shaping future programming priorities
- Expectation that feedback gathered through surveys and consultations will inform future decisions

Affordability and availability. The fact that its always fully booked.

Posting the actual calendars of facility availability and make it mobile device friendly. Widely advertise when registration will be open for the next session/season. Move the library to somewhere with parking and away from other downtown deterrents.

In proved recruitment of individuals to provide courses/workshops

More selection, more advertising (I think sometimes programs get cancelled because of not enough interest but people did not know about the course to begin with), reaching out to "local experts" for classes.

Communication!!! It's easy to miss social media posts and dates of when registration is not announced well. Can we get an option to sign up for a newsletter or an alert from the registration program? (even reminders for canceled classes).

6. What Happens Next

The feedback collected through this survey will inform the City's development of program options for the schedule of Community Service Programs.

Updates on the project will be shared on the City's website.